

# 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.

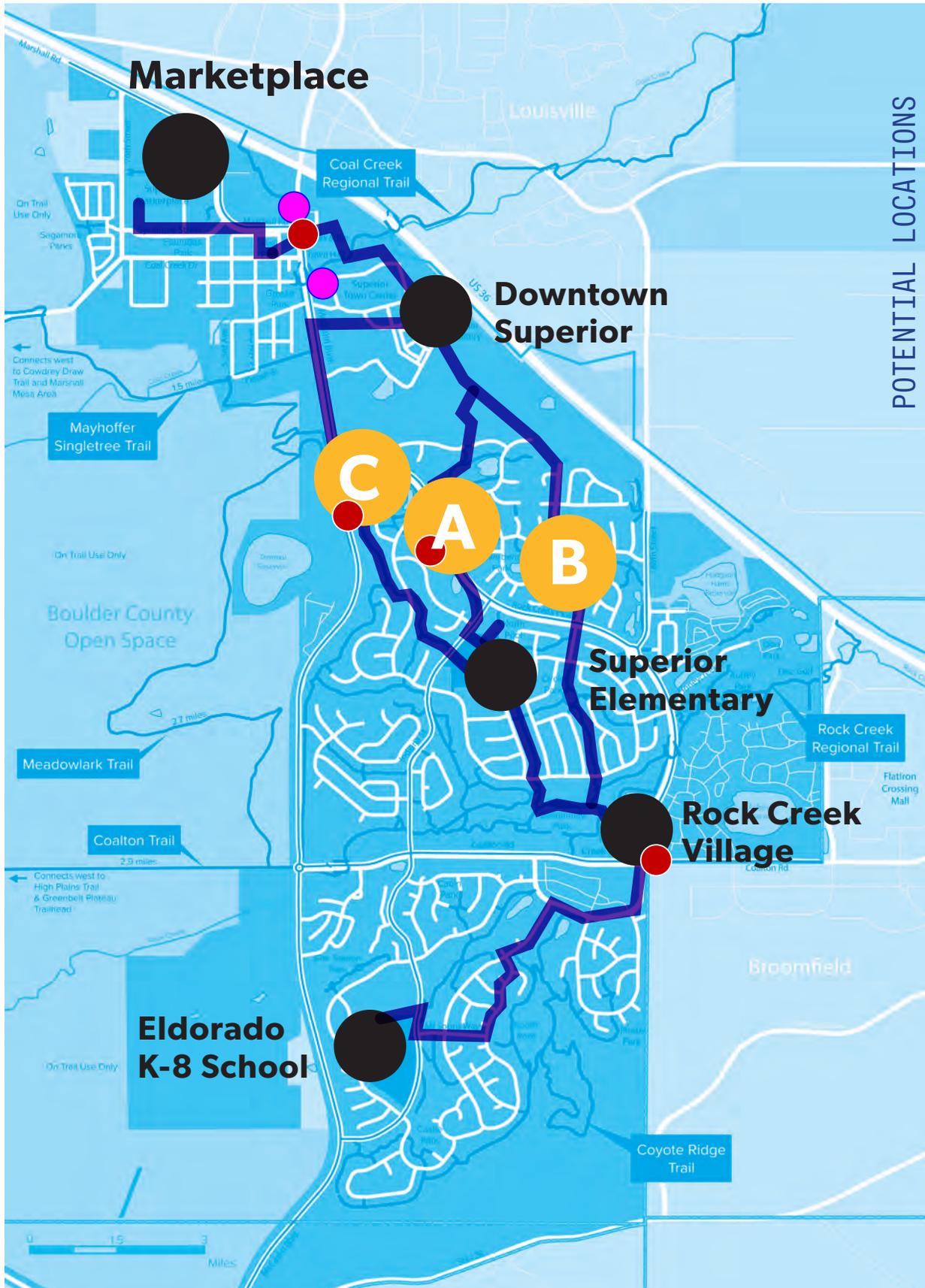
### Potential for additional funding

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

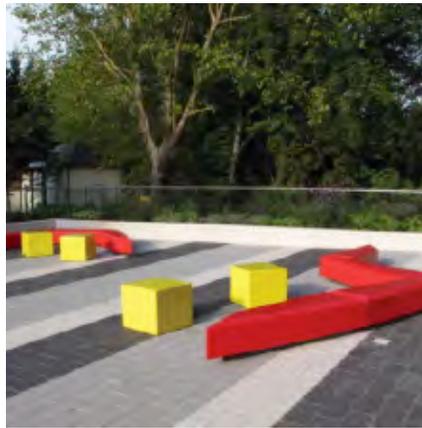
 Artistic lighting  
in underpasses

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.



