

# **Results – BRA Survey of Resident Opinions on Outdoor Sculpture at Broadmead**

*Stan Wilson & Sue Appling*

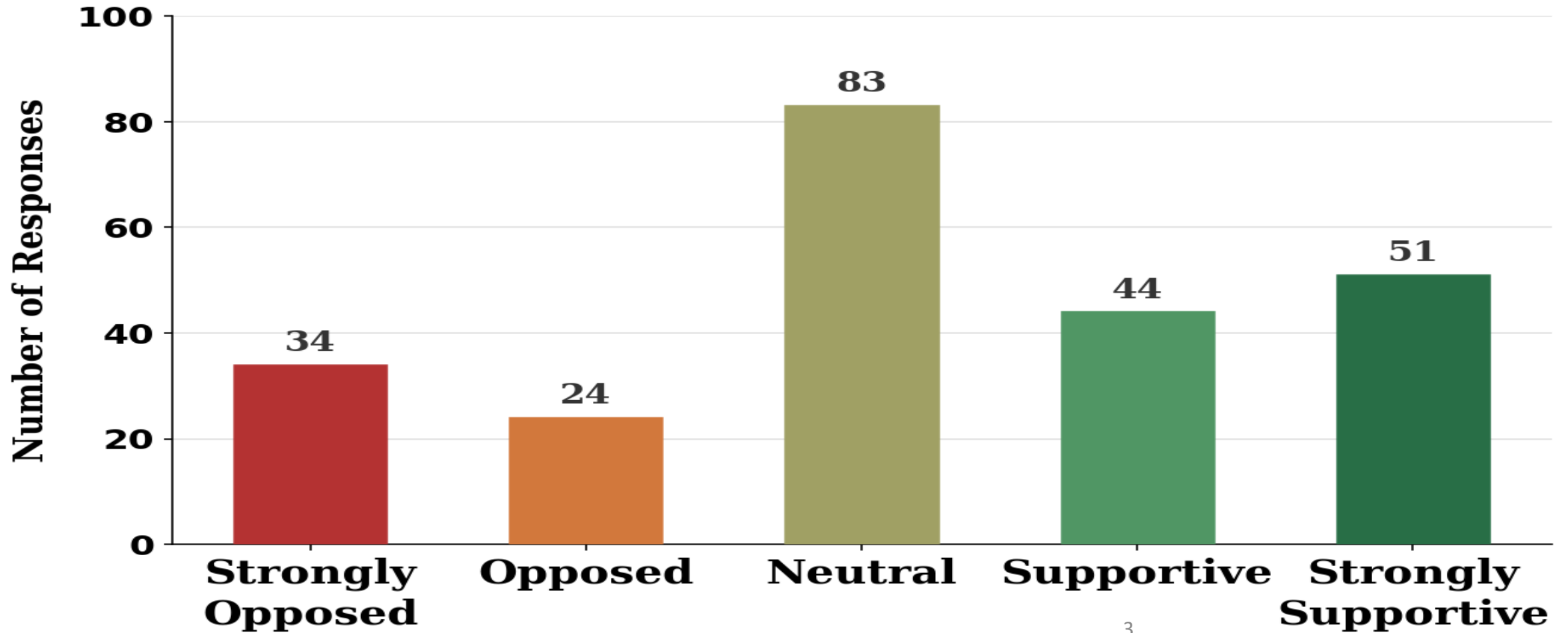
*June 12, 2026*

# The Survey Process

- The Arts Council asked the BRA to develop and implement a Survey concerning resident opinions on the temporary exhibition of a half dozen pieces of outdoor sculpture on the Broadmead campus
- The BRA formed a Committee of Seven that included both those supportive and those opposed
- That Committee, together with the BRA, crafted a consensus Survey
- The Survey vehicle, created using *JotForm*, was issued on May 5 and responses were received up until closing on May 19
- The Survey was available both online and, where needed, by paper copy
- After removal of duplicates (11), as well as those without a valid five-digit ID code (19), we had 236 responses that we considered to be valid
- *ChatGPT & Claude* were used in the initial data analysis; *Claude & Gemini* in the final analysis

