



**AGENDA
PUBLIC ARTS & CULTURE COMMISSION MEETING
CITY OF LEANDER, TEXAS**

Development Services - San Gabriel Conference Room
201 North Brushy Street - Leander, Texas
Wednesday, April 9, 2025
Regular Meeting at 6:00 PM



**Place 1 – Mical Roy
Place 2 – Keysha Bradford
Place 3 – Nekosi Nelson
Place 4 – Anna Yelaun
Place 5 – Reddy Yeduru**

**Place 6 – Sammy Panzarino
Place 7 – Steve Kuwitzky
Place 8 – Vacant
Place 9 – Naruby Bollom
Council Liaison - Na'Cole Thompson
Staff Liaison - Greg Olmer**

REGULAR MEETING

1. Open Meeting.
2. Roll Call.
3. Public comments on items not listed in the agenda.

Public comments on items listed in the agenda will be heard at the time each item is discussed.

[All comments are limited to no more than 3 minutes per individual.]

4. City Council Update.
5. Staff Update.
 - Devine Lake Kite Festival
 - Devine Lake Frog Sculpture Progress
 - Art Bench Proposal
 - Budget
6. Subcommittee Updates.
 - Chair/Vice Chair/Committee
 - Master Plan
 - Funding
 - Collection Management Process
 - Booth Events
 - MLK Day March and Celebration
 - Juneteenth
 - Art Fest

CONSENT AGENDA: ACTION

7. Approval of the minutes for meeting held on March 12, 2025.

REGULAR AGENDA

8. Discuss and consider action on the approval of the 2025-2030 Leander Public Art and Culture Master Plan and recommend approval to Leander City Council.
9. Discuss and consider action on the approval to host the 2025 Art Fest and establish a budget.
10. Future Agenda Items [Any deliberation of or decision about the subject of the inquiry shall be limited to a proposal to place the subject on the agenda for a subsequent meeting.]
11. Closing Statements.
12. Adjournment

CERTIFICATION

The City of Leander is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the City Secretary at (512) 528-2743 for information. Hearing impaired or speech disabled persons equipped with telecommunication devices for the deaf may call (512) 528-2800. I certify that the above agenda for this meeting of the Public Arts and Culture Commission of the City of Leander, Texas, was posted on the bulletin board at City Hall in Leander, Texas, on the 4th day of April 2025 by 5:00 p.m. pursuant to Chapter 551 of the Texas Government Code.



Greg Olmer, Parks and Recreation Assistant Director



EXECUTIVE SUMMARY
4/9/2025

AGENDA SUBJECT:

Approval of the minutes for meeting held on March 12, 2025.

BACKGROUND:

Attached are the minutes for the meeting held on March 12, 2025.

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

PRESENTER:

Fiscal Impact

Attachments:

1. March 12, 2025 Meeting Minutes



**MINUTES
PUBLIC ARTS & CULTURE COMMISSION MEETING
CITY OF LEANDER, TEXAS**

Development Services - San Gabriel Conference Room
201 North Brushy Street - Leander, Texas
Wednesday, March 12, 2025
Regular Meeting at 6:00 PM



**Place 1 – Mical Roy
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Place 9 – Naruby Bollom
Council Liaison – Na'Cole Thompson
Staff Liaison – Greg Olmer**

REGULAR MEETING

1. Open Meeting.

Meeting was called to order at 6:06pm.

2. Roll Call.

Everyone present except: Commissioner Roy, Commissioner Yeduru and Commissioner Kuwitzky.

3. Public comments on items not listed in the agenda.

Public comments on items listed in the agenda will be heard at the time each item is discussed.

[All comments are limited to no more than 3 minutes per individual.]

Katy Heng and Chris Heng were in attendance and discussed upcoming events: 5K in May and planting an herb garden.

4. City Council Update.

None.

5. Staff Update.
 - Devine Lake Kite Festival
 - Utility Box Art
 - Budget

The update included details of an upcoming event held on May 3rd and the current budget.

