



Council Work Session
Monday, June 16, 2025
Town Hall Council Chambers
6:00 PM

The Council meeting will be held in person and online. Members of the public may [participate in the meeting via Zoom](#) or [view the meeting on YouTube](#) (closed captioning available). The recording of the Council meeting will be made available on [YouTube](#) and at [SuperiorColorado.gov](#) after the meeting.

1. Dinner with Historical Commission 6:00 pm
2. Work Session Discussion Items 7:00 pm
 - a. Discussion of Town 15 property
 - b. Discussion of residential lighting standards
 - c. Discussion of State WUI Code
 - d. Discussion of adding street art to underpasses for aesthetics and security, and to sides of buildings in Downtown Superior to create a sense of place and to draw people to Downtown Superior
 - e. Discussion of permanent installation/signage about Rocky Flats at the Town-owned parking area, south of Coyote Ridge
 - f. Regional Housing Group update
 - g. Rock Creek fence/landscape fee - timeline for decision/closure
 - h. Standing update (council priorities/projects)
 - i. Other items
3. Date for next work session – Monday, September 15
4. 10:00 p.m. – Adjourn

The meeting will be open to the public. There will be no public comments accepted at the meeting.

Town of Superior Historical Commission 2025 Work Plan

ONGOING

1. Programming:
 - a) Continue to support Superior Community Center usage, improvements and programming as it relates to the SHC scope of work and mission. Plan for the display of exhibits.
 - b) Continue to coordinate with Greater Denver Lions Club on the Marshall Fire memorial project.
 - c) Continued momentum with the history and relationships with the Arapaho and other Indigenous communities.
 - d) Finalize Grasso Park, bungalow and outbuilding histories for current planning objectives.
2. Collection & Asset Management:
 - a) Continue working on collection management with staff support and create online database through the CatalogIt app. Re-evaluate the intake and management process for donated historical items.
 - b) Continue to make staffing recommendation to the Town for the Arts & History division of Parks and recreation.
 - c) Continue to make recommendations to the Town administration and Council regarding the pedestrian bridge and path within Grasso Park.
 - d) Continue acquiring replacement artifacts from individual donors as well as from the Lafayette, Louisville, Broomfield and Boulder history museums. Update “wish list” for replacement artifacts based on donations made in 2023 and 2024.
 - e) Explore use of Carnegie Library oral histories that are relevant to Superior and the surrounding areas, add them to the commissions collection, and encourage Commission members and volunteers to receive training in conducting oral history interviews with the Carnegie Library.
 - f) Work with staff liaison on maintenance and pest control for all historical assets including the upkeep and of the Grasso Park jail cell, out buildings, fire engine and the Town’s historic cemetery.
3. Outreach & Education:
 - a) Continued participation in ANFRM and Boulder Heritage Roundtable.
 - b) Consider recruiting students from SYLC and/or middle school and high school as museum volunteers.
 - c) Continue working with Superior Chamber, CAPS and/or the Town events staff to expand upon the Community outreach regarding Historic sites and education.
4. Fundraising:
 - a) Continue to pursue possible grants or financial aid for lost artifacts.
 - b) Continue throughout the year to coordinate with staff on the purchase of budgeted items for historic preservation, education and promotion.
 - c) Review the “deferred” donation carryovers from 2023/2024 and evaluate against allocation for 2025.
 - d) Track external grant opportunities and support Town staff in search of grants and fundraising.
 - e) Explore options to accept and manage monetary donations.

5. Communications:
 - a) Promotion of programs to the public to include actions such as the PROS Newsletter, a dedicated Historical Commission e-newsletter, Hello Superior and seasonal activity guide.
 - b) Expand Publications List and “mass media” list to catalog communications resources available to the SHC to include video archives of annual spring and fall programs.
 - c) Continued review of “Arts & History” webpage build with staff liaison.
 - d) Review, revise and reissue "Lost Superior" for factual accuracy.
 - e) Update 2019 three-fold brochures on Asti Park and the Walking Tour that includes Grasso Park and the Pioneer Cemetery.
 - f) Promote Autrey Park usage as a part of education and outreach. Be sure to include Autrey Park in future webpage updates.

QUARTERLY BREAKDOWN

First Quarter – Jan, Feb, Mar

1. Participate in the Colorado Preservation Inc. conference, typically held in January or February.
2. Hold leadership election for Chair, Vice Chair and Secretary positions.
3. Continued recommendations for permanent programming at the Grasso Park bungalow as a permanent agricultural museum.
4. Devise a plan for continued communication to the public through Town Comms publications (Hello Magazine, PROS Newsletter, Superior Sentinel), social media platforms, and calendar.
5. Organize meetings with the historic museums in Lafayette and Louisville.
6. Begin planning process and securing a speaker for hosting Annual Spring Program.
7. Consider developing audio tours using QR codes for historic sites in Town.
8. Continue work with Boulder County Open Space on permanent signage and a potential trail at the Industrial Mine site.
9. Continue toward completion of Miners Memorial statue at Asti Park.
10. Develop a plan to formally open the Asti Park Historical Museum and host a grand opening event.
11. Explore national register nomination for the Industrial Mine site.
12. Continued management of request for “request for information (RFI) and Mass Media lists.
13. Submit initiation form to list Grasso Park on the National Register of Historic Places.