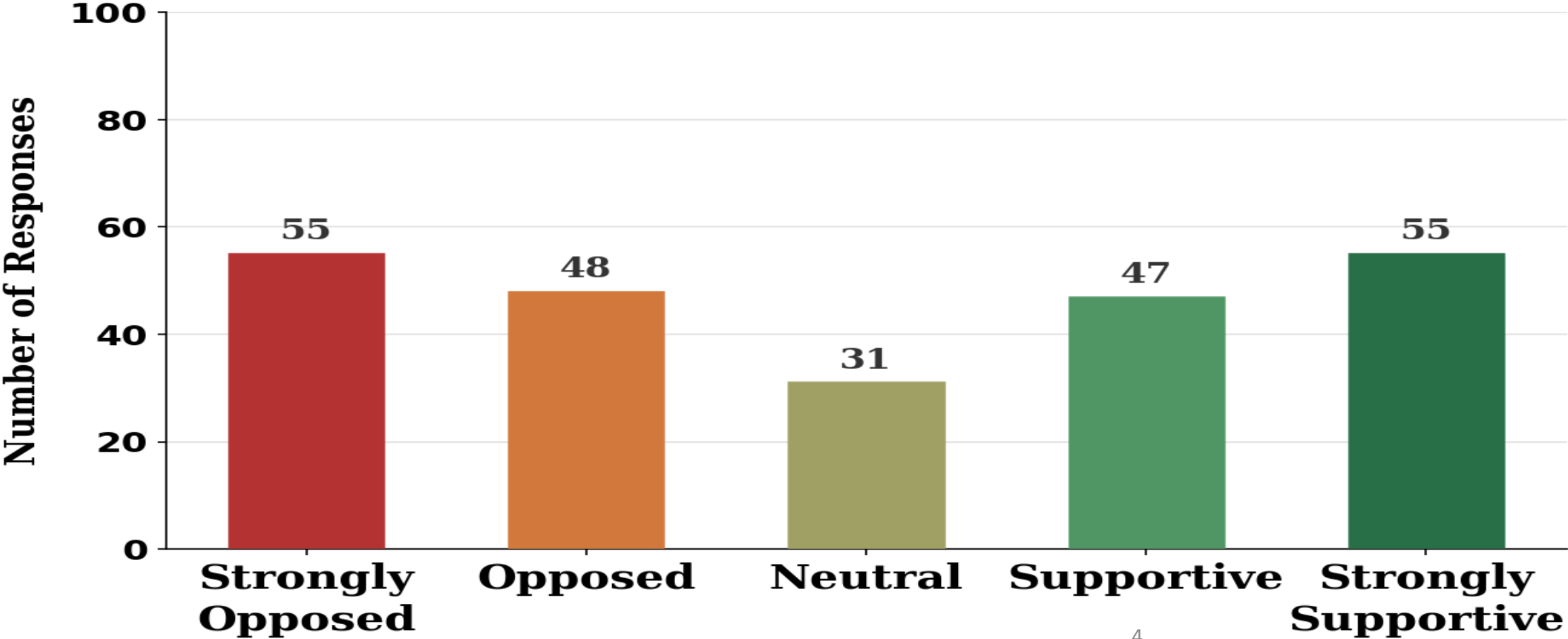
# Question 1

*How did you feel about the addition of outdoor sculpture to the Broadmead campus BEFORE the temporary sculpture exhibition?*



