

Inspired by Nature

SUPERIOR CREATIVE PLACEMAKING MASTER PLAN



Acknowledgements

**Inspired by Nature:
Superior's Creative
Placemaking Master Plan
is only possible due to the
dedicated efforts, hard work
and generous commitments
of an array of people.**

First and foremost, this plan is the result of the tireless efforts of the Superior's Cultural Arts and Public Spaces (CAPS) Advisory Committee. Members of the CAPS Advisory Committee have been fundamental to the development of this plan from before it's inception until its completion. They generously shared their time to guide the Happy City team around Superior, take part in numerous public engagement events and activities, and meet monthly to guide the creation of this Master Plan. Their creativity, passion for the arts, and dedication to the process have resulted in a stronger Plan that is tailor-made to Superior.

The sustained efforts, in-depth knowledge and continuous support of Town staff within Superior's Parks, Recreation and Open Space Department were essential to transforming a compelling idea into Superior's Creative Placemaking Master Plan. Every member of the Parks, Recreation and Open Space Department also helped to create a stronger plan, offering their time, ideas, reflection and even work space to Happy City. Their dedication to enhancing Superior is as admirable as it is committed.

We are also grateful for the valuable insight, provocative ideas and thoughtful direction that a host of Superior residents and actors provided us through interviews, engagement and more. This includes each of Superior's Board of Trustees, several past Trustees and a number of other local stewards. Their love for Superior and passion for the town's continual and sustained improvement shone through in every conversation we had.

Finally, this made-in-Superior Plan reflects the hopes, needs and aspirations of hundreds of Superior residents. The ideas, opinions and enthusiasm for arts, culture and creative placemaking is the bedrock of this plan.

Inspired by Nature: Superior's Creative Placemaking Master Plan is greater than the sum of its parts. It represents what is possible when a town comes together to create something special.

For all of this, and much more,
thank you all.

*MITCHELL REARDON AND
THE HAPPY CITY TEAM*





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Executive Summary

Inspired by Nature: Superior’s Creative Placemaking Master Plan is designed to address important questions that arise in a town that is growing in both population and aspiration. By embarking on the creation of this Master Plan, the Town of Superior, Colorado chose to directly address questions about elevating town identity and supporting positive change, while celebrating existing values and assets.

A Collaborative Approach

Placemaking consultants Happy City worked closely with the Cultural Arts and Public Space (CAPS) Advisory Committee and Town staff, under the guidance of the Town Board, to answer these questions. To accomplish this, the collaborative team used an array of approaches to engage Superior residents and key actors. The team tapped into local knowledge and spent significant time on-site to learn about the Town setting, assessing this information through Happy City’s evidence-based wellbeing lens. All efforts were guided by the project vision, mission and overarching goal. These overarching guidelines were supported by specific Town goals for the project, as well as Made-in-Superior Wellbeing Principles.

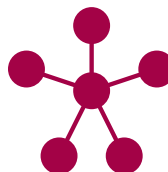
A Made-for-Superior Process

To ensure a context-sensitive outcome, the Project Team undertook a comprehensive context analysis. The Team collected population and socioeconomic data, along with statistics from the Parks, Recreation and Open Space Department. Superior’s Comprehensive Plan, Town Board goals and other key policy documents were reviewed. For an on-the-ground snapshot, the CAPS Advisory Committee conducted a needs assessment and high level overview of existing assets. This detail-oriented approach was augmented by on-site analysis by Happy City.

In order to achieve our creative placemaking goals, the Project Team knew that the Plan’s engagement strategy needed to be inclusive, compelling and fun. Recognizing that different people would have different opportunities to participate in the project, we created multiple avenues for engagement. This included five public events, two rounds of public digital engagement, 16 targeted interviews, a series of walking tours and a wellbeing workshop for key actors in the process.



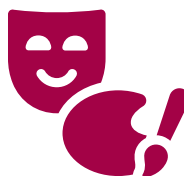
Define arts and culture in Superior: Give Superior an identifiable cultural identity and sense of place.



Create interconnected experiences through visual, performing arts and applied arts in order to bring the community together and enliven underutilized economic areas.



Open a multi-purpose, year-round space for exhibitions.



Establish a public art program with policies, procedures, partners and on-going funding.



Big Ideas for Creative Placemaking in Superior

As Superior’s needs, opportunities and aspirations became clear, the Team cross-referenced context-sensitive creative placemaking ideas with wellbeing evidence. Combined with direction from the CAPS Advisory Committee and Town staff, this exercise served to identify and validate creative placemaking that were well suited to Superior. This process produced five big creative placemaking ideas.

1. The Superior Art Path

A network of walking and cycling routes activated with public art installations and points of interest for arts and culture, the Art Path also serves to connect Superior’s neighborhoods, schools, parks and commercial centers.

2. Mobility Freedom for All

Mobility Freedom for All combines public art with transportation safety to create safer, more accessible streets for pedestrians, cyclists and drivers alike. It will boost wellbeing by promoting safer active mobility for all residents, while simultaneously increasing the presence of vibrant, local art in the community.

3. Public Art

Implementing public art across Superior will strengthen the town’s identity while also creating more vibrant and attractive spaces for residents to gather and connect. The interventions proposed here will contribute to Colorado arts and culture while also boosting the town’s economic growth by attracting and retaining more visitors and residents.

4. Events and Programming

Initiatives that fall under this idea will support opportunities for Superior residents to connect and socialize. The recommendation is a direct outcome of residents’ desire to socialize and build meaningful relationships within their community. Notably, the Town Board has an important opportunity to fulfill a key aspiration by ensuring that food trucks and markets are permitted in Downtown Superior, events that face barriers within existing commercial centers.

5. Elevate Creative Capital

This big idea is designed to intentionally support and boost the town’s creative sector, including local artists and creative businesses. Stronger creative capital will not only help promote arts and culture within Superior, but also work to support the town’s economic growth.

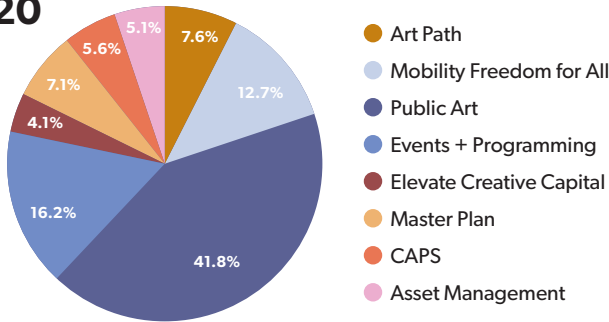
Budget

This plan has been designed within the bounds of the \$150,000 annually allocated for creative placemaking in Superior. The Plan will be funded primarily through the Town’s Capital Improvement Program (CIP) Fund. This may be augmented through Downtown Superior Tax Increment Financing (TIF) and/or collaboration with Downtown Superior.

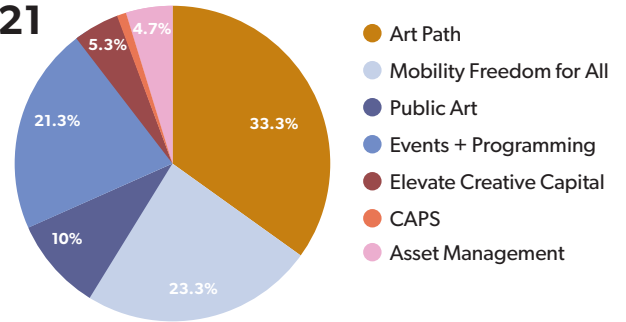
Recognizing that the timing for specific activities may shift once implementation begins, the Project Team recommends that the Town Board provide budget flexibility for Art Path-related activities by permitting annual budget rollover. This will require justification and revised timelines from Town staff and the CAPS Advisory Committee.

The high level budget for creative placemaking in Superior for the 2020-2024 period is recommended as following:

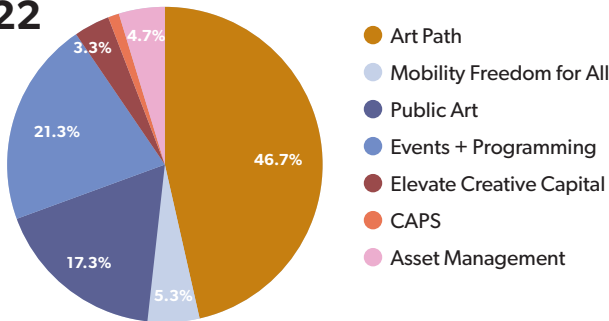
2020



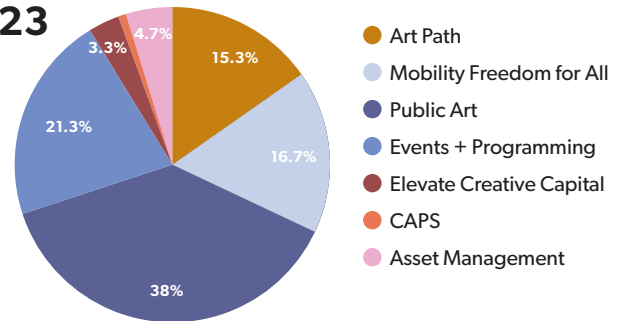
2021



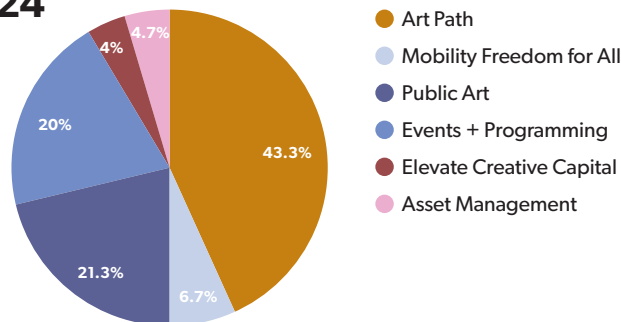
2022



2023



2024



Numerous government entities and private foundations offer grants that are relevant to this Plan, including mobility safety, healthy lifestyles, green space improvement and arts and culture. Notable opportunities include:

Colorado Safe Routes to School offered by the Colorado Department of Transportation

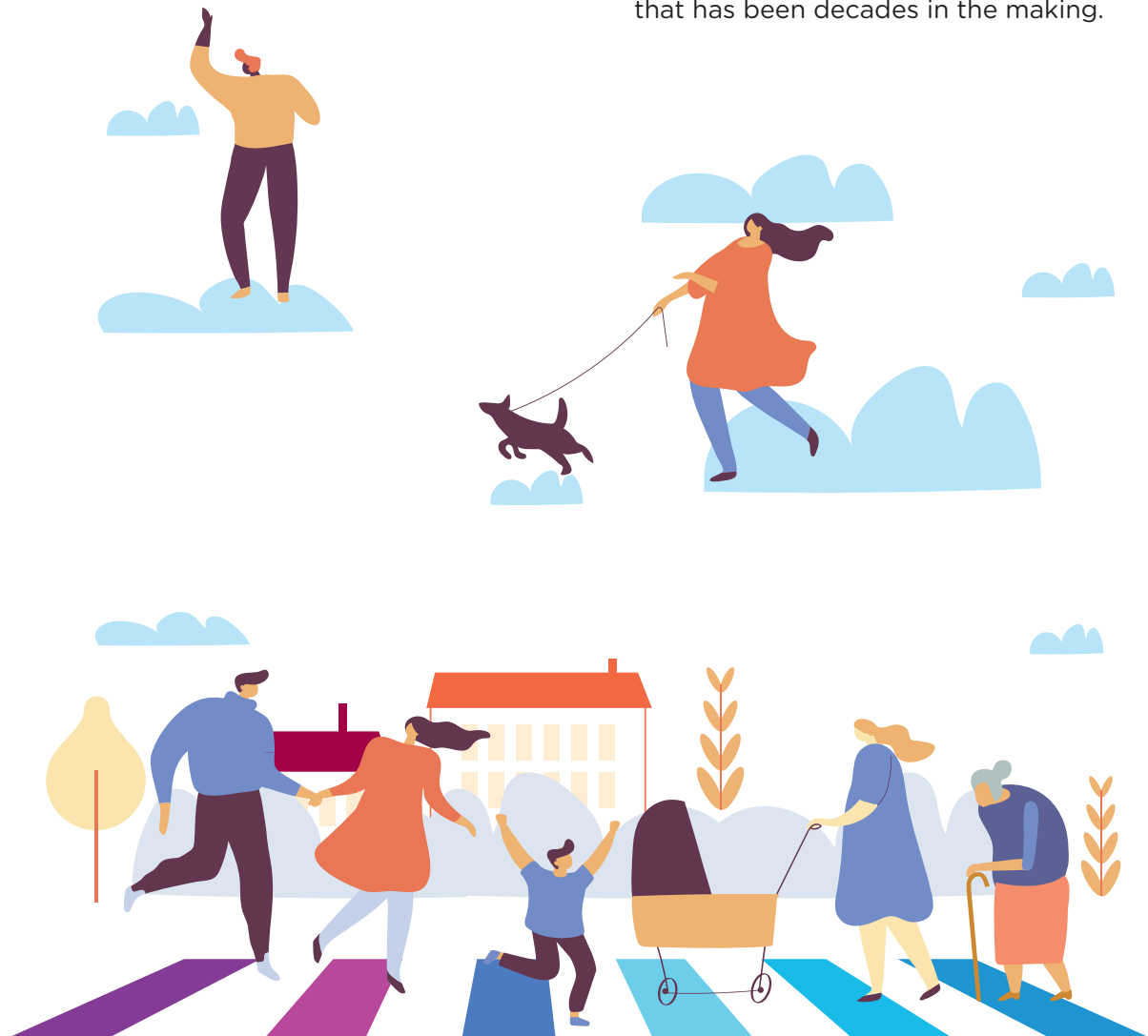
Great Outdoors Colorado offered by Local Park and Outdoor Recreation

Our Town & Grants for Arts offered by National Endowment for the Arts

In Summary

Inspired by Nature: Superior's Creative Placemaking Master Plan reflects the dedicated collaboration, compelling local ideas and aspirations of a town ready to reach new heights. This made-in-Superior approach offers a clear path to elevating Superior's identity, supporting positive change and celebrating the town's cherished assets. The Plan is designed to provide a framework for five years worth of creative placemaking activities, while ensuring that the CAPS Advisory Committee and Town have the flexibility to respond to emerging needs and changing contexts.

The first steps to a dynamic future of creative placemaking in Superior go beyond arts, culture and public space. They represent a maturing and optimistic town that is ready to embrace an exciting future while strengthening an identity that has been decades in the making.





Introduction

“How can we elevate Superior’s identity and support positive change while celebrating the town’s cherished assets?”

With this question, the Project Team, made up of the Town of Superior, the Culture Arts and Public Spaces (CAPS) Advisory Committee and Happy City, embarked on the journey to develop a made-in-Superior Creative Placemaking Master Plan. The first steps toward answering this vital question consisted of listening and observing: we listened to the creative placemaking values and needs of people in Superior and observed what local strengths the plan could elevate, and what opportunities were awaiting daylight. Once equipped with this foundational knowledge, we began to apply Happy City’s wellbeing approach to determine the best way to harness the power of arts, culture and public space to boost happiness and wellbeing in Superior. Inspired by Nature: Superior’s Creative Placemaking Master Plan embodies months of compelling conversations, widespread public engagement, detailed research, on-site analysis, creative brainstorming and close collaboration. It serves as a context-sensitive, evidence-based five-year guide to elevating Superior’s identity, supporting positive change, celebrating cherished assets and more.

To fulfill this ambitious project, the Project Team crafted Vision and Mission Statements, an Overarching Goal and a series of Master Plan Goals. To guide this complex project, the Team co-created Process Goals and agreed upon Project Principles. These efforts established the foundation for this important project.



Vision

Creative placemaking creates a unified sense of identity that boosts social wellbeing and community health in Superior through strategic design interventions and events that spark joy.

Overarching Goal

Develop a creative placemaking master plan that establishes a common vision for the role of arts, culture and creativity that will guide placemaking in Superior for the next five years.

Mission

Inspired by Nature: Superior's Creative Placemaking Master Plan supports the CAPS Advisory Committee and Town staff in their efforts to create a unified sense of place and boosts wellbeing by maximizing joy and satisfaction, strengthening community connections and supporting healthy lifestyle choices in ecologically, economically and culturally sustainable ways.



Process Goals

Develop a clear understanding of how existing stakeholders, policies and assets can be leveraged to strengthen creative placemaking in Superior.

Identify elements of Superior's identity, context and heritage to celebrate through creative placemaking.

Identify sites, locations and routes for potential creative placemaking activities.

Establish community support for the plan and bring it to life.

Use creative placemaking to support economic activity in Superior.

Recommend funding mechanisms to leverage Superior's five-year Cultural Arts and Events funding plan.



Master Plan Goals



1. Illustrate how arts, culture and creativity can create a sense of place and community identity while contributing to Town branding.



2. Identify key near- and long-term actions to create opportunities that enliven and enhance public spaces throughout Superior with arts and cultural activities.



3. Explore and demonstrate how creative placemaking can support and enhance the activities of Town programs.



4. Shape a vibrant public art program, including outlining policies and procedures and assessing the public art collection for gaps and opportunities.



5. Investigate and inform guidelines for a public art program.



6. Recommend new funding opportunities and ways to leverage resources.



7. Uncover new partnerships to enhance the delivery of events and arts activities.



8. Assess event activity in town and nearby surroundings and recommend ways to increase quality.



9. Establish measures of success to tell the story of the impact of creative placemaking.



10. Uncover ways to encourage and support the creative economy and creative entrepreneurs.



11. Identify opportunities to support social connection among residents and visitors of all ages.

Principles

In addition to the goals, the team established a set of principles to guide the creation of the Creative Placemaking Master Plan. These principles were crafted using Happy City's evidence-based approach to urban wellbeing,

which draws upon a decade of interdisciplinary research on public health, neuroscience, psychology, behavioral economics and urban design. The team further refined the principles based on input from the CAPS Advisory Committee.



Sociability: Promote positive social interaction and facilitate trust-building encounters among the array of Superior residents and visitors.



Joy: Maximize opportunities for joy, comfort and satisfaction. Minimize discomfort and frustration.



Health: Enable, encourage and promote wellbeing, healthy lifestyle choices and active mobility.



Equity: Develop placemaking initiatives and public spaces that are open to the diversity of Superior's people and that the outcomes welcome and serve all residents and visitors.



Ease: Ensure safe environments that give people a strong sense of control, comfort and capacity to get involved.



Resilience: Create a legacy of ecologically, economically and culturally sustainable interventions and programs that enable Superior to thrive over the long term.



