

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.

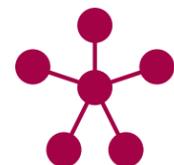
A Made-for-Superior Process

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.