

BURLESON, TX

# PUBLIC ART PLAN

Public Spaces and Cultural Heritage Board  
Staff Contact: Jen Basham, May 12, 2026



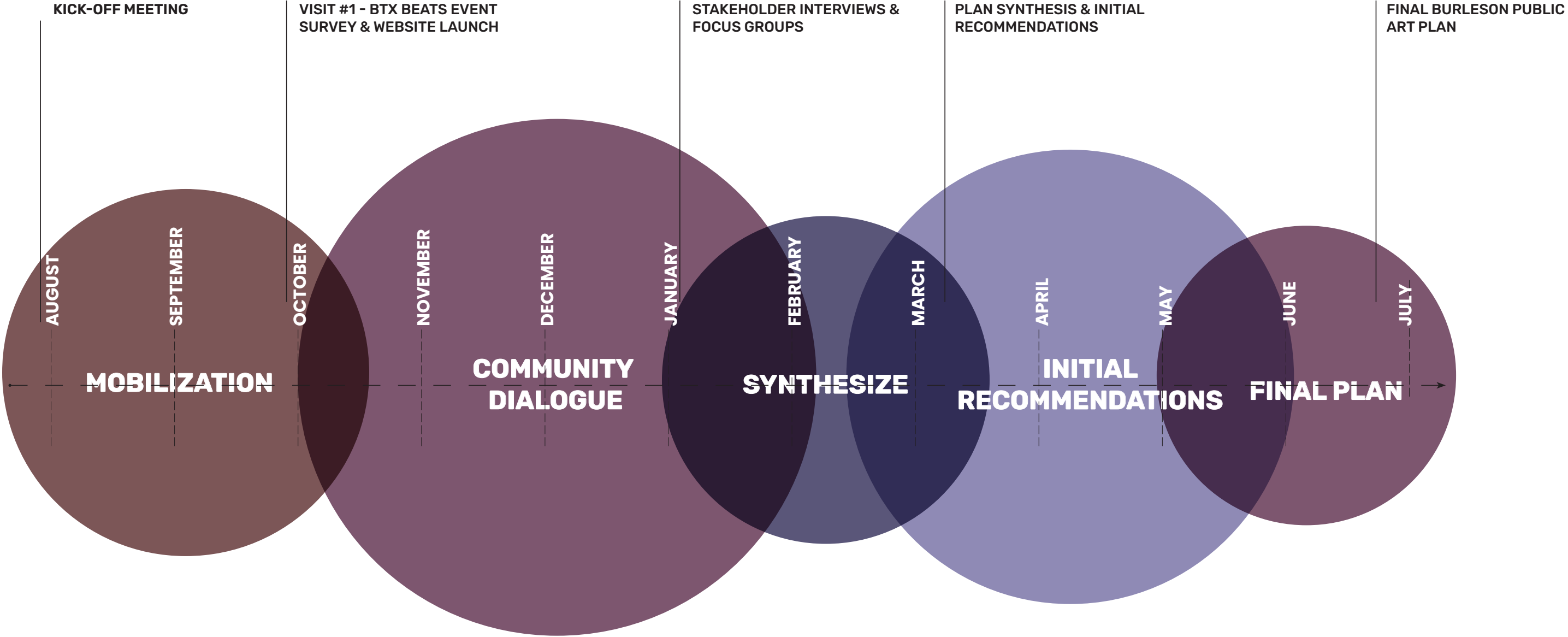
# **AGENDA**

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

1. Project Timeline & Plan Structure
2. Community Outreach
3. Vision for the Program
4. Policy & Process
5. Projects for Consideration

# PROJECT TIMELINE



## PLAN OUTLINE

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### Ch. 1 Plan Background

Why this plan?