Meaning & Belonging: Craft a unified Town identity and support individual and community efforts to build attachment, ownership and pride of place.

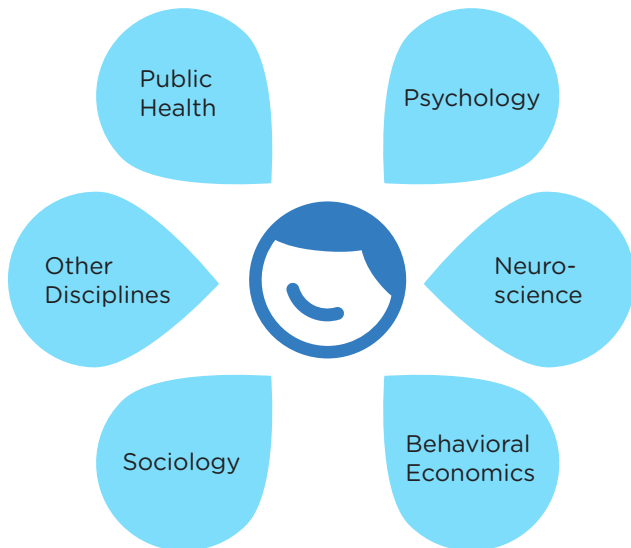
What is Creative Placemaking?



Creative placemaking is a way of viewing aspects of a community’s cultural life as community assets. It is about seeing culture and cultural activity as resources for human and community development, rather than merely as cultural “products” to be subsidized because they are good for us.

Creative placemaking uses arts and culture as tools to animate public and private spaces, and to rejuvenate structures and streetscapes. It brings diverse people together to celebrate, inspire and be inspired. The approach leverages a place’s existing creative potential and connects arts and culture to larger community revitalization or development initiatives. The approach advances a shared community vision that honors community distinctiveness through interdisciplinary and cross-sector activities that engage an array of people who call the place home.

Who is Happy City?



Happy City is an urban design and planning consultancy. We turn evidence into action for happier, healthier and more inclusive communities. Urban policies and plans have a direct—but commonly overlooked—influence on human wellbeing, both physical and psychological. City custodians are starting to recognize that societal wellbeing is both a responsibility and a reasonable goal.

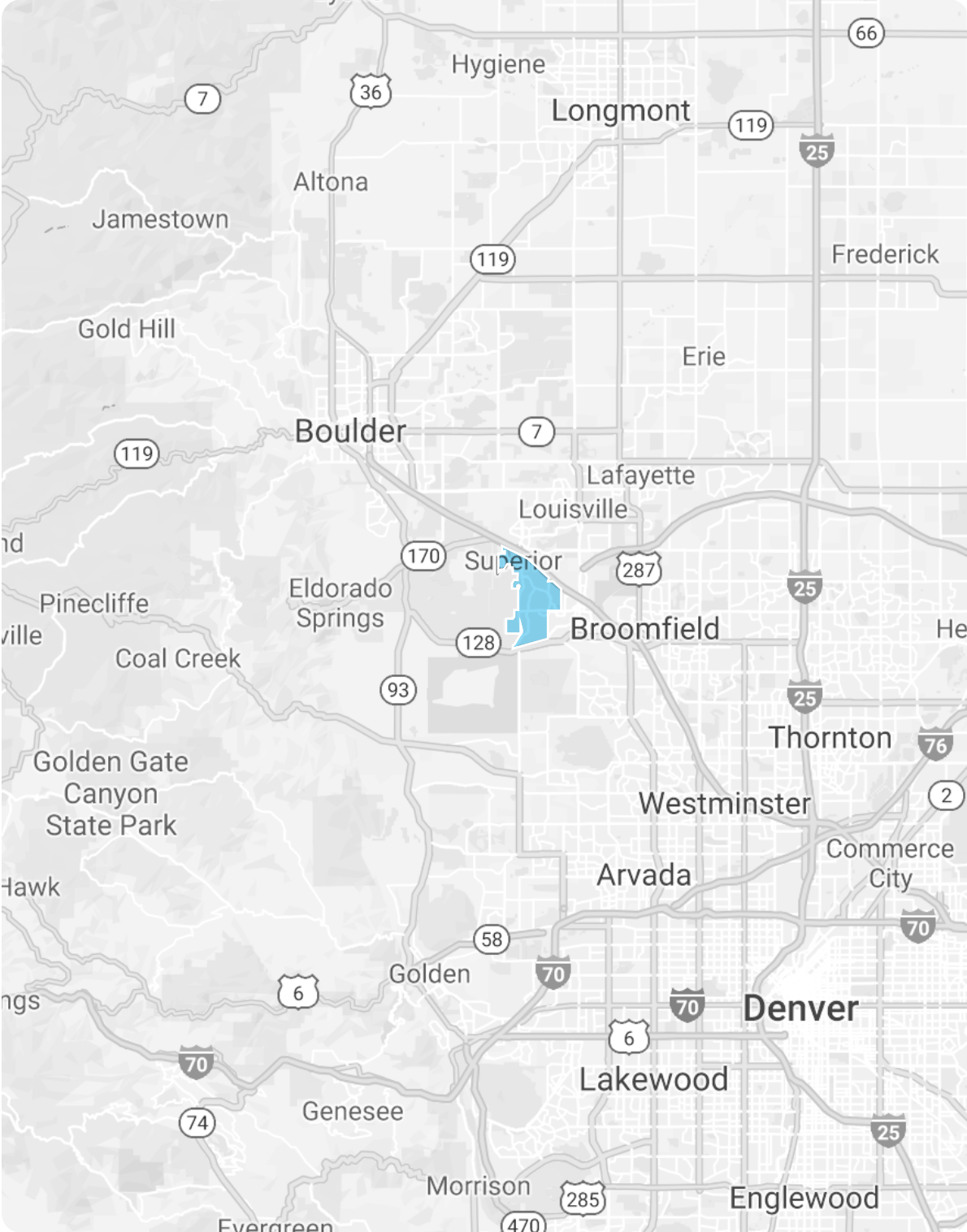
We use an interdisciplinary approach to build scientific recipes for urban wellbeing. For the last decade, we have conducted research in psychology, neuroscience, sociology, public health, behavioral economics and numerous other academic disciplines to understand the intersection between urban design and wellbeing.

We use these insights to empower clients around the world to build wellbeing into place. We have worked closely with clients in Vancouver, Mexico City, Rotterdam, Denver, Dubai and other cities around the world on:

- Collaborative master planning
- Immersive community engagement
- Urban policies and strategies
- Public space design and assessment
- Mobility projects and assessments
- Research and experiments

Happy City takes an interdisciplinary approach to understand how urban design and placemaking influence wellbeing

Context

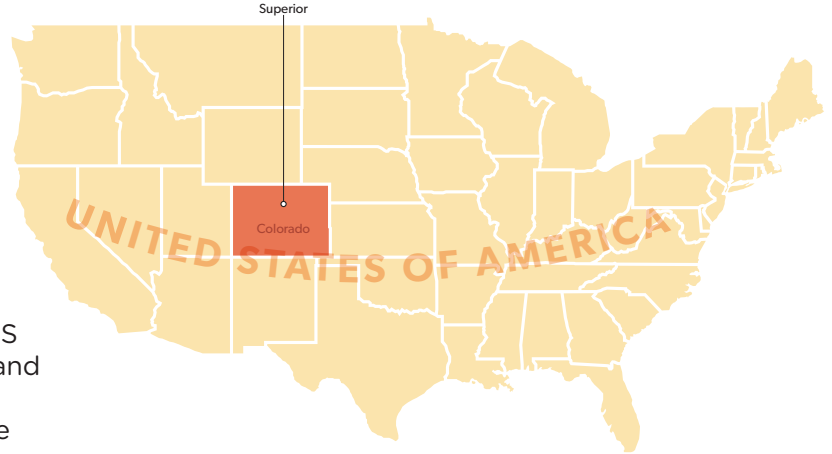


Physical Context

Superior, Colorado is a suburban town situated in Boulder County. The town stretches across approximately four square miles, which includes 630 acres of parks, greenspace and open space, 35 miles of trail and several lakes and creeks.¹ This region of the state experiences warm summers and cold, dry winters.

Superior is located along U.S. Route 36 (US 36), approximately 22 miles from Denver and eight miles from Boulder. This makes it an attractive location for those who commute to either of these cities for work or school. The neighboring town of Louisville (north of US 36) is also an appealing destination for entertainment and leisure. With many residents commuting to nearby cities for both work and recreation Superior's existing shopping centers and amenities are sometimes overlooked as local destinations. This creates an added incentive for placemaking in Superior. Increasing local social and employment opportunities through placemaking would encourage residents to spend more time in Superior and result in increased economic activity in the town.

Superior attracts residents and visitors for its high-quality outdoor space, including several beloved Town-owned parks as well as spaces to access the trails of Boulder County. Within Superior, there are ²:



58.45 acres of Town-owned natural open space

159 acres of natural open space through conservation easements

570.75 acres of developed open space

6,500 maintained trees in Town canopy



29.75 miles of trails (on road, hard and soft trails)



15 playgrounds,
4 multipurpose fields,
3 baseball/softball fields,
2 outdoor pools,
4 tennis courts,
1 skate park and
3 basketball courts a dog park, a bike park, a disc golf course and historic museum, structures and cemetery.³



Superior's reputation for high-quality outdoor space and access to nature played a key role in determining where the Town should focus its creative placemaking initiatives.

¹ Town of Superior. Parks, Recreation and Open Space Department. Fact Sheet.

² Source for all bullet points, unless otherwise noted: Town of Superior. Parks, Recreation and Open Space Department. Parks, Open Space and Trails webpage.

³ Town of Superior. Parks, Recreation and Open Space Department. Fact Sheet.

Demographic Context

Superior is home to over 13,000 people living in approximately 5,000 households.⁴ The town is recognized as a great place to raise a family, which is reflected by the fact that about half the households include children under the age of 18.⁵ This also helps to explain the town's relatively low median age of 34.⁶ Superior residents are highly educated. 97% of residents over 25 have completed high school, while 76% have a bachelor's degree and nearly 40% have a graduate or professional degree.⁷ Superior is also home to two elementary schools. This underscores the importance of implementing creative placemaking opportunities that appeal to young people, while also making space for distinct interventions that provoke thoughtful responses from viewers or participants.

As of 2017, median household income in Superior was \$119,810, which is nearly double the median annual income across the United States.⁸ Less than 5% of residents live below the poverty line.⁹ About 60% of Superior households own their homes, while 40% rent.¹⁰ Approximately one third of dwellings in Superior are located in multi-unit buildings.¹¹ Nearly 70% of Superior residents commute to work by car alone.¹²

The town has a relative gender balance, with a slightly higher share of males. Almost 10% of households have a female resident without a common law or legal partner present.¹³ Approximately 75% of Superior residents are Caucasian, 18% are Asian, and the remainder are Hispanic, African American, Native American, Pacific Islander or of other racial backgrounds.¹⁴ This diversity highlights the importance of making space for an array of people to participate in Superior's creative placemaking activities.

DOWNTOWN SUPERIOR FACTS



⁴⁻⁶ World Population Review. US Cities. Superior, Colorado

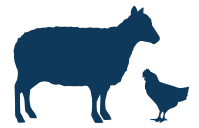
⁷ Town of Superior. Demographics.

¹⁴ World Population Review. US Cities. Superior, Colorado.

⁸⁻¹³ Data USA. Superior, CO Profile.

Growth + Downtown

Superior, Colorado was founded in 1896 as a coal mining town. When the mines closed in the mid-1900s, many people moved away and the town shrank, becoming a small ranching and farming community of under 300 residents.¹⁵



1896

mid-1900s

More recently, Colorado has been a state on the rise. Specifically, the Front Range has seen significant population growth and related housing demand. More than half of Boulder County residents have come from out of state. The popularity of the area, combined with the need for a town-wide water system, ushered in an era of dynamic growth in Superior. Over the last two decades, Superior has grown to a community of over 13,000 people. This new growth is also the result of partnerships between the Town and residential developers. This pattern is being reinforced in Downtown Superior, an exciting new development project that is set to rearticulate Superior's reputation as a place to live, work and play.

Downtown Superior will contribute 1,400 dwellings, 800,000+ square feet of commercial and retail space and 42 acres of outdoor space to the town.¹⁶ The development marks a key shift toward mixed-use opportunities in Superior. Further, the creation of a walkable main street presents an important opportunity to strengthen Superior's sense of place. Notably, the development will also offer additional, privately-funded placemaking opportunities and serve as a source of funding for the town's placemaking initiatives. The project's ambition to marry Superior's traditional assets to urban lifestyles reveals its potential to establish a sense of place in the new development. As Town decision-makers recognized in pursuing Superior's Creative Placemaking Master Plan, the new development also presents a vital town-wide opportunity to pursue creative placemaking. In the digital area, retailers must compete with the convenience of a keyboard in a customer's home. This means that placemaking is more important than ever: creating experiences is vital to creating thriving local economies.



¹⁵ Town of Superior. Request for Proposals: Facilitate and Develop a Creative Placemaking Master Plan.

¹⁶ Downtown Superior.

Economic Context

Superior’s economy is made up primarily of commercial retail centers, state and national corporations and “solopreneurs,” including those in the creative sector. Notably, a significant majority of Superior residents commute to jobs outside the town, while many people who work for retail and corporate businesses in Superior commute from other municipalities.

The town currently has two large, fully-operating commercial retail centers – Superior Marketplace and Rock Creek Village – as well as the smaller Superior Plaza. These privately-owned areas have a prominent spatial influence on the town and play an important role in the local tax base. They are home to most of Superior’s small and medium-sized businesses. These businesses include several local and national restaurants, a new hotel, a number of health, wellness and paramedical firms, as well as a series of chain and big box stores. The opening of the Superior Medical Center and Sports Stable, as well as several restaurants and cafes, signal the addition of Downtown Superior as a third center. The influx of housing and commercial space is a significant opportunity to grow the local economy and reinforce the connection between place and economics. Recognizing the importance of place, the project’s proponents have a focus on enhancing the experience economy in Superior.

In addition to national retail chains, a number of state and national corporate firms are located in Superior, primarily in the Discovery Office Park and at Superior Pointe. Employees at these firms are in Superior during lunch hour and are part of a key base necessary to sustain daytime businesses.

Finally, Superior is home to a number of “solopreneurs.” These are entrepreneurs who work independently, running their own small businesses and startups. Currently, these people tend to work from home or from co-working spaces in nearby towns. With the right conditions, many of these solopreneurs could work in shared spaces in Superior and frequent local restaurants during lunchtime. These workers also have skills that could be applied to the town’s benefit. As such, they represent a valuable and underutilized asset in Superior. Beyond solopreneurs, there are many people who work for larger firms in Denver and Boulder who could be enticed to work from Superior one (or more) days per week, if they had comfortable and appealing spaces to work from.



Small & Medium Size Business



Solopreneurs



Constraints

Superior’s unique context also results in several creative placemaking constraints that the Project Team considered during the development phase of this Plan.

Limited Density*

Most importantly, limited urban density in the town creates a significant constraint on placemaking in Superior. Low-density communities discourage walking and promote car use, which decreases the opportunity for social interactions and makes it challenging to effectively implement any placemaking initiatives that require sustained density.

As a solution to this challenge, this Plan emphasizes interventions that promote building connections within the town, both socially and physically. This includes concentrating interventions in strategic locations to promote the creation of gathering places in town, and focusing on interventions that benefit all residents.

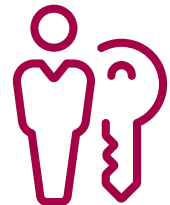


** Compared to neighboring communities like Boulder and Louisville, Superior has fewer inhabitants residing within or near core urban areas.*

Privately-Owned Centers

Placemaking in Superior is also constrained by the fact that the town’s main commercial retail centers are privately-owned. Commercial centers provide a natural gathering space for residents due to the concentration of shops and amenities, and can therefore play an important role in future placemaking initiatives. Because both Rock Creek Village and Superior

Marketplace are privately-owned, any placemaking activities in these centers will require strategic partnerships and collaboration, adding an additional layer of complexity. One solution is to leverage developments that simultaneously prioritize community benefit in addition to economic success.



Budget

The recommendations in this Master Plan are also bound by the Town budget. An annual placemaking budget of \$150,000 over five years is considerable for a town of Superior’s size. However, initiatives and actions must still be prioritized based on impact and complexity of implementation. To work within existing budget boundaries, the Project Team recommends several creative, cost-effective interventions.

Allowing community members to participate in creating public art is one such example. By emphasizing the connection between placemaking work and health and wellbeing, the Plan also allows the Town to access an array of grants and funding programs that focus on community health. Furthermore, the social and economic benefits of these placemaking recommendations can incentivize other partners and collaborators to provide financial support and indirectly invest in their shared goals.



Related Policy

This Creative Placemaking Master Plan supports the goals, initiatives and policies from the Town of Superior's existing Comprehensive Plan.

Key goals from the Comprehensive Plan regarding land use and development, community participation, and parks, recreation, open space and trails are addressed below.

Goal 4.1: Provide a Balanced Mix of Land Uses

Ensure a balanced mix of land uses that maintains and enhances Superior's identity as a diversified community—offering a variety of housing and employment options, commercial services, and civic facilities to meet the needs of existing and future residents, and business and property owners.

Goal 4.3: Development Quality

New development shall demonstrate a benefit to the community by positively contributing to the aesthetic character of the Town and by exemplifying quality design principles.

Goal 4.4: Establish Town Center as a Central Gathering Place for Superior

Develop the Town Center as a central gathering place for Superior—a vibrant, pedestrian-oriented district that offers a variety of specialty shopping, office, entertainment, residential, and community-oriented uses.

Goal 5.1: Economic Growth and Stability

Provide a sound basis for economic growth and stability by attracting a variety of new employment opportunities to provide local residents with greater job options, grow the Town's tax base, and to reduce commuting.

Goal 6.1: Opportunities for Participation

Opportunities for Participation: Create a strong sense of community based on awareness and participation by residents, property owners, developers, and business owners in achieving Superior's vision for the future.

Goal 7.1: Health, Safety, Education, and Welfare

Protect and promote the health, safety, education, and welfare of residents and employees within the town.



Goal 8.1: Transportation System

Develop a multi-modal transportation system to efficiently meet the local and regional transportation needs of residents and businesses in a safe, convenient, and efficient manner while minimizing negative environmental and community impacts.

Goal 10.1: Town Park System


Enhance the town's park system to furnish important recreational and cultural benefits for all residents while also enhancing the town's overall physical and natural framework.

Goal 10.3: Recreational Activities and Programs

Provide a wide range of recreational activities and programs that meet the entire community's needs.

