



## PUBLIC ART ADVISORY COMMITTEE MEMO

**Meeting Date:** 4/28/2025

**To:** Public Art Advisory Committee

**From:** Noreen Leek, Parks & Recreation Director

**Subject:** Review priorities from the Public Art Master Plan and determine project direction over the next year

### Recommendation

Review and consider the list of priorities from the Public Art Master Plan and identify short-term projects and initiatives.

### Background & Discussion

The Public Art Master Plan was adopted by the City Council in March, 2025. The document defines key priorities that will help the city fulfill the public art mission and vision over the next 10 years. These priorities were identified based on community and stakeholder feedback, as well as what is feasible and appropriate for the city. They include:

1. Expanding community engagement into all relevant public art processes, when feasible
2. Increasing and formalizing temporary and educational public art projects
3. Increasing public art in Brisbane's parks and trail systems
4. Installing public art at scale (i.e. large installations at welcome/entry points and on the blank walls of nearby businesses)
5. Building relationships with local private developers to ensure public art is integrated into future projects

Though split into five priority areas, the recommendations for each priority are interconnected and overlapping, such that strategies to increase community engagement can also support more temporary art projects and public art at scale, for example. Organized within various timelines, the recommendations will serve as milestones for the city to track progress toward achieving the public art vision.

Priorities and projects have been consolidated into Attachment 1. At this time, the Committee should prioritize the list of action items for the year so that time and effort can be streamlined in order to achieve the desired outcomes. Considerations should be made for the outlay of staff time, Committee capacity, consultant support that may be needed, financial implications, and general project timelines.

### Attachments

1. Public Art Master Plan Priority Summary

A handwritten signature in black ink that reads "Noreen Leek".

Noreen Leek, Parks & Recreation Director

# 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	Timeframe	Project Status	Notes
Host a community unveiling for the new public art at the Alvarado to San Benito St	Priority 1	1-3 years		
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		
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	Priority 1	1-3 years		
Develop a publicly accessible digital inventory of existing public artwork.	Priority 1	1-3 years		
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		
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		
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		
Coordinate with the Youth Advisory Committee to encourage youth participation in community-art making activities.	Priority 1	4-6 years		
Initiate conversations with Parks & Recreation and other relevant city departments about establishing a permanent artist makerspace.	Priority 1	4-6 years		
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		

Recommendations	Priority	Timeframe	Project Status	Notes
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		
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		
Invite the network of art advocates to participate in planning meetings for major private developments such as The Baylands.	Priority 1	7-10 years		
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		
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		
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		
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		
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		
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	1-3 years		
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		
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		
Select a new, community-chosen mural within the skate park.	Priority 2	4-6 years		
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		
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		

Recommendations	Priority	Timeframe	Project Status	Notes
Select a new, community-chosen mural within the skate park.	Priority 2	7-10 years		
Expand the painted fire hydrants program into The Baylands to build excitement during planning and construction.	Priority 2	7-10 years		
Expand the Artist in Residence program by securing long-term funding via partnerships with local businesses or grant organizations.	Priority 2	7-10 years		
Install and unveil the Alvarado to San Benito Stairway Public Art Stairway project.	Priority 3	1-3 years		
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		
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		
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		
Collaborate with private businesses to help select and install a mural on their building facing the Crocker Trail.	Priority 3	4-6 years		
Integrate more functional public artworks such as railings and benches into trails and parks.	Priority 3	4-6 years		
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		
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		
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		
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		
Create a plan and implementation process for updating the city’s wayfinding/placemaking signage.	Priority 4	1-3 years		

Recommendations	Priority	Timeframe	Project Status	Notes
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		
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		
Collaborate with businesses to help select and install a mural on their building facing the Crocker Trail.	Priority 4	4-6 years		
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		
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	Priority 4	7-10 years		
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	Priority 4	7-10 years		
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		
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		
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		
Host biannual meetings with key stakeholders related to the above 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		
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		
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		
Support private developers through the public art commission process for a new pu	Priority 5	4-6 years		
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		

Recommendations	Priority	Timeframe	Project Status	Notes
Continue partnering with an art consultant to support relationship building and art integration with private developers.	Priority 5	4-6 years		
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		
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		
Continue partnering with an art consultant to support relationship building and art integration with private developers.	Priority 5	7-10 years		