

**Public Spaces and Cultural Heritage Board**

**DEPARTMENT:** Parks and Recreation


**FROM:** Jen Basham, Director of Parks and Recreation

**MEETING:** May 12, 2026

**SUBJECT:**

Receive a report, hold a discussion and provide staff feedback regarding the public art master plan and policy. *(Staff Contact: Jen Basham, Director of Parks and Recreation)*

**STRATEGIC PRIORITY AND GOAL(S):**

Strategic Priority	Strategic Goal
 <p><b>High Performing City Organization</b>          Providing Exceptional, People Focused Services</p>	<p>1.2 Continue to improve the efficiency and productivity of operations            1.3 Deliver high-quality service and communications to external and internal customers</p>

**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 was reviewed by the Community Services Committee on September 6, 2025, and formally adopted by City Council on October 20, 2025.

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:**

NA

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

The Public Art Master Plan and Policy was drafted over a two year period with a council appointed public art committee. The plan and policy were presented to the community services committee on September 3, 2025 and adopted by City Council on October 20, 2025.

### **STAFF CONTACT:**

Jen Basham  
Director of Parks and Recreation  
[Jbasham@burlesontx.com](mailto:Jbasham@burlesontx.com)  
817-426-9201