

MASTER PLAN

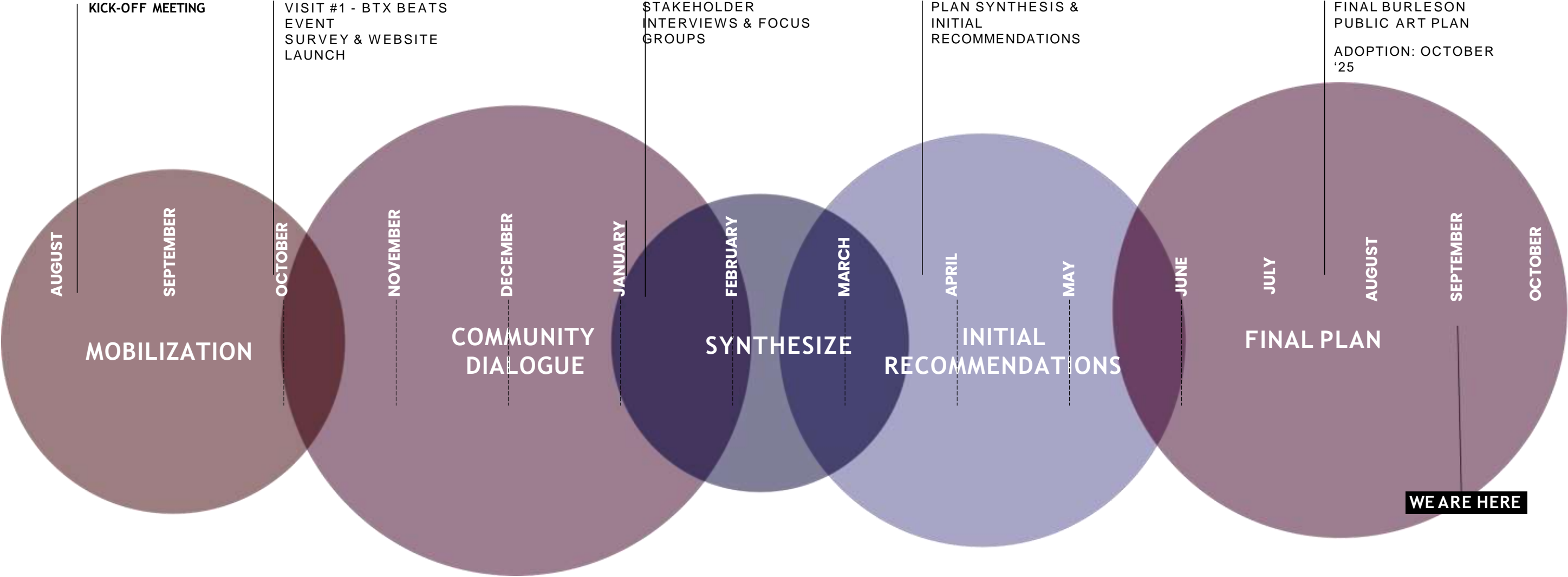
PUBLIC ART

October 6th, 2025

Presenter: Jen Basham, Director of Parks & Recreation



PROJECT TIMELINE



PLAN OUTLINE

Ch. 1 Plan Background

Why this plan?