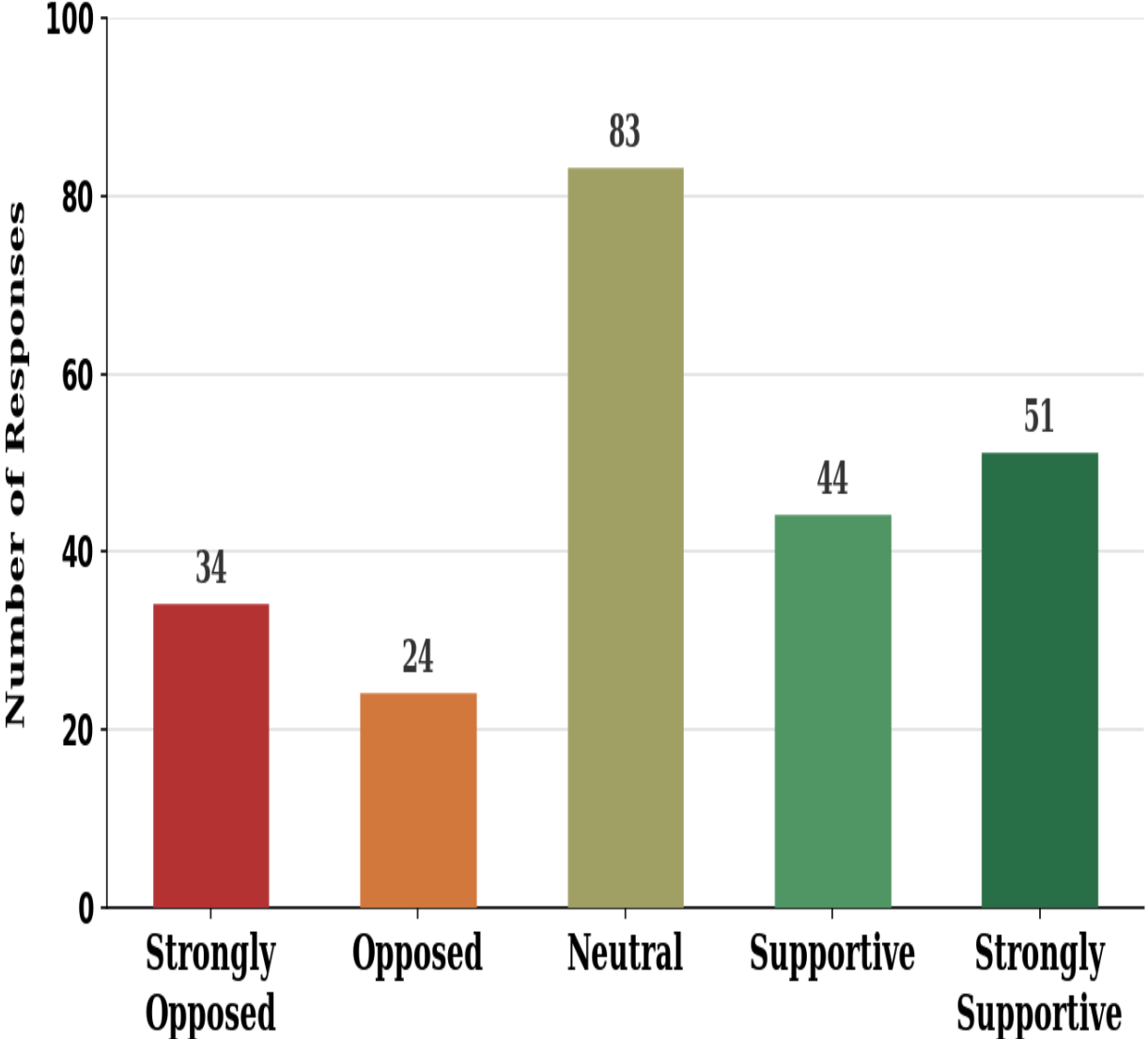
# Question 2

*The outdoor sculpture exhibition has been up for three seasons and is coming to an end. NOW, how do you feel about outdoor sculpture on the Broadmead campus?*