Second Quarter – Apr, May, Jun

1. Add Home Rule documentation to the museum collection.
2. Spending options for past monetary donations.
3. Work to identify dates and establish an agenda for the second-grade field trips that will take place in September.
4. Host the Annual Spring Program.
5. Host a historic Walking Tour of the Industrial Mine and Mine Camp site.
6. Develop any 2026 budget recommendations that is separate from SHC’s annual budget.
7. Participate in the annual Boulder County Historic Roundtable award program in May.
8. Plan for and coordinate logistics for annual Tombstone Tour if conditions allow.
9. Plan for topic and guest speaker for Fall Program.
10. Coordinate with Lafayette Fire Department for fire engine photo shoot.
11. Create a maintenance, practice and procedure plan for fire engine.

Third Quarter – Jul, Aug, Sept

1. Participate in July 4th Celebration and coordinate with staff to have the historic fire engine driven in the parade.
2. Host field trips for second grade classes from area schools.
3. Host annual Tombstone Tour if conditions allow.
4. Follow-up on bronze statue for the Miners Memorial.
5. Coordinate participation in the Louisville Labor Day parade.
6. Develop a preservation plan for each of the Town's historic sites, starting with Grasso Park.

Fourth Quarter – Oct, Nov, Dec

1. Begin work on 2026 Work Plan.
2. Revisit the Long-Term Plan and suggest new items for 2026.
3. Review expenditures from Historical Donations and Historical Preservation account.
4. Host Fall Program in October.



Memorandum

TO: Mayor and Town Council

FROM: Matt Magley, Town Manager

DATE: June 16, 2025

RE: Work Session Topic – Update on 2025 Council Goals & Priorities

Below is a list of the Council's priorities for this year. Updates since the last Work Session are *italicized* below.

- Infrastructure
 - Complete Rock Creek Parkway and McCaslin intersection improvements
 - Design completed March
 - Construction contract approval May
 - *Construction started June 12*
 - Complete Rock Creek Parkway to 88th Street improvements
 - Public engagement meeting held February 20 on Rock Creek Pkwy/Coal Creek Drive intersection
 - Design contract scheduled for March 10 Council meeting
 - Design second quarter
 - Construction contract approval July
 - *Construction delayed due to unforeseen field issue*
 - Complete design of the North Pool improvements and start construction
 - Design Request for Qualifications completed
 - Design contract scheduled for March 10 Council meeting
 - Design and public engagement second quarter
 - *Baker, Rinker, Seacat (BRS) selected for design of North and South Pools*
 - *CM/GC for North Pool Construction – RFP process complete, recommendation will go to Council for approval 6/23*
 - *Construction starts mid-August*
 - Complete design of the South Pool improvements
 - Public engagement complete
 - Design agreement scheduled to go to Council for approval 7/14/2025
 - Final design to be completed in 2026

- Execute issuance of the bonds and complete as many capital projects as possible in as little time as possible
 - Majority of bond funded projects to be completed by end of 2027, includes Community Park playground, additional park improvements, and Indiana Street improvements
 - *Bonds issued 2nd quarter – Total Proceeds: \$17.4M*
- Economic Development
 - Break ground on Blocks 2-5-8 in Downtown Superior
 - Ongoing leasing efforts for office space for the Blocks 2 & 5 project
 - *Block 8 groundbreaking for Alta Flatirons project on May 7*
 - Start construction of Bigsby's Folly Craft Winery & Restaurant in Downtown Superior
 - Construction expected to start in 2025
 - Continue to pursue commercial leases for Main Street
 - Halcyon Mind + Body
 - Boulder Baked
 - Krak Boba
 - Colorado Carbon Bicycles
 - Menchie's Frozen Yogurt
 - Studio Pilates
 - Bare Hair Removal
 - *Lily Rae Flowers*
 - *Happily Ever After*
 - *The Raw Pet Company*
 - *Innana Creations*
 - Focus Town-wide on our commercial centers
 - **Superior Marketplace**
 - IMAGE Studios
 - Casa Agave
 - Mobility Plus
 - Superior Baby Care
 - CBArt Studio
 - Superior Improv
 - Arts Off Center
 - Barnes & Noble
 - **Rock Creek Village**
 - Lewis Sweet Shop
 - **Blue Sports Stable**
 - Healios
 - **Coalton Crossing**
 - Sunshine Animal Hospital expansion
 - **Superior Plaza**
 - Curated by Paul Interiors