6. Subcommittee Updates.
 - Chair/Vice Chair/Committee
 - Master Plan
 - Funding
 - Collection Management Process

- Booth Events
- MLK Day March and Celebration
- Juneteenth
- Art Fest

An update was provided for the following subcommittees: Chair/Vice Chair/Committee and Juneteenth.

CONSENT AGENDA: ACTION

Motion: Approve

By: Board Member Panzarino
 Seconded: Board Member Nelson

Vote: 5 - 0 None

7. Approval of the minutes for meeting held on February 12, 2025.

REGULAR AGENDA

8. Discuss and consider action on the acquisition of three (3) Nature Learning Adventure Kiosks, in the total amount of \$3,385.93, to be installed at Devine Lake Park, San Gabriel Park, and Robin Bledsoe Park.

Motion: Table

By: Board Member Panzarino
 Seconded: Board Member Bradford

Vote: 5 - 0 None

Discussion ensued, and a decision was made to table the item until the July meeting.

9. Discuss and consider action on the design and installation of a potential viewing platform in Devine Lake Park, not to exceed \$3,000.00, created and installed by staff.

Motion: Approve

By: Board Member Panzarino
 Seconded: Board Member Bollom

Vote: 5 - 0 None

(Five (5) minute break at 7:22 p.m. Meeting reconvened at 7:25 p.m.)

10. Discuss and provide comments on the draft recommendation for the Leander Public Arts and Culture Master Plan.

Discussion ensued, no action was taken.

11. Future Agenda Items.

1. Master Plan review
2. Virtual meeting with Designing Local consultant
3. Art Fest 2026 discussion

12. Closing Statements.

13. Adjournment

Motion: Adjourn at 8:04pm

By: Board Member Panzarino

Seconded: Board Member Bradford

Vote: 5 - 0 None

APPROVED

CHAIR

ATTEST:

STAFF LIAISON



EXECUTIVE SUMMARY
4/9/2025

AGENDA SUBJECT:

Discuss and consider action on the approval of the 2025-2030 Leander Public Art and Culture Master Plan and recommend approval to Leander City Council.

BACKGROUND:

A contract with Designing Local, Ltd was established on July 3, 2024 to hire a consultant to assist with the development of a 5 year Master Plan for the Leander Public Art and Culture Commission. The existing master plan only covered the dates of 2014-2019 and updates were needed.

HISTORY/TIMELINE:

Fall 2024: Stakeholder Engagement/Public Surveys

Spring 2025: Designing Local meetings with LPACC Subcommittee and Draft Recommendations.

April 9, 2025: LPACC Commissioner Review and Recommend approval to Council.

June 5, 2025: Presentation to Council for Adoption.

APPLICANT/AGENT:

RECOMMENDATION:

Greg Olmer, Assistant Director of Parks and Recreation

PRESENTER:

Fiscal Impact

Attachments:

1. Leander Plan DRAFT 04.03.25

ADOPTED APRIL 2025



ARTS & CULTURE MASTER PLAN

for the City of Leander, Texas

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CITY OF LEANDER

Todd Parton, City Manager
Christine DeLisle, Mayor
Kathryn Pantalion-Parker, Council Member, Place 1
Michael Herrera, Council Member, Place 2
David McDonald, Council Member, Place 3
Na'Cole Thompson, City Council Member, Place 4
Chris Czernek, Council Member, Place 5
Becki Ross, Council Member, Place 6
Greg Olmer, Parks & Recreation Assistant Director
Mariel Guenther, Special Events Coordinator
Robin Griffin, Development Services
Cheryl Kauffman, Purchasing Manager

LEANDER PUBLIC ARTS & CULTURE COMMISSION

Mical Roy, Place 1
Keysha Bradford, Place 2
Nekosi Nelson, Place 3
Anna Yelaun, Place 4
Reddy Yeduru, Place 5
Sammy Panzarino, Place 6
Steve Kuwitzky, Place 7
Naruby Bollom, Place 9

ADDITIONAL STAKEHOLDERS

Bridget Brandt, Chamber of Commerce
Jennifer Jones, Local Artist & Former LPAC Member
Libby Bratt, Local Artist
Lisa Haynes, Former LPAC Member
George Quist, Former LPAC Member
Megan Liles, Leander ISD
Mike Brune, Co-founder, 5th Element Brewing

CONSULTANT TEAM

Amanda Golden, Managing Principal
Meredith Reed, Urban Planner



EXECUTIVE SUMMARY



A friendly, inclusive, welcoming, and family-oriented place that “invites endless possibilities.”