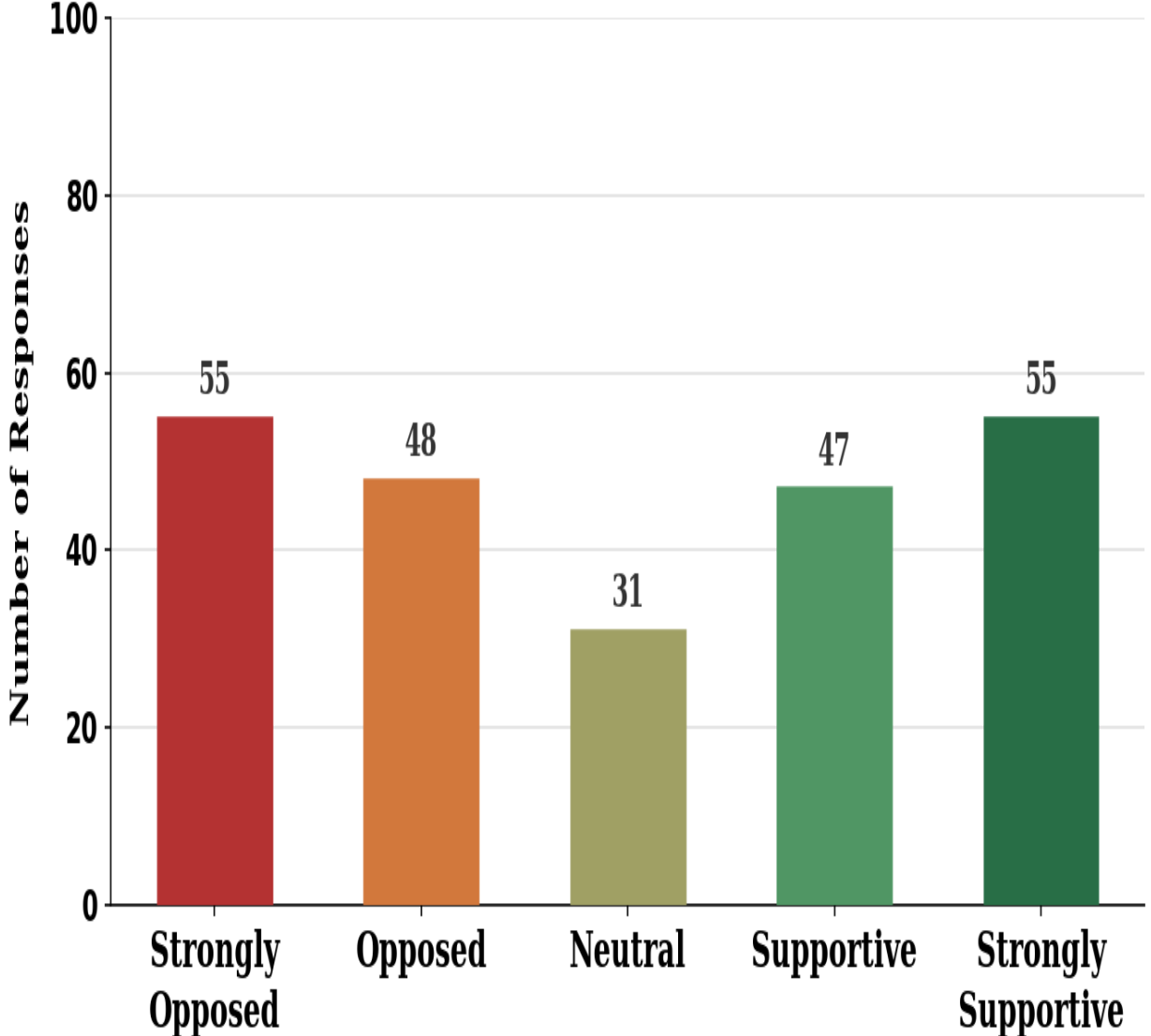


# Questions 1 & 2 — Comparing Before and After

## Before the Exhibition

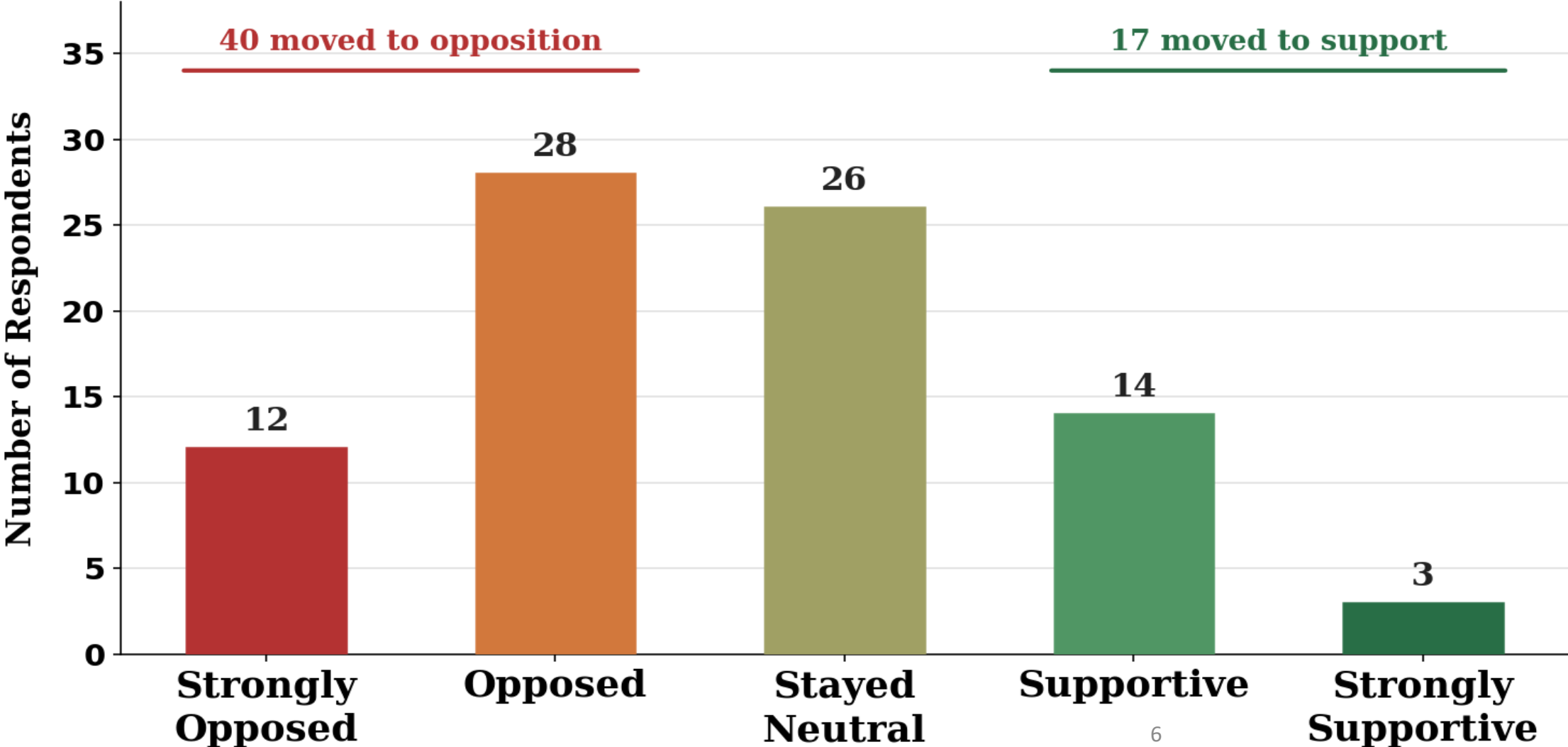


## After the Exhibition



# Where Did the Neutrals Go?

Of the 83 respondents who were Neutral in Question 1, here is how they answered Question 2