Plan Goals &

Objectives

Community

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

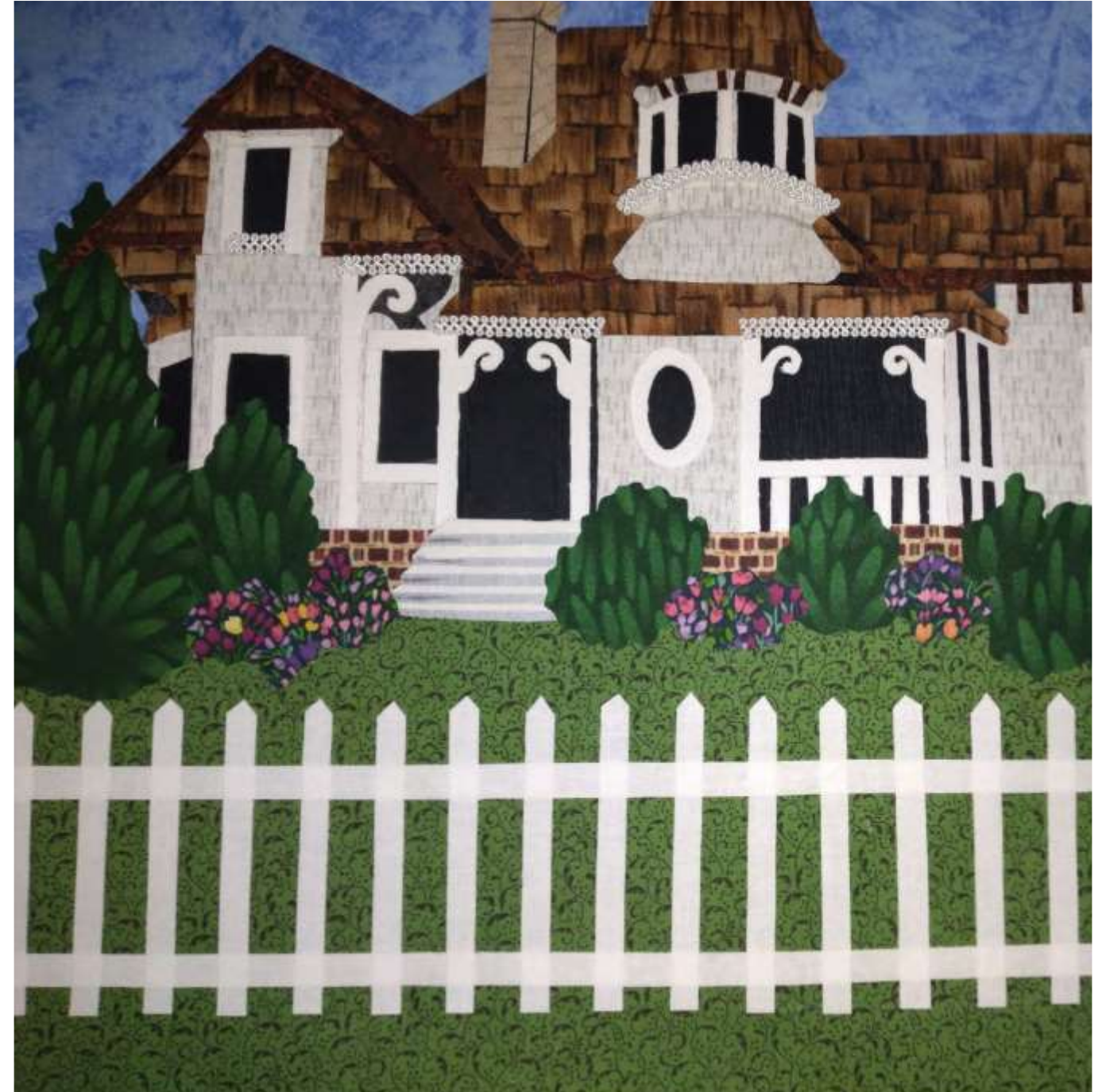
Implementation Matrix

Ch. 4 Public Art Administration

Public Art Advisory Board

Public Art Policy

Public Art Funding
Opportunities



COMMUNITY VISION FOR PUBLIC ART

PUBLIC ENGAGEMENT PERIOD OCT '24 – APR '25

BURLESON PUBLIC ART PLAN

PROJECT WEBSITE & COLLATERAL

SURVEY RESPONSES: 1,016

IN-PERSON ENGAGEMENT AT BTX BEATS

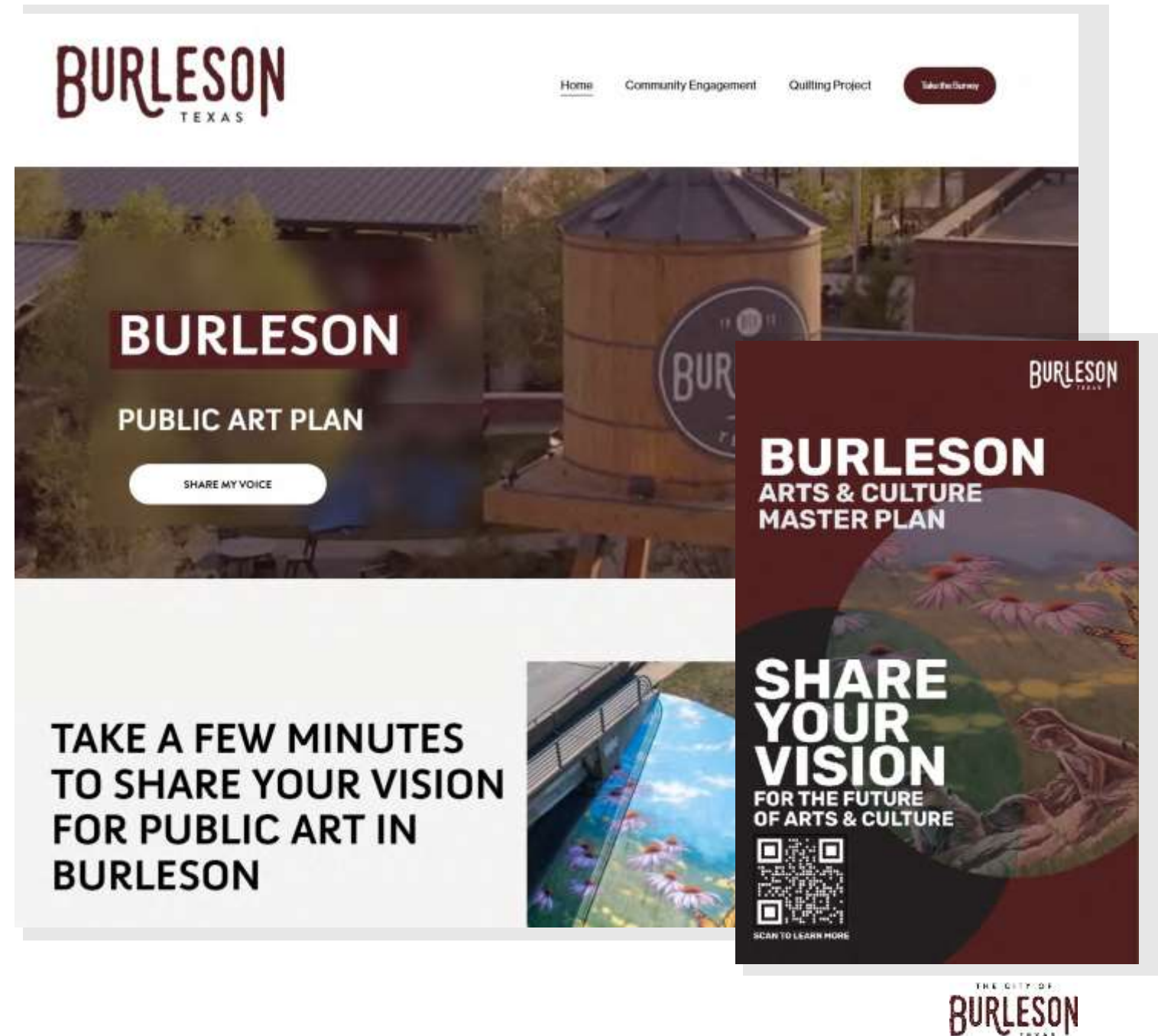
- An estimated 100+ people were engaged in conversation and a visual preference survey at the BTX Beats event on October 26th, 2024

