



Old Town Murals

JULY 20, 2026: CITY COUNCIL

Old Town Murals

- 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.
- 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 Sign Requirements

(a) Location.

- (1) Mural signs must be premises signs.
- (2) Mural signs shall be tiled or hand-painted directly upon or affixed to the exterior wall of the building.
- (3) Mural signs are not permitted on any building within a residential zoning district.
- (4) Mural signs 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.
- (5) Mural signs are not permitted adjacent to, or within public view from Wilshire Boulevard (SH174) or IH35W.
- (6) Mural signs must have the written permission of the property owner at time of application.

Mural Sign Requirements

(b) Size.

Mural signs are limited to:

- (1) One hundred percent of the face of the exterior wall on which the mural is located; and
- (2) Thirty feet in height.

(c) Text and symbols.

Text and symbols are limited to ten percent of the size of the entire mural.

(d) Number.

One mural sign is allowed per building structure.

Representative Mural Styles

- Tilt Vision Art Studios is proposing these artistic themes:
 - Burleson heritage
 - Texas cattle drives
 - Southwest landscapes
 - Music and creativity
 - Campfire storytelling
 - Native wildlife
- They estimate a project value of \$350,000 to \$500,000. Echo Alley is a privately funded venture.

Old Town Murals

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

- Old Texas Brewing Co.
- The Groovy Yoga Studio
- Fresco's Cocina Mexicana
- Serendipity

- Grumps Burgers
- Killen and Dennis Law Firm
- MeccaFox
- Orthodontics by Birth and Fletcher

The following slides detail the current exteriors and conceptual murals for the subject businesses.

Old Texas Brewing
**Co. located at 112
W. Ellison Street**



*Old Texas
Brewing Co.*
located at 112 W.
Ellison Street





The Groovy Yoga Studio located at 108 W Ellison Street



The Groovy Yoga Studio located at 108 W Ellison Street



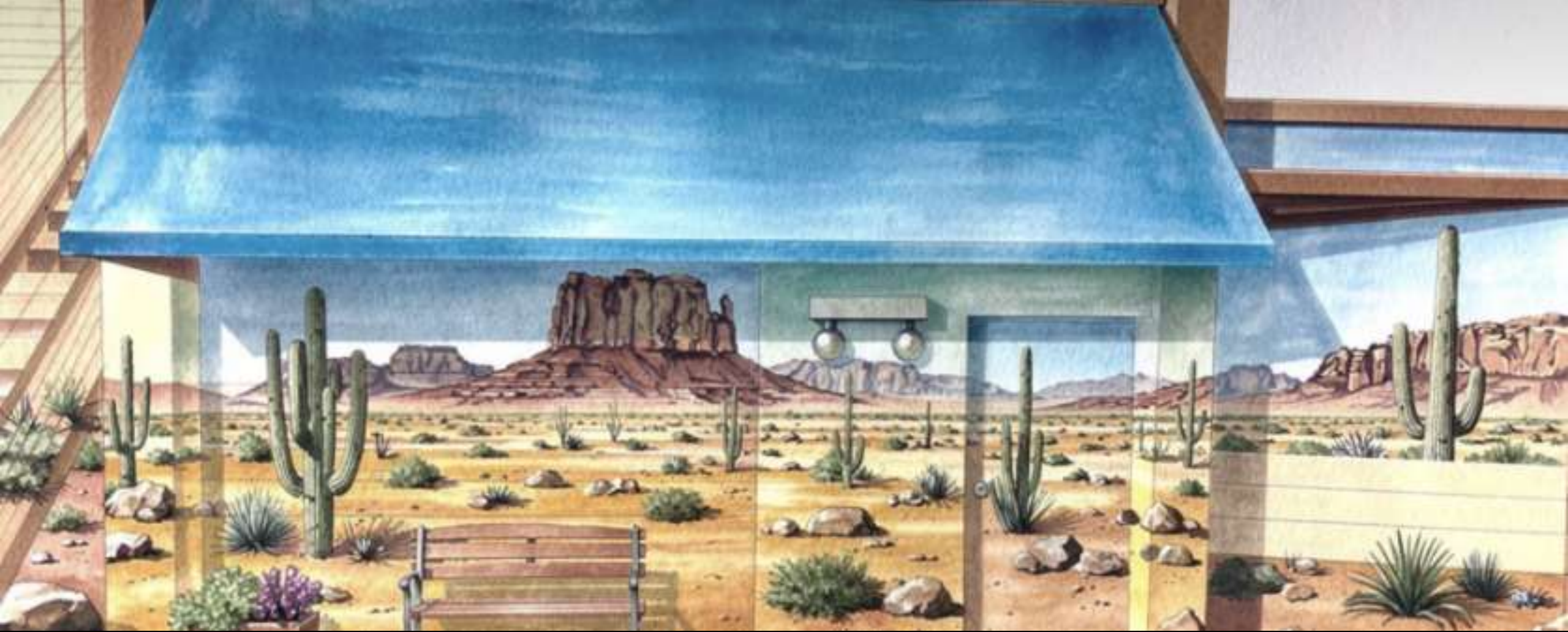
Fresco's Cocina Mexicana located at 112 S Main Street



Fresco's Cocina Mexicana located at 112 S Main Street



Serendipity located at 110 S. Main Street



Serendipity located at 110 S. Main Street



Grumps Burgers
located at 108 S
Main Street



Grumps Burgers
located at 108 S
Main Street



Killen and Dennis Law Firm located at 104 S Main Street

*Killen and Dennis
Law Firm* located
at 104 S Main
Street





MeccaFox located at 102 S. Main Street



MeccaFox
located at 102
S. Main Street



Orthodontics by Birth and Fletcher located at 109 W. Renfro Street



*Orthodontics by
Birth and
Fletcher located
at 109 W. Renfro
Street*

Mural Maintenance

- On-going maintenance of these murals will be privately funded.
- Mural signs shall be kept in good repair, free from paint chipping, peeling or fading. Mural signs found not to be in good repair must be removed or repaired within 90 days from the date upon which the property owner receives a written order to remove the mural sign from the building official.
- Should the mural sign not be removed or repaired within 90 days of notice by the city, the city reserves the right to remove the mural sign by painting over it with a color that approximates the color of the remainder of the structure or by other means appropriate to removal of the mural. If the city removes the mural sign, the property owner will be charged the cost of the removal. If payment of the cost of the removal has not been paid within 60 days, the city may place a lien against the property in the amount of the charge for the removal.

Recommendation

- June 23, 2026: The Public Spaces and Cultural Heritage Board recommended approval of Echo Alley with support for exploration of additional Texas-themed murals.
- Staff recommends approval of the mural artwork.