# Why did these Neutrals change their Position?

- **Question 6 – *Please use this space for any comments or suggestions***
  - **Provided a place to write comments or suggestions**
  - **Represented an opportunity to look for a possible rationale behind a given user's response to a particular question**
- **For example,**
  - **One can look at the 40 respondents who moved from Neutral to Opposed or Strongly Opposed and see if they offered any comments in Question 6 that might indicate why they changed their position**
  - **Likewise, look at the 17 who moved from Neutral to Supportive or Strongly Supportive...**

# Why the 20 of 40 Neutrals Commenting in Quo. 6 Moved to Oppose

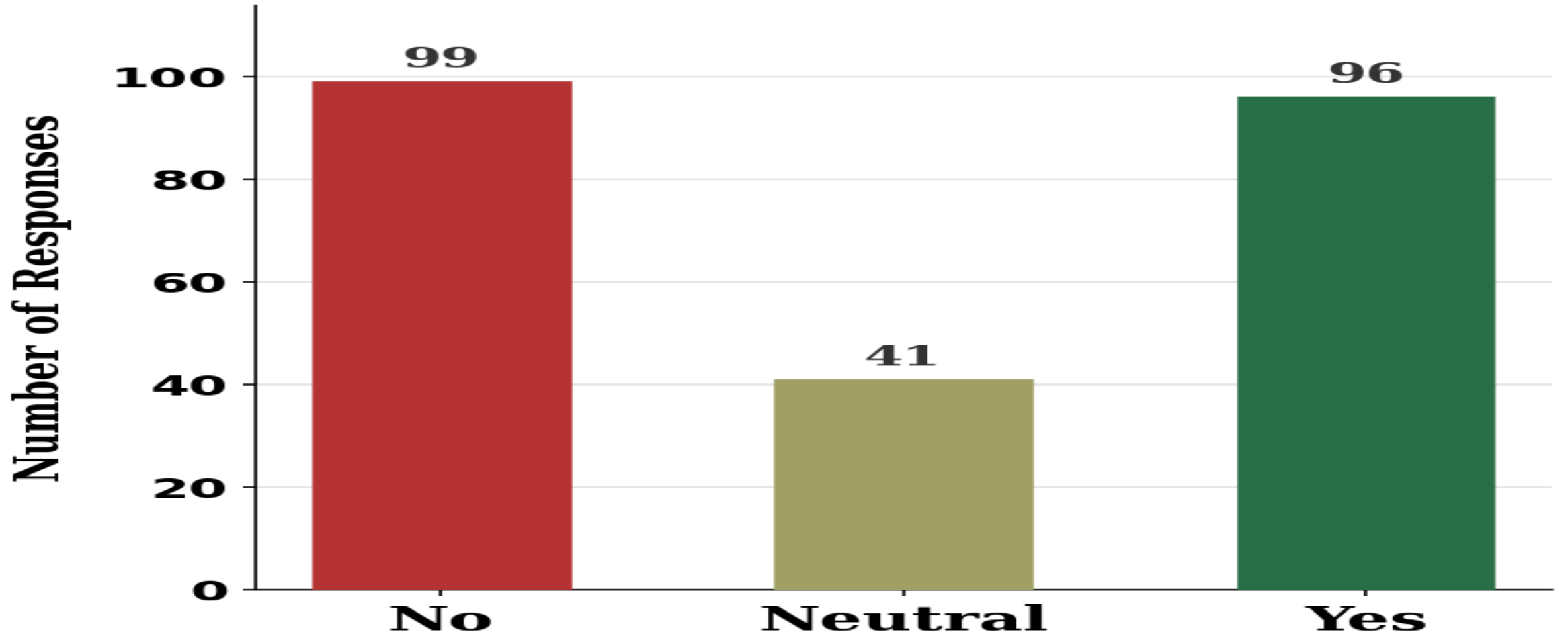
- **10 of the 20 – Clash with landscape – "The campus is its own sculpture" "I came here for the natural beauty; sculptures feel like an intrusion"; felt man-made pieces "collided with" a living, peaceful environment**
- **4 – Scale and placement felt wrong – Pieces were too small for their settings or randomly sited rather than thoughtfully placed**
- **4 – These specific pieces were the problem – Too modern, garish colors, or "wacky"; the objection was to style and fit, not to sculpture in general**
- **3 – The process was backward – A survey or community input should have come before installation, not after**

# Why the 8 of 17 Neutrals Commenting in Quo. 6 Moved to Support

- **3 of the 8 – Appreciation for specific pieces resonated – Certain sculptures (the kinetic, the yellow pipe at the lower entrance, the "boat ribs") won them over even when others left them cold**
- **3 – Support comes with reservations – They moved to being supportive but still had conditions: sculptures must fit the natural setting; style and placement matter**
- **2 – Playfulness and dynamism were appealing – Appreciated the imaginative artistry, humor, and creative change of pace the exhibit injected into the campus**