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 on February 19th & 20th to workshop around the vision for public art in Burleson.



ARTIST LED PLAN OUTCOMES: BARN QUILT & SQUARES

BURLESON PUBLIC ART PLAN

BARB & ERNIE MCCRAW

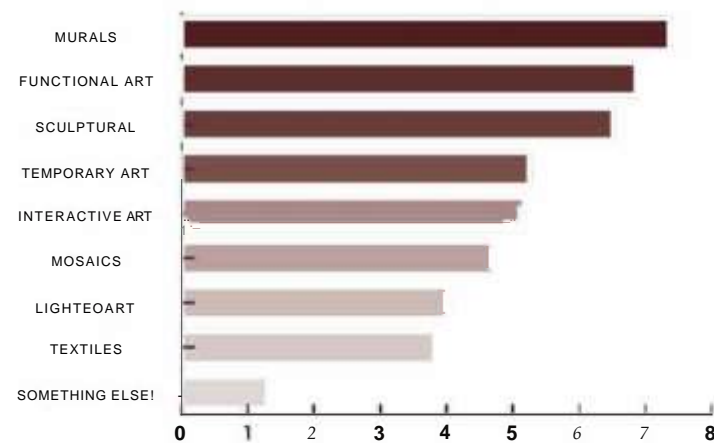
- In partnership with Russell Art Farm and directly from community engagement outcomes at BTX Beats the artist team led two efforts: the creation of 8 - 4' x 4' Barn Squares and a quilt intended to hang in the interior of Burleson City Hall once renovations are complete.
- The Quilt was presented to City Council at a public meeting on June 16th, 2025.
- The Barn Squares will be on a rotating display throughout city spaces until a permanent home for each is determined.