Goal 10.6: Town Trail System

Develop the town's trail system as an integral part of all physical development throughout the town, meeting the various recreational, cultural and mobility needs of all user groups.



The recommendations in Superior's Creative Placemaking Master Plan address these goals, with several recommended activities or initiatives addressing several goals simultaneously. The following table describes the connection between the placemaking recommendations and the Town's existing goals from the Comprehensive Plan.

Goal Goal & Policies

Art Path *Mobility Freedom* *Public Art* *Events & Programming* *Elevate Creative Capital*

Land Use	Goal 4.1: Provide a Balanced Mix of Land Uses: Ensure a balanced mix of land uses that maintains and enhances Superior’s identity as a diversified community—offering a variety of housing and employment options, commercial services, and civic facilities to meet the needs of existing and future residents, and business and property owners.		✓	✓			
	4.1	POLICY 4.1.d: PUBLIC AMENITIES: Encourage the use of clustering and other creative site planning techniques to preserve sensitive site features, provide linkages to adjacent public open space, and to establish other publicly accessible amenities.	✓	✓			
	Goal 4.3: Development Quality: New development shall demonstrate a benefit to the community by positively contributing to the aesthetic character of the Town and by exemplifying quality design principles.		✓	✓	✓		
	4.3	POLICY 4.3.g: TOWN IMAGE: Establish a strong hierarchy of town entry signage and monumentation to enhance the image of the town and enhance way-finding for visitors.	✓	✓	✓		
	Goal 4.4: Establish Town Center as a Central Gathering Place for Superior: Develop the Town Center as a central gathering place for Superior—a vibrant, pedestrian-oriented district that offers a variety of specialty shopping, office, entertainment, residential, and community-oriented uses.		✓	✓	✓	✓	
	4.4	POLICY 4.4.d: PUBLIC AND CIVIC USES: Target public and civic uses such as a community center, library, or other new municipal facilities to locate within the Town Center.				✓	
POLICY 4.4.k: PUBLIC IMPROVEMENTS: Explore options for funding public improvements, such as infrastructure enhancements, expansion of existing trail systems, public art programs, a parking district to implement structured parking, and other public investments that will attract private investment and broaden the appeal of the Town Center.		✓	✓	✓	✓		
Economy	Goal 5.1: Economic Growth and Stability: Provide a sound basis for economic growth and stability by attracting a variety of new employment opportunities to provide local residents with greater job options, grow the Town’s tax base, and to reduce commuting.		✓		✓	✓	✓
	5.1	POLICY 5.1.c: ATTRACT UNIQUE RETAILERS AND RESTAURANTS: Initiate and support efforts to attract independently owned and operated retailers and restaurants that are “uniquely Superior” and desired by local residents. As well, seek out targeted regional and national retailers that could be added to the Superior Marketplace or Town Center PD that will support the existing retailers in Superior and bolster the inflow of retail sales from outside Superior.	✓		✓	✓	✓

Goal Goal & Policies

Art Path
Mobility Freedom
Public Art
Events & Programming
Social Capital Support

Community Engagement	Goal 6.1: Opportunities for Participation: Create a strong sense of community based on awareness and participation by residents, property owners, developers, and business owners in achieving Superior’s vision for the future.		✓		✓	✓	✓
	6.1	POLICY 6.1.a: NEIGHBORHOOD EVENTS AND ORGANIZATIONS: Encourage and support neighborhood events and organizations.				✓	✓
		POLICY 6.1.b: PUBLIC AND PRIVATE PARTNERSHIPS: Encourage public and private partnerships in support of cultural, civic, and educational facilities.	✓		✓	✓	✓
		POLICY 6.1.c: TOWN-OWNED FACILITIES: Sustain Town-owned facilities and Town-initiated programming. The Town should continue to provide, maintain, and operate historic and cultural facilities.	✓		✓	✓	
Community Facilities and Resources	Goal 7.1: Health, Safety, Education, and Welfare: Protect and promote the health, safety, education, and welfare of residents and employees within the town.					✓	
	7.1	POLICY 7.1.h: LIBRARIES: Continue to provide residents with an opportunity to access library services.				✓	
Transportation	Goal 8.1: Transportation System: Develop a multi-modal transportation system to efficiently meet the local and regional transportation needs of residents and businesses in a safe, convenient, and efficient manner while minimizing negative environmental and community impacts.		✓	✓			
	8.1	POLICY 8.1.g: VISUAL IMAGE: Require that roads and other transportation facilities be designed to contribute to a positive and attractive visual image and the desired community character by incorporating signage, landscape elements, and street furnishings as part of proposed development.	✓	✓	✓		
Parks, Recreation, Open Space and Trails	Goal 10.1: Town Park System: Enhance the town’s park system to furnish important recreational and cultural benefits for all residents while also enhancing the town’s overall physical and natural framework.		✓		✓		
	10.1	POLICY 10.1.f: INTERPRETATIVE SIGNAGE: Ensure that interpretive signage identifies historic, cultural, and natural areas within or near the town’s park system.	✓		✓		

Goal

Goal & Policies

Art Path
Mobility Freedom
Public Art
Events & Programming
Elevate Creative Capital

Parks, Recreation, Open Space and Trails	Goal 10.3: Recreational Activities and Programs: Provide a wide range of recreational activities and programs that meet the entire community's needs.		✓			✓	
	10.3	POLICY 10.3.a: COMMUNITY INTERESTS AND NEEDS: Strategically provide recreation programs and services in response to community interests and needs.	✓			✓	
		POLICY 10.3.b: YEAR ROUND RECREATIONAL USES AND FACILITIES: Develop, where appropriate, year round recreational uses and facilities, focusing on multi use parks and recreational facilities.	✓				
		POLICY 10.3.d: PARTNERSHIPS: Expand partnerships to encourage joint development of facilities and programs.	✓			✓	
	Goal 10.6: Town Trail System: Town Trail System: Develop the town's trail system as an integral part of all physical development throughout the town, meeting the various recreational, cultural and mobility needs of all user groups.		✓	✓			
	10.6	POLICY 10.6.a: ACCESS TO PUBLIC AMENITIES AND COMMUNITY FACILITIES: Ensure that the trail system provides convenient and attractive access to key public amenities, community facilities, and specialty areas.	✓	✓			
		POLICY 10.6.b: LINKS TO NEIGHBORHOODS AND BUSINESS CENTERS: Explore trail system links to neighborhoods and business centers to strengthen the town's sense of community and identity and stimulate commercial synergy.	✓	✓			
		POLICY 10.6.c: PEDESTRIAN AND BICYCLE CONNECTIONS: Use the trail system as a means to facilitate local pedestrian and bicycle connections, identifying missing links and links to future residential development (grade separated where appropriate).	✓	✓			

2019 Town Board Goals

The Project Team also reviewed the Town Board’s 2019 Goals, and considered them through the development of this Plan.

Recommendation to Superior’s Town Board

Weave arts and culture into Comprehensive Plan update

A strong public arts, culture and public space program has the potential to deliver a variety of benefits to a town, including greater civic engagement, stronger social connections and an improved sense of meaning and belonging. The Town’s funding and support for Superior’s Creative Placemaking Master Plan

signals a desire to reap these rewards. To further enhance the positive impacts of the arts, we recommend that the Town integrate arts, culture and placemaking into multiple components of the revised Comprehensive Plan. Promising components from the current plan include the Vision, Economy, Community Engagement, Community Facilities and Services, Transportation and more.

Enhance Financial Stability and Business Retention

Ensure the Town’s long term financial stability by diversifying revenue streams, reducing and restructuring existing debt, pursuing financial self-sufficiency of utility operations, and supporting local businesses.



Provide Excellent Public Services and Public Infrastructure

Continue to expand and improve services and infrastructure by prioritizing and funding infrastructure and service needs, and to pursue service-sharing opportunities and partnerships for regional infrastructure improvements.



Engage Residents through Outreach and Marketing

Explore and initiate outreach and marketing methods that will continuously improve education, communication and meaningful dialog between the Town, its residents, homeowners associations, and advisory groups, in order to maintain and improve our quality of life and aid in decision-making that benefits the town as a whole.



Strategically Manage and Enhance Open Space, Parks and Trails

Augment natural and developed open space and parks within the town through strategic acquisitions, development and management.



Promote and Manage Development Opportunities

Review development opportunities in a timely manner, reconciling public and private interests so that growth achieves the Town’s long-term vision as stated in the Town’s Comprehensive Plan (updated 2012).



Support Environmental Sustainability

Continue implementation of this Goal through energy initiatives, promotion of water and energy conservation efforts, and possible expansion of Town programs and incentives.



Public Art Management Handbook

As part of the Creative Placemaking Master Plan, Town staff took on the development of a policies and procedures document for public art initiatives. The Cultural Arts and Public Spaces (CAPS) Advisory Committee reviewed, revised and approved the document.



The Town of Superior Public Art Management Handbook sets standards for the art selection process and evaluation criteria:

1

The selection of locations for works of art.

2

The selection of works of art to be purchased or commissioned by the Town.

3

The selection of artists for projects, whether for permanent placement or temporary display.



The handbook is currently in development and will be completed in Q1 of 2020. Appendix II: Public Art Management Handbook contains the most recent version of the document.



Needs Assessment and Asset Mapping

Prior to the development of this Plan, Superior’s Cultural Arts and Public Spaces (CAPS) Advisory Committee began conducting a needs assessment to start the process of identifying the Town’s priority areas and existing resources for creative placemaking.

The CAPS Advisory Committee identified the following needs to right.

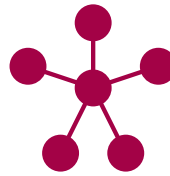
Additional detail is available in Appendix V: Needs Assessment. While the Project Team did not complete an official asset mapping exercise, this work nonetheless helped inform the public engagement efforts conducted through the development of this Master Plan.

Superior residents underscored the value and importance of the town’s open space and trails, which offer great views and an array of routes through town, local events (such as Chili Fest and 4th of July Pancake Festival), and committed citizens who contribute to all aspects of public life. In addition to these key assets, locals also emphasized the high quality of life Superior offers and the fact that it is a great place to raise kids. They also identified the town’s athletic offerings (including a top swimming program), great sports facilities (the Sports Stable and Community Park next to Rock Creek Village) and events such as running and cycling races as key assets. Finally, a high level review of Superior’s assets would be incomplete without noting the aesthetic beauty of the town and its surroundings, as well noting residents’ overall friendliness.

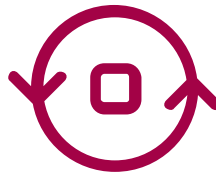
During public engagement, residents identified the need for more opportunities to live, work and play in Superior. They also touched on a desire for spaces that allow residents of all ages and backgrounds to gather and connect, as well as for more creative programming and steps to celebrate Superior’s history.



Define arts and culture in Superior: Give Superior an identifiable cultural identity and sense of place.



Create interconnected experiences through visual, performing arts and applied arts in order to bring the community together and enliven underutilized economic areas.



Open a multi-purpose, year-round space for exhibitions.



Establish a public art program with policies, procedures, partners and on-going funding.

Notably, residents identified demand for indoor gathering spaces. The new community space at 1500 Coalton Road, as well as the community space planned for Downtown Superior, will help meet this demand. They also underscored demand for markets and additional dining opportunities. Downtown Superior has the opportunity to meet these needs and, in doing so, strengthen the local experience economy. Finally, residents expressed an overarching goal for experiences in town to be more fun.

High Level Overview Existing Culture, Arts and Public Space

Superior's first public art initiative came in the late-1980s and early-1990s, with the installation of a few bronze figurative sculptures in the Rock Creek Ranch subdivision. In the early 2000s, a few more bronze figures, overgrown flowers and sculptures of coal carts were installed in the Superior Marketplace development. Today, the town hosts a dozen sculptures. The next generation of art activity began in 2015, when the Town Board of Trustees convened a group of residents (the Public Art Working Group) to provide input about art for the US 36 Corridor, managed by the Regional Transportation District. In December 2016, the Town Board appointed Cultural Arts and Public Spaces Advisory Committee (CAPS) to envision and create engaging arts and cultural experiences, inspiring public spaces, innovative opportunities for community building, as well as to advise the Trustees on such matters.

The dedicated CAPS Advisory Committee members have completed several creative placemaking projects, including organizing six community parties in parks, offering art activities at community events, facilitating the selection and commissioning of a large-scale iconic sculpture (installation in 2019), painting pedestrian crosswalks and rotating a community-made mural.

In 2019, the Board of Trustees approved five years of funding (subject to annual appropriation) for arts and cultural activities, including hiring a consultant to facilitate a community master plan process and creating a full-time position for a Cultural Arts and Events Supervisor. The staff member is housed in the Parks, Recreation and Open Space Department and is responsible for facilitating the master planning process, coordinating five community events (Arbor Day, 4th of July Parade and Pancake Festival, Chili Fest and BV Beer Fest, Bike to Work Day and Skate with Santa) and implementing cultural arts activities, including public art selection and commissions.



Best Practices

To further support existing placemaking and wellbeing knowledge, and to ensure industry best practices were achieved, the Project Team conducted research on other similar cultural, arts, or creative placemaking master plans. We did this work prior to establishing specific engagement plans, and prior to proposing any placemaking recommendations for Superior.

While creative placemaking master plans are not yet common practice, the Project Team has identified many placemaking plans with a focus on arts and culture. We reviewed each plan and evaluated it for its potential takeaways and applicability to the work being done in Superior. As an initial step, we filtered master plans based on their relevance to Superior, considering the following points:

- Is the plan accessible?
- Is the plan visual?
- Does it detail a plan for public engagement?
- Is the scale of the project similar to Superior's?
- Does the plan have socioeconomic and/or geographic factors that are relevant to Superior's?

The Project Team did a detailed review of placemaking plans that were deemed relevant based on this criteria, evaluating both the process of plan development as well as the recommendations within the plan itself. Detailed findings can be found in Appendix X: Best Practices. The three plans that stood out as strong examples of creative placemaking and that ultimately contributed to the development of this Master Plan were:

- Bloomington, Minnesota: A Plan for Creative Placemaking in the South Loop
- Taos, New Mexico: Strong at Heart - Downtown Strategy Report
- Lakewood, Colorado: 40W Placemaking Implementation Plan



Learnings From The Community



Public & Stakeholder Engagement

Placemaking seeks to strengthen community and boost local economy through changes to the physical environment. Public engagement, therefore, is an essential part of successful placemaking, and it played a fundamental role in the development of this Plan.

The Project Team engaged the general public in various events and specialized engagement activities over a period of six months. The goal was to understand residents' aspirations for creative placemaking in Superior.



The main goals for this stage of work were to:

1. Inform the public about the creative placemaking master plan and engagement process
2. Understand Superior residents' aspirations for the future of their town



3. Gauge residents' interest in participating in placemaking initiatives
4. Build trust and create opportunities for all residents to provide feedback and contribute



Public Engagement Activities

The public engagement work conducted through the development of this Plan included interactive activities at Town events, an online questionnaire, interviews with the public, a workshop, as well as a public presentation on urban wellbeing and creative placemaking.

The Project Team conducted engagement from June through December 2019, beginning with one-on-one interviews with Town Board of trustees, CAPS members, subject matter experts and long-time Superior residents. Some interviews took the form of walking tours, during which Superior residents led Happy City through important locations in town. In July, the Happy City team participated in or led three engagement events. First was the Wellbeing Workshop, during which invited attendees collaborated and created early ideas for creative placemaking in Superior. Second, Happy City participated in the Main Event: Superior Spectacular, the Town's first immersive arts festival. At this event, the public was asked to select their favorite and least favorite places in town by participating in a photo booth and placing their photos on a large map. As a follow-up to this event, Happy City hosted a public presentation featuring additional engagement activities and an in-depth discussion of the impact of arts, culture and placemaking on wellbeing and economic growth.

Following these initial on-site engagement events, the Project Team created an online questionnaire and shared it with Superior residents, in order to engage a broader audience beyond event attendees. The questionnaire asked participants to share their preferences and ideas for potential creative placemaking initiatives, over two iterative rounds of questions.

In the fall and winter, the Project Team continued public engagement at the Town's popular Chili Fest event, a new CAPS-led event called the Superior Shindig, as well as a holiday-themed open house event in December called *Don We Now Our Ugly Sweater*. At each event, the public was asked to participate in sharing their ideas for the Plan by adding to the *Happy Places Map*, voting on suggested placemaking ideas, or proposing their own suggestions through the chalk wall or idea boards. Between each engagement event, the Project Team collected feedback, reviewed it and used it to inform and refine the following stages of engagement.



Inspired by Nature: Engagement Strategy

In order to achieve our creative placemaking goals, the Project Team knew that the Plan's engagement strategy needed to be inclusive, compelling and fun. Recognizing that different people have different opportunities and obligations that inform their ability to contribute to the project, we created multiple avenues for engagement.

We designed engagements at established public events such as The Main Event: Superior Spectacular, Chili Fest and the Superior Shindig in order to increase participation, as well as to boost the project's profile among a broad cross section of Superior residents. This enabled the team to reach residents who were not aware of the project as well as those who could not commit the time to a project-specific engagement.

We knew that in-person events would work for many people, but recognized that many others would be unable to attend due to work schedules, caring for dependents and a host of other reasons. With that in mind, it was vital that in-person activities were complimented by online opportunities to weigh in. To fulfill this, the

Town conducted two rounds of digital surveying. Questions were developed collaboratively by Town staff, the CAPS Advisory Committee and Happy City. To ensure alignment with other forms of engagement, some questions were used in both in-person and online engagements, while other online questions built on responses to earlier in-person activities. Questions from the first round of digital engagement fed into the second round. To enhance transparency, the Town shared results from both rounds upon completion. In addition to creating an additional way to participate in the project, the thoroughness of the digital engagement component also enabled deeper understanding of residents' interests and values. The Superior Dialogue event offered a third public engagement approach, where the team invited residents to an open, project-specific event. While participation at this event was limited, it served as a valuable platform for in-depth conversation among residents with a strong interest in the project. It also confirmed the value of piggy-backing off larger, pre-planned Town events, a strategy that was adopted for the remainder of the project.



Inspired by Nature: Engagement Strategy (continued)

Public engagement was fundamental to the success of this project. It will remain fundamental as the Town moves from strategy to action. Recognizing the limits to the depth of input that is possible through the rapid interactions that characterize engagement events and online participation, the Project Team facilitated engagement with targeted actors. This included one-on-one interviews, a Wellbeing Workshop and monthly meetings with the CAPS Committee. These activities served to deepen the Project Team's understanding of core creative placemaking issues in Superior while also making space for complex and challenging conversations. This approach enabled deeper reflection and the development of more sophisticated ideas that made their way into Superior's Creative Placemaking Master Plan.

