

Citation 1

Dennis, C., Joško Brakus, J., Gupta, S., & Alamanos, E. (2014). The effect of digital signage on shoppers' behavior: The role of the evoked experience. *Journal of Business Research*, 67(11), 2250–2257.

<https://doi.org/10.1016/j.jbusres.2014.06.013>

This study investigated how digital signage content with sensory cues influences consumer behavior by evoking affective and intellectual experiences. Researchers used a structured survey at a high-end department store to analyze how sensory (video) and cognitive (text) advertisements affected shoppers' emotions, attitudes, and approach behavior. Findings indicate that affective content strengthens experiential engagement, while cognitive content supports deliberative processing. Strengths: Provides insight into how signage content types influence different mental processing routes. The results emphasize the importance of engaging first-time visitors.

Limitations: Limited to a single retail environment, which may affect the generalizability of findings to outdoor settings like a park.

Applications for Clarkdale Park Signage:

- Incorporate visually appealing elements (e.g., colors, textures) to evoke positive emotional responses from park visitors, especially children.
- Use brief informational content on signs to aid visitors' decision-making about park features.
- Design engaging, welcoming signs that cater to first-time park-goers to encourage return visits.

Citation 2

Schiff, B. (1975). Arts in Parks and Recreation Settings. *Studies in Art Education*, 16(2), 12–14. <https://doi.org/10.2307/1319923>

This article examines the integration of arts in park and recreational settings through observational and participatory methods. The study finds that art programs in parks foster creativity and community engagement, offering unique recreational opportunities that enhance social and cultural experiences.

Strengths: This study provides practical insights into how arts can be successfully incorporated into public spaces, supporting the development of inclusive recreation programs.

Limitations: The research is somewhat dated, and the scope of examples is limited to a few case studies, which may reduce its relevance to contemporary settings.

- Creating community art spaces: Using the insights from this study, the park could include designated areas for art workshops, fostering creativity among children and local artists.
- Public art installations: The findings can inform the placement of large-scale art pieces throughout the park, ensuring that these installations contribute to both the aesthetic appeal and community engagement.
- Integrating arts into recreational activities: Clarkdale Park could design programs that combine physical activities with artistic elements, such as interactive sculptures or murals that encourage movement and interaction.

Citation 3

Jacoby-Garrett, P. (2015). Using art to define our parks: how creative art installations can be used to add character to parks and create connections with the wider community. In *Parks & recreation (Arlington, Va.)* (Vol. 50, Number 9, pp. 58-). National Recreation and Park Association.

This article examines various case studies on how public art can enhance the identity and utility of parks. The research highlights that integrating art into park design creates deeper connections between the space and the community, while also boosting economic activity through tourism.

Strengths: The article provides practical examples of how art has been successfully used to define public spaces, offering inspiration for similar projects.

- STEAM-focused art installations: Incorporating interactive sculptures or educational murals related to STEAM fields can align with the park's theme and engage visitors, especially children, in learning.
- Site-specific storytelling: The park could feature art that tells the story of local history, technology, and science, connecting the community to its educational and cultural roots.
- Attracting tourism: Following the example of iconic installations like Cloud Gate in Chicago, a unique, large-scale art piece could help position Clarkdale Park as a regional attraction, drawing visitors and promoting local business.