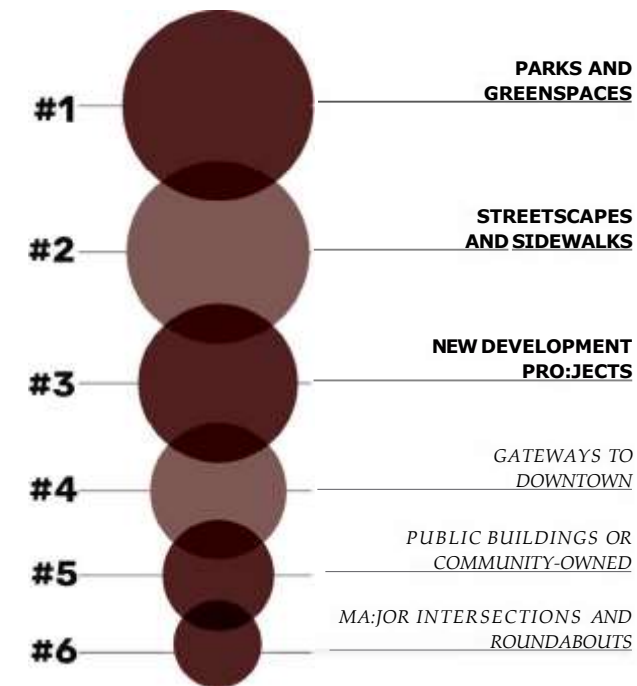
HOW SHOULD PUBLIC ART IN BURLESON FEEL?



WHAT TYPES OF **PUBLIC ART** WOULD YOU LIKE TO SEE **MORE OF IN THE AREA?**



WHERE DO YOU MOST WANT TO SEE **PUBLIC ART**?



WHAT IMPACT SHOULD PUBLIC ART HAVE?

**#1 BEAUTIFIES
BURLESON**

**#2 HONORS
HISTORY**

**#3 CREATES
WHIMSY**

**#4 STRENGTHENS
OUR IDENTITY**

**#5 BUILDS PRIDE
IN THE CITY**

IDENTIFY A PLACE IN THE AREA THAT MAKES YOU FEEL A SENSE OF BELONGING. WHAT ARE ITS CHARACTERISTICS?

OLDTOWN: THE TOP SPOT FOR BELONGING. PEOPLE LOVE IT FOR COMMUNITY EVENTS, WALKING AROUND, ITS COZY FEEL, HISTORY, ART, AND BEING FAMILY-FRIENDLY AND WELCOMING.

BAILEY LAKE: NATURE AND PEACE MAKE PEOPLE FEEL THEY BELONG. IT'S A PLACE TO CONNECT WITH NATURE AND OTHERS.

MAYOR VERACALVIN PLAZA/THE PLAZA: A CENTRAL SPOT FOR COMMUNITY GATHERINGS AND FAMILY FUN.

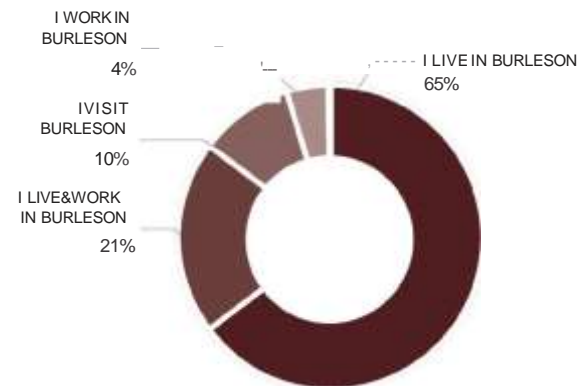
RUSSELL FARM ARTCENTER: A PLACE FOR ART, HISTORY, AND A WELCOMING COMMUNITY.

THE LIBRARY: A FRIENDLY AND HELPFUL COMMUNITY HUB FOR EVERYONE.

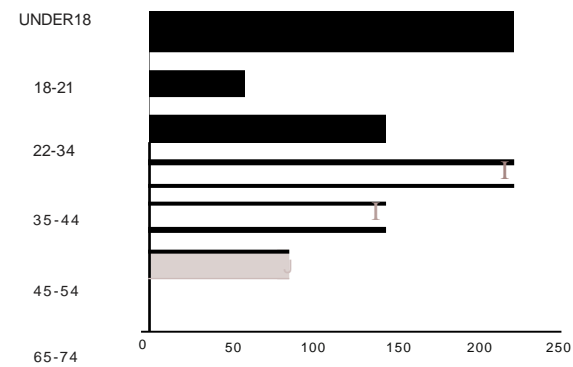
WHAT CHARACTERISTICS, PLACES, AND/OR VALUES ARE UNIQUE OR ICONIC TO BURLESON?



