

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.