



# Public Art

City Council- October 3, 2022

Staff Presenter: Jen Basham, Director of Parks and Recreation

## Agenda

# Objectives



**How we got here**



**Guiding Principles**



**Defining public art**



**Benchmarking**



**Purpose of public art**



**Selection of a board**

Part of Strategic Plan adopted  
by  
City Council



**guidebtx**  
City of Burleson Strategic Plan



### FOCUS AREA 3

Beautiful, Safe & Vibrant Community

#### OBJECTIVE

Provide a beautiful, safe and vibrant community for those that live, learn, work and play in the City of Burleson by focusing on beautification programs; providing public art that enhances the community's visual appeal and uniqueness; providing crime prevention and community risk reduction programs; emergency preparedness; and emergency response services.

#### GOAL 1

Encourage a clean and healthy community through the promotion of positive behavior, sustainable practices, outreach programs and city services.

#### GOAL 2

Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning, comprehensive elements and public art.

#### GOAL 3

Enhance emergency response services provided to the community, including emergency medical, police, fire and public dispatch services.

#### GOAL 4

Ensure equipment and personnel needs are being met, including staffing and training.

#### GOAL 5

Continue community policing and risk reduction programs that create strong partnerships with the public to promote safety throughout the community.

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### GOAL 2

Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning, comprehensive elements and public art.

	Action	Responsible Department	Target Date
3.2.1	Develop a policy and funding plan to continue and enhance public art within the community	Neighborhood Services	First Quarter (October - December 2022)
3.2.2	Coordinate with development partners to create a vision for the Hidden Creek corridor and outline possible options  <i>This was determined to be a <b>Top Priority</b> by city council during strategic planning</i>	City Manager's Office	Second Quarter (January - March 2023)
3.2.3	Identify location and amenities to establish a community park	Parks and Recreation	Fourth Quarter (July - September 2023)
3.2.4	Identify potential options for the renovation or relocation of existing softball practice fields located on Hidden Creek Parkway	Parks and Recreation	Second Quarter (January - March 2023)

Develop a policy and funding plant  
to continue and enhance public art  
within the community



# Public Art



## What is Public ART

- Any medium situated in a public place
  - Public Art can take many forms
    - landscape treatments
    - building facades
    - freestanding sculptures
    - murals
    - lighting
    - electronic media
    - photographs
    - water features
    - kinetic pieces that move and react to the environment
    - artist design functional elements, paving, play equipment, furniture, bridges, gates
    - written word
      - film
      - video
      - performance









# Objectives



**Bring people together, builds our collective identity, and says who we are**



**Transform our public spaces to be even more engaging and accessible**



**Honors diversity, new people and new ideas**



**Connects people, ideas and places - speaks to our collective humanity**



**Responds to our history and natural environment**



**Draws people to Burleson and good for our economy**

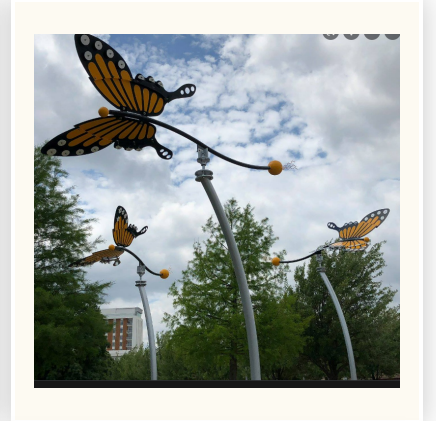


**Demonstrates our friendliness, safety, small-town feel, prides of place, support of youth, families and one another**



# Guiding Principles

- **Accessibility**
- **Transparency and Professionalism**
- **Civic Pride**
- **Quality of Art**
- **Variety**
- **Uniqueness**





COMPANY MISSION

# How are other communities implementing public art?



# Comparison Cities

City	Governance structure	City Staff	Budget	Public Art Program
Coppell	Non-profit 9 - member Board of Directors	none	info not available	No
Flower Mound	City Agency - appointed by City Council 6 members serving 2 yr term	Director of Library Staff Liaison	\$41,000	No formal program, but allott funding for special projects
Rockwall	City Agency - appointed by City Council 7 members serving 2 yr term	1 staff liaison - appointed by City Manager		Master plan
Denton	Yes - Public Art Committee	Director of Parks - Staff liason	Yes	Yes - GDAC
DeSoto	Yes - DeSoto Arts Commission		Yes	Cultural Plan
Irving	City Agency - 11 member board/ council appoointed	15 staff	Yes	No formal program, but allott funding for special projects
Mesquite	Ad hoc committee Mesquite Arts Council - non-profit	City Department Director		
Granbury	City Board 7 members	Director of Tourism	Yes	
Keller	City liaison, board, and public art society	Asst to the City Manager	Yes	Yes

BURLESON

# Implementation Strategy





# Identify Funding

- ① **15% Hotel Occupancy Tax**
- ② **City Manager can identify through budget process**
- ③ **City Council can approve additional funding**
- ④ **Donations**



Select a home for

# Public Art



- 1 Existing board with knowledge of parks and open space system
- 2 Create a new board made up of various community members
- 3 No board, public art is managed directly by council

# Next Steps

- 1 **Create a policy for the implementation of public art**
  - Selection
  - Commissioning
  - Placement
  - Maintenance
- 2 **Identify stakeholders to engage based on project scope**
- 3 **Create a public art master plan to guide the implementation of art throughout the community**
  - Identify funding opportunities
  - Identify placement and styles
  - Identify call for art sequencing





**Feedback**