# Question 3

*Would you like to see sculpture on the Broadmead campus in the future?*



## How 57 of 99 Opposed & Strongly Opposed Commented in Quo. 6

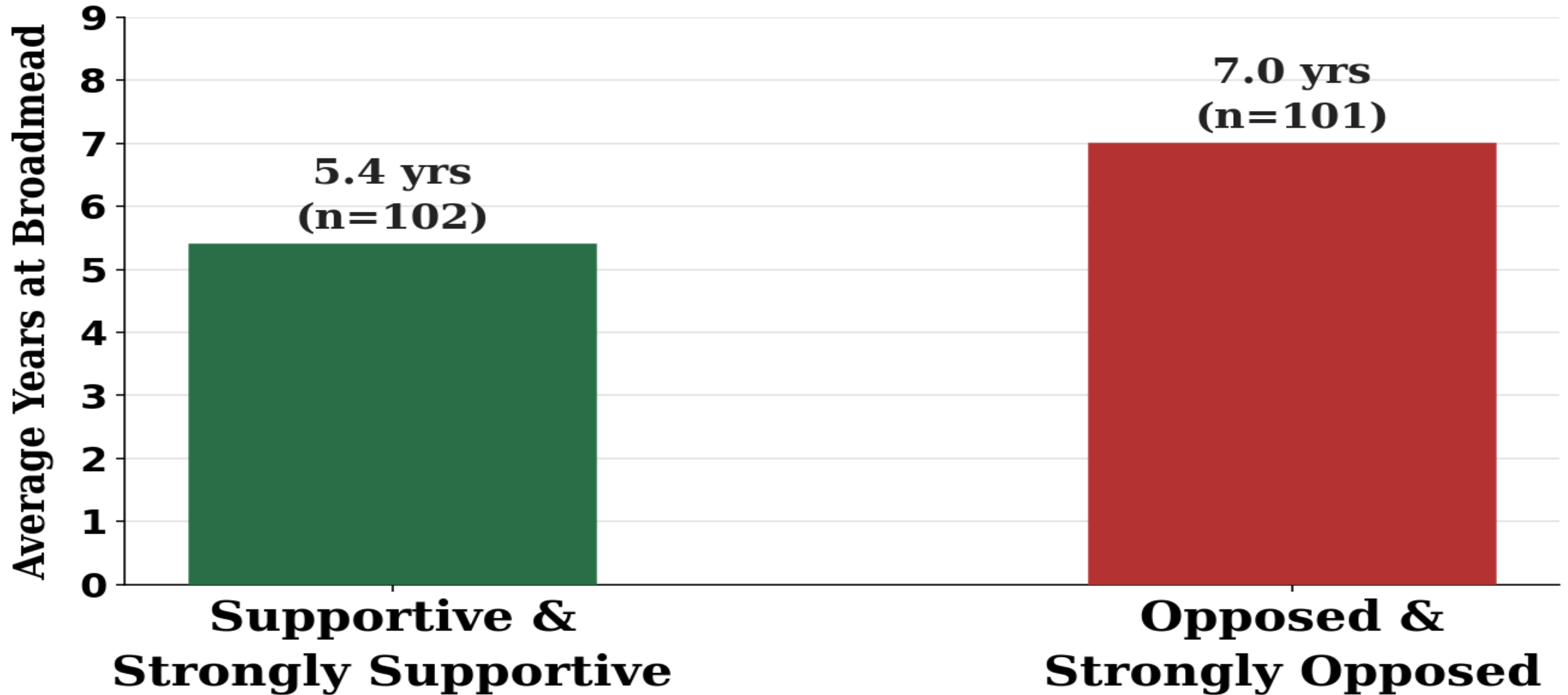
- **31 of the 57 – Residents chose Broadmead for its natural, pastoral character; sculpture disrupts the serene, arboretum-like setting they value**
- **11 – Even residents open to sculpture found the current pieces mediocre in quality, too small for their locations, and poorly matched to their sites**
- **10 – Strong process concerns: the project was imposed without adequate community input or BRA oversight; residents should call for a vote or reach consensus before any future installation**
- **9 – The pieces were seen as too modern, abstract, or garishly colored for the campus environment**
- **6 – Possible alternative: a dedicated sculpture garden (6 for Ridgebrook, 1 against) rather than pieces scattered across the main campus**