- Assign a Council liaison for Economic Development to help recruit new businesses
 - *Mayor Pro-tem Serbu and Councilmember Miller volunteered to support this work*
- Comprehensive review of things that are working for economic development efforts and things that are not working, and what else the Town can do for economic development efforts
 - *Will be scheduled for future Council meeting*
- Complete a review of what are other communities are doing for economic development
 - *Will be scheduled for future Council meeting*
- March work session, discussion of economic development strategies
 - *Reviewed these items at the March 3 and April 7 work sessions*
- Budget
 - In-depth Council review of the Town Budget early in the year to make substantive changes
 - *Discussion and draft one-page budget summary reviewed at April 7 work session*
 - Re-envision how the Budget looks, so it is more digestible to the public
 - *All funds revenue and expenses summarized on a one-page budget summary going forward*
 - Improve on how budget information is shared
 - *Ongoing item to assemble one-page summary for all future budgets and other possible changes on sharing budget information*
 - Survey the community on how they would want to spend \$100 for Town services and projects
 - *Working with Communications and Departments to develop social media contest on how much different budget items cost*
- Airport
 - Continue to represent community interests
 - Continue to work with the flight schools and airports to mitigate noise impacts to the community
- Services
 - Schedule more programming for seniors
 - Spring/Summer programs – if you click on the link below it will provide more detail for each. In addition to the listed activities and programs, we also provide a [Senior Resources Guide](#).
 - [Senior Activities & Programs](#)
- Marshall Fire recovery and resiliency
 - Provide an update on the status of the Marshall Fire recovery
 - Presented status update at March 3 work session
 - *Presented EMS operations update with BCSO and Disaster Management Office at April 28 Council meeting*
- Housing
 - Complete the Housing Plan as part of the Comprehensive Plan Update

- Plan approved on January 27, 2025
 - Focus on ways to make it more affordable for residents to stay in their homes
 - Focus on ways to make it more affordable for renters to stay in their homes
 - Survey what other communities are doing to make it more affordable for residents to stay in their homes
 - Encourage multi-generational housing
 - Explore grants to convert main floors to include primary bedrooms
- Staffing
 - Complete a staff office space/needs assessment
 - Work force plan presented at March 3 work session
 - *Follow-up information, timeline and cost estimates to be presented at future Council meeting*
- March work session – schedule a discussion of how to measure success for Council priorities
 - *Discussed at March 3 work session*
- Complete the implementation of the Home Rule Charter
 - Website and other Town publications updated
 - Ordinance approved amending the Code to replace all references to “Board of Trustees” with “Town Council”
 - Ordinance approved establishing the method of publication for ordinances
 - *Ordinance approved regarding officers of the Town*
 - *Ordinance approved regarding campaign finance in municipal elections*

Attachments:

- Goals

TOWN BOARD GOALS



Quality of Life

Ensure all residents feel welcomed and appreciated. Continue Town actions to improve the quality of life for Superior residents by reducing noise and air pollution.

Marshall Fire Recovery

Ensure the Town, the community and all residents are supported as needed to continue their recovery from the Marshall Fire, and that the Town continues its ongoing efforts in the prevention and mitigation of future fires.

Provide Excellent Public Services

Continue expanding and improving community services by prioritizing those services needed by our residents as community needs continue to evolve.

Maintain and Improve Excellent Public Infrastructure

Continue to maintain and improve our infrastructure by prioritizing the appropriate funding and pursuing partnerships for infrastructure improvements.

Realize the Town Sustainability Action Plan

Through the Sustainability Action Plan, maintain a focused effort on greenhouse gas emission reductions, increases to the waste diversion rate, reduced per capita energy and water usage and improvement to community air quality.

Enhance Financial Stability and Business Retention

Ensure the Town's long-term financial stability by continuing to diversify revenue streams, advocate for financial self-sufficiency of utility operations and support local business development and growth.

Engage Residents through Outreach and Marketing

Continuously improve education, communication and dialog between the Town, residents and advisory groups, to maintain and improve quality of life and decision-making.

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, Manage, and Identify Development and Redevelopment Opportunities

Review development opportunities in a timely manner by reconciling public and private interests to achieve the Town's long-term vision as stated in the Town's Comprehensive Plan.