The City of Leander has recently expanded the purview of its Public Arts Commission to include the city’s cultural activities, prompting a need to revisit the outdated 2014–2019 Leander Public Arts Master Plan and refresh its vision and goals. The Leander Public Arts & Culture Commission (LPACC), as it is now officially called, is a group appointed by the Mayor and City Council that advocates for the

arts and helps facilitate arts and culture programming, largely in partnership with Leander’s Parks and Recreation Department. Through their leadership, this five-year 2025 Leander Arts & Culture Master Plan was developed. City leadership has expressed support for this plan and for advancing its recommendations once approved.

An assessment of Leander’s current political context, arts and culture landscape, and demographics helped support the development of relevant arts and culture goals for this community. The City of Leander is among the fastest growing cities in the nation, and its population is increasingly diverse. City leadership has understood the pace of demographic change and development to be disorienting for some, and recently adopted new vision and mission statements and guiding principles that call for cultivating Leander’s atmosphere and culture in a way that emphasizes shared values and brings community members together. In particular, the city has declared a commitment to being a friendly, inclusive, welcoming, and family-oriented place that “invites endless possibilities.”

Community members engaged during the planning process for Leander’s Arts & Culture Master Plan broadly concurred that investments beyond those necessary to accommodate the city’s rapid growth are warranted at this time. Through stakeholder interviews and an online community survey, specific gaps in the city’s arts and culture ecosystem were identified, and people shared what they would love to see in this space going forward. Leander’s arts and cultural offerings are currently anemic, especially as compared to its neighboring communities, and people are desperate for beauty, fun, and creative expression — in the place where they live, not in Austin or other places they have to drive to.

The recommendations in this plan will position Leander to enjoy a robust public art program and a diverse slate of cultural activities. They fall into eight categories, each of which are critical to a successful arts and culture program: People, Places, Policies, Programs, Public Art, Cultural Events, Communications, and Funding. A five-year implementation timeline for these interventions is ambitious. LPACC and its partners will be coordinating the necessary work to fortify organizational infrastructure, pass updated public art policies, and establish funding mechanisms, while simultaneously working to enact small projects that sustain momentum for arts and culture initiatives among the general public. The next five years will be a busy, transformational time for Leander’s arts and culture community, a time that ushers in an era of endless possibilities for this city and its people.



PLAN RECOMMENDATION NO. 1

Develop the organizational capacity to implement arts and culture initiatives.

- 01 ■ Hire a second Special Events Coordinator to support additional city-led events.
- 02 ■ Hire (or contract with) a Public Art & Culture Coordinator to support the development and implementation of a professionalized Public Art Program and more robust cultural programming.
- 03 ■ Contract with local artists and other creatives to teach additional arts and culture classes at the community center and senior center.
- 04 ■ Convene local artists monthly through an informal, networking-oriented speaker series and/or skillbuilding workshops.
- 05 ■ Actively recruit LPACC members from the community of local art teachers.