Plan Goals & Objectives

Community Character

### Ch. 2 Community Engagement

Barn Quilts Project + History

Survey Results

Community Vision for Public Art

### Ch. 3 Public Art

Public Art Typologies Defined

Public Art Site Selection Criteria

Public Art Projects for Consideration

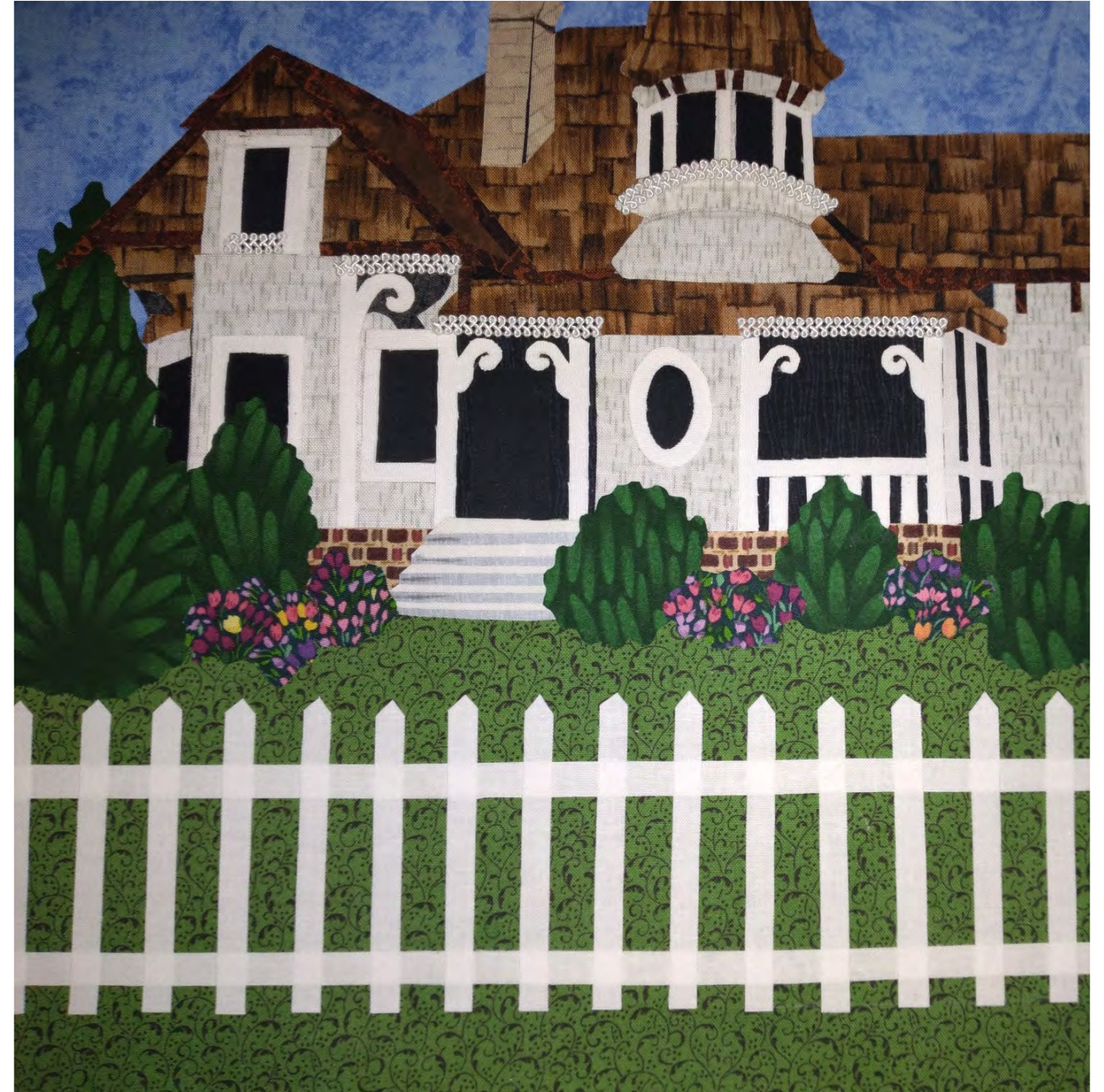
Project Implementation Matrix

### Ch. 4 Public Art Administration

Public Art Advisory Board

Public Art Policy