# How 46 of 96 Supportive & Strongly Supportive Commented in Quo. 6

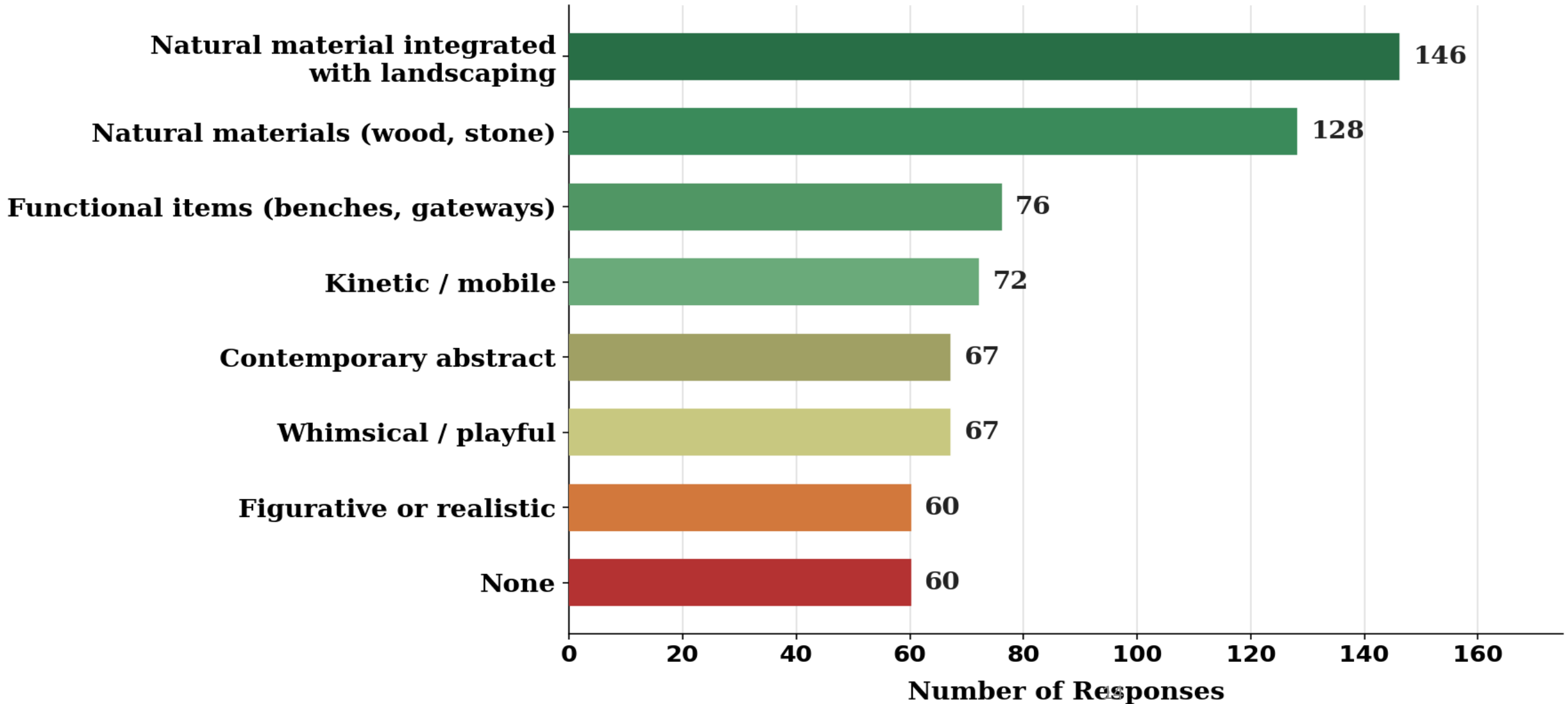
- **11 of the 46 – Sculpture can complement the natural setting rather than compete with it — provided scale is right and placement is thoughtful**
- **9 – Specific pieces drew repeated praise: the kinetic sculpture, yellow pipe at lower entrance, the boat ribs, and 3 figures near Paw Paw Lane**
- **6 – Art enriches daily life — sculpture stimulates the mind, adds vitality, and distinguishes Broadmead from ordinary retirement communities**
- **4 – The artist talks/community conversations were praised as unexpectedly rewarding; the dialogue itself was seen as a major benefit**