Memorandum

TO: Mayor and Town Council

FROM: Matt Magley, Town Manager
Renaë Stavros, Planning & Building Director

DATE: June 16, 2025

RE: Work Session Topic - Discussion of residential lighting standards

The following is a review of residential lighting standards for mixed-use, transitional, and residential zone districts of surrounding jurisdictions' municipal codes. The standards focus primarily on common topics found throughout lighting codes. This review examines mixed-use, transitional, and residential codes pertaining to glare, nuisance, measurement of light, design aesthetic, fixture shielding, and fixture height. Additional information is provided for topics that appear only once in a surrounding municipal code, but still provide useful guidelines. Should the Council decide to pursue residential lighting standards in the Town's Municipal Code, a consultant will be necessary.

SUMMARY:

Glare: Glare and spillover light is the light emitted from exterior light sources that falls onto adjacent land uses. In residential districts, glare should be regulated so as not to cause any nuisance or hazardous effects on the neighboring properties.

- Louisville:
 - o Light sources shall not produce glare so as to cause illumination in any residential district in excess of five-tenths footcandle.
 - o Exterior building surfaces visible from adjoining residential districts shall not be illuminated by means of direct or indirect lighting.
- Lafayette:
 - o Exterior lighting, which is a part of the architectural concept, does not shine directly on adjacent properties.
- Broomfield:
 - o Exterior lighting shall not create glare or spillover light to adjacent properties.
- Wheat Ridge:

- All exterior lighting shall be designed and situated so that substantially all of the directly emitted light falls within the property boundaries.
- Exterior lighting shall also be designed and situated so that no incidental or reflected light interferes with reasonable enjoyment of adjacent land uses, or safe movement of motor vehicles on public streets.
 - Outdoor lighting should provide safety for pedestrians and reduce glare onto adjacent properties and into the night sky.
- Estes Park:
 - Exterior Lighting. Use of exterior lighting shall be minimized in areas of important wildlife habitat, and lighting shall be designed so that it does not spill over or onto such critical habitat.
 - Exterior lighting shall be arranged and directed so as to create no glare off-site. Lighting with low-intensity sources close to the area requiring illumination is required. Lighting levels shall be reduced after 10:00 p.m.

Nuisance: Nuisance lighting is any exterior light source that may be a nuisance or cause harm on adjacent land uses. In residential districts, nuisance lighting may include bright, flashing, flickering, or animated light sources and any light that may be confused with traffic control devices or emergency services.

- Louisville:
 - Flickering or intrinsically bright sources of illumination shall be controlled so as not to be a nuisance in any adjacent residential district.
- Wheat Ridge:
 - Any light that may be confused with or construed as a traffic control device.
 - Any animated, flashing or changing intensity light, except for temporary holiday displays.

Measurement: The primary method to measure the illumination levels of exterior lighting is by using a photoelectric photometer. The spectral response produced is similar to that of the human eye, following the standard spectral luminance curve.

- Louisville:
 - Illumination levels shall be measured with a photoelectric photometer having a spectral response similar to that of the human eye, following the standard spectral luminous efficiency curve adopted by the International Commission on Illumination.
- Wheat Ridge:
 - Site plan showing locations of all lighting fixtures and a numerical grid of lighting levels (photometric report) or as isoilluminance curves (concentric circular lines representing constant illumination levels).
- Estes Park:
 - The degree to which exterior night lighting affects a property owner or neighborhood will be examined considering the light source, level of

illumination, hours of illumination and need for illumination in relation to the effects of the lighting on adjacent property owners and the neighborhood.

Aesthetic: The aesthetic of exterior lighting refers to the visual appeal of the light source. This includes the type of fixture used (spot, flood, etc.) and how harmonious the fixture is with the rest of the building design.

- Lafayette:
 - o Exterior lighting, which is a part of the architectural concept, is harmonious with the building design, and does not shine directly on adjacent properties.
- Wheat Ridge:
 - o , a plot plan showing location and orientation of lighting standards, building elevations showing location and orientation of lighting standards, lighting standard specifications including height, type (i.e., cutoff, non-cutoff, spot, floodlight, etc.), peak candlepower diagram, and any shielding devices to be incorporated so as to minimize incidental light spillover or glare.

Shielding: Exterior light sources may need to be shielded in order to minimize glare on adjacent properties, wildlife habitats, and public streets, as well as to preserve dark skies. The most common method used to shield light sources is by using fixtures with cutoffs.

- Wheat Ridge:
 - o All fixtures shall be fully shielded. For purposes of this section, fully shielded shall mean fixtures constructed so that light rays emitted are projected below, and not above, the horizontal plane of the fixture, such that the source of illumination (bulb or direct lamp) is not visible from adjacent property or rights-of-way. All light fixtures shall be downcast to minimize undesirable effects of illumination such as glare, skyglow and light pollution
- Estes Park:
 - o Light sources shall be concealed or shielded with luminaires with cut-offs with an angle not exceeding ninety (90) degrees to minimize the potential for glare and unnecessary diffusion on adjacent property. In no case shall exterior lighting add more than one (1) foot-candle to illumination levels at any point off site.

