
City Council Regular Meeting

DEPARTMENT: Parks and Recreation

FROM: Jen Basham, Director of Parks and Recreation

MEETING: October 20, 2025

SUBJECT:

Consider and take possible action on a resolution adopting the 2025 Public Art Master Plan. *(Staff Contact: Jen Basham, Director of Parks and Recreation)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 Beautiful, Safe, & Vibrant Community	3.2.6 Finalize the Community Arts Master Plan We will finalize the Community Arts Master Plan from FY24/25, providing a strategic framework to support cultural growth, public art initiatives, and creative community engagement.

SUMMARY:

The City of Burleson has developed the Public Art Master Plan to provide a long-term framework for guiding the development, funding, and management of public art throughout the community. The plan builds on the growing role of arts and culture in Burleson's identity, economic vitality, and placemaking efforts.

The plan reflects more than a year of monthly Public Art Committee meetings, during which the Committee provided direction, reviewed engagement outcomes, and guided draft recommendations. Their leadership has ensured the plan is responsive to community feedback and aligned with Burleson's broader cultural and quality of life goals.

Community Engagement

Public involvement was a cornerstone of the planning process:

- Survey (Oct 2024 – Apr 2025): 1,016 responses shaped the vision and goals for public art.

- In-person Engagement: Over 100 participants at the *BTX Beats* event provided visual preference feedback.
- Stakeholder Interviews & Focus Groups: Artists, community leaders, and residents contributed input on vision, site selection, and cultural identity.
- Artist-led Project Outcomes: The Barn Quilt series and Burleson Community Quilt were completed directly from community engagement and unveiled to City Council in June 2025.

Vision & Goals

The community envisions public art that enriches Burleson, sparks curiosity, invites dialogue, and reflects the city's unique history and aspirations. The plan outlines goals to:

1. Create places that foster meaningful connections.
2. Reflect Burleson's unique character.
3. Celebrate community spirit.
4. Contribute to economic vitality.

Policy & Implementation

The Public Art Master Plan includes:

- Public Art Policy: Establishes acquisition, funding, artist selection, mural guidelines, and collection management standards.
- Funding Models: Explores general fund allocations, hotel/motel tax, percent-for-art policies, and private development contributions.
- Implementation Framework: Steps include adopting policy, staffing the program, formalizing the Public Art Advisory Board, commissioning priority projects, and expanding funding sources.
- Immediate Projects: Rotating Barn Quilt series, final quilt installation, and mural projects at Bailey Lake.

RECOMMENDATION:

Staff recommends approval of a resolution amending the five-year Capital Improvement Plan.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

Community Services Committee reviewed the plan and policy on September 3, 2025. The committee requested that we continue to seek additional funding options and not implement the development fee at this time, but to leave it in the plan as a potential funding mechanism in the future.

City Council received the draft plan on October 6, 2025. The council feedback included amending the committee name from Public Art Committee to the Public Spaces and Cultural Heritage Committee. This language will be amended in the final plan.

REFERENCE:

FISCAL IMPACT:

N/A

STAFF CONTACT:

Jen Basham, CPRE
Director of Parks and Recreation
jbasham@burlesontx.com
817-426-9201