

BURLESON, TX

# PUBLIC ART PLAN

April 3rd, 2025



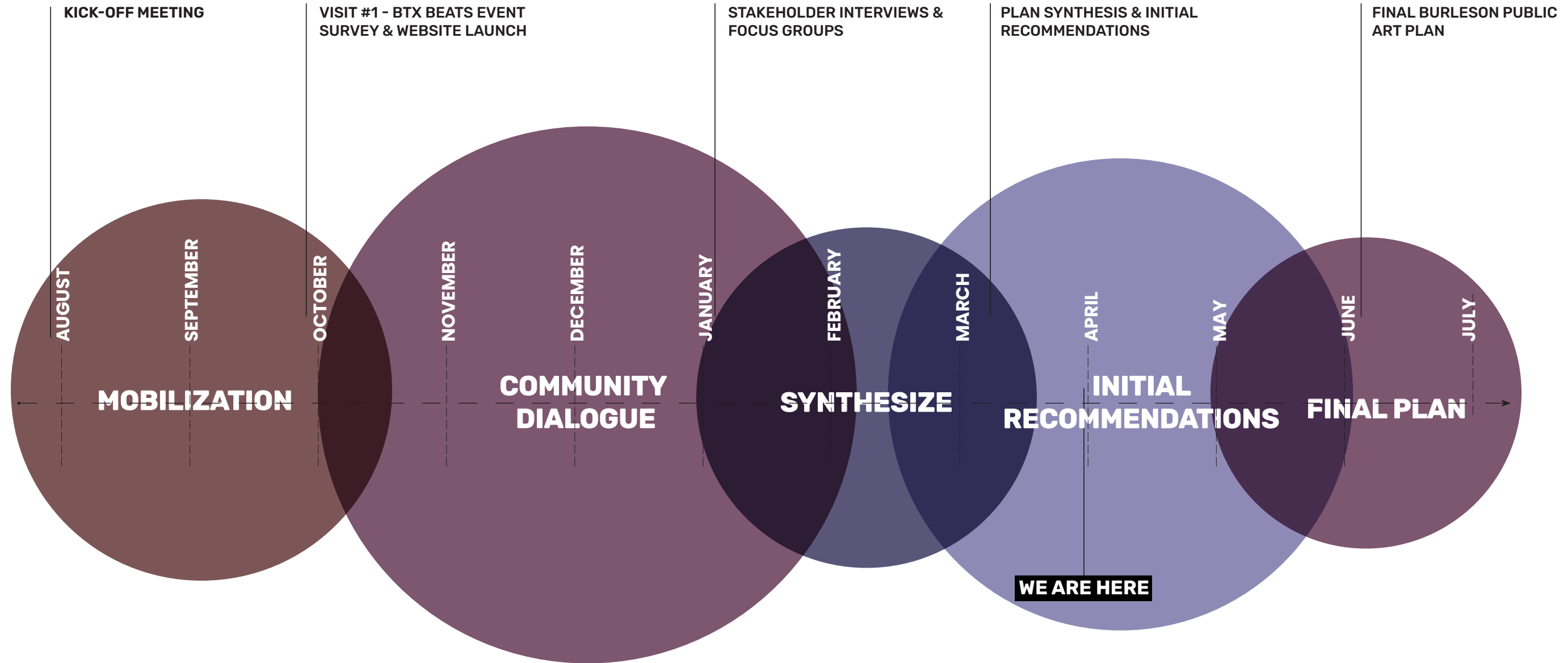
## **AGENDA**

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### **BURLESON PUBLIC ART PLAN ADVISORY COMMITTEE**

1. Project Timeline - Where are we?
2. Survey Themes
3. Policy Presentation
4. Funding Model Exploration
5. Next Steps

# PROJECT TIMELINE



# PROJECT UPDATE

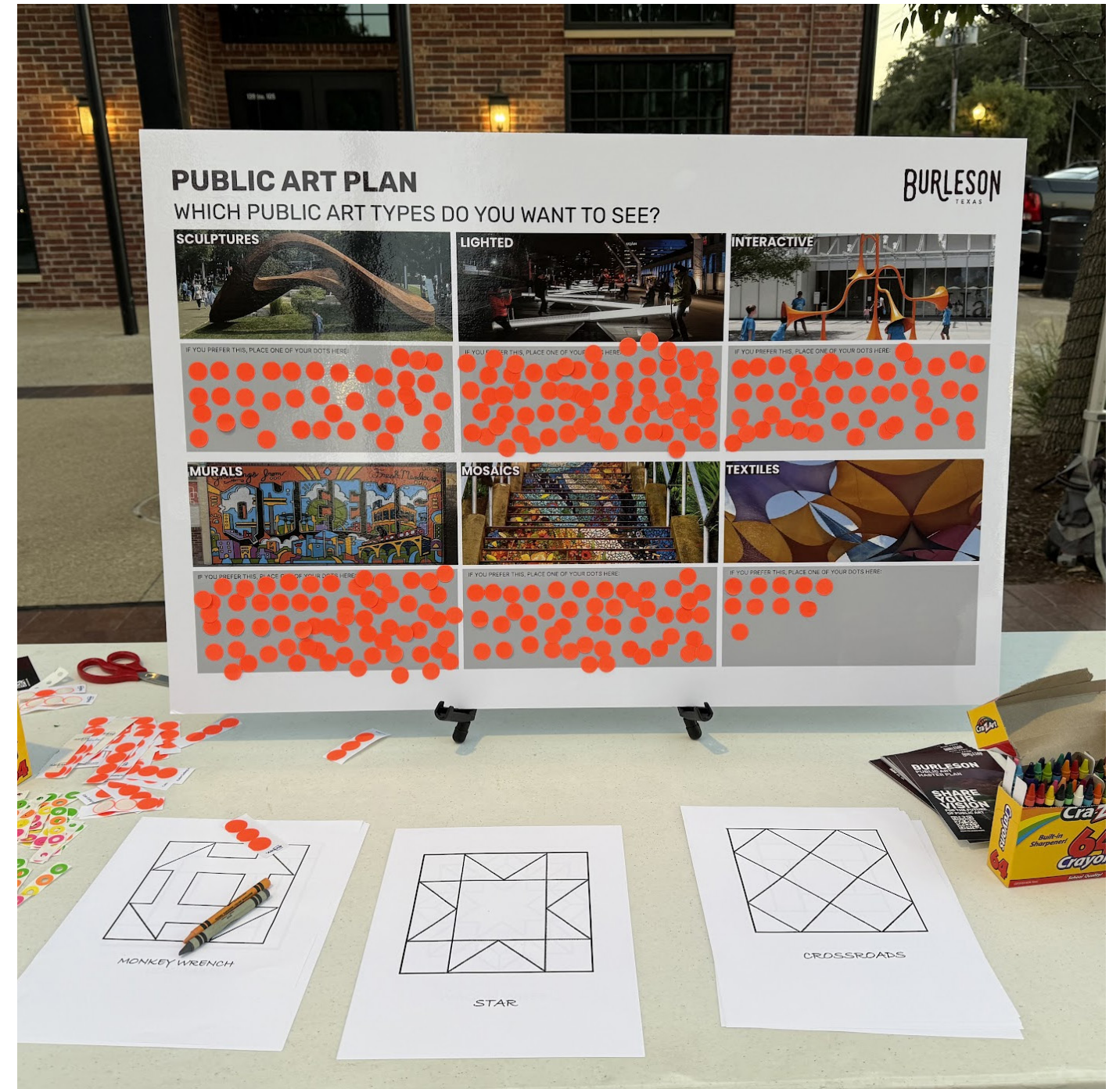
# SURVEY UPDATE

## BURLESON PUBLIC ART PLAN

**SURVEY RESPONSES: 929**

Major Themes:

- “Blend In” to local Texas character
- Strong desire for a “Homegrown” Public Art Program
- More abstract art without a lot of “narrative” behind it
- A mix between art that appeals to current community members and art that attracts people to shop, dine, and spend time in Burleson.