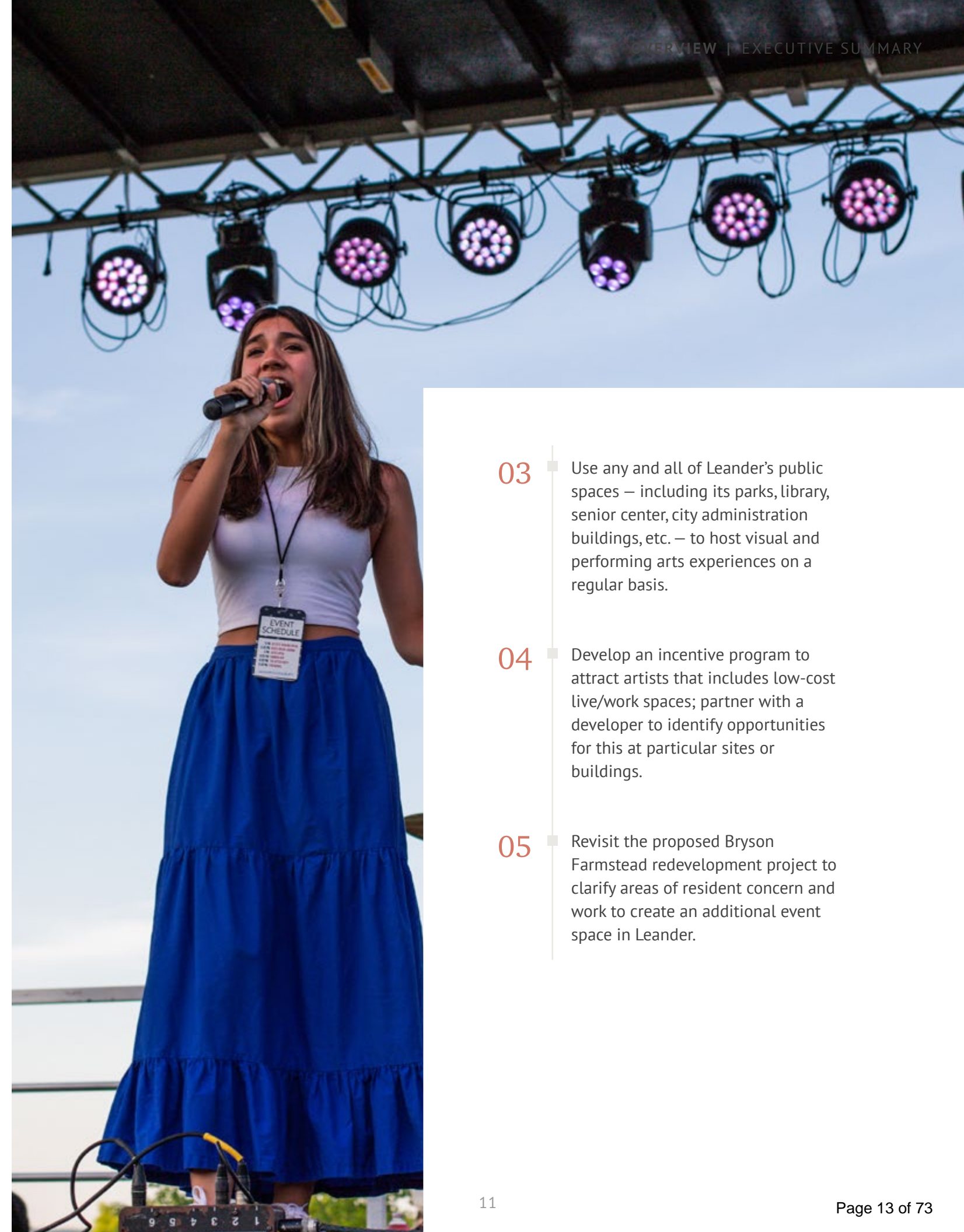
- 06 ■ Publicize LPACC's Subcommittees and their meeting times, and actively seek community volunteers to serve on them.
- 07 ■ Cultivate community cultural leaders to establish nonprofit organizations that can take the lead on implementing cultural events, in partnership with as opposed to led by the city.
- 08 ■ Have LPACC members and other city leaders tour nearby the communities of Georgetown, Round Rock, Fredericksburg, and Cedar Park and learn from members of their arts communities what has been working well for them.
- 09 ■ Understand the role a local Arts Council might play in Leander and begin considering ways to facilitate such an organization over time.



Create places for art and culture to be created and enjoyed.



