

# Public Art Master Plan Priority Summary

Priority 1: Expand Community Engagement Opportunities Related to Public Art

Priority 2: Increase and Formalize Temporary and Educational Public Art Projects

Priority 3: Increase Public Art in Brisbane's Parks & Trails Systems

Priority 4: Install Public Art at Scale

Priority 5: Strengthen Relationships with Private Developers

#	Recommendations	Priority	Proposed Timeframe	FY Workplan Designation	Notes
1	Develop a publicly accessible digital inventory of existing public artwork.	Priority 1	1-3 years	FY 25-26	Research costs for the platforms suggested in the master plan but also consider using Google maps since it is free and publicly accessible.
2	Host a community unveiling for the new public art at the Alvarado to San Benito Stairway	Priority 1	1-3 years	FY 25-26	<b>Linked to #6:</b> Tentatively scheduled for Fall 2025 following construction and the installation of the art.
3	Develop a digital survey or other online mechanism (or utilize city's existing platform, "Engage") for residents to provide input on the location and/or goal of a public art project, and/or to provide feedback on public art proposals in consideration from potential artists.	Priority 1	1-3 years	FY 25-26	This can be incorporated into the City's website as a general submission form but can also be more specifically tied to projects (via surveys) as projects kickoff.
4	Post monthly updates to the city's public art landing page with any project progress and/or opportunities for community involvement. Share updates via relevant city newsletters, social media, channels, etc. Such communications should also be used to broadcast artcentric events such as the Artist Evening of Sharing and Recycled Arts and Crafts Contest, for example.	Priority 1	1-3 years	FY 25-26	<b>Linked to #10:</b> Include a way for residents to sign up to be "Art Ambassadors"
5	Specify what is included within temporary/pop-up art and how the city will decide whether to preserve serendipitous, community-driven artworks such as the spray painted dragon on the skatepark. Use the art selection scorecards in the Appendix to support decision making.	Priority 2	1-3 years	FY 25-26	Develop a policy.
6	Install and unveil the Alvarado to San Benito Stairway Public Art Stairway project.	Priority 3	1-3 years	FY 25-26	<b>Linked to #2:</b> Tentatively scheduled for Fall 2025 following construction and the installation of the art.
7	Identify local businesses whose buildings could host public art murals. Organize regular meetings with these business leaders to share the Public Art Master Plan, establish rapport, and initiate collaboration on public murals.	Priority 4	1-3 years	FY 25-26	Collaborate with Mitch Bull and economic vitality subcommittee on this effort to expand partnership opportunities. Invite Mitch to a future PAAC meeting to discuss opportunities for collaboration. Research how other cities handle funding public art projects on private property.
8	Share the Art Implementation Checklist located in the Appendix of this plan with any private developers considering public art integration to ensure they understand what is required to receive City Council approval.	Priority 5	1-3 years	FY 25-26	Create an informational one-page document outlining the process for private developers and provide to the Community Development Department for dissemination.
9	Share the Public Art Master Plan with key stakeholders related to major private development projects such as the Parkside Precise Plan, Crocker Trail Master Plan, Sierra Point Master Plan, the Quarry Redevelopment Project, and the Baylands.	Priority 5	1-3 years	FY 25-26	Work closely with the Community Development Department to remain informed about pending development. Consider an annual meeting with staff representatives from CDD.
10	Develop an informal and flexible network of arts advocates to help educate residents about public art projects, events, and engagement opportunities. The group could consist of individuals who are responsible for spreading the word about public art projects and sharing information with their respective networks.	Priority 1	1-3 years	FY 26-27	<b>Linked to #4:</b> The City should, on it's website, create an opportunity for residents to sign up as "Art Ambassadors" to assist with dissemination of information and announce art-related projects to their networks of individuals. Their efforts would be tied to specific projects or initiatives of the PAAC.