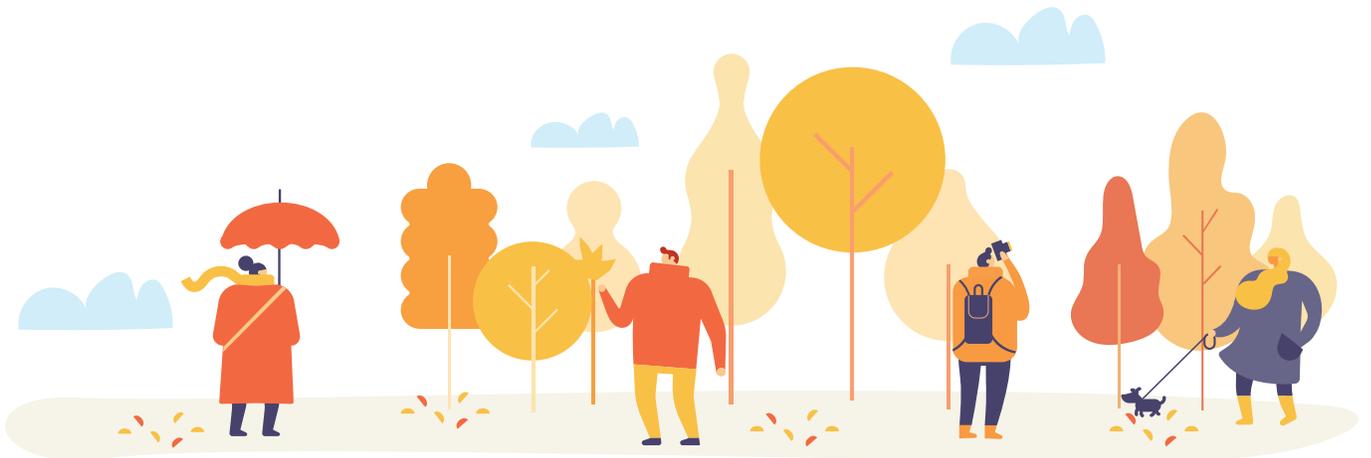
 Public  
furniture

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



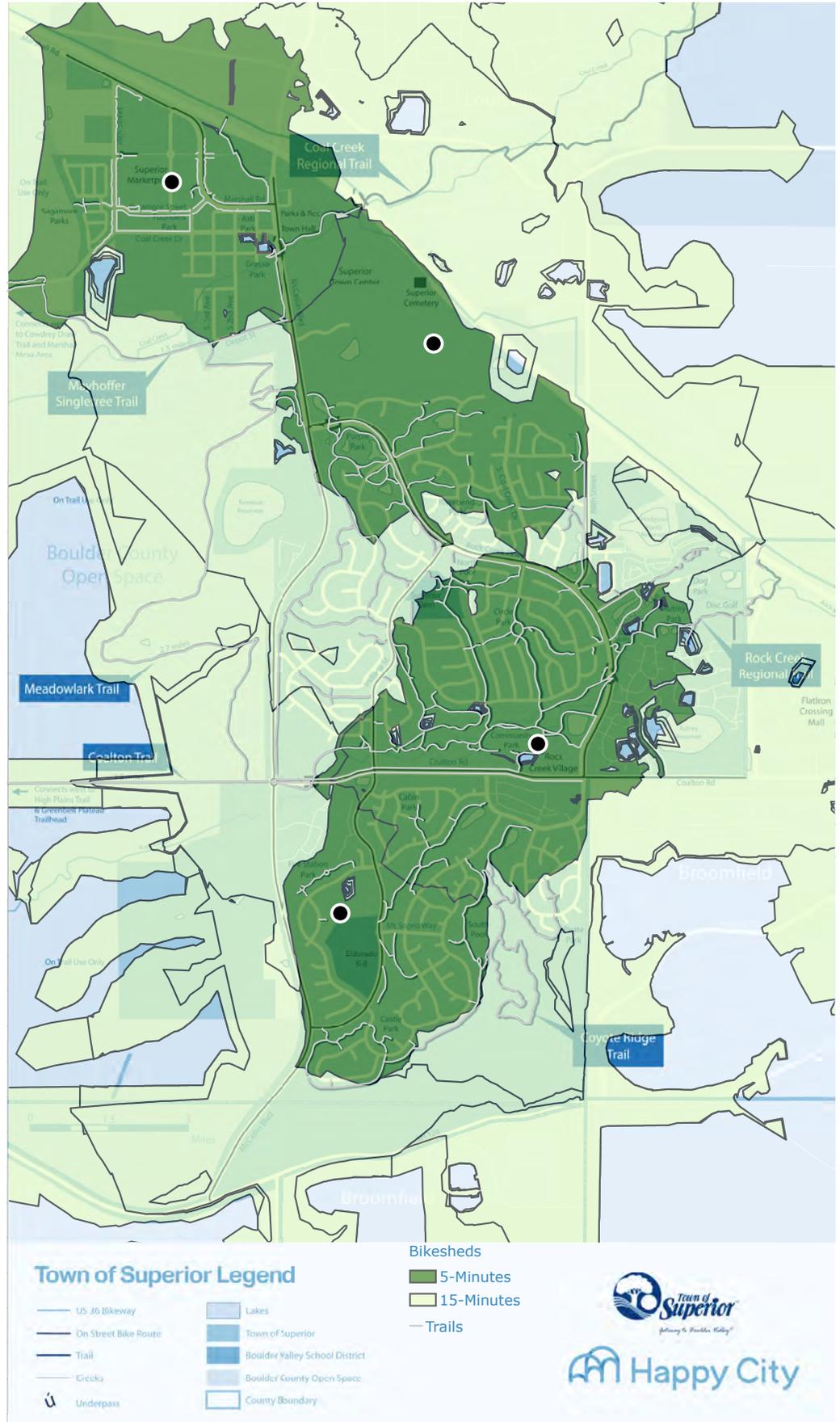
