



City of Burleson Public Art Policy

PURPOSE

Public art is proven to be instrumental in creating unique public places that yield physical, social and economic benefits for a community. The purpose of these policies and procedures is to provide a process for selecting, commissioning, placing, and maintaining art for the benefit of the City of Burleson, its residents, and visitors. This document is subject to ongoing review, revision and clarifications.

PUBLIC ART MATTERS

Public Art directly influences how people experience and connect with a place. It provides a sense of place, wonder, and memory. Art encourages attachment to a location for residents through cultural and historical understanding, and by highlighting what is unique about the places where people live, work, and play.

Public art also makes communities more vibrant and sustainable economically. People want to move to places that are memorable, activated and supportive of the arts. By engaging in public art as a tool for growth and sustainability, communities can thrive economically.

WHAT IS PUBLIC ART

Public Art is defined as art in any medium that is situated in a public space. Public Art plays a role in beautifying the community, engaging residents and creating a sense of place, creating links to economic growth and strengthening tourism. Public Art can be placed, installed and created anywhere in or on City-owned buildings and spaces in Burleson. Public spaces are those areas frequented by the general public and are owned or leased by the City of Burleson. Public spaces may include, but are not limited to, parks, trails, roads, open spaces, courtyards, bridges, boulevards, building exteriors, and publically accessible interior areas of municipal buildings.

STRATEGIC PLAN

The City of Burleson is:

Focused on building a dynamic future, while preserving our rich history.

Dedicated to establishing a great place to live, learn, work and play.

Committed to being a sustainable community for all, through every stage of life.

Strategic Focus Area 3: COMMUNITY

OBJECTIVE: To make the City of Burleson a premier place to live, learn, work and play.

GOAL 2:

Provide outstanding cultural and educational opportunities by cultivating mutually beneficial partnerships with area education, business community and government entities; and by continuing to enhance and develop programs that enrich the quality of life for residents.

OBJECTIVES FOR THE PUBLIC ARTS PROGRAM

We value public art that:

- Brings people together, builds our collective identity, and says who we are and what we value.
- Transforms our public spaces to be even more engaging and accessible.
- Honors diversity, new people and new ideas.
- Connects people, ideas, and places and thereby raises our consciousness.
- Responds to our history and natural environment.
- Draws people to Burleson and is good for our local economy
- Demonstrates our friendliness, safety, small-town feel, pride-of-place, support for youth, families, and one another
- Speaks to our collective humanity
- Responds to the surrounding environment/site-specific

POLICY ADMINISTRATION

City Council

The City Council will perform the following functions enabling staff to oversee implementation of the Public Arts program:

- Review and approve Public Arts Policy

- Review and consider approval of the annual operating budget for the Public Arts program
- Review and consider approval for recommendations from the Public Art Committee

Public Art Committee

- Council authorized a public art committee to serve in the creation and implementation of public art on December 12, 2022.
- The committee is comprised of members representing various perspectives and history on art and the Burleson community
- The committee is set at 5 members

City Staff

The City Manager or his/ her city staff appointee will serve as the staff liaison for managing and administering the Public Arts Program including and all associated policies, plans and procedures.

POLICY IMPLEMENTATION

The City Council shall have the ultimate authority to review, evaluate, accept, reject, and oversee all phases of the Public Art Policy.

SITE SELECTION - Guidelines and Criteria

Public art should contribute to city life and people's use and enjoyment of public places. A site or sites may be chosen for a variety of reasons including but not limited to following:

- It may be specific to a story about a person or an event for the community.
- The site may be selected for its visibility or simply because property development is offering an opportunity for public art.
- Some public art welcomes people to the city, marks a city center or provides shade and resting places in a park.
- Some are sited in high traffic areas, especially places frequented by pedestrians.
- Other common sites include:
 - highway entrances (for welcome markers or gateways)
 - major public buildings
 - parks
 - library
 - neighborhood communities
 - senior centers
 - police

- o fire stations
- o city centers where people walk and gather.

The vision is for Burleson to be a community where Public Art is innovative, diverse, and accessible to create vibrant public spaces and meaningful connections.

Selection sites need to maximize the following objectives:

- High visibility and public accessibility;
- Cultural and/or historical significance to the community;
- High response rate during the public consultation; and
- Greater opportunity to link with other City projects (e.g. capital projects, special events)

Guiding Principles:

1. Accessibility – Public Art will be accessible to all.
2. Transparency and Professionalism – Public Art will be transparent and professional, providing opportunities for public participation and community partnerships.
3. Civic Pride – Public Art illustrates the history and diversity of the City.
4. Quality of Art – Public Art that is acquired demonstrates a commitment to excellence and craftsmanship, creativity and innovation.
5. Variety – Public Art will be in various art mediums, types, sizes and different locations.
6. Process – Public Art will be integrated into planning and the development process.
7. Uniqueness – Public Art will reveal the unique character and foster a positive image of the City

ART AND ARTIST SELECTION

KBB will develop and adopt specific criteria for the selection of artists and artwork with final approval from the City Council. Methods used for artist selection may include open calls, competition, invitational competition, or direct selection and must comply with all laws, regulations, and city policies governing purchasing

FUNDING

Funding for public art will be a blend of private and public funding systems.

Public Funding

- Annually, the City Council can allocate up to 15 % of the total Hotel Occupancy Tax (HOT) revenues for public arts projects as allowed under Texas Tax Code 351.103(c).
- The City Manager can identify other funding sources through the budget process.
- City Council can approved additional funding for arts projects from the City's operating budget.

Private Funding

The City Council, Public Art Committee and staff will actively pursue public and private sources to fund public art initiatives.

With the exception of HOT funds, all other public art funding will be deposited into a separate Public Art fund established by the City of Burleson Finance Department. These funds will be used to support public art projects as approved by the City Council.

KBB will have the responsibility for making recommendations for allowable use of these funds with final approval by the City Council.

MAINTENANCE

As part of the acquisition process for any piece of Public Art, a maintenance plan shall be developed that includes anticipated future expenses and identifies a funding source to cover those expenses.

POLICY IMPLEMENTATION

The City Council shall have the ultimate authority to review, evaluate, accept, reject, and oversee all phases of the Public Art Policy.

This document is meant to serve as a guideline for the Public Art Commission for the acquisition, installation and maintenance of public art. It is a fluid document and is subject to change. It is not legally binding.