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11	Pilot a "pop-up" art series that can encourage community participation and rotate through various neighborhoods, asking citizens to create art in response to Brisbane's core themes of small-town charm, natural environment, artistic spirit, and connected/inclusive/active community.	Priority 2	1-3 years	FY 26-27	
12	Install painted fire hydrants in newer developments like Sierra Point and The Ridge (contingent upon approval from North County Fire Authority and compliance with Sierra Point and HOA guidelines and restrictions).	Priority 2	1-3 years	FY 26-27	<b>Linked to #13 &amp; 17:</b> Work with NCFA and HOA's in advance of the next fire hydrant restoration event.
13	Expand the painted fire hydrants program into trails and parks connected to newer developments like Sierra Point and The Ridge, helping to merge these newer areas with more established neighborhoods.	Priority 3	1-3 years	FY 26-27	<b>Linked to #12 &amp; 17:</b> Work with NCFA and HOA's in advance of the next fire hydrant restoration event.
14	Develop and promote a Call for Artists for an iconic, gateway art installation at the main entry into Brisbane at Bayshore and Old County Road; Follow the new public art process to select and award the commissioned artist(s) and support them through the fabrication, installation, and community unveiling.	Priority 4	1-3 years	FY 26-27	Bring back for discussion in a couple of years, however this may be pushed out further pending plans for the area.
15	Create a plan and implementation process for updating the city's wayfinding/placemaking signage.	Priority 4	1-3 years	FY 26-27	
16	Host biannual meetings with key stakeholders related to developments to begin building rapport and buy-in as development plans progress. Teach these stakeholders about the process for artwork selection and encourage ongoing collaboration.	Priority 5	1-3 years	FY 26-27	Work closely with economic vitality, the Chamber of Commerce, and Community Development Department.
17	Expand the painted fire hydrants program into areas connected to new private developments such as Sierra Point and the Baylands, helping to merge these newer areas with more established neighborhoods.	Priority 5	1-3 years	FY 26-27	<b>Linked to #12 &amp; 13:</b> Work with NCFA and HOA's in advance of the next fire hydrant restoration event.
18	Initiate a rotating mural program within the skatepark that showcases a community-chosen artwork, to be changed every 5 years	Priority 2	1-3 years	FY 27-28	
19	Earmark public art funds for the creation of "discovery" and "functional" art, beginning with the Crocker Park Recreational Trail. Establish a timeline for integrating public art into the trail over the next 5- 10 years, and meet with Public Works to discuss necessary infrastructure improvements or collaborations.	Priority 3	1-3 years	FY 27-28	After the Crocker Trail CEQA is completed.
20	Hire an art consultant to act as a liaison between the city and relevant private developers, supporting ongoing art integration.	Priority 5	1-3 years	FY 27-28	This will be as needed and tied to specific projects.
21	Plan and design an educational Artist in Residence program structure, aimed at funding a local/regional artist to host a variety of educational and community art activities. Earmark public art funds to help sustain and grow the program over time.	Priority 2	*Change to be a 4-6 yr goal		
22	Host an annual community art competition in which residents submit designs for a temporary art project and the community ranks and selects a winner. Promote the competition via city channels and events.	Priority 1	4-6 years		
23	Coordinate with relevant individuals and organizations to ensure city officiated events have a community artmaking component led by a local artist or organization.	Priority 1	4-6 years		

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24	Coordinate with the Youth Advisory Committee to encourage youth participation in community-art making activities.	Priority 1	4-6 years		
25	Initiate conversations with Parks & Recreation and other relevant city departments about establishing a permanent artist makerspace.	Priority 1	4-6 years		
26	Encourage youth involvement by integrating educational programming within local schools and nonprofits to develop art projects that can be on display for the public and/or allow for field trips to temporary installations. This can foster appreciation among younger audiences and create lifelong advocates for public art.	Priority 2	4-6 years		
27	Formalize the pop-up art series by hosting an annual competition in which community members create their own artwork for display around Brisbane's core themes.	Priority 2	4-6 years		
28	Select a new, community-chosen mural within the skate park.	Priority 2	4-6 years		
29	Pilot the Educational Artist in Residence Program. Host a Call for Artists to solicit and select the awarded artist, with a focus on the facilitation of workshops or classes related to Brisbane's core themes of small-town charm, natural environment, artistic spirit, and connected/inclusive/active community.	Priority 2	4-6 years		
30	Ensure public art has been installed and/or is planned for crosswalks throughout Brisbane's parks and trails in order to provide trail identification and create continuity throughout the city.	Priority 3	4-6 years		
31	Collaborate with private businesses to help select and install a mural on their building facing the Crocker Trail.	Priority 3	4-6 years		
32	Integrate more functional public artworks such as railings and benches into trails and parks.	Priority 3	4-6 years		
33	Build on the momentum of the entryway installation by implementing another large-scale public art project near Brisbane's City Hall and adjacent Community Park, which can act as a landmark gathering point for civic engagements of all kinds.	Priority 4	4-6 years		
34	Collaborate with businesses to help select and install a mural on their building facing the Crocker Trail.	Priority 4	4-6 years		
35	Organize regular meetings with leaders of the Baylands to share the Public Art Master Plan, establish rapport, and initiate collaboration large-scale public art projects to establish critical connection points with Brisbane.	Priority 4	4-6 years		
36	Support private developers through the public art commission process for a new public art project.	Priority 5	4-6 years		
37	Collaborate with leaders of the Baylands and other key private developments to support the integration of public art into their construction plans, including renderings of public art in site drawings and promotion of temporary art projects during construction.	Priority 5	4-6 years		
38	Continue partnering with an art consultant to support relationship building and art integration with private developers.	Priority 5	4-6 years		