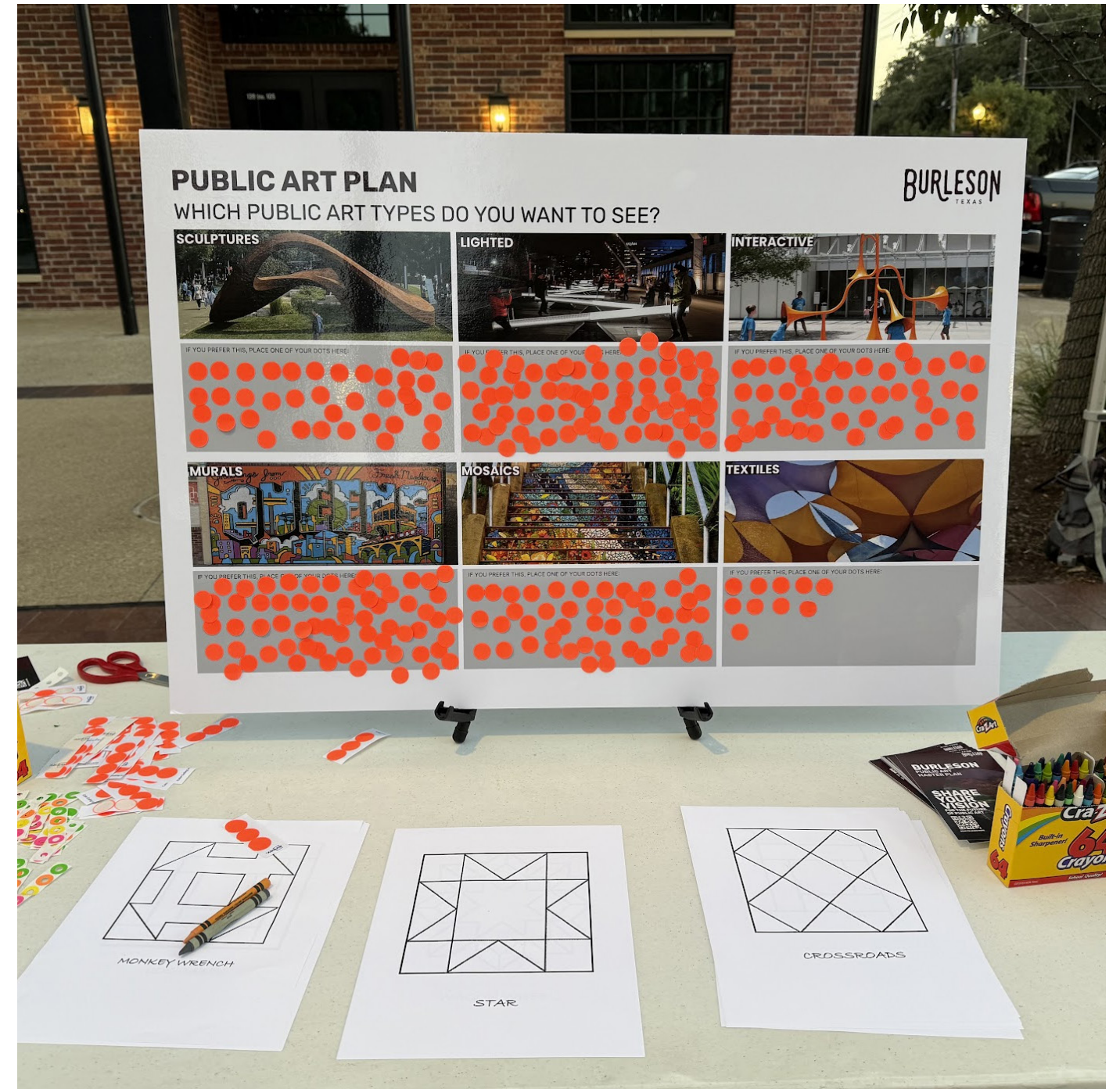
# SURVEY UPDATE

## BURLESON PUBLIC ART PLAN

**SURVEY RESPONSES: 929**

Desired Art Forms:

- Murals
- Sculptural
- Functional Art
- Temporary Art
- Interactive Displays



# HOW SHOULD PUBLIC ART FEEL?

## BURLESON PUBLIC ART PLAN





# POLICY & FUNDING MODELS

## BURLESON PUBLIC ART PLAN

### **PUBLIC ART PROGRAM POLICY**

- Roles & Responsibilities
- Donations
- Maintenance
- Deaccession
- Public Art Program Workplan
- Use of Funds
- Artist Selection Methods
- Mural Program Guidelines

### **FUNDING MODEL EXPLORATION**

- Exploration of different funding mechanisms employed in other Texas communities





# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### **ROLES & RESPONSIBILITIES**

#### **Mayor & City Council**

Ultimately make the final decision on public art selection and hold ultimate responsibility for the program.

#### **Parks & Recreation Department**

Administers the Public Art Program.

#### **Public Art Coordinator**

The program “staff”, could be an existing city staff member, new part-time staff member or consultant.