Stale air, discussions that run in circles, bored participants: these are a few elements of dull public meetings, and some of the reasons why

many people choose to stay away. With this in mind, it was essential that the majority of public engagement activities for the Superior Creative Placemaking Master Plan were fun. This included a photo booth and popcorn machine at The Main Event: Superior Spectacular, music and dancing at Chili Fest and the Superior Shindig, and a photobooth, arts & crafts and delicious food at the Don We Now Our Ugly Sweater Open House, which took place upstairs from the popular Skate with Santa holiday event. By creating experiences that were fun for the whole family, the Project Team succeeded in showcasing the power of creative placemaking to a diversity of Superior residents while also offering a compelling reason to participate in the process, beyond exercising their citizen rights and responsibilities.

The result is a made-in-Superior Creative Placemaking Master Plan that reflects the town's interests, values and aspirations. Overarching findings from public engagement are outlined in the following section, with further detail available in Appendix I: Public Engagement Report.





Recommendations

The diversity of needs, hopes and ideas that Superior residents shared have been combined with research and on-site analysis of Superior's arts, culture and public space strengths, as well as with wellbeing opportunities identified by the Project Team. This wealth of detail has been distilled into five big creative placemaking ideas:

The following sub-section details each of these ideas. Each sub-section highlights the project goals it will achieve and the project principles it fulfills. This is followed by an explanation of why this approach fits for the town, evidence about how these activities can boost wellbeing in Superior, and specific initiatives that can help achieve the big idea. Some sub-sections also include additional information to help guide delivery of the big idea.

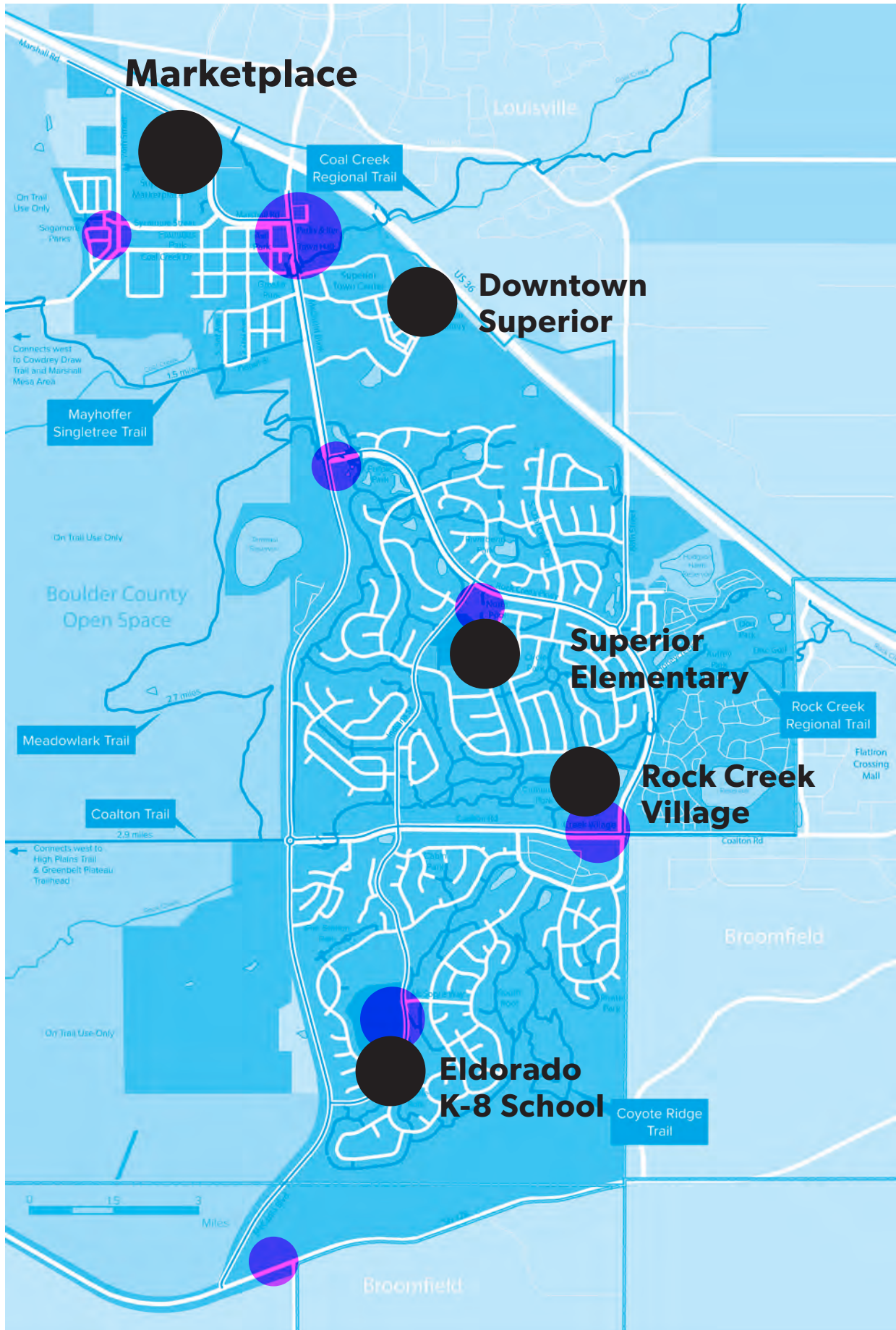
- The Superior Art Path
- Mobility Freedom for All
- Public Art
- Events and Programming
- Elevate Creative Capital



Strategic Creative Placemaking Clusters

Implementing new arts, culture and public space activities and interventions is essential to Superior's creative placemaking success. Equally important, however, is ensuring that residents, businesses and other local actors are aware of the positive changes that are taking place. Creating a critical mass of public art in key locations is an impactful way to make sure Superior residents see the improvements taking place. Based on results from the Superior Happy Mapping exercise, seven strategic clusters were identified. Recommendations for specific interventions that could be implemented at the respective clusters are detailed in the sections below. Co-locating arts and placemaking activities in clusters creates a powerful opportunity for the town to demonstrate creative sector action and send the message "you are in Superior" to residents and visitors alike.





1. The Superior Art Path

The *Superior Art Path* is a network of walking and cycling trails and pathways activated with public art installations and points of interest for arts and culture. Importantly, the *Art Path* also serves as a route that connects Superior neighborhoods, schools, parks and commercial centers. Once complete, the *Art Path* will allow residents to move freely and safely across town and act as an arts and cultural attraction for residents and visitors alike.

Project goals this idea achieves:

- ✓ Illustrate how arts, culture and creativity can create a sense of place, community identity and contribute to Town branding.
- ✓ Identify key near- and long-term actions to create opportunities to enliven and enhance public spaces throughout Superior with arts and cultural activities.
- ✓ Explore and demonstrate how creative placemaking can support and enhance the activities of Town programs.
- ✓ Shape a vibrant public art program, including outlining policies and procedures.
- ✓ Investigate art in private developments.
- ✓ Recommend new funding opportunities and ways to leverage resources.
- ✓ Uncover new partnerships to enhance the delivery of events and arts activities.
- ✓ Assess event activity in Town and nearby and recommend ways to increase quality.
- ✓ Establish measures of success to tell the story of our impact.
- ✓ Find new ways to encourage and support the creative economy and creative entrepreneurs.
- ✓ Identify opportunities to support social connection among residents and visitors of all ages.
- ✓ Economy and creative entrepreneurs.

Project principles this idea achieves

- 😊 Sociability
- 😊 Joy
- 😊 Health
- 😊 Equity
- 😊 Ease
- 😊 Resilience
- 😊 Meaning & Belonging





Why an Art Path in Superior?

During the extensive project engagement, Superior residents continually highlighted their appreciation for the town's outdoor spaces and their desire for more opportunities to walk, bike and roll through town. They expressed the desire for these journeys to be comfortable and easy, for themselves and their children. An *Art Path* that links Superior's schools, neighborhoods, parks and commercial centers will fulfill these aspirations while also literally and figuratively connecting residents throughout Superior's neighborhoods.

As the marquee element of Superior's creative placemaking efforts, the *Art Path* will serve as a dedicated spine on which to build out an array of creative placemaking interventions, from murals on the path and artistic lighting in underpasses to unique art pieces and distinct furniture. It will create additional opportunities to enjoy Superior's high-quality outdoor spaces and, in doing so, encourage healthy and sustainable lifestyle choices. Importantly, by creating a compelling new intervention that enables residents and visitors to enjoy a unique Superior experience that is directly connected to the town's commercial centers, the *Art Path* supports new economic opportunities that are balanced among Superior's retail centers. Finally, this compelling new attraction offers an interesting new platform for events that can strengthen Superior's cultural presence in the region.

Art Path: How does it support community wellbeing?

The *Art Path* will offer an array of wellbeing benefits for residents and visitors alike. When people are exposed to nature, they often experience positive health impacts, reduced stress and increased happiness. Walking, even for as little as 15 minutes per day, has been found to improve concentration, reduce the risk of cardiovascular health issues and improve sleep. An *Art Path* has the potential to support all of these health outcomes. For people who already engage in active transportation, the path will offer new and interesting routes for them to use. For those who are less active, the *Art Path* may increase the distances they move via active transportation: evidence demonstrates that people will walk farther in environments that are safe and interesting. The *Art Path* comes with age-specific benefits as well. Children who experience more opportunity for independent mobility have been found to be happier, more self-sufficient and physically active. Seniors with access to high quality walking paths engage in up to three and a half times more physical activity than those in car-centric environments.



Learn More

Burnfield, J. M., and C. M. Powers, 'Normal and Pathologic Gait,' in *Orthopaedic Physical Therapy Secrets*, eds Jeffery D. Placzek and David A. Boyce (Philadelphia: Hanley and Belfus, 2006).

Lorch, Brian, 'Auto-dependent Induced Shopping: Exploring the Relationship Between Power Centre Morphology and Consumer Spatial Behaviour,' *Canadian Journal of Urban Research*, 2005: 364-84.

Gatersleben and Uzzell, 'Affective Appraisals of the Daily Commute,' 416-31. O'Brien, Catherine, 'Sustainable Happiness: How Happiness Studies Can Contribute to a More Sustainable Future,' *Canadian Psychology*, 2008: 289-95.

Crowdsourced: The location and name for Superior's Art Path

Crowdsourced: The routes, art experiences and name for Superior's *Art Path*

Superior's *Art Path* is an ambitious project. Its success requires significant input from Superior residents, as well as an array of local stakeholders. This Plan includes potential routes for the path, however, determining the exact route through a community planning exercise is vital to year one of the path's development. To strengthen the sense of ownership and pride for the path among residents, we also recommend that the CAPS Advisory Committee and Town staff work with the Open Space Advisory Committee and the Parks, Recreation and Open Space Advisory Committee to undertake a community planning initiative to include route development and a naming exercise.

Further, Happy City has proposed a series of interventions and aesthetic approaches that are informed by feedback from the Plan's public engagement activities, wellbeing evidence and our perceptions of aesthetics that are well-suited to Superior. This provides a foundation for implementation. To ensure that the *Art Path* meets the aesthetic preferences of nearby residents and businesses and that it reflects the character of the respective neighborhoods through which it passes, we recommend opportunity for further community input. Importantly, final selection for art installations that will be included in the Plan will be guided by the Public Art Management Handbook in development by the CAPS Committee and Town staff.

Potential for additional funding

The *Art Path* can have a transformative impact on arts and culture in Superior. Together with several of the interventions outlined in *Mobility Freedom for All*, it also has the potential to garner additional funding through grants. Numerous arts & culture grants in Colorado and across the US include a social equity, inclusion or accessibility component. Superior's relative affluence limits the likelihood of success in applying for these grants. Notably, by combining arts and culture with health and wellbeing, the *Art Path* and *Mobility Freedom for All* create opportunities for additional funding by tapping into grants focused on health, transportation safety or the outdoors.

Promising grants that can provide additional funding for the *Art Path* include the Great Outdoors Colorado (GOCO) Grant, which among other things can be used to improve and maintain parks, trails and open space. The NextFifty Initiative, Colorado-based foundation that seeks to improve quality of life among populations over the age of 50 and will fund community design initiatives for aging populations presents a second opportunity. Notably, the Colorado Department of Transportation offers Colorado Safe Routes to School grants of \$100,000 to \$500,000. These grants can be used for capital projects, including signage, walking and biking infrastructure improvements and other interventions that encourage safe school commutes within a 2-mile radius of K-8 schools. With two primary schools and nearly of the households home to children under 18, this grant, which runs on two year grant cycles, is particularly well-suited for Superior.


Timeline

2020: Art Path Planning	\$15,000
2021: Art Path Implementation 1	\$50,000
2022: Art Path Implementation 2	\$70,000
2023: Art Path Planning + Implementation	\$23,000
2024: Art Path Implementation 3	\$65,000



- Signal Boxes
 - Artistic Lighting in Underpasses
 - Schools & Commercial Areas
 - Potential Route Alternatives
- Potential Art Path Routes

Interventions

 Artistic lighting
in underpasses

Artistic lighting can provide both aesthetic and functional enhancements to a route or space. Using lighting to illuminate underpasses will make these pedestrian and cycling paths safer, more appealing and more accessible for Superior residents. The Project Team recommends two installations within the five year plan.



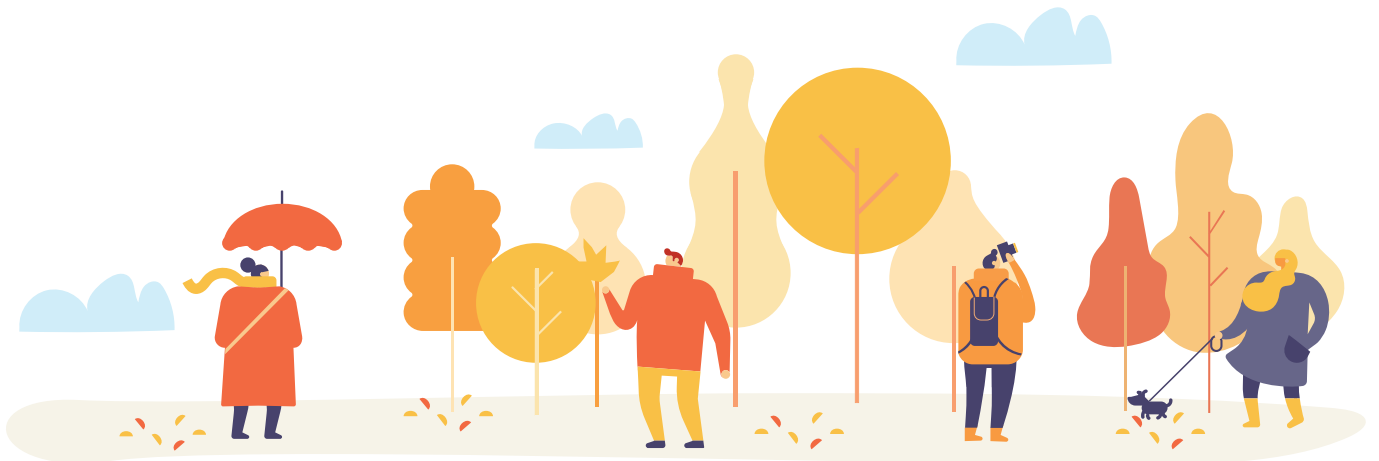
 Public
furniture

Public furniture can serve as both a place for rest, as well as an opportunity to engage in social interaction for residents. The Project Team recommends placing furniture every 400 feet along the *Superior Art Path*, in varying forms, to ensure the needs of children and seniors are met.



 Signal
boxes

Signal boxes offer an effective opportunity for artistic interventions. Art wraps over existing signal boxes allow the Town to enhance existing infrastructure in a creative and relatively low-cost way. The Project Team recommends five to ten art wraps on signal boxes over the duration of the Plan.



Types of Art

Art along the route can take many forms. A community engagement process and the procurement policy outlined in the Public Art Management Handbook, included as Appendix II, will be essential to determining the exact art pieces included along the trail. However, the following types of art offer inspiration for what could be implemented.

