

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.



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
- 😊 Joy
- 😊 Health
- 😊 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.

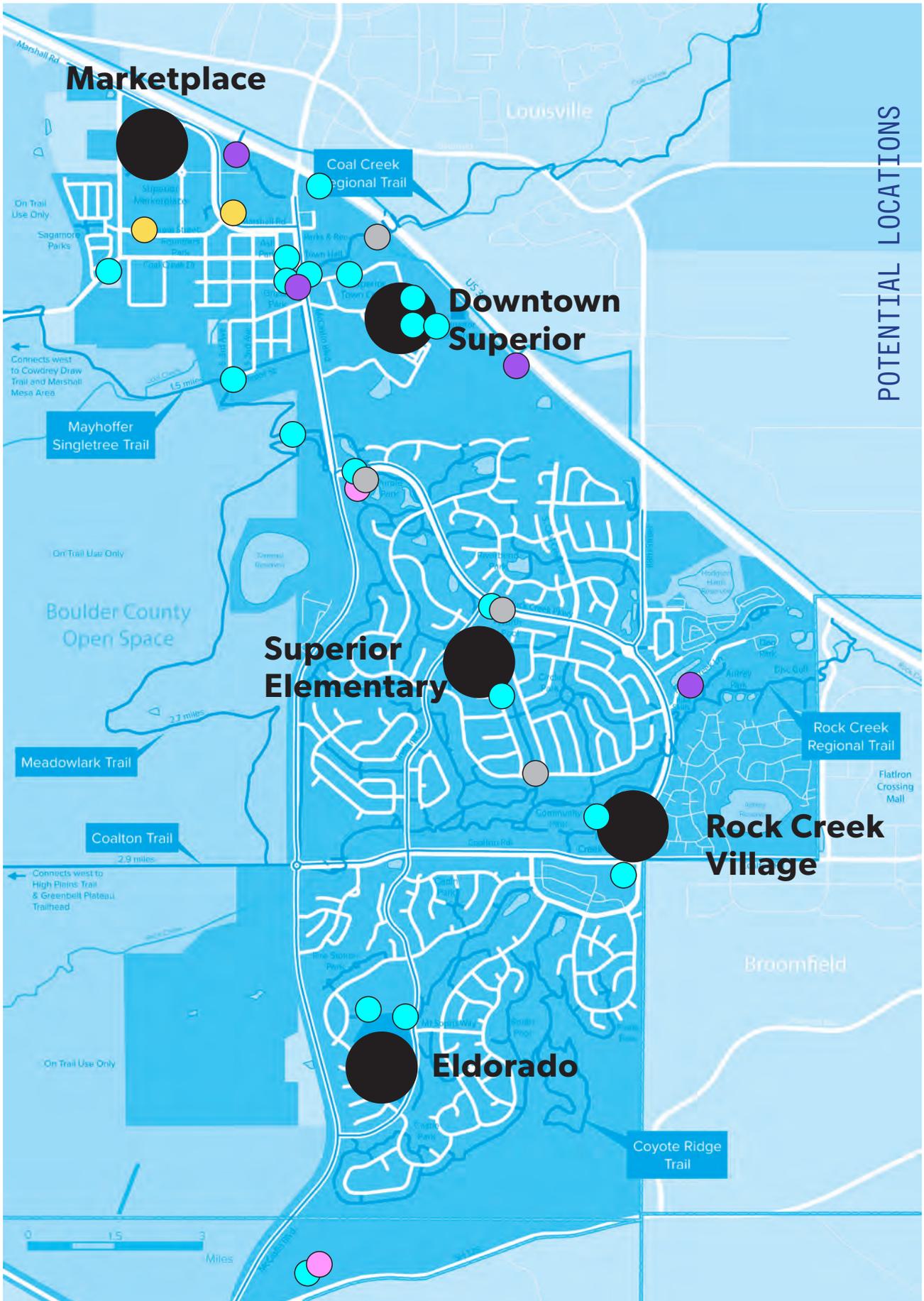


Learn More

“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.



- 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.