Murals



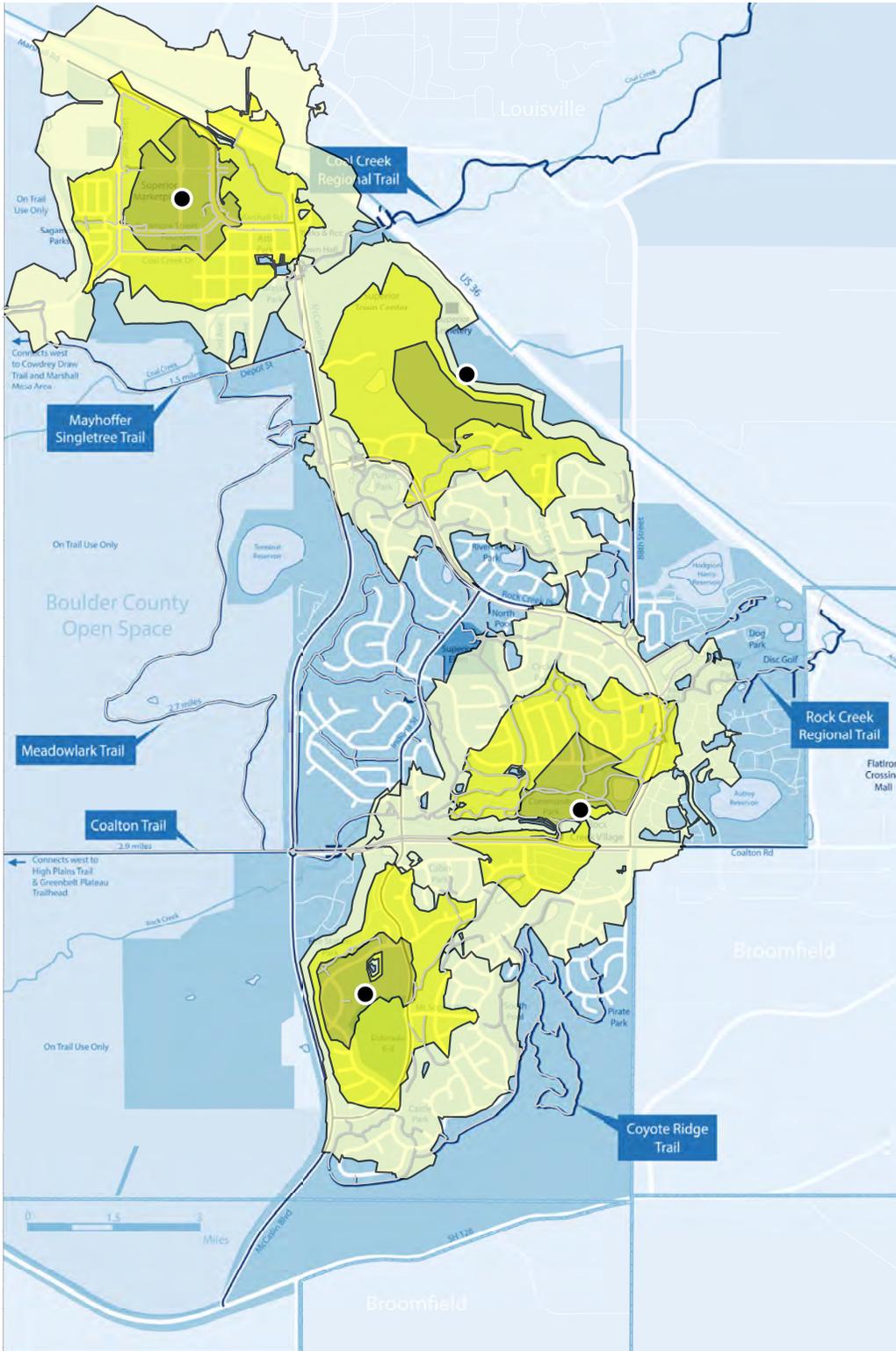
Community sculptures & Community created art



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