Kinetic sculptures



Additional lighting



Ground murals



Functional-safety



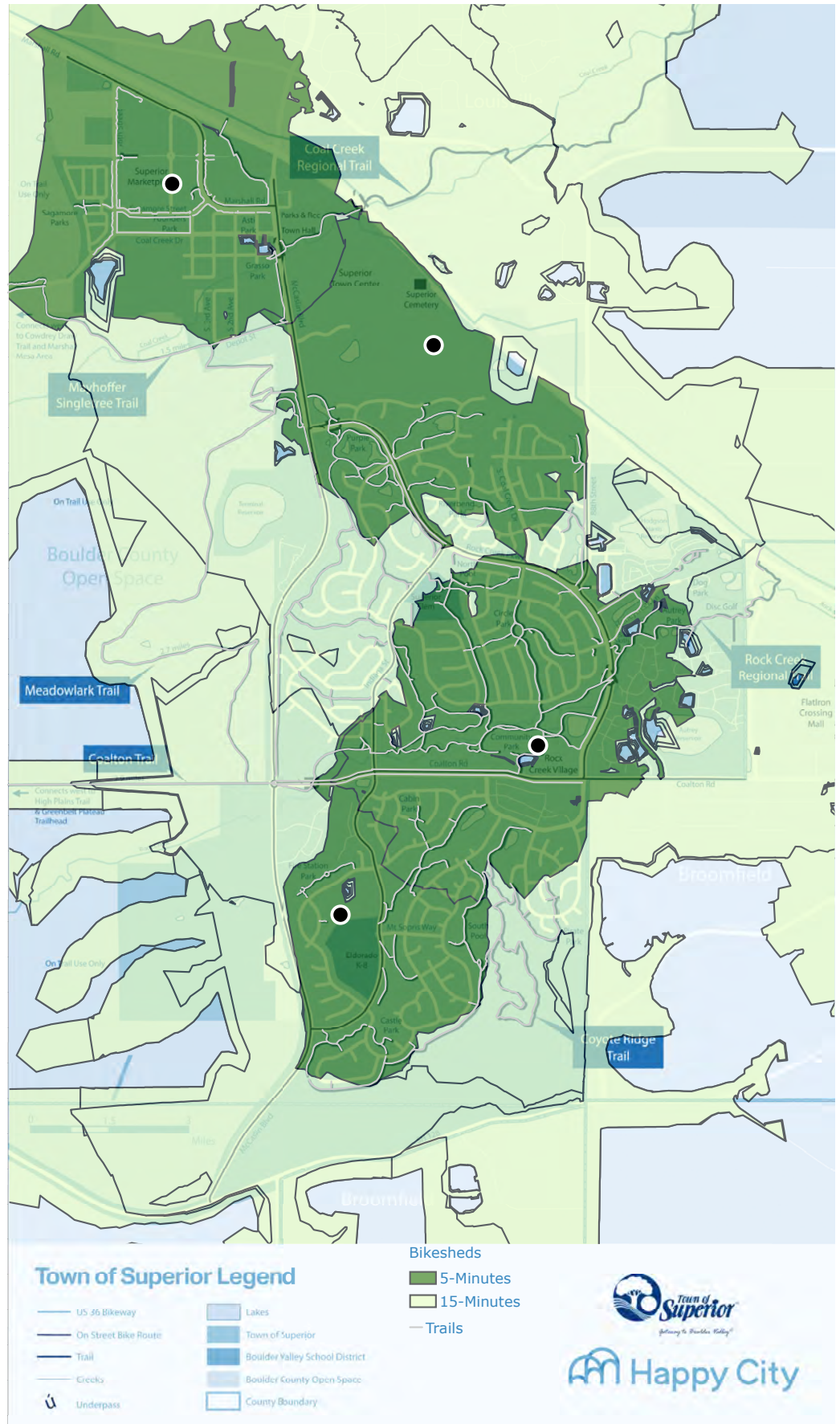
Murals



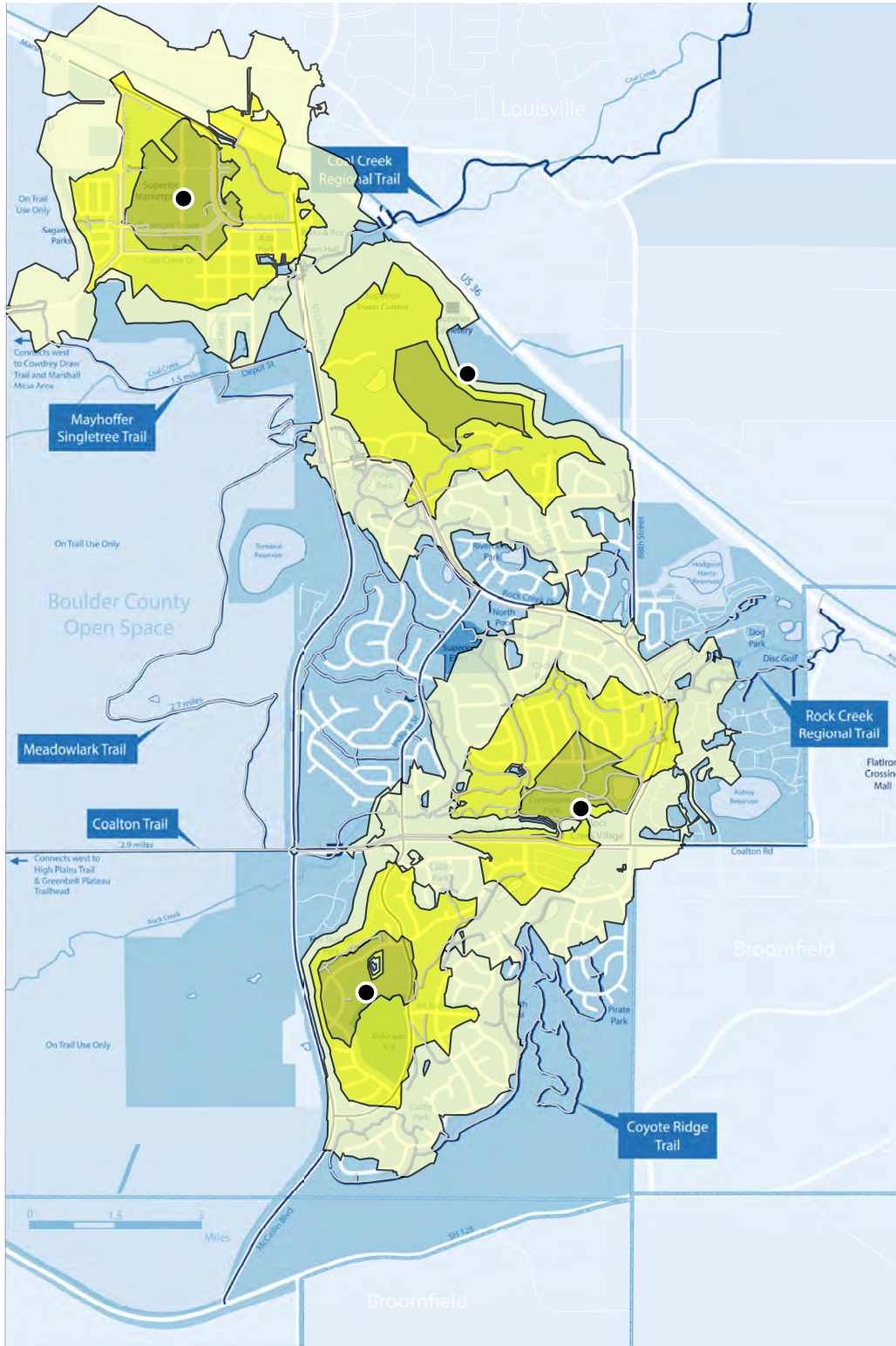
Community sculptures & Community created art



In many cases, people overestimate how long it will take to walk or bike to a destination, while underestimating the time it takes to drive. As these maps illustrate, whether it's on foot or by bike, Superior residents can move through their town in a timely manner using active transportation. The *Superior Art Path* will enhance active transportation options and support mobility freedom by making these swift journeys more fun and



Walk and Bike Shed

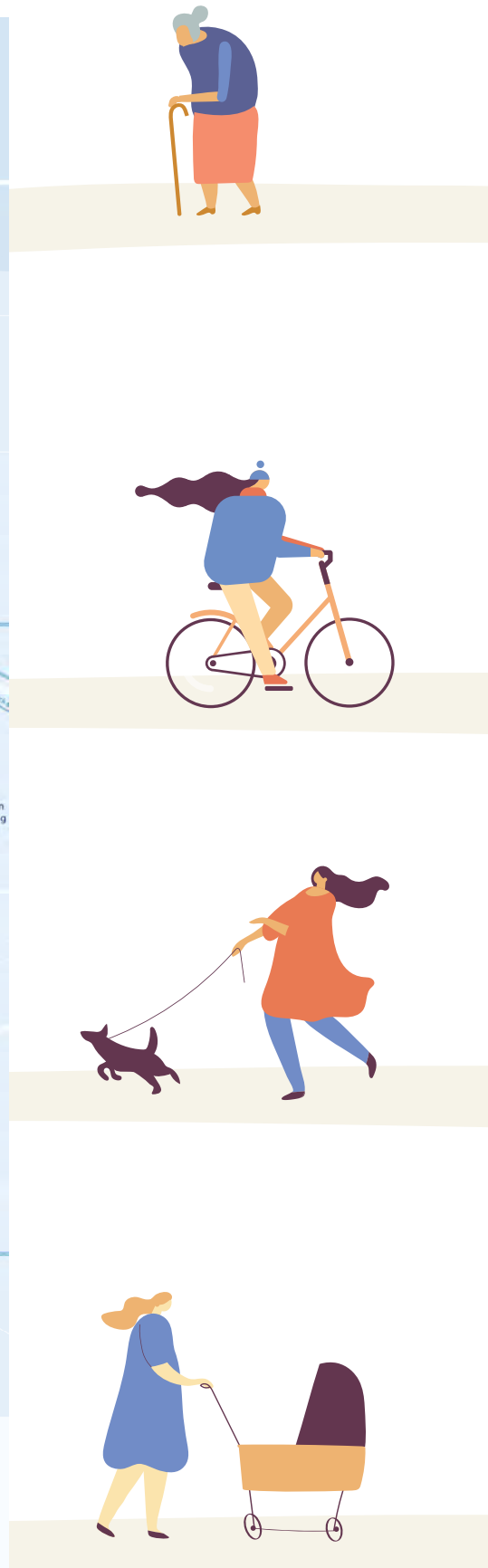


Town of Superior Legend

- US 36 Bikeway
- On Street Bike Route
- Trail
- Creeks
- Underpass
- Lakes
- Town of Superior
- Boulder Valley School District
- Boulder County Open Space
- County Boundary

Walksheds

- 5-Minutes
- 10-Minutes
- 15-Minutes
- Trails



2. Mobility Freedom for All

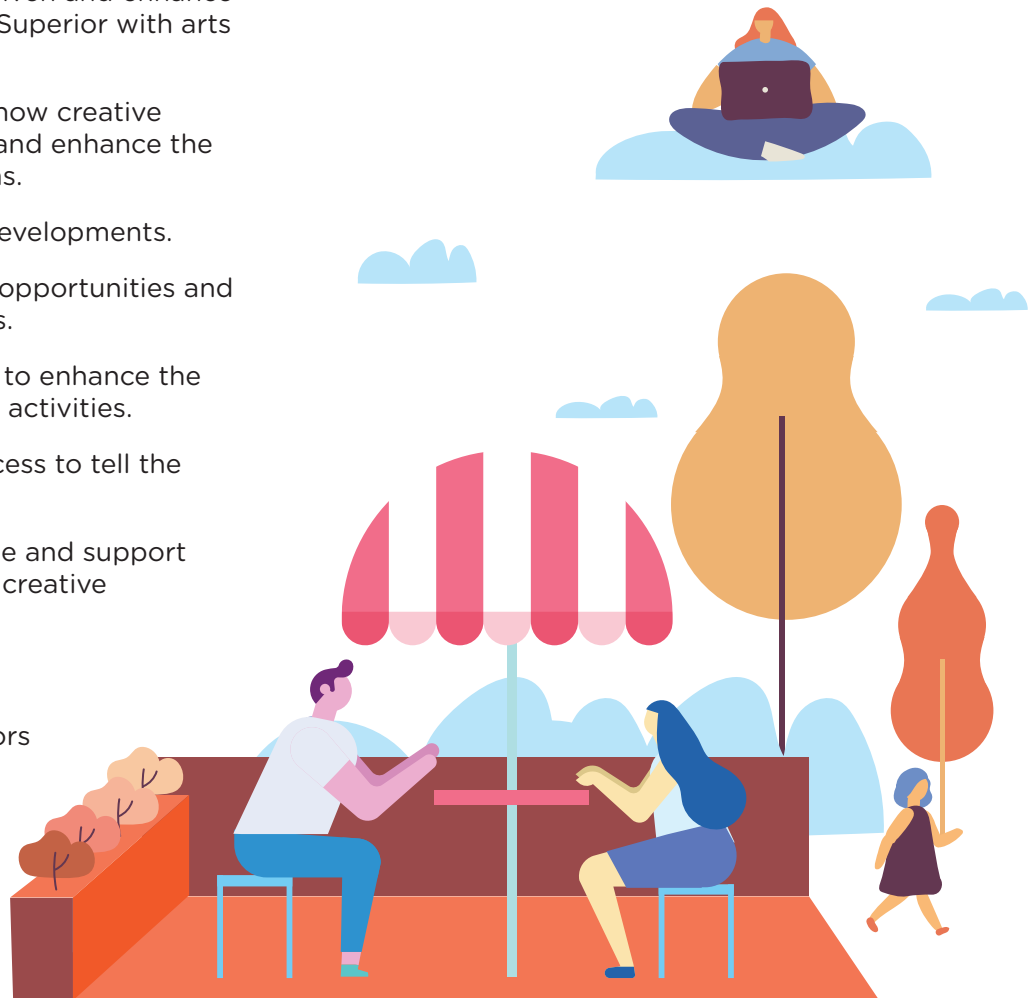
Mobility Freedom for All combines public art with transportation safety to create safer, more accessible streets for pedestrians, cyclists and drivers alike. By incorporating art into traditional safety elements like crosswalks, intersections and parking lots, the Town will boost wellbeing by promoting safer mobility for all residents, while simultaneously increasing the presence of vibrant, local art in the community.

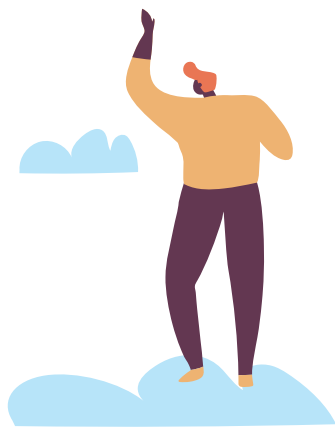
Project principles this idea achieves

- Sociability
- Joy
- Health
- Equity
- Ease
- Resilience
- Meaning & Belonging

Project goals this idea achieves:

- ✓ Illustrate how arts, culture and creativity can create a sense of place, community identity and contribute to Town branding.
- ✓ Identify key near- and long-term actions to create opportunities to enliven and enhance public spaces throughout Superior with arts and cultural activities.
- ✓ Explore and demonstrate how creative placemaking can support and enhance the activities of Town programs.
- ✓ Investigate art in private developments.
- ✓ Recommend new funding opportunities and ways to leverage resources.
- ✓ Uncover new partnerships to enhance the delivery of events and arts activities.
- ✓ Establish measures of success to tell the story of our impact.
- ✓ Uncover ways to encourage and support the creative economy and creative entrepreneurs.
- ✓ Identify opportunities to support social connection among residents and visitors of all ages.





Why Mobility Freedom For All?

Humans need to walk just as birds need to fly. All people should have the opportunity to move safely and with ease under their own power and with the peace of mind that their children can too. By coupling public art and transportation safety, Superior has the opportunity to promote health and safety while simultaneously creating vibrant art. In doing so, the Town can take a dual approach to ensuring that art sparks joy and boosts happiness. Employing art to establish *Mobility Freedom for All* in Superior will also increase safe mobility options for non-driving residents. Recognizing that no one under the age of 16 can drive and that many seniors also give up driving – demographics that make up nearly one third of Superior’s population – this effort will also support greater independence for a diversity of Superior residents. Finally, safer streets offer greater ease for parents in letting their children walk and cycle to school. In turn, this reduces the school pick up and drop off pressure on working parents. Minimizing this pressure can further improve traffic safety, as late parents won’t need to speed to schools to avoid a late pick up, while also reducing congestion. This will result in time savings for people and a reduced impact on the environment.

Mobility Freedom for All: How does it support community wellbeing in Superior?

Vulnerable people, including children, seniors and/or people with mobility barriers, are hit by cars at higher rates than other pedestrians. Distinct and appealing interventions such as creative crosswalks and artistic bump-outs can reduce their vulnerability while strengthening and diversifying Superior’s public art portfolio. Notably, evidence suggests that distinct crosswalks can reduce driver speeds on residential streets, improving safety for everyone. Improving the pedestrian experience can increase the share of trips made on foot, which has the potential to reduce vehicle emissions and support environmental sustainability. In this case, interventions to achieve *Mobility Freedom for All* could compound reductions in vehicle emissions by reducing pick up and drop off rates by private cars at local schools. Finally, children who are able to navigate their neighborhoods independently tend to have higher rates of physical activity, know more of their neighbors and have stronger social relationships. By investing in artistic interventions that support *Mobility Freedom for All*, Superior can strengthen its public art offerings, improve independence among an array of residents, help the environment and enhance social connection. This strategic effort has the potential to improve quality of life for everyone who calls Superior home.



Learn More

“Social Capital and Walkability as Social Aspects of Sustainability” by Shannon H. Rogers, Kevin H. Gardner and Cynthia H. Carlson

“Implications of Walkability Towards Promoting Sustainable Urban Neighbourhood” by Diyanah Inani Azmi and Hafazah AbdulKarim

“Walkability, Land Use and Physical Activity” by Yehua Dennis Wei, Weiye Xiao, Ming Wen and Ran Wei

Proposed Interventions



Creative Crosswalks

Painted crosswalks offer a creative opportunity to transform traditional safety elements with unexpected elements of art. The addition of creative crosswalks will also help improve safe mobility and promote walking in Superior. The Project Team recommends two creative crosswalks within the five-year duration of this Plan.



Artistic bump outs

The addition of bump-outs at key intersections in Superior can also help improve mobility safety, by shortening the crossing distance for pedestrians and encouraging vehicles to slow down and drive more cautiously. The use of colorful paint at bump-outs offers another creative opportunity to incorporate the arts within traditional road safety elements. The Project Team recommends two locations for artistic bump-outs over the five-year plan.



Parking lot activations

Parking lot activations can take advantage of the surplus of unused parking stalls in Superior’s commercial centers by converting them to public spaces through collaboration with art fairs or other pop-up activations. These interventions require collaboration with site owners and are recommended as privately-led initiatives; none are directly budgeted into this Plan.





 **Artistic Bump Out**

 **Creative Crosswalk**

 **Parking Lot Activations**

 **Schools & Commercial Areas**

3. Public Art

A simple, yet effective area of focus: prioritizing the installation of public art across Superior will contribute to building the town’s identity while also creating more vibrant and attractive spaces for residents to gather and connect. By placing various forms of public art across town, Superior can not only increase its contribution to Colorado’s arts and culture but also boost the town’s economic growth by attracting and retaining more visitors and residents.

Project principles this idea achieves

- ☺ Sociability
- ☺ Health
- ☺ Joy
- ☺ Meaning & Belonging

Project goals this idea achieves:

- ✔ Illustrate how arts, culture and creativity can create a sense of place, community identity and contribute to Town branding.
- ✔ Identify key near- and long-term actions to create opportunities to enliven and enhance public spaces throughout Superior with arts and cultural activities.
- ✔ Shape a vibrant public art program, including outlining policies and procedures.
- ✔ Investigate art in private developments.
- ✔ Uncover new partnerships to enhance the delivery of events and arts activities.
- ✔ Uncover ways to encourage and support the creative economy and creative entrepreneurs.
- ✔ Identify opportunities to support social connection among residents and visitors of all ages.





Why Public Art in Superior?

Public Art has the potential to strengthen Superior’s identity among residents and pique the interest of people in neighboring towns, as well as visitors to Boulder County. A sustained five-year *Public Art* program can highlight Superior’s appeal among a new generation of residents, helping to attract young people and families who would intend to settle in the area. In doing so, *Public Art* can help to attract and retain a highly skilled, mobile and attractive demographic to Superior. Further, *Public Art* can enhance Superior’s presence and contributions to Colorado’s thriving arts and culture scene.

Public Art: How does it support community wellbeing?

Arts and culture play an important role in supporting wellbeing. They are linked with better physical and mental health outcomes, as well as increased life-satisfaction, among nearby residents. In the Soul of the City study involving interviews with 43,000 Americans, the Knight Foundation found that people prioritized a town’s openness to diversity, aesthetic attractiveness and opportunities for social connection when making decisions about where to live. These factors not only played a role in attracting people, but also in retaining them. Creative placemaking, along with broader arts and cultural activities, plays an important role in achieving and reinforcing these key characteristics.