#### **Public Art Advisory Board**

The Public Art Board has the following responsibilities:

1. Act principally in an advisory capacity to Burleson staff in any matter pertaining to public art.
2. Advise and make recommendations to city staff pertaining to, among other things, artist selection juries and process; commission and placement of artworks; and maintenance and removal of artworks.



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# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### COLLECTION MANAGEMENT

#### Objectives

1. Maintain a Collection management program that results in a high-quality, city-owned Collection;
2. Eliminate artwork that is unsafe, not repairable, or no longer meets the needs of the City of Burleson;
3. Respect the creative rights of artists; and
4. Support an efficient workload for staff.

#### Key Policy Components

1. Donation Procedures
2. Maintenance Policy
3. Deaccession Policy





# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### **PUBLIC ART PROGRAM WORKPLAN**

#### **How it works**

The Public Art Program Workplan is a document that outlines in-process projects, and projects will be initiated in the coming fiscal year(s). The Program Update is one of the most crucial elements of the Public Art Program. It creates a roadmap and allows for the input of community members, elected officials, and others who care deeply about public art in the City of Burleson.

1. The following steps will be taken to develop the Public Art Program Workplan:
2. Work with City City Manager's Offices to determine the availability of funds for the upcoming year(s).
3. Identify projects to be paid for by identified funding, including acquisition and maintenance.
4. Develop a draft Public Art Program Workplan that will include locations, goals, and budgets for public art projects and programs for staff review.
5. Present the Update to City Council as part of the City budget approval.
6. Integrate feedback from City Council to determine the final Program Update.



# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### USE OF FUNDS

Funding for the City of Burleson Public Art Program may come from: the Public Art Fund; the City's Capital Improvement Budget; grants and/or contributions from private entities; other public agencies; philanthropic sources; or through other sources as deemed appropriate by the City. The public art funds may be spent for:

- Calls for Entry, RFQ's/RFP's, concept designs, maquettes, juror stipends, and other costs related to competitions and Commissions
- Artist fees including travel stipends and expenses related to travel;
- Artwork fabrication and installation, site preparation and cleanup;
- Acquisition of existing works of art;
- Relocation of existing or Commissioned works of art;
- Required permits and insurance during the fabrication and installation of the artwork;
- Informational/promotional materials and public events directly related to the artwork;
- Required equipment needed for installation;
- Artwork appraisal;
- Staffing and services of an Arts Administrator;
- Curators and contracted services.





# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### USE OF FUNDS

The public art funds may **NOT** be spent for:

- Mass-produced work, with the exception of limited editions controlled by the artist.
- Professional graphics, unless designed or executed by an artist or used in the development of collateral material.
- Decorative, ornamental or functional elements that are designed by a project's architect or other designer.
- Routine maintenance, conservation, repair, or restoration, exceeding more than 10% of the annual budget.
- Purchase of existing works of art outside of the selection process.





# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### **PUBLIC ART ACQUISITION**

These policies establish the practices for acquiring artworks. The procedure creates a thorough and transparent process for acquiring artwork and favors open-ended selection processes to ensure artistic excellence in the City's Collection.

- Artist Selection Methods
- Artist Services Procurement
- Artist Selection Process
- Purchasing Procedures
- Project Implementation



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# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### MURAL POLICY OPTIONS

#### Option A: Mural Guidelines

Mural Design Considerations for murals on Public Property, with a request that private property-owners follow design considerations for:

- Scale - Who will be the intended viewer or audience? A mural intended for pedestrians may be of a different scale than one intended for automobile drivers or cyclists along a bike trail.
- Accessibility - Are there opportunities to engage those who are visually impaired or otherwise not able to view the mural?
- Maintenance - What are the long term maintenance implications of the design? Is it easily repairable?
- Longevity - What is the expected life span of the mural? Is it intended to be a short or long term installation?
- Experiential Elements - Is there a potential for additional elements that could be added to enhance the experience of the viewer such as virtual (VR) or augmented (AR) reality elements, audio elements either on site or online, instagram or social media interactions or other opportunities?