Public Art Funding Opportunities

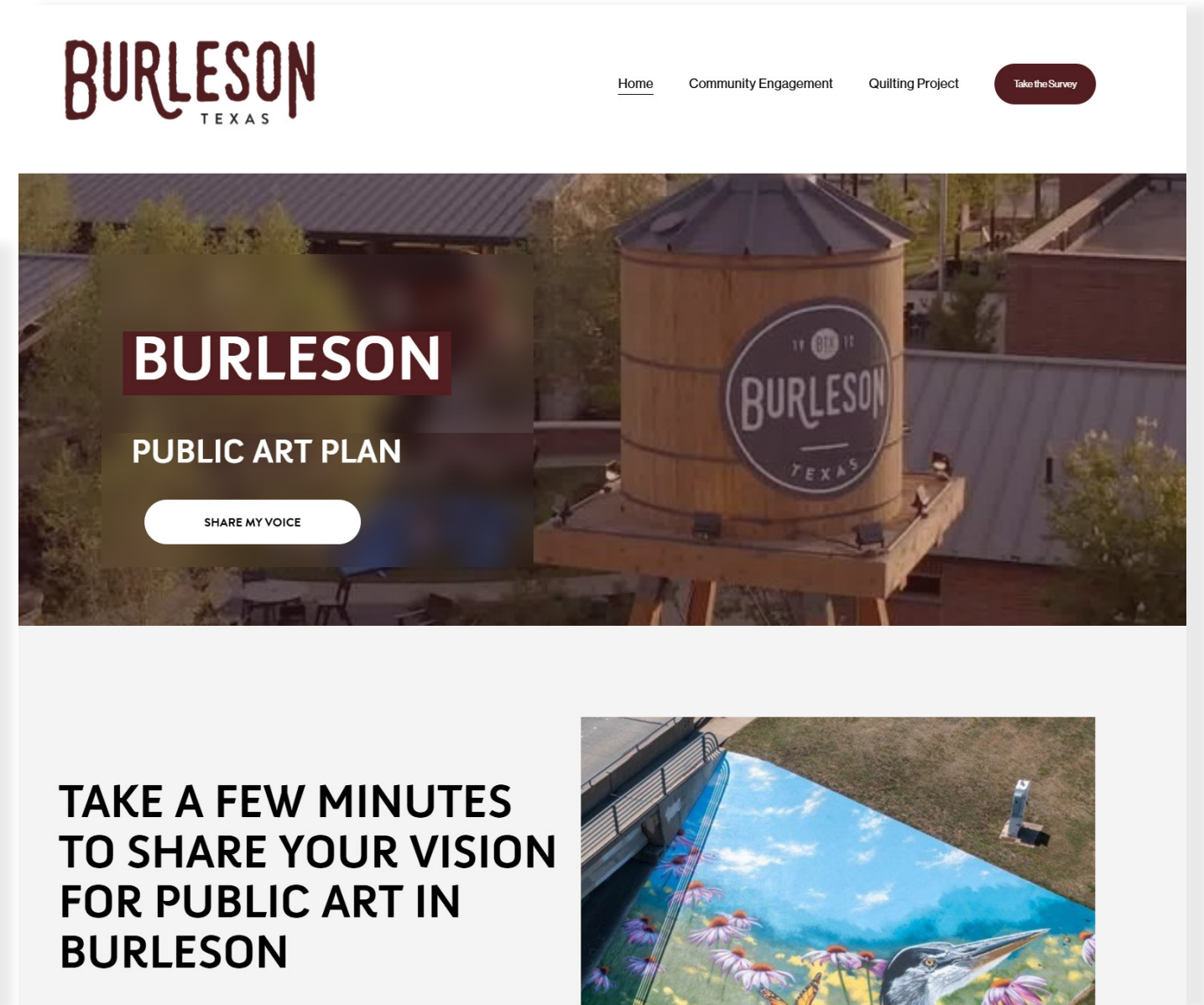


**COMMUNITY OUTREACH**

# COMMUNITY OUTREACH

BURLESON PUBLIC ART PLAN

## PROJECT WEBSITE & COLLATERAL



# ADDITIONAL ENGAGEMENT OPPORTUNITIES

## BURLESON PUBLIC ART PLAN

### STAKEHOLDER INTERVIEWS

- Members of the community, artists, and decision-makers were invited to participate in one-on-one conversations about the role public art should play in the community of Burleson.