Further, *Public Art* and cultural events promote social connection and increase community volunteerism. This is already evident in Superior, where more than 430 volunteers dedicated more than 2900 hours of time to events, creative placemaking and open space in 2018. Additional public art activities present new opportunities to reinforce both.

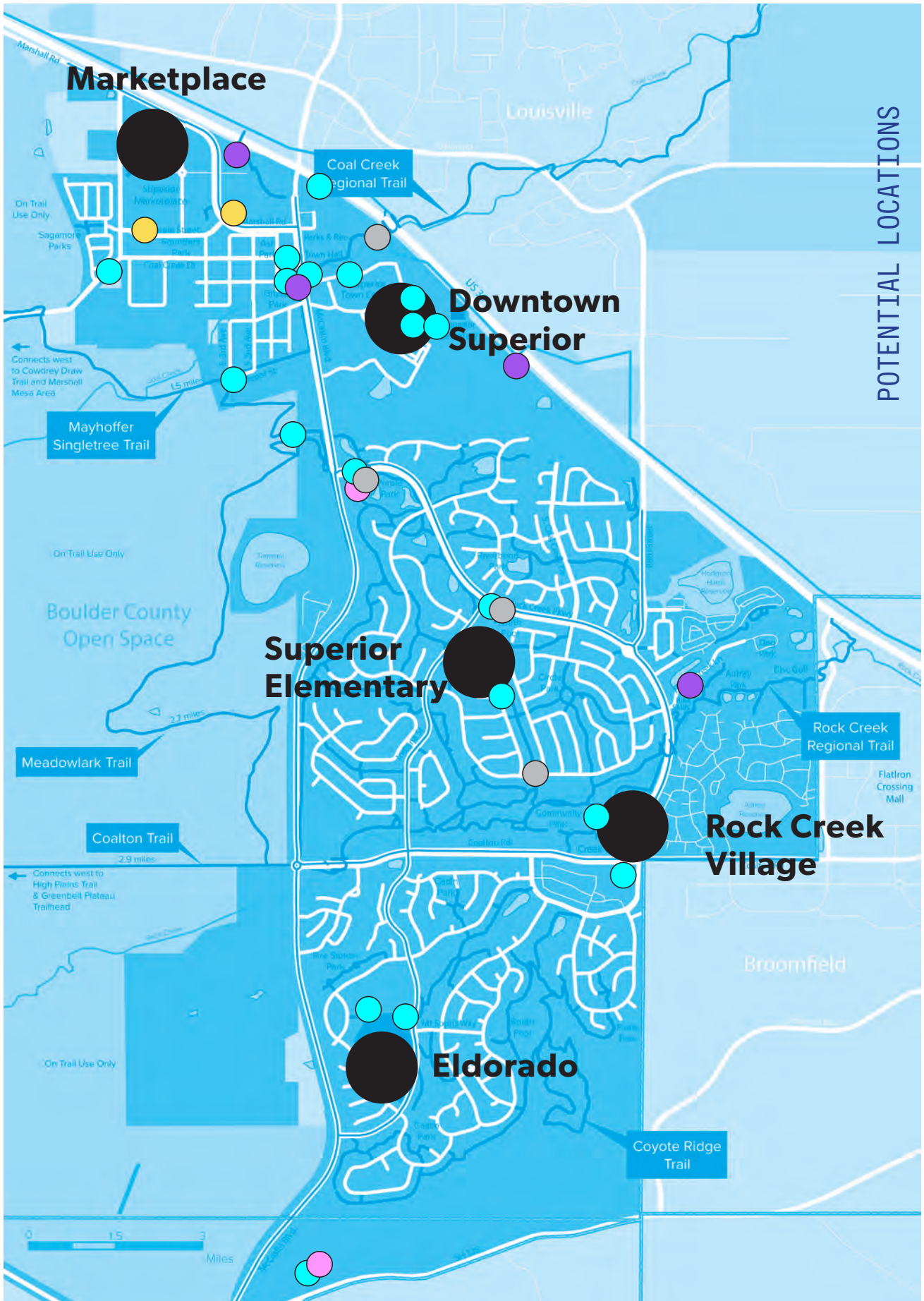


Learn More

“The Arts & Individual wellbeing in Canada” Hill, Kelly (2010).

Soul of the Community, Knight Foundation (2010).

The Rise of the Creative Class: And How it’s Transforming Work, Leisure, Community and Everyday Life. Florida, R. L. (2002). New York, NY: Basic Books.



POTENTIAL LOCATIONS

- Life-sized Picture frame
- Relocated Coal Carts and Sunflowers
- Pop-Up Iconic Sculptures
- Kinetic Art
- Schools & Commercial Areas
- Murals

Proposed Interventions

Iconic sculptures

The installation of iconic sculptures across Superior provides an opportunity to develop Superior's brand and identity. Building on the work done by the CAPS Advisory Committee – incorporating prairie dog art into town events – prairie dog sculptures can be designed and placed at multiple locations to highlight animals and other things that are important to Superior's identity. Following the two year implementation of prairie dog sculptures, others such as big horned sheep, eagles or other important icons should be considered. Implementing an array of Superior-specific sculptures will complement other creative placemaking efforts to achieve a clear sense that "You are in Superior" for both residents and visitors alike.



Relocate the Coal Carts & Sunflowers at Marketplace

The Coal Carts and Sunflowers are two existing pieces of art in Superior Marketplace. In line with the high-level goals of this Master Plan, as well as recognizing existing Town agreements, the Project Team recommends that these two art pieces be relocated to more prominent locations in Superior Marketplace.



Life-sized picture frame

Town staff have identified a life-sized picture frame as a potential new local art piece to acquire. This one-time investment will help build the town's art collection, and will also serve as an iconic destination for residents and visitors alike, further contributing to Superior's placemaking goals.



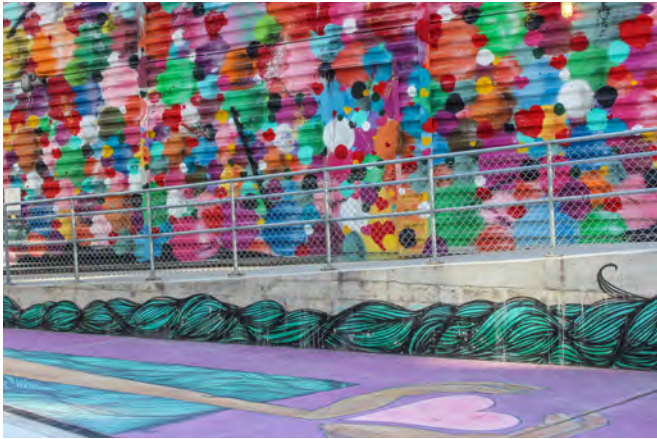
Kinetic Art

With its visual appeal and imagination-sparking style, kinetic art received notable support through stages of public engagement. It is therefore recommended that, over the five-year span of this Plan, one kinetic art piece is purchased and installed at a prominent location in Superior, ideally along the Art Path.



Murals

Murals represent another relatively simple way to transform underused surfaces in town into works of art. The Project Team recommends that over the next five years, one mural is painted at a pedestrian- and bike-friendly location to simultaneously support active mobility. Funding for murals can be covered through Downtown Superior's Tax Increment Financing.



Local competition or exhibition on loan

Acting as a host for a local art competition or exhibition would have a significant impact on Superior's placemaking efforts. This intervention has near limitless potential and an endless list of possibilities in terms of style, cost and scope. Flexible funding has been allocated for activities like this between 2021 and 2024, allowing for strategic decision-making by CAPS Advisory Committee around potential opportunities that may arise.



Exhibitions in the park

This exhibition offers tremendous flexibility to the CAPS Advisory Committee and Town. Exhibitions could range from offerings focused around local artists to loans of work by nationally recognized artists. One approach that suits Superior well and received positive feedback during public engagement was a Living Art exhibition by Patrick Dougherty. This could operate as a year-long exhibition, and

would require volunteer support for construction. Funding to host an exhibition in a park is allocated in each year of the Creative Placemaking Master Plan budget and varies in magnitude to make space for different types of offerings. Given the potential profile of this activity, exhibitions should be in place for a minimum of one month and up to a full year.



4. Events and Programming

Events and Programming will create additional opportunities for Superior residents to connect and engage with one another. The recommendation to specifically emphasize events and programming within Superior’s placemaking work reflects public engagement results that clearly demonstrated residents’ desire to socialize and build meaningful relationships.

Project principles this idea achieves

- ☺ Sociability
- ☺ Joy
- ☺ Health
- ☺ Equity
- ☺ Ease
- ☺ Resilience
- ☺ Meaning & Belonging

Project goals this idea achieves:

- ✓ Identify key near- and long-term actions to create opportunities to enliven and enhance public spaces throughout Superior with arts and cultural activities.
- ✓ Explore and demonstrate how creative placemaking can support and enhance the activities of Town programs.
- ✓ Shape a vibrant public art program, including outlining policies and procedures and assessing the public art collection for gaps and opportunities.
- ✓ Recommend new funding opportunities and ways to leverage resources.
- ✓ Uncover new partnerships to enhance the delivery of events and arts activities.
- ✓ Assess event activity in Town and nearby surroundings and recommend ways to increase quality.
- ✓ Uncover ways to encourage and support the creative economy and creative entrepreneurs.
- ✓ Identify opportunities to support social connection among residents and visitors of all ages.





Why Events and Programming in Superior?

Events and Programming provide opportunities for residents to connect and engage with each other. They can contribute to the development of meaningful relationships between diverse groups and create connections between people who may otherwise not have opportunities to work or play together. Importantly, supporting additional opportunities for collaboration and social connection will also contribute to Superior's economy and support local businesses by encouraging residents and visitors to spend more time and resources in town.



Events and Programming: How does it support community wellbeing?

Increasing and developing Superior's social *Events and Programming* will support overall community wellbeing for residents. People in socially connected communities are often healthier and live longer. Socially connected neighborhoods have also been shown to create better parents and healthier children. In addition to boosting health, sociability and joy, *Events and Programming* can help build trust among residents and contribute to building a unified town identity and pride of place. Furthermore, research shows that cities with high social capital are more creative, register more patents and have higher Gross Domestic Product compared to those with lower social capital. Lastly, socially connected neighborhoods are more resilient to crisis, disaster and personal hardship, largely due to the strong social ties between residents.

The Town of Superior and the CAPS Committee currently plan and execute several successful annual events, including Arbor Day, Chili Fest and the 4th of July Parade & Pancake Festival. These events are well-received and well-attended by Superior residents and visitors alike. Public engagement results demonstrated that Superior residents hope for more events in town, and seek more opportunities to connect with each other and socialize.



Learn More

McConnell, D., R. Breitreuz, and A. Savage, 'From Financial Hardship to Child Difficulties: Main and Moderating Effects of Perceived Social Support,' *Child: Care, Health and Development*, 2011: 679-91.

Kurina, L. M., K. L. Knutson, L. C. Hawkey, J. T. Cacioppo, D. S. Lauderdale and C. Ober, 'Loneliness Is Associated with Sleep Fragmentation in a Communal Society,' *SLEEP* 2011; 34(11):

Putnam, Robert D., *Bowling Alone* (New York: Simon and Schuster Paperbacks, 2000)

Frumkin, Howard, Lawrence Frank, and Richard Jackson, *Urban Sprawl and Public Health: Designing, Planning, and Building Healthy Communities* (Washington, DC: Island Press, 2004)

Proposed Interventions

The following *Events and Programming* recommendations build on the success of existing Town events, and create opportunities to reach and connect the community through strategic event planning, considering feedback from residents as well as budget and resources constraints.

Events Planned for 2020



Superior Shindig - Round 2

The Shindig was a fall-themed family event with line dancing, a barbecue and cowboy poetry with a \$5,000 budget. Following the success of the first Superior Shindig in September 2019, the Project Team recommends another edition of the event in the 2020 budget. From 2021 to 2024, a flexible line item for a similar “small scale” event has been budgeted.



The Main Event: Superior Spectacular - Round 2

The first Main Event took place in July 2019 with a \$25,000 budget. This event was an immersive arts festival featuring music, performances, local artists, as well as food trucks and alcohol service. The event was well-received despite inclement weather forcing evacuation. For this reason, we recommend and have budgeted for a second event in 2020; we have included a flexible budget item for similar “large-scale” events in the budget from 2021 to 2024.

Potential Events



Music

Public engagement results showed a strong interest in music-oriented events. These events can range from multiple backyard-style, small-stage events to larger-scale festivals with multiple artists. Other potential formats include Sunday music in parks, or musical events that take advantage of the Town’s new amphitheatre.



Food Truck Festival

Many residents expressed an interest in and support for a Food Truck Festival in Superior. We have identified Community Park, Wildflower Park and Downtown Superior as potential locations. Due to contracts with existing food vendors and tenants, it is difficult to host these types of events at existing commercial centers. However, new developments present two opportunities:

With the support of Superior’s economic development consultant, Better City, businesses at Rock Creek Village are exploring the opportunity to create a permanent dining space at the pond north of the commercial center. This space could be used by all food and beverage businesses in Rock Creek Village. This could provide an ideal space for an outdoor food festival.

Recommendation to Superior’s Town Board

Ensure Food Trucks and Markets are Permitted

Legal covenants at Superior’s existing commercial centers are barriers to hosting food trucks or markets. Based on public engagement for Inspired by Nature: Superior’s Creative Placemaking Master Plan, these were highly sought after events. Accordingly, these covenants serve as barriers to fulfilling the desires of Superior residents. Based on these findings, we recommend that the Town establish a legal arrangement that explicitly permits food trucks and markets in Downtown Superior.



Potential Events



Art Markets/Fairs

Art markets and fairs were another popular event aspiration for Superior residents. These fair-style events offer the potential to engage local artists and vendors in addition to enriching Superior's event offerings. These events also provide an opportunity to collaborate with commercial centers as potential co-hosts and ultimately, to contribute to the local economy.

Neighborhood Block Parties

To encourage residents to host their own small-scale neighborhood events, the Town must work to reduce regulatory barriers and logistical challenges around permits and approvals. One example of this type of community event support is Denver Days. Following this model, for one weekend each year, the Town can waive permitting and offer staff support for residents who would like to host a block party. To support even further, the Town can consider providing funding for things like event promotion or advertising.



Dinner in the park

Shared outdoor meals were also well-supported during public engagement sessions. Residents could host locally-made dinner in the park events or potentially follow the international "Diner en Blanc" format and apply to have the Town of Superior act as an official location for these popular events.



5. Elevate Creative Capital

Elevating Superior’s creative capital means intentionally working to support and boost the town’s creative sector, including local artists and creative businesses. Stronger creative capital will not only help promote arts and culture within Superior, but will also work to support the town’s economic growth.

Project goals this idea achieves:

- ✓ Identify key near- and long-term actions to create opportunities to enliven and enhance public spaces throughout Superior with arts and cultural activities.
- ✓ Explore and demonstrate how creative placemaking can support and enhance Town programs.
- ✓ Recommend new funding opportunities and ways to leverage resources.
- ✓ Uncover new partnerships to enhance the delivery of events and arts activities.
- ✓ Assess event activity in Town and nearby surroundings and recommend ways to increase quality.
- ✓ Uncover ways to encourage and support the creative economy and creative entrepreneurs.
- ✓ Identify opportunities to support social connection among residents and visitors of all ages.

Project principles this idea achieves

- 😊 Sociability
- 😊 Joy
- 😊 Health
- 😊 Equity
- 😊 Ease
- 😊 Resilience
- 😊 Meaning & Belonging





Why Elevate Creative Capital in Superior?

Elevating Creative Capital is an impactful, cost-effective way to strengthen the creative sector, enhance the profiles of both Superior's creatives and the creative profile of the town itself, and ensure that the Master Plan is responsive to the needs of the local creative community. By fulfilling this big idea, the town can diversify its economy, build capacity to create local public art and strengthen connections between creatives and the broader community. Superior can support the local creative sector through a number of effective and cost-efficient approaches. A well-developed network of social relationships in Superior will also allow the Town to better understand and leverage its existing resources. By building creative capital, Superior can strengthen its creative and experience economies, as well as attract resident artists and entrepreneurs.

Elevate Creative Capital: How does it support community wellbeing?

Enhancing creative capital can both foster and demonstrate Superior's openness to different people and experiences. Openness was identified as a key locational determinant among university-educated young people, a key demographic that Superior seeks to attract. Further, with a strong local creative scene, local artists can make compelling and context-sensitive bids for an array of events and interventions. In doing so, a strong art scene can play an important role in supporting a sense of meaning and belonging among residents as well. From the artist perspective, a clear commitment to supporting the local scene and responding to their needs and aspirations can build a sense of agency that supports a virtuous cycle of compelling local art. Belonging to a group or working on something bigger than oneself promotes a sense of meaning, which improves overall wellbeing. In sum, these efforts can spark a sense of joy among all residents.



Learn More

"Alone and without purpose: Life loses meaning following social exclusion" Tyler F. Still, Roy F. Baumeister, Nathaniel M. Lambert, A. Will Crescioni, C. Nathan De Wall, Frank D. Finch

"Social Capital and Community Resilience" by Daniel P. Aldrich, Michelle A. Meyer

Soul of the Community, Knight Foundation (2010).



Proposed Interventions

Identify Superior Creatives and Ensure they are Included in Regional and State Rosters

Ensuring that Superior's creatives have a state-wide presence is an important component for a strong creative sector. The benefit is twofold. First, it reduces the pressure on creatives to conduct self-promotion. Second, it increases the likelihood that other towns and patrons of the arts become aware of Superior's creative assets. The CAPS Committee can achieve this by establishing a sub-committee to conduct a thorough scan of rosters and databases from local counties, Colorado and even nationally. This would include the Think 360 Arts for Learning Artists Roster, numerous artist databases in Boulder, the Mural Artist Roster, and the Streetwise Artist Roster. Importantly, it is only possible to include Superior creatives on regional and state rosters, if the Town and CAPS Advisory Committee are aware of who they are. Therefore, an important first step is to establish a town-wide database of artists and creatives.

Work with the Chamber of Commerce to Establish an Award for Creative Businesses

Creating a Chamber of Commerce award that recognizes top creative businesses presents an opportunity to make a direct link between the arts and economy in Superior. In doing so, a local business can benefit from a higher profile, while the CAPS Committee and Chamber have the potential to enhance collaboration. This noteworthy award presents another avenue to build partnerships and reinforce the integral nature of arts, culture and the creative sector in Superior. It could be achieved by having a CAPS sub-committee collaborate with the Chamber of Commerce.