# Years at Broadmead versus Sentiment toward Sculpture

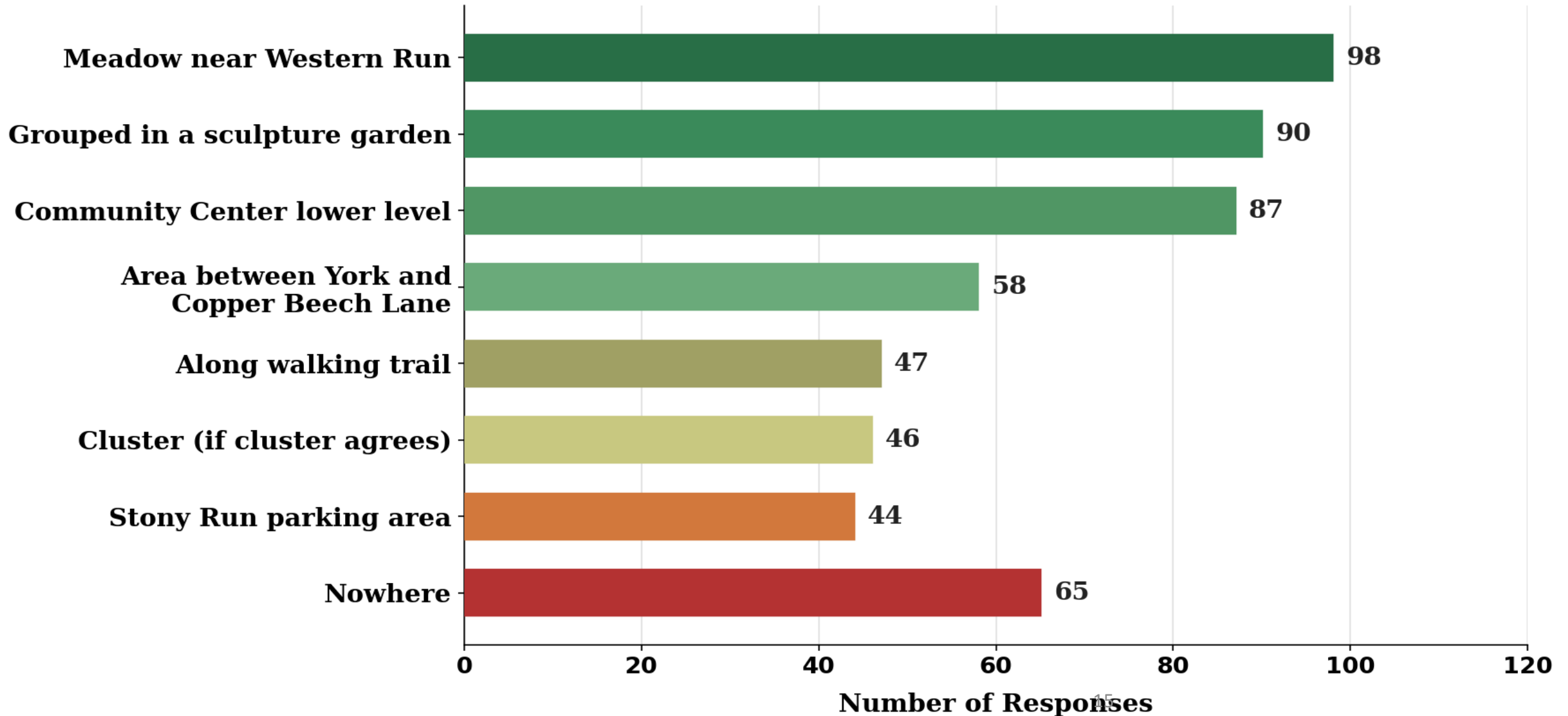
Opponents have lived at Broadmead on average 1.6 years longer than supporters



## Question 4 - *If There Were to Be Sculpture on Our Campus, Which Types Would Appeal?*



## Question 5 - *If There Were to Be Sculpture on Our Campus, Which Would Be the Best Locations?*



# Key Takeaways from the 123 of 236 Residents Who Commented in Question 6 – 1 of 2

- **49 of the 123 – Most residents — supporters and opponents alike — love Broadmead for its natural character; any future sculpture program succeeds or fails on how well it respects that character**
- **21 – Much opposition to this exhibition is about these specific pieces, not necessarily sculpture in general; some opponents (4) said they could support future sculpture if scale, materials, and siting were better matched to the campus**
- **13 – Natural materials and integration with the landscape are the clear preference; wood, stone, and landscape-integrated pieces dominated Question 4; painted metal drew the most criticism**

# Key Takeaways from the 123 of 236 Residents Who Commented in Question 6 – 2 of 2

- **12 of the 123 – Process matters: the community expected to be consulted before installation, not after; calls for BRA oversight and a resident vote appeared in comments from 10 opponents and 2 supporters**
- **10 – A dedicated sculpture garden represents a potential middle path that could let interested residents engage with art while preserving the pastoral character of the main campus**
- **5 – The artist-talk program was a success; community dialogue around the works was seen as a significant benefit**

# Acknowledgements

- **The Group of Seven – Bill Breakey, Ann Heaton, Ross Jones, Roger Karsk, Jackie Mintz, Emily Mohr and Anne Perkins – together with Sue Appling, Kath Shelton and Stan Wilson reached consensus in writing the Survey questions**
- **George Pattee and Natalie Shane advised how to implement using *JotForm*, conduct and do the data assembly for the Survey**
- **Sue conducted the survey and did initial data analysis using *ChatGPT* and *Claude***
- **Stan did additional data analysis and created the slide presentation for residents using *Claude* and *Gemini***
- **Detailed Survey results in the form of an *Excel* spreadsheet are available to anyone interested in doing further analysis or comparison of results using other AI tools**
- **The Survey vehicle itself, this *PowerPoint* presentation, and the *Excel* spreadsheet are all available on the BroadmeadBRA website**