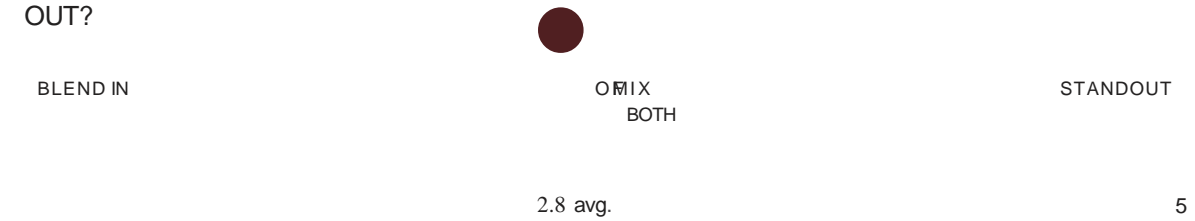
WHAT IS YOUR RELATIONSHIP TO BURLESON?



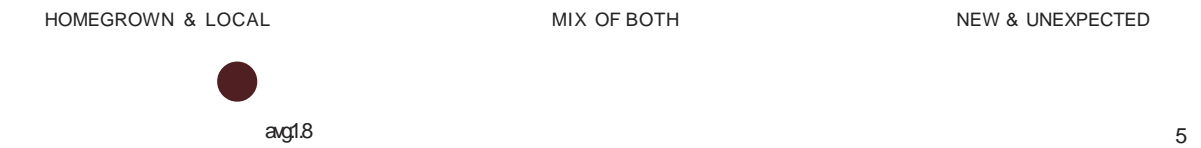
WHAT IS YOUR AGE?



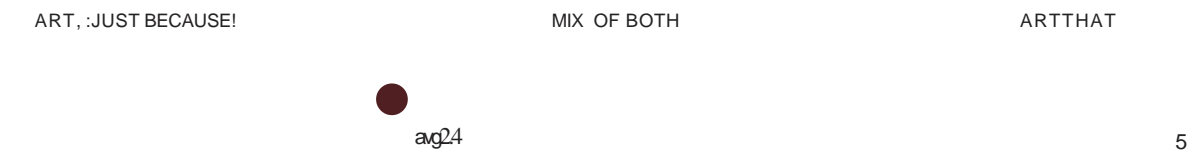
COMPARED TO ITS NEIGHBORS, SHOULD BURLESON BLEND IN OR TRY TO STAND OUT?



WHEN IT COMES TO ART IN BURLESON, SHOULD IT FEEL MORE HOME GROWN AND LOCAL OR SOMETHING NEW AND UNEXPECTED?



WHEN IT COMES TO ART IN BURLESON, SHOULD IT FEEL PURELY ARTISTIC AND CREATIVE OR SHOULD IT **HAVE A MEANING BEHIND THE WORK?**



SHOULD PUBLIC ART IN BURLESON BE MORE FOR LOCALS. OR BE UTILIZED TO DRAW PEOPLE TO THE AREA (FOR SHOPPING, DINING, ETC.)?



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

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

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+, this would have generated over **\$120,000 on average over the last five years if implemented in Burleson.**

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.

FUTURE FUNDING MODEL EXPLORATION

BURLESON PUBLIC ART PLAN

PRIVATE

- Public art is frequently funded through philanthropic opportunities from private donors

GRANTS

- Multiple grant opportunities are available for public art projects. These will be pursued when they fit the scale and scope of projects.
- Examples include: National Endowment for the arts, Americans for the Arts, and the Public Art Challenge

COLLABORATION

- Many projects can be accomplished through partnerships with artists within the community
- Murals are an example of community driven opportunities where the City can purchase the supplies and set the theme and partner with the school district, Russell Farm, and Hill College to create art in public spaces



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 the 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

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: EXPLORE EXPANDED 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

While this plan identifies potential funding sources for exploration, the nature of funding is always changing and will ultimately be decided based on the market, policy maker discretion, and available resources over a given period.



PRIORITY PROJECTS FOR IMPLEMENTATION

BURLESON PUBLIC ART PLAN

IMMEDIATE PROJECTS FOR IMPLEMENTATION

- ROTATING BARN QUILT SERIES
- FINAL INSTALLATION (PERMANENT HOME) THE BURLESON BARN QUILTS
- COMPLETION OF THE MURAL AT BAILEY LAKE



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

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!