



Public Art

August 23, 2023

Staff Presenter: Jen Basham, Director of Parks and Recreation

Public Art



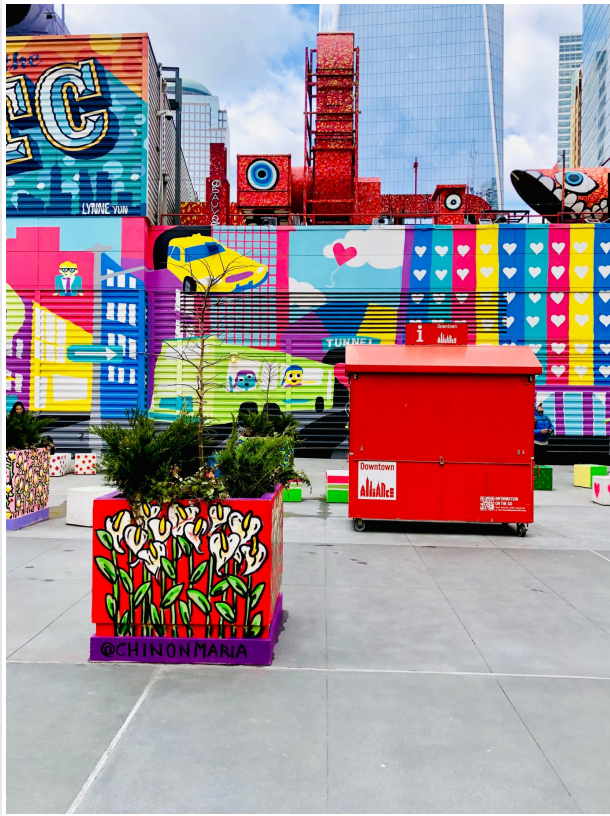
What is Public ART

- 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





Public Art in Burleson



- 1 **Neighborhood Services and Keep Burleson Beautiful implemented a call for art in 2022 to install a mural at Bailey Lake**
- 2 **City Council identified public art as a priority in their 2022 strategic plan**
- 3 **Staff presented options for formalizing a board or committee for public art on October 3, 2022**
- 4 **City Council requested that a committee be created with various stakeholders in the art community**

Today's objectives

- **Review public art master plan process**
- **Review draft of public art policy**



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 behaviors, 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.

21

GOAL 2

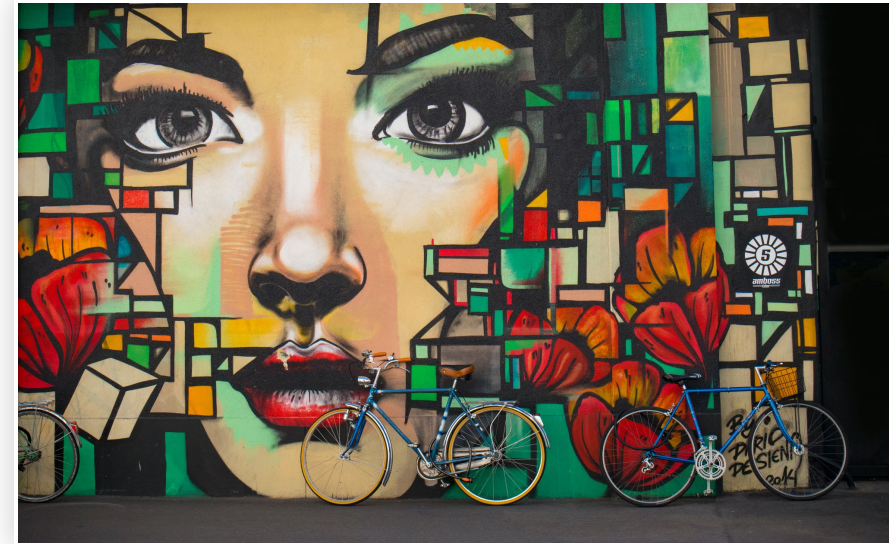
Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning, comprehensive elements and public art.

| | 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 Top Priority 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 plan
to continue and enhance public art
within the community

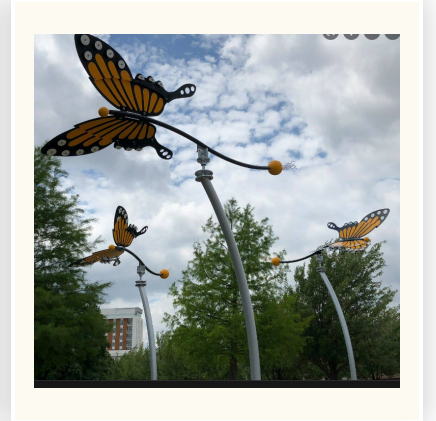
Background

- 1 Council approved the formation of the committee in December 2022
- 2 Staff met with the committee in spring of 2023 to begin discussing a public art policy and begin the process of pursuing a public art master plan



Guiding Principles

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





Public Art Master Plan Process

1

Authority

2

Goals and vision

3

**Importance of
public art**

4

**Integration with
other plans**

5

Site Selection

6

Funding

7

**Policy
Administration**

Public Art Policy - Elements

Will serve as the policy that supports the plan



1 Purpose

2 Strategic Plan

3 Objectives

**4 Policy
Administration**

5 Site Selection

**6 Art and Artist
Selection Process**

7 Funding Allocation

8 Maintenance

Feedback