Height: Exterior lighting shall have height requirements so as not to cause glare or nuisance on adjacent land uses, but still provide adequate security. In residential districts, height maximums are typically lower than those in nonresidential districts.

- Wheat Ridge:

- Mixed Use Zone Districts - Pedestrian walks internal to a site shall be lit with full cutoff lighting fixtures no more than twelve (12) feet high.
- Estes Park:
 - Height Standards for Lighting. All exterior lighting luminaires shall be mounted no higher than fifteen (15) feet.

Additional Information: Notable topics that appeared only once in other municipal codes.

- Wheat Ridge:
 - Lights one hundred (100) watts and less per fixture, fluorescent lights forty (40) watts and less per fixture, gas-fired fixtures and lights used for holiday decorations are exempt from the requirements of this section.
- Estes Park:
 - All outdoor light not necessary for security purposes shall be reduced, activated by motion sensors devices or turned off during nonoperating hours.
 - Light fixtures used to illuminate flags, statues or any other objects mounted on a pole, pedestal or platform shall use a narrow cone beam or light that will not extend beyond the illuminated object.

2025 Colorado Wildfire Resiliency Code

Allison James, Disaster Preparedness and Recovery Manager

Renae Stavros, Planning and Building Director



Purpose and Background

- Brief overview of the 2025 Colorado Wildfire Resiliency Code, also known as the Wildland-Urban Interface (WUI) Code, and its implications
- The State of Colorado, through Senate Bill 23-166, established the Wildfire Resiliency Code Board to develop a statewide WUI code aimed at reducing wildfire risk to life and property (including infrastructure).
- The 2025 Colorado Wildfire Resiliency Code will be formally adopted by the State on July 1, 2025, following a public hearing and rulemaking process.

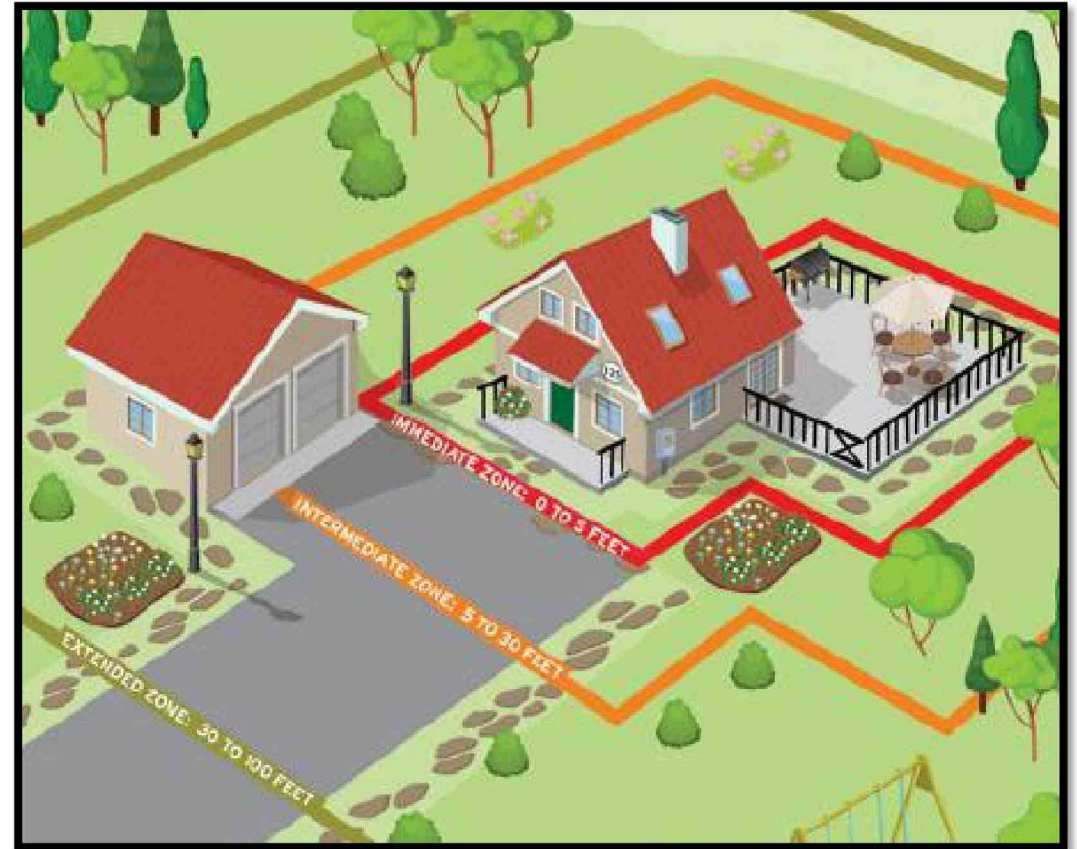
Key Elements of the Code Requiring Enforcement

Building Standards:

- Requirements for fire-resistant materials, vents, vehicle access door perimeter gaps, detached accessory structures, retaining walls, as well as roof, floor and exterior wall assemblies.