### FOCUS GROUPS

- Members of the community were invited to focus group opportunities in February for an opportunity to workshop around the vision for public art in Burleson.

## UPCOMING ENGAGEMENT OPPORTUNITIES

### FOCUS GROUPS



#### ARTIST & CREATIVES

Join this session focused on the creative community occurring from 5:30-6:30 pm on 2.19.25

[SIGN UP](#)



#### VISION FOR ART IN BURLESON

Join this session for the general community occurring from 12:00-1:00 pm on 2.19.25

[SIGN UP](#)



#### ART & A THRIVING LOCAL ECONOMY

Join this session for the business community and creative entrepreneurs occurring from 3:00-5:00 pm on 2.20.25

[SIGN UP](#)

# SURVEY

BURLESON PUBLIC ART PLAN

**SURVEY RESPONSES: 1016**







# ARTIST-LED ENGAGEMENT

## BURLESON PUBLIC ART PLAN

### BARN SQUARES & QUILT

- Iconography was selected based on community input at BTX Beats



**THE BARN QUILTS**

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# THE QUILT

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**VISION**

**WE ENVISION PUBLIC ART ENRICHING BURLESON, SERVING AS A CONSTANT SOURCE OF DISCOVERY AND CIVIC PRIDE. SEAMLESSLY INTEGRATED INTO OUR PUBLIC SPACES, IT WILL SPARK CURIOSITY, INVITE DIALOGUE, AND TRANSFORM THESE AREAS INTO INSPIRING PLACES THAT TELL OUR COMMUNITY'S STORY – PAST, PRESENT, AND ASPIRATIONS. THIS WILL MAKE BURLESON A MORE BEAUTIFUL, CONNECTED, AND MEMORABLE PLACE WHERE EVERYONE TRULY BELONGS AND THRIVES.**

## GOALS

1

**CREATE PLACES THAT FOSTER  
MEANINGFUL CONNECTIONS**

2

**REFLECT OUR UNIQUE CHARACTER**

3

**CELEBRATE OUR COMMUNITY SPIRIT**

4

**CONTRIBUTE TO OUR ECONOMIC VITALITY**



## CURATORIAL APPROACH

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### WE VALUE PUBLIC ART THAT:

- Brings people together, builds our collective identity, and says who we are and what we value.
- Transforms our public spaces to be even more engaging and accessible.
- Honors diversity, new people and a multiplicity of ideas.
- Connects people, ideas, and places and thereby raises our consciousness.
- Responds to our history and natural environment.
- Draws people to Burleson and is good for our local economy
- Demonstrates our friendliness, safety, small-town feel, pride-of-place, support for youth, families, and one another.
- Speaks to our collective humanity.
- Responds to the surrounding environment/site-specific.



# **POLICY & PROCESS**

# FUTURE FUNDING MODEL EXPLORATION

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## BURLESON PUBLIC ART PLAN

### GENERAL FUND ALLOCATIONS

- Very common method of paying for one-off public art projects.

### PERCENT-FOR-ART IN CIP

- Most typically 1% of public capital improvement projects, one of the most common public art program funding mechanisms nationally. (Bonded) Typically must be a work created in conjunction with the improvement and spent and installed in accordance with the construction schedule. City of Denton has percent for art within Bond Projects alongside HOT/MOT funding.

### PERCENT-FOR-ART IN PRIVATE DEVELOPMENT

- City of Keller has this, is equivalent to a 0.25% fee of construction value on all development exceeding 5 units of residential. Potential yield for them during formalization was \$200,000+

### HOTEL/MOTEL TAX

- City of Burleson has this. Yielded \$75,000 in the cycle leading up to this plan.
- City Council can allocate up to 15 % of the total Hotel Occupancy Tax (HOT) revenues for public arts projects as allowed under Texas Tax Code 351.103(c).
- Typically HOT/MOT funding structures are more flexible than percent-for-art and allow expenditures on programming as well as permanent works of art.

# 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
- Maintenance Plan



# 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

### 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/Manager

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.