# PUBLIC ART POLICY

## BURLESON PUBLIC ART PLAN

### MURAL POLICY OPTIONS

Option B: City of Burleson Mural Program (Private Property) Permitting Process and Regulations

Mural Design Considerations for murals on Public Property, with a permitting process that requires private property-owners follow design considerations and standards for:

- Scale - Who will be the intended viewer or audience? A mural intended for pedestrians may be of a different scale than one intended for automobile drivers or cyclists along a bike trail.
- Accessibility - Are there opportunities to engage those who are visually impaired or otherwise not able to view the mural?
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**NEXT STEPS**



## NEXT STEPS

### BURLESON PUBLIC ART PLAN

#### PUBLIC ART POLICY

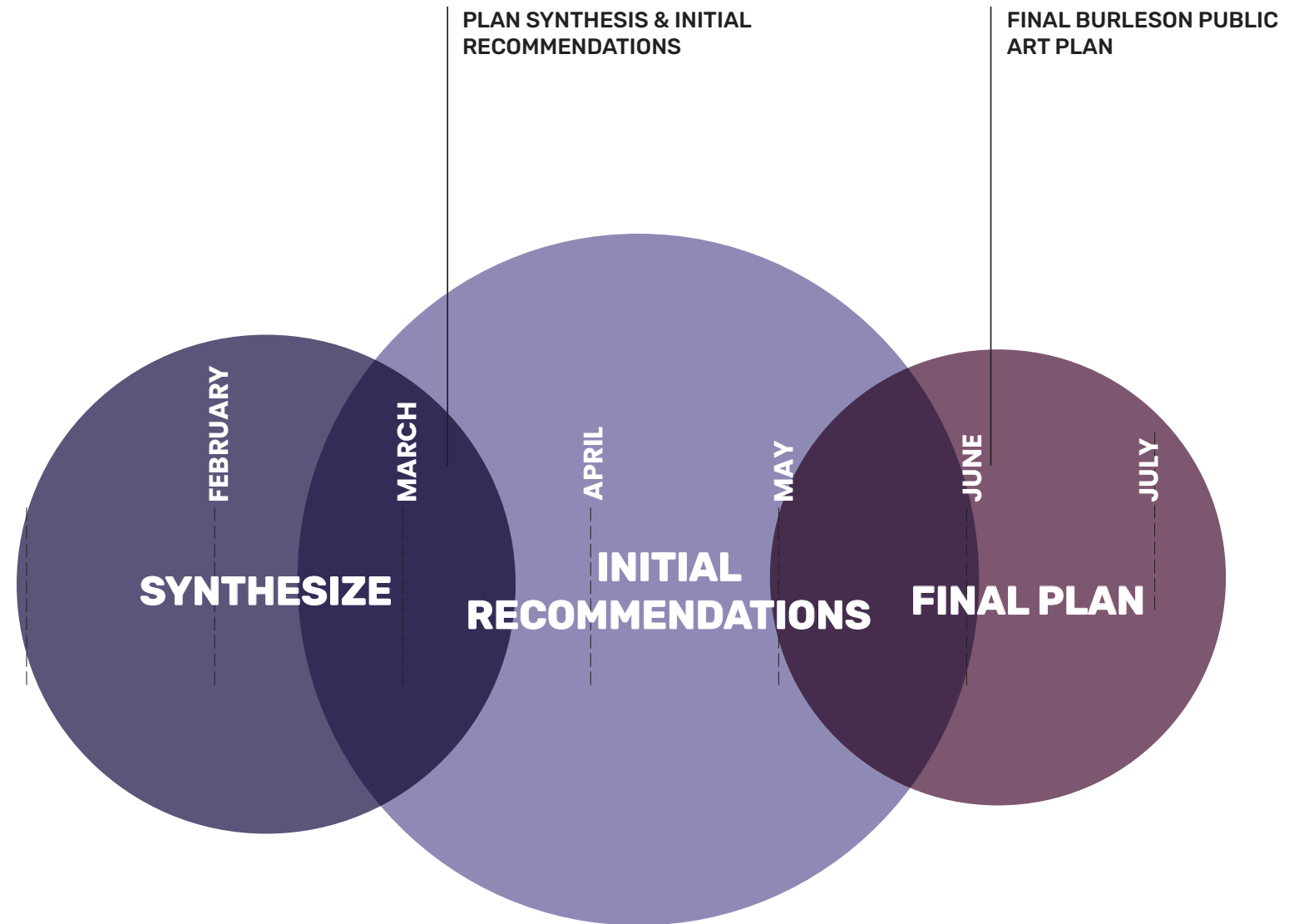
- Policy is under review by City of Burleson

#### ENGAGEMENT REPORT

- Themes are being developed into a chapter addressing the community's vision for the Public Art Program

#### RESEARCH TO SUPPORT FUNDING MODEL RECOMMENDATION

- Case studies from around TX and national best practices in public art program management is being use to inform the funding mechanism menu



**THANK YOU!**