Conduct Survey of Local Artists and Creatives to Assess Context-Sensitive Needs

The people with the clearest understanding of the state of a town's creative sector are those whose daily activities and livelihoods are shaped by it. Recognizing this, an annual survey of local artists and creatives is a pragmatic approach to assessing local needs. Using the same survey over multiple years, and including questions directly related to measures of success established through this Master Plan will also enable Superior to measure changes and growth in the local creative economy over time. In turn this creates sustained opportunities for responsive, evidence-based policy making at the local level. This survey could be conducted by Town staff, the CAPS Advisory Committee, or in collaboration.

Support Diverse Opportunities for Learning, Interaction and Connection

Superior's growing demographic diversity is an asset to the town's creative community. Diversity in ethnicity, country of origin, age and more creates opportunities to apply new lenses to local arts and culture, events, exhibitions and interventions. The co-mingling of ideas can result in new applications for existing ideas as well as a stronger social network and sense of meaning and belonging among an array of people - new and old - who call Superior home. Ensuring space is available or that events are planned to include this opportunity are simple, cost-effective ways to open a new realm of cultural opportunities for not only creatives, but all Superior residents, too. Examples include a Chinese lantern painting and lighting night or a cross-cultural culinary celebration.

Offer Time and Space for Cultural and Artistic Programming at Superior's New Community Spaces

Responding to residents' requests for shared indoor space, the Town is preparing to open two new community spaces in the near future. The creation of these spaces offers a powerful moment to boost social connections among residents, as well as to strengthen Superior's creative sector. Dedicating time and space for cultural and artistic activities requires minimal Town resources, yet can provide an important boost for creatives and the community alike. This Plan does not allocate funding to accomplish this, but envisions how this could be achieved within the budget frameworks established for these new spaces.

Document and Publicize Outcomes from Creative Activities

Generating and promoting high-quality content from events, exhibitions and permanent interventions is an important way to highlight the town and local creatives. This material enables an event to live on through social media and local publications. Importantly, by giving local creatives license to use Town-generated photography and video (and audio in some cases), Superior can provide additional support to the creative sector while increasing the town's appeal and reputation among the region's creative community. Funding has been directed to professional photographers for some events, such as The Main Event: Superior Spectacular. Moving forward, this should be an automatic consideration early in the planning process for every event with an arts & culture focus.

Budget

The following section details the annual budget for Superior's Creative Placemaking Master Plan over the next five years. It is the blueprint for a creative, vibrant and dynamic Superior.

The plan will be funded primarily through the Town's Capital Improvement Program (CIP) Fund. This may be augmented through Downtown Superior Tax Increment Financing (TIF) and/or collaboration with Downtown Superior. Additionally,

numerous government entities and private foundations offer grants based on issues that are relevant to this plan, including mobility safety, healthy lifestyles, green space improvement and arts and culture. Grants are a valuable way to extend creative placemaking in Superior and maximize the impact of public funding. Grant opportunities are explored in greater detail later in the report.

2020		
Category	Name	Amount
Art Path	Art Path Planning	\$15,000.00
Mobility Freedom for All	Bus Shelters (6)	\$15,000.00
	Crosswalk/Signal Box Bump Out (Sycamore + 76th)	\$10,000.00
Public Art	Pop-Up Art: Prairie Dogs	\$18,500.00
	1500 Coalton Public Art	\$20,000.00
	Picture Frame	\$30,000.00
	Carts + Flower Relocation	\$9,000.00
	Temporary Exhibitions (experimental/quick win) in Parks	\$5,000.00
Events + Programming	ShinDig	\$6,000.00
	Block Parties	\$1,000.00
	Main Event	\$25,000.00
Elevate Creative Capital	Identify Superior Creatives + Get them on regional & state rosters	\$1,000.00
	Create survey for creatives	\$2,000.00
	Mail Outs	\$5,000.00
Master Plan	Master Plan Consultant	\$14,000.00
CAPS	TBD by CAPS	\$11,000.00
Asset Management	Maintenance (Marketplace + Bronzes)	\$10,000.00
2020 Budget		\$197,500.00

2021		
Category	Name	Amount
Art Path	Art Path Implementation	\$35,000.00
	Art Path Contract Administration	\$15,000.00
Mobility Freedom for All	Underpass Lighting	\$25,000.00
	Artistic Bump out or Creative Crosswalk	\$10,000.00
Public Art	Art in Parks Exhibition or Installation	\$15,000.00
Events + Programming	Small Event	\$6,000.00
	Block Parties	\$1,000.00
	Big Event	\$25,000.00
Elevate Creative Capital	Identify Superior Creatives + Get them on Regional and State Rosters	\$1,000.00
	Mail Outs	\$5,000.00
CAPS	TBD by CAPS	\$5,000.00
Asset Management	Maintenance	\$7,000.00
2021 Budget		\$150,000.00

2022		
Category	Name	Amount
Art Path	Art Path Implementation	\$55,000.00
	Art Path Contract Administrator	\$15,000.00
Mobility Freedom for All	Creative Crosswalks	\$8,000.00
Public Art	Art in Parks Exhibition or Installation	\$10,000.00
	Pop-up: Iconic Local Sculpture(s)	\$16,000.00
Events + Programming	Small Event	\$6,000.00
	Block Parties	\$1,000.00
	Big Event	\$25,000.00
Elevate Creative Capital	Mail Outs	\$5,000.00
CAPS	TBD by CAPS	\$2,000.00
Asset Management	Maintenance	\$7,000.00
2022 Budget		\$150,000.00

The marquee initiative of this plan is the *Superior Art Path*. This is a complex, multi-year initiative. Recognizing that the timing for specific activities may shift once implementation begins, the Project Team recommends that the Town Board provide budget flexibility for *Art Path*-related activities by permitting annual budget rollover. This will require justification and revised timelines from Town staff and the CAPS Advisory Committee. By confirming this flexibility, the Town Board can contribute to the certainty of fulfilling the ambitious *Art Path* intervention.

Finally, we recommend that the proposed budgets detailed in this Plan are reviewed annually by the CAPS Advisory Committee and Town staff. This review should take place together with the development of the CAPS Advisory Committee's annual work plan. During this review, funding uses for flexible budget items such as the temporary exhibitions, small and big events (from 2021 to 2024) and TBD by CAPS should be determined. Importantly, creative placemaking is context-sensitive. What fits Superior in 2020 may not be what fits Superior in 2023. With this in mind, we recommend that the CAPS Advisory Committee have the opportunity to adjust funding amounts for line items under *Public Art*, *Events and Programming* and *Elevate Creative Capital*. Sustained and committed funding are essential for the *Art Path* and *Mobility Freedom for All* interventions to succeed. With this in mind, it is recommended that funding for these interventions could be increased, but not decreased.

2023		
Category	Name	Amount
Art Path	Art Path Implementation	\$23,000.00
Mobility Freedom for All	Underpass Lighting	\$25,000.00
Public Art	Art in Parks Exhibition or Installation	\$7,000.00
	Kinetic Art	\$50,000.00
Events + Programming	Small Event	\$6,000.00
	Block Parties	\$1,000.00
	Big Event	\$25,000.00
Elevate Creative Capital	Mail Outs	\$5,000.00
CAPS	TBD by CAPS	\$1,000.00
Asset Management	Maintenance	\$7,000.00
2023 Budget		\$150,000.00

2024		
Category	Name	Amount
Art Path	Art Path Implementation	\$50,000.00
	Art Path Contract Administrator	\$15,000.00
Mobility Freedom for All	Artistic Bump out or Creative Crosswalk	\$10,000.00
Public Art	Art in Parks Exhibition or Installation	\$32,000.00
Events + Programming	Small Event	\$5,000.00
	Big Event	\$25,000.00
	Block Parties	\$1,000.00
Elevate Creative Capital	Mail Outs	\$5,000.00
CAPS	TBD by CAPS	\$0.00
Asset Management	Maintenance	\$7,000.00
2024 Budget		\$150,000.00

Implementation

Inspired by Nature: Superior Creative Placemaking Master Plan is designed to provide a detailed guide to enhance arts, culture and public space while offering the Town and CAPS Advisory Committee the flexibility to meet the evolving needs, interests and aspirations of the town. The Public Art Management Handbook offers further detail around opportunity prioritization and art selection processes.

Each spring between 2020 and 2024, the CAPS Advisory Committee will review the projects, initiatives and interventions detailed in this Master Plan. They will consider steps to advance the *Art Path*; ways to strengthen *Mobility Freedom for All*, determine *Public Art* installations and exhibitions, plan and implement *Events and Programming*, consider approaches to *Elevate Creative Capital* and reflect on additional opportunities that could be incorporated. These opportunities will be evaluated, cross-referenced with the proposed annual budgets and prioritized accordingly. This prioritized list will become the CAPS Advisory Committee Annual Work Plan.

Numerous projects will arise from the CIP Fund. Some will not have a creative placemaking component. However, many others may present such opportunities. It will be important for the Town and CAPS Advisory Committee to have a clear framework to prioritize these opportunities. The following criteria should be used in evaluating opportunities for creative placemaking related to Town projects:

Site and System Criteria

- The site is owned by the Town of Superior.
- The site is visible and accessible during open public hours.
- The project helps to fulfill Town goals.
- There is an opportunity to incorporate permanent artworks during new construction or renovation that will result in a strong artistic outcome.
- There is an opportunity to collaborate with a Town Department, Committee or Commission that could bring additional resources and/or result in an expanded art project.
- The opportunity supports the vision of the Creative Placemaking Master Plan.
- There is appropriate budget, staff resources and time available for the project to be successful.
- Consideration given to ADA compliance.



Once a site or sites have been selected, the Town can begin an art selection process. The first step is determining the selection method, which could include open competition, invitational competition, guest curator and more. A complete list is available in the Public Art Management Handbook. Subsequently, the CAPS Advisory Committee, with facilitation by Town staff, will initiate the art selection process. The following criteria should be used in evaluating public art, culture and creative placemaking proposals:

Artistic and Creative Criteria

- The work has artistic merit, unique design and enduring value.
- The work enhances community identity and sense of place.
- The work celebrates the value of arts, culture and creativity in Superior.
- The work is compatible with the site and enriches the public environment for residents and visitors.
- The work supports social connection and relationships among residents, businesses and Town entities.
- The work encourages participation among a diversity of residents.
- The work requires a low level of maintenance, enables low-cost repairs and stands up to Colorado weather.

detailed in the Public Art Management Handbook. Notably, projects under \$2,000 can be sole sourced, while those between \$2,000 and \$15,000 require a minimum of three bids and Department Head or Town Manager approval. Those over \$15,000 require a formal proposal process and projects over \$25,000 also require Town Board approval.

Specific to the interventions detailed in the Creative Placemaking Master Plan, the CAPS Advisory Committee will have a central role in the site and art selection process. The Committee will also play a significant part in planning and implementing events and activities. Town staff will be tasked with implementing physical interventions that fulfill the Creative Placemaking Master Plan. Where necessary, the Town will hire consultants to support staff in achieving this. For major projects, such as the Superior Art Path, a CAPS sub-committee should be considered. Notably, implementing large and complex projects will require substantial time and effort from all of those involved. The opportunity to shape major projects is balanced with significant responsibility. CAPS Advisory Committee members will need to consider their availability and time commitments when determining whether to form a major projects sub-committee and member participation. Finally, large projects such as the Superior Art Path will include substantial public engagement to inform numerous aspects of the project at hand. Appendix III: Superior Art Path and Implementation Steps provides an example of how this process may occur.

Further information regarding policy and procurement for arts, culture and public space works is detailed in Appendix II: Public Art Management Handbook. This document includes guidance on donations, relocation, maintenance and more.

Additional Funding Opportunities

Public art and art programming are becoming a priority in Colorado and nation-wide as communities begin to understand the value of art and placemaking. Therefore, many local and national organizations offer funding to support public art, culture and placemaking initiatives. Pursuing grants and funding from such organizations would allow Superior to make strategic use of its existing placemaking budget, and ultimately allow this plan to have a greater positive impact on the community.

The creative placemaking recommendations in this Plan are based on over a decade of scientific research on urban wellbeing and public health, and build upon best practices for building healthy, safe and connected communities. The Town has the unique opportunity to use this wellbeing approach to arts and culture in order to apply for funding from grants that support health and safety initiatives. This increases the number of potential grants for which Superior's placemaking work may be eligible.

While applying to funding programs does require time and resources, using Town funding as an investment to secure additional funding can be an impactful way of stretching the existing placemaking budget beyond what is currently accounted for within this plan. We therefore recommend that a grants planning session is coordinated annually, to ensure potential grants are reviewed and assessed for feasibility (time and resources) as well as impact (funding amounts, likelihood of success, etc.). This annual session could serve to designate roles and volunteers to carry out or oversee grant application, as needed.

To lay the groundwork for this process, the Project Team conducted research on grants and possible sources of funding that align with the placemaking work recommended in this plan. Funding programs were reviewed and evaluated for their relevance to Superior and likelihood of success. Factors considered included: applicant eligibility requirements, the organization's priority or focus area(s) for funding, frequency of funding cycles, number of total applicants, percentage of grants awarded to municipalities, funding amounts, and alignment to the recommendations within Superior's plan.

Below, we have listed strong candidates for possible sources of additional funding that emerged from this research.

[Colorado Department of Transportation - Colorado Safe Routes to School](#)

Administered by the Department of Transportation, the Safe Routes to School (SRTS) program applies a comprehensive approach to safe commuting to school, including walking and cycling. This approach funds not only education and safety infrastructure for children, but also seeks to encourage healthier options for the entire community. The program provides support ranging from \$100,000 to \$500,000 per project on a two-year application cycle.

The sections of the *Art Path* that connect Eldorado K-8 School to Rock Creek Village could potentially be eligible for funding through the SRTS program. Since this segment of the *Art Path* would improve walkability and safety for students who commute to school, it could be considered an “infrastructure project” through this program. Other smaller infrastructure projects could also be eligible, including crosswalks, bump outs, signage, and any initiatives that could be linked to increasing safety on routes to school within 2 miles of Eldorado K-8 and Superior Elementary.

[Great Outdoors Colorado \(GOCO\) - LPOR Grants](#)

GOCO is a state-based grant program that funds outdoor recreation and land conservation projects within Colorado. Grants are funded by a portion of Colorado Lottery proceeds to improve and maintain parks, trails, wildlife, rivers and open spaces in the state. Their Local Park and Outdoor Recreation (LPOR) Grants support building or improving community parks, amenities for outdoor recreation or athletics as well as environmental education facilities. Their LPOR Grants fund up to \$350,000 per project.

Because these grants are designated specifically for cities, counties and parks, they are a potential good match for Superior’s creative placemaking work. The emphasis on outdoor recreation is further in line with the initiatives recommended in this plan, as most build upon the existing parks, trails and open spaces within Superior. While the eligibility requirements specifically mention not funding maintenance, programming, or non-fixed assets, many of the recommendations in this plan could be eligible for an LPOR or mini-grant, including *Art Path* components, shade structures, as well as anything that could be linked to land conservation, playground improvements, or landscaping work.

[Future Opportunity - Scientific and Cultural Facilities District \(SCFD\)](#)

Colorado’s SCFD is the second largest cultural funding mechanism in the country, with over \$60 million in tax dollars to distribute annually. SCFD collects one cent from every \$10 in sales and use tax. This funding provides support for the metro area’s largest cultural organizations and eligible regional organizations, and a portion of the funding goes to each of the seven counties that participate in the SCFD. Each County Cultural Council is then responsible for managing, reviewing and approving funding applications from eligible organizations, following their county’s funding priorities. Only organizations that have a primary purpose of enlightening and entertaining the public through the arts, culture, natural history or sciences are eligible. Nearly 300 organizations across the Denver metro area are funded by SCFD.

To be eligible to apply for and receive SCFD funding, organizations must be 501(c)3 nonprofits incorporated in Colorado, or an agency of local government that has a cultural sub-unit, and must have been in existence for five consecutive years. Therefore, in 2021, Superior will be able to apply for eligibility, and begin the application process for funding through the Boulder County Cultural Council.



[Gates Family Foundation - Capital Grants & Strategic Grants](#)

Since 1946, the Gates Family Foundation has been working to improve the long-term quality of life of Colorado residents through its philanthropic activities. 40% of the foundation's funding goes to support infrastructure and capital assets for community organizations through their Capital Grants program. This program is responsive and accepts applications three times per year, in order to best meet the needs of applicants. The other 60% is reserved for their Strategic Grants that support specific complex issues, which currently include public education, natural resources and vibrant communities. The Strategic Grants do not accept direct applications, however, program coordinators are tasked with identifying potential partners to address these priority areas.

The Gates Family Foundation's priority funding areas are in line with the goals and principles of Superior's creative placemaking work, making this a strong candidate for potential funding. Particularly, their emphasis on placemaking and building vibrant communities within Colorado suggests they would understand the importance and value of many of the recommendations in this plan. In particular, the value placed on public engagement and community input within this Master Plan will strengthen potential applications to this funding. Because the funding program is responsive, it is essential to work with program coordinators to ensure any potential applications are competitive in the given grant period.

[National Endowment for the Arts - Our Town & Grants for Arts](#)

The NEA is an independent federal agency that seeks to give all Americans the opportunity to participate, learn and express themselves through the arts. Their grants support artists, communities and organizations in arts-focused projects and promote equal access to the arts across the country. The Our Town grant program is specifically focused on supporting creative placemaking projects that strengthen communities by promoting systemic change through arts and culture (\$25,000 - \$200,000 per project, with cost-matching). The Grants for Arts program provides cost-matching support (\$10,000 - \$100,000 per project) to exceptional art projects that celebrate creativity and cultural heritage.

The Our Town grant is celebrating its 10 year anniversary in 2020. This year, they seek to support new and catalytic work that recognizes arts and culture as integral components of community development. The emphasis that this Plan places on wellbeing principles, and the connections made between the placemaking recommendations and the science of wellbeing, make Superior's work a strong candidate for NEA funding.



[NextFifty Initiative](#)

The NextFifty Initiative is a Colorado-based private foundation that supports innovative solutions for independent, dignified, healthy aging. They seek to support projects that improve the quality of life of the aging population above the age of 50 years. Their General Funding program is a responsive program specifically supports scalable, high-impact projects that have the potential to bring transformational change to the aging process.

This program has the potential to be a good source of funding for the placemaking recommendations in this Plan, as many initiatives have the potential to improve safety and ease of walking for Superior's aging population. In particular, the *Art Path's* lighting and public seating components, as well as the artistic bump-outs and creative crosswalks contribute to building more walkable and accessible streets for people of all levels of mobility.