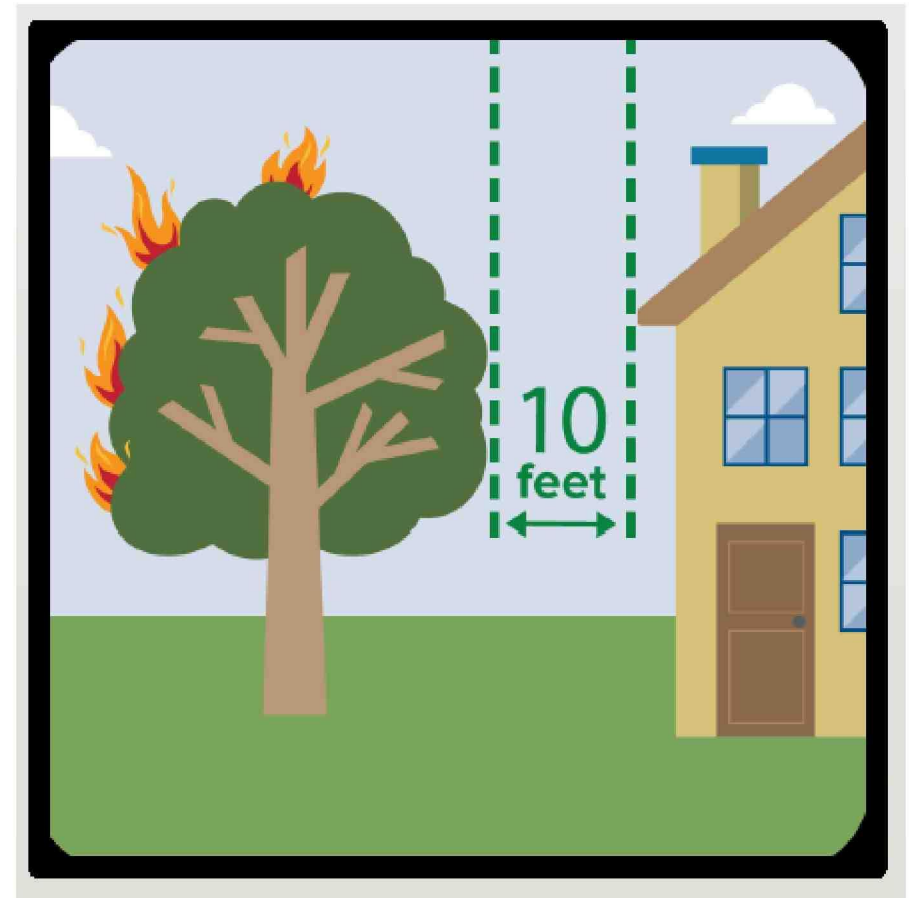
Site management:

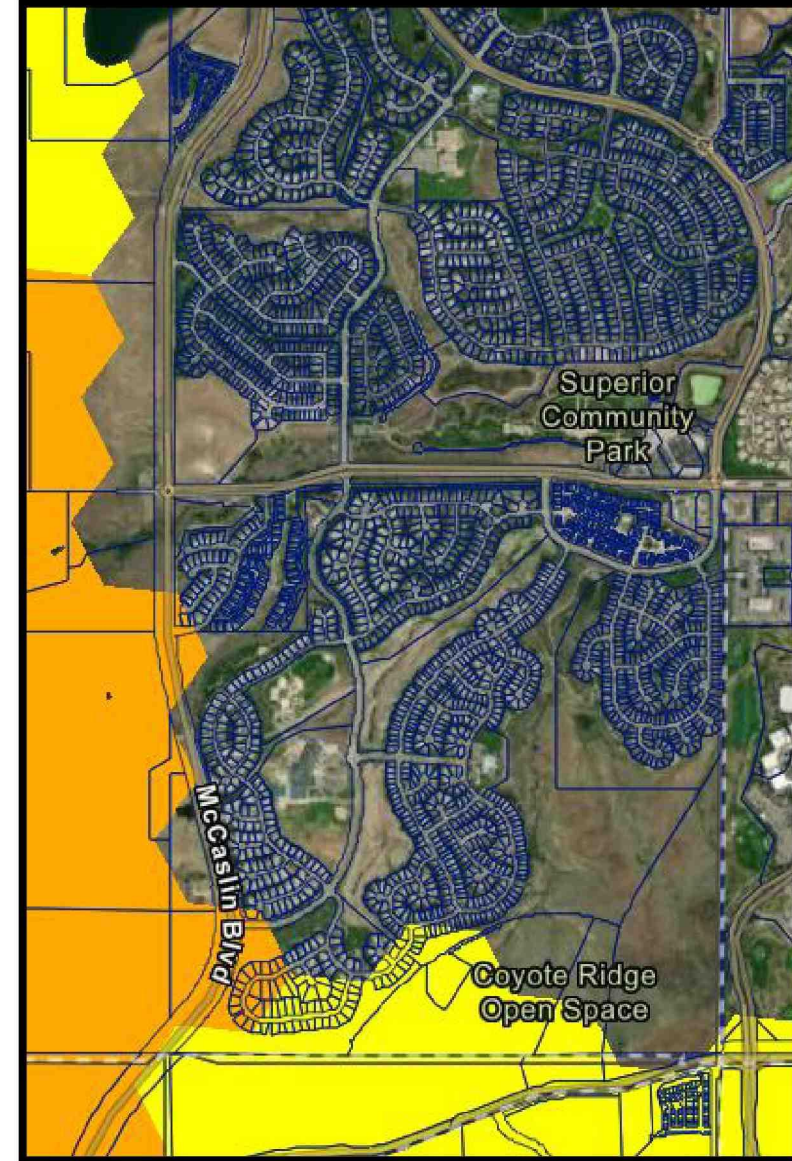
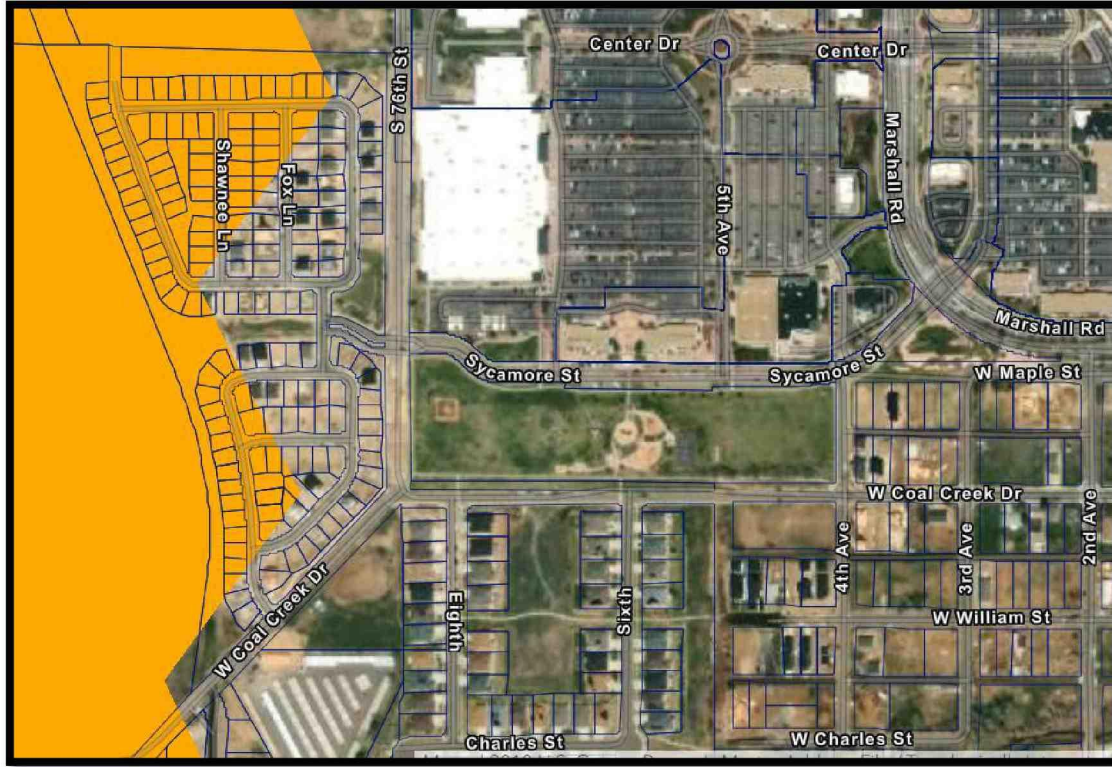
- Vegetation and Site: including plant species, thinning, spacing, removal of ladder fuels, defensible space and fencing.
- Emergency Access: Standards for road signage and address markings.



Local Impact

- Adopting and enforcing the code, by meeting or exceeding the state's minimum standards.
- Adoption may affect new construction, remodels, alterations, repairs, and land development in designated WUI mapped areas.
- Town Council will need to assess the code and specific wildfire risks and infrastructure needs of Superior to develop and ensure compliance to enhance community safety.
- Local Level Mapping using the State Mapping as base: <https://dfpc.colorado.gov/WRCB>





Policy Questions

- If mapped risk area touches parcel = whole parcel (town-owned and privately owned)
- If risk area touches neighborhood whole neighborhood or only parcels?
- Marshall Fire footprint?
- McCaslin corridor?
- Fingers of open space?
- Town-wide - building and site management (phased approach)?
- Enforce minimum to start and phase according to (map layers?)
- Other layers on state map – options to use as mapping base?
- Adopt appendices in part or all?