# 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

### 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?
- 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?



**FOUNDATION FOR  
THE FUTURE**

## STEPS FOR PROGRAM IMPLEMENTATION

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### BURLESON PUBLIC ART PLAN

**STEP 1: BUILD THE PROGRAM STRUCTURE (ADOPT POLICY)**

**STEP 2: STAFF THE PROGRAM**

**STEP 3: FORMALIZE THE PUBLIC ART ADVISORY BOARD**

**STEP 4: EXPAND PROGRAM FUNDING**

**STEP 5: COMMISSION ARTWORK & PROGRAMS**

- INSTALL THE BURLESON BARN QUILTS
- COMMISSION A SITE-SPECIFIC ARTWORK IN OLD TOWN
- DEVELOP A MURAL PROGRAM
- EXPLORE TACTICAL ART PROGRAMMING OPTIONS
- CREATE A CITY-WIDE ART TRAIL
- DEVELOP AN EDUCATIONAL OUTREACH PROGRAM
- COMMISSION AN ARTIST-DESIGNED PARK EXPERIENCE



## CRITICAL IMPACT AREAS

### BURLESON PUBLIC ART PLAN

#### COMMUNITY ENGAGEMENT AND IMPACT:

**Public Feedback and Satisfaction:** Include the public art program in any upcoming community surveys. Report findings in the annual public art update to City Council, where available.

**Participation Rates:** Measure attendance at public art dedication ceremonies, art walks, and community engagement workshops related to public art projects.

**Public Response Rates:** Monitor the participation in surveys or public forums for specific art projects to track the response rate and community interest in the program over time.

**Educational Outreach:** Keep track of the number of school groups or community organizations involved in activities related to public art program, set goals annually to increase and diversify participation rates.



## CRITICAL IMPACT AREAS

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### COLLECTION QUALITY AND GROWTH:

**Number of Accessioned Artworks:** Track the annual number of new artworks and the overall investment in the Public Art Collection through commissions and accepted donations.

**Diversity of Collection:** Assess the diversity of artists and arts typologies represented, including local, national, emerging, and established individuals from various backgrounds. Evaluate the art forms such as sculpture, mural, functional, and environmental pieces, along with the themes in the collection.

**Condition Assessments:** Implement a regular schedule for assessing the physical condition of artworks, ideally an annual assessment by city staff and a conservator's report every 5 years. Keep maintenance logs, track repairs, and evaluate the overall state of the collection annually to ensure a high-quality, city-owned collection.

**Lifespan Achievement:** Monitor whether artworks are meeting their expected temporary, short-term, medium-term, or long-term lifespans outlined in the maintenance manuals provided by artists. participation rates.



## CRITICAL IMPACT AREAS

### VISUAL ENHANCEMENT AND PLACEMAKING:

**Visibility and Accessibility:** Consider the use of foot traffic counters or geofencing technology in areas around public art installations to measure increases in pedestrian activity following the installation of an artwork.

**Linkage to Other City Projects:** Track the number of public art projects successfully integrated with capital projects or city initiatives to assess the programs success in integrating with other city functions.

**Cultural and Historical Significance:** Document how new artworks contribute to or reflect the cultural or historical importance to the community, possibly through narrative descriptions or community feedback about their relevance, consider publishing a landing page that community member can explore to learn more about the collection.

**Perceived Vibrancy:** Consider a 5-year survey check-point with the community on the public art collection to gather sentiments on the public collection and the perceived quality of life value, it may also be a good juncture to gathering input on near-term priorities for the collection.



## CRITICAL IMPACT AREAS

### PROGRAM EFFICIENCY AND COMPLIANCE:

**Budget Adherence:** Monitor the program's adherence to its allocated budget for acquisitions, maintenance, and administrative costs.

**Project Timeliness:** Track the completion rates of commissioned projects and evaluate the efficiency of the donation and accession processes against planned timelines.

**Policy Adherence:** Review compliance with established procedures for artist selection, donation acceptance, deaccessioning, and collection management.

**Staff Workload:** Periodically review staff workload related to the Public Art Program to ensure that the staff can efficiently handle their responsibilities.



**THANK YOU!**