[Future Opportunity - Scientific and Cultural Facilities District \(SCFD\)](#)

Colorado's SCFD is the second largest cultural funding mechanism in the country, with over \$60 million in tax dollars to distribute annually. SCFD collects one cent from every \$10 in sales and use tax. This funding provides support for the metro area's largest cultural organizations and eligible regional organizations, and a portion of the funding goes to each of the seven counties that participate in the SCFD. Each County Cultural Council is then responsible for managing, reviewing and approving funding applications from eligible organizations, following their county's funding priorities. Only organizations that have a primary purpose of enlightening and entertaining the public through the arts, culture, natural history or sciences are eligible. Nearly 300 organizations across the Denver metro area are funded by SCFD.

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Partnerships

Placemaking is inherently collaborative work. Strong partnerships are therefore an important component of successful placemaking. Many of the creative placemaking initiatives recommended for Superior can be strengthened through collaboration with local organizations, and some recommendations within this Plan rely on strategic partnerships to succeed. Building strategic partnerships will strengthen local bonds and allow for the impact of this placemaking work to directly benefit local economic growth. Furthermore, partnerships can help amplify the Plan's reach and wellbeing impact, and also have the potential to stretch the Town's existing placemaking budget and extend the scope of work beyond what is currently feasible given budgetary constraints.

For example, as Downtown Superior is developed, there is opportunity to coordinate the selection and implementation of public art through collaboration with the CAPS Advisory Committee. Similarly, partnerships with privately-owned centers like Rock Creek Village or local homeowners associations can be explored to establish collaborative events and programming that thoroughly consider the needs and priorities of local organizations.

Overall, partnering with local or regional organizations will further highlight the importance of arts, culture and placemaking work as a tool for strengthening relationships, and building a connected, resilient community.

Potential Partners

Chamber of Commerce

- Business for the arts award at annual dinner, sponsored by CAPS Advisory Committee
- Counting creative businesses and supporting business growth

Downtown Superior

- Coordinating use of Tax Increment Financing funds for public space and creative placemaking investment
- Coordinating selection and implementation of public art in Downtown Superior under CAPS Advisory Committee purview

Historic Commission

- Project in progress: placing historic art stories on bus shelters
- Incorporating history/cultural preservation through art across town

Open Space Advisory Committee

- Collaborating on Art Path, and art at trailheads
- Inviting members to join art selection committees

Parks, Recreation, Open Space, Trails Advisory Committee

- Signage at parks and trailheads

All other commissions and departments

- Events, programming, engagement and more

HOAs

- Facilitating Oktoberfest event
- Partnering on movie nights
- Partnering on summer music in the park
- Newsletter: advertising opportunity

Rock Creek Village + Superior Marketplace

- Parking lot painting
- Organizing events

RTD

- Creating opportunities: bus stop, bike parking, underpasses

Schools/PTA/Mod Moms

- Offering booths/stations at CAPS events to promote arts in youth

Town of Louisville

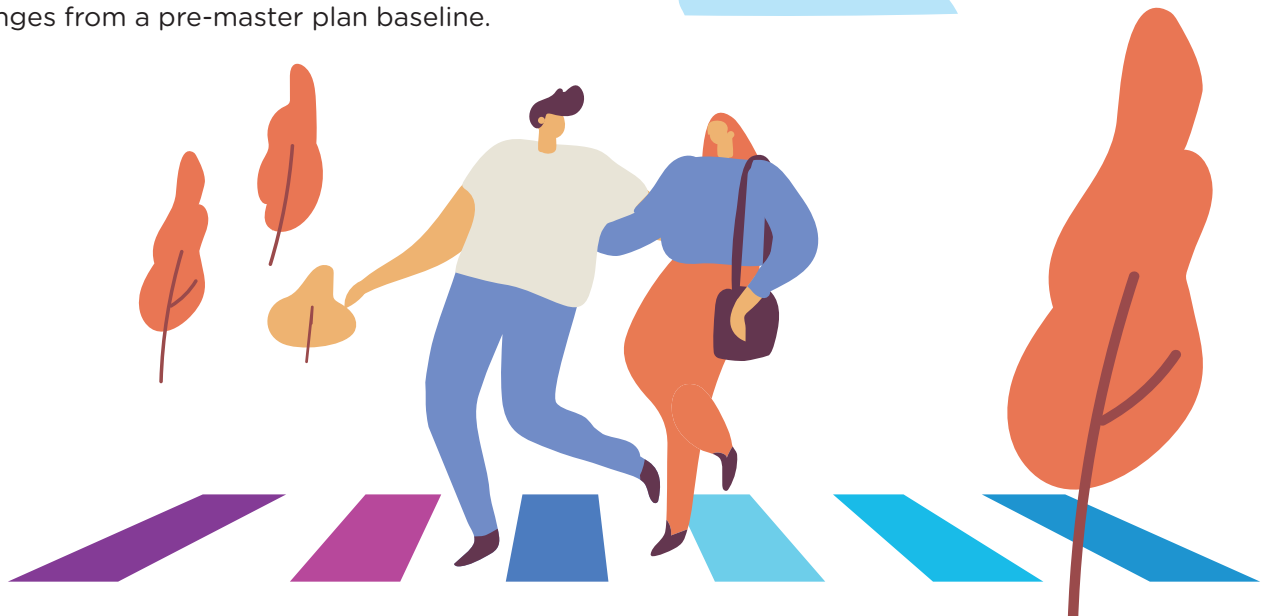
- Building relationship and develop plan to coordinate activities and work with Louisville

Organization	Delivering the 5 Big Ideas: Potential Partners				
	Art Path	Mobility Freedom for All	Public Art	Events and Programming	Elevate Creative Capital
Chamber of commerce				✓	✓
Downtown Superior	✓		✓	✓	✓
Historic Commission	✓		✓		
Open Space Advisory Committee	✓	✓	✓		
Parks, Recreation, Open Space, Trails Advisory Committee	✓	✓	✓		
Homeowners Associations				✓	✓
Rock Creek Village				✓	
RTD		✓			
Schools/ PTA/ Mod Moms		✓	✓	✓	
Town of Louisville				✓	✓

Measures of Success

Implementing new artwork, hosting events and fulfilling the initiatives in the Creative Placemaking Master Plan will shape the future of arts, culture and placemaking in Superior. But how do we ensure that these efforts have been successful in strengthening the town, elevating arts, culture and placemaking, and strengthening the creative sector? Sustained measurement of key indicators is important to assessing the success of Superior's Creative Placemaking Master Plan.

We propose the following questions and associated metrics as possible measures of success for the Creative Placemaking Master Plan in Superior. The Town may revise or narrow these measures based on feasibility, alignment with Town goals or additional interests raised by the Town Board or CAPS Advisory Committee. To gauge progress and collect data and resident responses, online questionnaires can be conducted by the Town. Where helpful and possible, questions asked in the master plan digital surveys should be used to measure changes from a pre-master plan baseline.



Has community engagement in arts and culture increased in Superior?

METRICS:

- Number of arts and culture events in Superior (increase)
- Survey:
 - On a scale of 1-10, with 10 being Extremely Important and 1 being Not Important, how important is it for you and your family to experience the arts on a regular basis? (Increase)

Is there greater awareness, understanding and appreciation for creative placemaking among Town Departments and Committees?

METRICS:

- Number of CIP Fund projects where art, culture and placemaking are invited for implementation (increase).
- Number of partnerships and collaborations between the CAPS Committee and Town Departments and other Committees (increase).

Are creative placemaking interventions highlighted by residents as one key element of Superior’s identity?

- Survey:
 - What is Superior’s greatest asset? Increase in responses regarding “Arts, Culture, Events and Placemaking” (Up from baseline of 13.8%).
 - On a scale of 1-10, with 10 being Extremely Important and 1 being Not Important, how important is it for you and your family to experience the arts on a regular basis? (increase).

Have developers invested in arts, culture and creative placemaking in Superior?

METRICS:

- Number of interventions, activities and initiatives (increase).
- Dollar figure amount of investment annually (with a baseline figure from prior to project initiation).

How many new art pieces have been successfully implemented in Superior?

METRICS:

- Number of permanent or temporary art pieces implemented annually in Superior (increase).

Are new events successfully conducted and widely attended by residents and visitors alike?

METRICS:

- Event attendance for new events annually (increase, starting from 2019 baseline).

Do multiple neighborhoods host block parties in 2020 and even more in 2021 and beyond?

METRICS:

- Total number of block parties annually (increase).
- Number of neighborhoods conducting block parties annually (increase).
- Survey:
 - What are your top three community events that take place in Superior? (one new event in the top 3 by 2024).



Has there been an increase in the number of students who walk or cycle to school?

METRICS:

- Mode share analysis, school survey (ideally with longitudinal study)

Arts, culture and events serve to celebrate Superior's diversity and support a sense of inclusion among all residents

METRICS:

- Number of participants at events (increase).
- Demographics of event participants (increased diversity).
- Demographic of volunteers and event coordinators (increased diversity).
- Proportion of child-friendly events (increase).

Does the Art Path implementation plan engage an array of Superior residents?

METRICS:

- Number of public engagement events.
- More than 1,000 residents participate in process in one form or another
- Demographic of people participating (Does it reflect Superior's demographic make up?)

Do local competitions strengthen the profile of artists and creatives in Superior and Boulder County?

METRICS:

- Survey responses by local artists and creatives indicating rising profile over time (increase in share).

Does the loan or temporary installation of a piece by a nationally recognized artist increase Superior's creative profile in Colorado and beyond?

METRICS:

- Did a loan or temporary installation of a work by a nationally recognized artist occur? Y/N
- Number of media articles or mentions.

Does creative placemaking in Superior support the Town's efforts to become more environmentally sustainable? Do events raise awareness about sustainability?

METRICS:

- Number of events that directly address sustainability and/or have a sustainability plan.
- Number of events that achieve a zero waste outcome.

Do Town Departments or other Committees improve their sustainability?

METRICS:

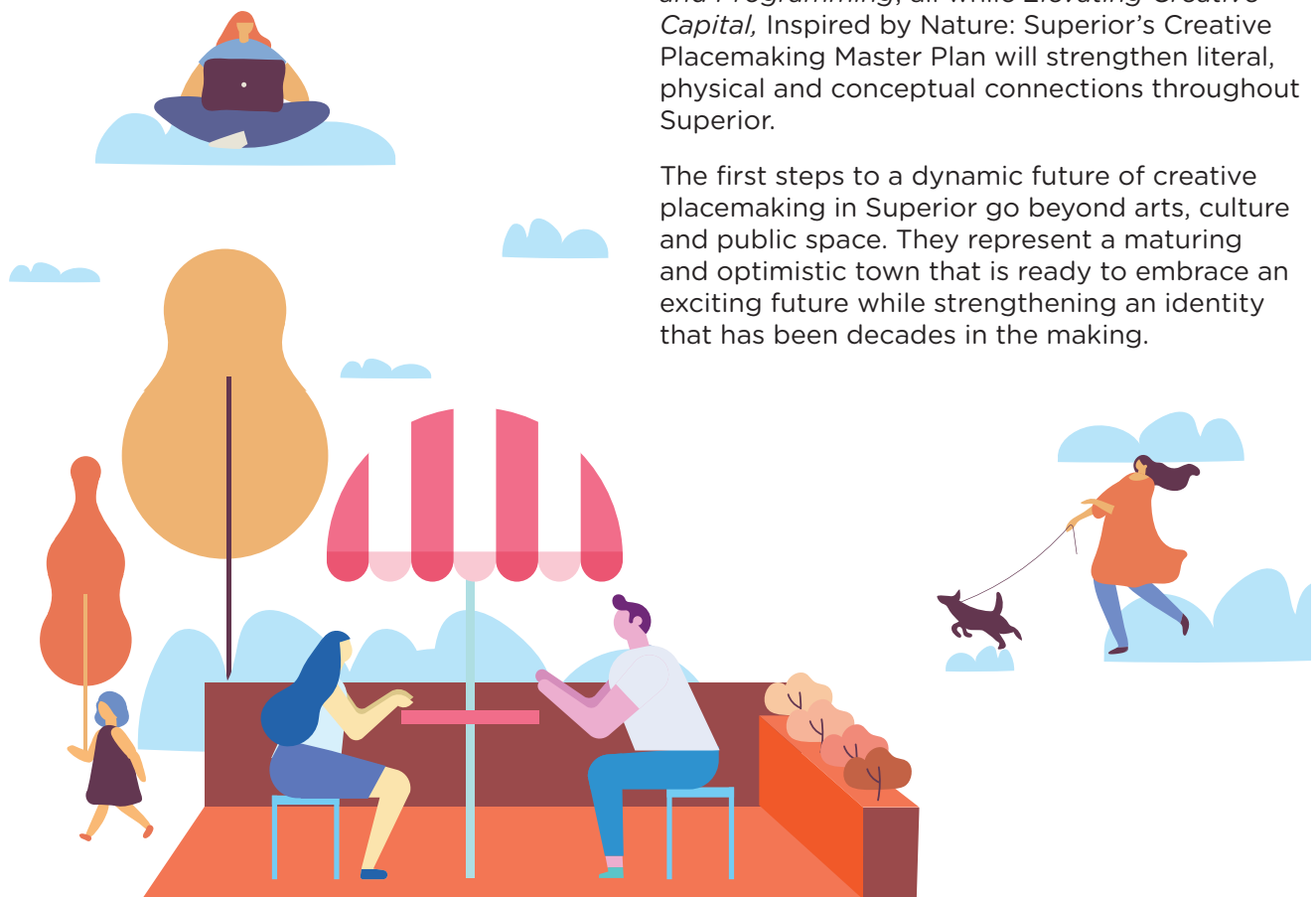
- Do all Town Departments have sustainability policies?
- Do all Advisory Committees have sustainability policies?
- Does the Town reduce its water, waste, electricity consumption?

Conclusion

Inspired by Nature: Superior's Creative Placemaking Master Plan reflects the dedicated collaboration, compelling local ideas and aspirations of a town ready to reach new heights. This made-in-Superior approach offers a clear path to elevating Superior's identity, supporting positive change and celebrating the town's cherished assets. The Plan is designed to provide a framework for five years worth of creative placemaking activities, while ensuring that the CAPS Advisory Committee and Town have the flexibility to respond to emerging needs and changing contexts.

Fulfilling the five big ideas outlined in this Plan will dramatically increase Superior's arts, culture and creative placemaking profile in the Front Range and beyond. Equally important, it will lead to an array of new opportunities for Superior residents to learn, play and connect in the convenience and comfort of their own community. Recognizing that community wellbeing cannot be confined to a single sector or issue, this Plan creates possibilities to connect opportunities in arts, culture and creative placemaking with new potentials to increase health, social connection, the environment and local economy. Nowhere is this more evident than in the literal connections between neighborhoods, schools, commercial centers and green space that the *Superior Art Path* offers. Together with opportunities to fulfill *Mobility Freedom for All*, conduct exciting *Public Art* initiatives and host compelling *Events and Programming*, all while *Elevating Creative Capital*, Inspired by Nature: Superior's Creative Placemaking Master Plan will strengthen literal, physical and conceptual connections throughout Superior.

The first steps to a dynamic future of creative placemaking in Superior go beyond arts, culture and public space. They represent a maturing and optimistic town that is ready to embrace an exciting future while strengthening an identity that has been decades in the making.



Team

Mitchell Reardon - Project Lead

As Happy City's Experiments Lead and Urban Planning and Design Lead, Mitchell's projects, have helped clients achieve high standards in placemaking, wellbeing and sociability. His work is informed by diverse and sometimes unorthodox approaches to urban planning, design, engagement and research. He has helped create smiles from Vancouver to Vijayawada and Denver to Rotterdam.

Cheri Hessami - Project Coordinator

Cheri applies her public health knowledge, as well as her background in psychology and neuroscience, to Happy City's evidence-based design approaches. She has a Master's of Public Health from the University of Waterloo and a Bachelor of Arts & Science in Cognitive Science from McGill University.

Emma Clayton Jones - Researcher and Planner

Emma is an interdisciplinary and solutions-oriented communicator with a background in investigative and community-engaged journalism. She is currently completing a masters degree in urban planning at the University of Toronto, specializing in social planning and policy.

Ekaterina Aristova - Researcher and Graphic Design

Ekaterina applies her diverse skillset, which includes GIS analysis, graphic and web design, research, and workshop facilitation. She graduated with Honours in the Environment and Resources Studies (BES) from the University of Waterloo.



Tristan Cleveland - Urban Planning PhD Candidate

Tristan Cleveland is an urban planner and writer who has worked in Canada, Guyana, and Venezuela. He is a research assistant and PhD candidate at Dalhousie University with a focus on the health and financial impacts of urban design patterns.

Houssam Elokda - Quality Assurance

Houssam has a passion for creating urban plans, policies and designs that boost human happiness. He brings an evidence-based approach that helps governments, developers and non-profit clients maximize urban health and happiness.

Charles Montgomery - Happy City Founder

Charles is an award-winning author and urbanist. His acclaimed book, *Happy City, Transforming Our Lives Through Urban Design*, examines the intersection between urban design and the emerging science of happiness.

HAO Creative - Experience Designer

HAO is a multidisciplinary design studio with a focus on physical and digital experiences spanning brand, product and environment. Led by Principal and Creative Director Harry Olson, HAO brings a holistic, multidisciplinary approach to convening community through creative work that advances social change, brings civic history to life, and builds community.



Team

CULTURAL ARTS & PUBLIC SPACE ADVISORY COMMITTEE
MEMBERS AND TOWN OF SUPERIOR STAFF WHO
CONTRIBUTED TO THIS MASTER PLAN

Cultural Arts & Public Space Advisory Committee

Daryl McCool, Chair

Melinda Tan, Co-chair

Debbie Yeats

Terrye Whitaker

Rachael Tittle,

Marcia Rehn

Claire Dixon

Christina Costabile



TOWN OF SUPERIOR STAFF

Matt Magley, Town Manager

Martin Toth, Assistant Town Manager

Leslie Clark, Director, Parks, Recreation and Open Space

Patrick Hammer, Previous Director, Parks, Recreation and Open Space

Deana Miller, Cultural Arts & Events Supervisor, CAPS Liaison

Kevin Colón, Community Relations

Allison James, Management Analyst II

Bryan Meyer, Recreation Supervisor

Matt Rarick, Superintendent of Parks and Open Space

Karen Snortland, Committee Coordinator

Lydia Yecke, Recreation Coordinator





Joyfully shaping urban environments

Happy City is an urban planning, design and architecture firm. We turn evidence into action for healthier, happier and more inclusive communities.

thehappycity.com