Next Steps

- June 18, 2025 - all written feedback deadline on rule making.
- June 27, 2025 - opportunity to attend the final public and stakeholder feedback session.
- July 1, 2025 - State's formal public hearing for adoption of the code.
- March 1, 2026 - Superior's adoption of the code
- July 1, 2026 - Superior's implementation and education to inform the community.
- Have approached DOLA for assistance for West of I25 Front Range Peer to Peer Learning Group.
- Review the code and state WUI map to consider and assess local applicability.
- Weigh financial impacts including oversight and enforcement technology.
- Consider stakeholder engagement and communications strategy.



Memorandum

TO: Mayor and Town Council

FROM: Allison James, Disaster Preparedness and Recovery Manager
Renaë Stavros, Building and Planning Director

DATE: June 16, 2025

RE: Work Session Topic – Overview of the 2025 Colorado Wildfire Urban Interface (WUI) Code

Purpose: This memo provides a brief overview of the 2025 Colorado Wildfire Resiliency Code, also known as the Wildland-Urban Interface (WUI) Code, and its implications for Superior.

Background: The State of Colorado, through Senate Bill 23-166, established the Wildfire Resiliency Code Board to develop a statewide WUI code aimed at reducing wildfire risk to life, property, and infrastructure. The 2025 Colorado Wildfire Resiliency Code will be formally adopted on July 1, 2025, following a public hearing and rulemaking process.

Local Impact: Municipalities will have discretion in how they adopt and enforce the code, but must meet or exceed the state's minimum standards. Adoption may affect new construction, remodels, site management and land development in designated WUI areas.

ATTACHMENTS:

- Presentation



Memorandum

TO: Mayor and Town Council

FROM: Matt Magley, Town Manager

DATE: June 16, 2025

RE: Work Session Topic – Discussion of Town 15 property

This item has been scheduled for the Town Council to provide additional direction on information that is needed for future consideration of the rezoning application for the property.

STREET ART & CRIME FROM GOOGLE:

Street art and public art projects can contribute to reducing crime by fostering community pride, increasing visibility, and creating a sense of ownership and responsibility. By replacing blank or vandalized spaces with vibrant, community-engaging artwork, street art can discourage destructive behaviors and create a more positive environment. Additionally, public art can draw attention and foot traffic to an area, which can deter crime by creating more "eyes on the street".

STREET ART IN UNDERPASSES

- I believe we have four underpasses in town, with one containing a mural
- Painting the other three could be a great way to **increase the sense of safety** in those areas (since areas with murals tend to have more foot traffic and, therefore, more "eyes on the street" as stated above)
- Examples of **blighted areas that have been transformed into vibrant commercial cores and tourist destinations due to street art include the Woodstock area in Cape Town and, closer to home, the River North District in Denver (or RiNo)**. Both saw crime drastically decrease when street art was installed.
- Looking at the 10/14/2024 agenda, **design and installation of the mural near Town Hall was only \$17,650** (which seems like a reasonable price for added safety and community pride)

STREET ART IN DTS AND COMMERCIAL AREAS

- **Street art creates a sense of place, and can even be the reason people visit certain areas** (again, look at Woodstock and RiNo which were once abandoned industrial areas and are now hot spots for locals and tourists alike. They now boast shops, eateries, and plenty of snap-happy passersby taking pictures in front of the murals).
- We've heard **feedback that Downtown Superior feels sterile and lacks charm. Installing some street art murals on the sides of some of the buildings would be a great way to turn that around** (think of a staged home vs a non-staged home that's for sale. Which is more inviting?)
- People love selfies, why not add some street art that pulls people in for photos? Like a vintage post card (see attached) featuring Superior's history and unique charm? There are tons of examples of **interactive murals that go wild on social media and become destinations for art enthusiasts**
- Good street art is an incredibly **effective way to draw people in who might otherwise not come to DTS (or to our other commercial cores)**. That kind of foot traffic can only benefit our local businesses.



Budgeting for the additional of street art murals in our underpasses and on the sides of buildings will also further our goals along the artery and having more public art in general (but at a fraction of the cost of sculptures). And, they're more striking and noticeable than sculptures, so we'd be getting more bang for our buck.

If done right, we could have the murals as part of festivals and town events. Similar to what RiNo does every year with their Walls event (where artists from Colorado and around the world converge over the span of a week to transform the walls around RiNo, giving people the chance to meet the artists and learn more about their work).

