
City Council Regular Meeting

DEPARTMENT: Development Services

FROM: Tony D. McIlwain, Development Services Director

MEETING: July 20, 2026

SUBJECT:

Consider and take possible action on a resolution approving several Old Town murals associated with the Echo Alley project. *(Staff Contact: Tony D. McIlwain, Development Services Director)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 Beautiful, Safe, & Vibrant Community	3.2 Encourage placemaking and a sense of belonging

SUMMARY:

City staff has coordinated efforts pertaining to the painting of various murals within Old Town. This effort has involved Councilman Phil Anderson, local property/business owners, and Mr. and Mrs. Brad and Kay Ray-Smith of Tilt Vision Art Studios. A series of western-themed murals are being proposed on the rear and side exteriors of several businesses adjacent to the north-south alley that runs between W. Renfro Street, S. Wilson Street, W. Ellison Street and S. Main Street. The project will be known as Echo Alley.

Echo Alley will promote the artistic themes involving Burleson heritage, Texas cattle drives, southwest landscapes, music and creativity, campfire storytelling and native wildlife.

Murals signs are considered wall signs and are only permitted within the Old Town Overlay District. Mural signs should add to the character of, and enhance the pedestrian experience of, Old Town by highlighting its history or architecture. Mural signs are not permitted adjacent to, or within public view from Wilshire Boulevard (SH174) or IH35W.

If approved, the following Old Town businesses will receive new murals:

- Old Texas Brewing Co.
- The Groovy Yoga Studio
- Fresco's Concina Mexicana
- Serendipity
- Grumps Burgers
- Killen and Dennis Law Firm
- MeccaFox
- Orthodontics by Birth and Fletcher

The estimated project value is \$350,000 to \$500,000. This is a privately funded project.

RECOMMENDATION:

Staff recommends approval of the Old Town murals associated with the Echo Alley project.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

June 23, 2026: The Public Spaces and Cultural Heritage Board recommended approval of the Echo Alley project.

REFERENCE:

CSO#341-11-2015

CSO#763-02-2018

FISCAL IMPACT:

Proposed Expenditure/Revenue: n/a

Account Number(s): n/a

Fund: n/a

Account Description: n/a

Procurement Method: n/a

STAFF CONTACT:

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