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39	Host a city-wide "art walk" that tours the growing public art collection. Invite participating artists to speak about their installation and host pop-up art making activities along the way	Priority 1	7-10 years		
40	Establish a Community Art Grant to offer funding to local artists for projects that promote Brisbane's values and encourage grassroots community engagement in public art. Doing so can help grow the city's collection of beloved installations such as the Brisbane Mural.	Priority 1	7-10 years		
41	Launch a mentorship program that pairs local, emerging artists with established regional artists to build new skills in public art and support their voices in the community.	Priority 1	7-10 years		
42	Invite the network of art advocates to participate in planning meetings for major private developments such as The Baylands.	Priority 1	7-10 years		
43	Collaborate with Parks & Recreation and other relevant city departments to identify a location for the artist makerspace and begin building out a corresponding program.	Priority 1	7-10 years		
44	Designate a Temporary Art Zone, outlining a specific area in Brisbane for rotating and temporary installations that can act as a cultural hub for the community. This space could also be used to showcase results of creative projects executed by schools, nonprofits, and activities from the Artist in Residence.	Priority 2	7-10 years		
45	Select a new, community-chosen mural within the skate park.	Priority 2	7-10 years		
46	Expand the painted fire hydrants program into The Baylands to build excitement during planning and construction.	Priority 2	7-10 years		
47	Expand the Artist in Residence program by securing long-term funding via partnerships with local businesses or grant organizations.	Priority 2	7-10 years		
48	Install and unveil a public art sculpture in one of Brisbane's most-used parks. Promote the sculpture as a new place for public gatherings, community performances, and other civic engagements.	Priority 3	7-10 years		
49	Expand the painted fire hydrants program into points within The Baylands, thus merging connective trails with Brisbane while building excitement during planning and construction.	Priority 3	7-10 years		
50	Host a community walking tour or "scavenger hunt" throughout Brisbane's parks and trails to excite residents about the newly installed artworks.	Priority 3	7-10 years		
51	Develop and promote a Call for Artists for iconic, gateway art installations at the North and South ends of Bayshore and as a connection point with the forthcoming Baylands community; Follow the new public art process to select and award the commissioned artists and support them through the fabrication, installation, and community unveiling.	Priority 4	7-10 years		

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52	Expand on the collaboration with local businesses to scale the mural program or another installation to nearby rooftops, creating iconic and visually engaging artwork that can be visible from the hillsides or as an unexpected discovery moment from below, helping to distinguish Brisbane's public art collection for its boldness and creativity.	Priority 4	7-10 years		
53	Ensure the Baylands website and other promotional materials related to the private development clearly reflect collaboration with the city and plans for public artwork(s) at key PRIORITY 4 connection points to Brisbane.	Priority 4	7-10 years		
54	Ensure the Baylands website and other promotional materials related to the private development clearly reflect collaboration with the city and plans for public artwork(s) at key connection points to Brisbane.	Priority 5	7-10 years		
55	Explore partnerships for temporary art installations for under-construction areas within the Baylands and other private developments (i.e. on scaffolding, fencing, etc.) to build excitement and garner attention.	Priority 5	7-10 years		
56	Continue partnering with an art consultant to support relationship building and art integration with private developers.	Priority 5	7-10 years		