- 01 Continue to invest in placemaking efforts for Old Town, as described in the [Old Town Master Plan](#).
- 02 Ensure that all of Leander's parks, neighborhoods, and public buildings include within their master plans a section on how they will incorporate art and other cultural elements.



- 03 Use any and all of Leander's public spaces – including its parks, library, senior center, city administration buildings, etc. – to host visual and performing arts experiences on a regular basis.
- 04 Develop an incentive program to attract artists that includes low-cost live/work spaces; partner with a developer to identify opportunities for this at particular sites or buildings.
- 05 Revisit the proposed Bryson Farmstead redevelopment project to clarify areas of resident concern and work to create an additional event space in Leander.

PLAN RECOMMENDATION **NO. 3**

Update city policies to better support art and culture.



01 ■ Revise the city’s current public art program ordinances accordingly:

- Offer more robust, precise definitions of “artist,” “public art,” and other relevant terms.
- Better define appropriate and inappropriate uses of funds.
- Add criteria for collections acquisition, maintenance & removal.
- Operationalize the public art program through the use of key planning documents.

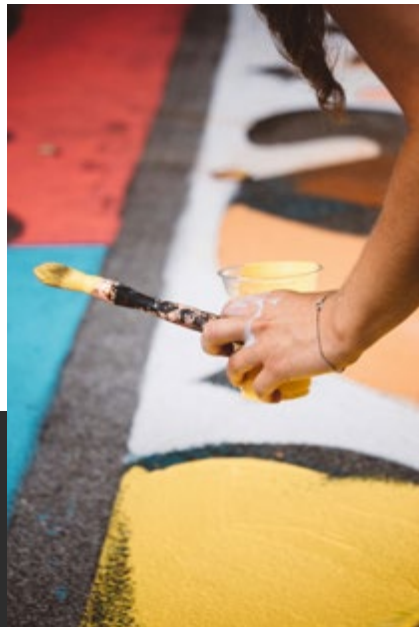
02 ■ Simplify appropriations calculations for municipal construction projects by appropriating 1% of municipal construction projects across the board to public art (not to exceed \$100,000).

03 ■ Remove language about “encouraging” developers/owners to commit 1% of their projects to public art and instead require it.

04 ■ Expand flexibility in public art implementation by removing the stipulation that “Artwork should be first and foremost considered as a part of the project itself, and used in/for that particular city project.” Instead, funds should be available for use throughout the city, as the Public Art & Culture Coordinator and LPACC see fit.

05 ■ *Strike the code regarding city adoption of cultural events and clarify the city’s role in supporting events (see Events, below).*

Provide more arts and culture programming for youth and adults.



- 01 ■ Add a new slate of arts and culture programs for people of all ages (e.g., artmaking, dance, cooking, etc.) at the community center and the new senior center.
- 02 ■ Equip the Rec Center and Senior Center with permanent artmaking equipment to support classes in ceramics, screen printing, photography, 3D printing, and/or other media.
- 03 ■ Institute a local/regional/state history lecture series and/or book club].
- 04 ■ Create a Library of Things with objects that can facilitate home-based arts and culture activities (e.g., cameras, sewing machines, cookware, etc.).



PLAN RECOMMENDATION NO. 5

Install more public and publicly accessible art throughout the city.



- 01 Phase out the train art program and instead support small businesses in installing murals or other creative art installations.
- 02 Prioritize the following themes in public art:
 - Leander history & heritage
 - Cowboys (of all races), ranching, rodeo
 - Dinosaurs/prehistoric times
 - Trains
 - Diverse cultures coming together
 - Family
 - Native flora and fauna
- 03 Solicit artists for utility box and banner art opportunities.
- 04 Proactively encourage private developers to factor art into their developments.

- 05 Hire an artist to lead the community in participatory art projects of which all participants can be proud (e.g., fairy houses along a trail, a tiled sculpture or wall, a mural, etc.).
- 06 Aim to implement 1–2 significant, permanent public artworks per year. Transition from art-on-loan submissions to curated exhibitions and commissions to grow the city’s public art collection.



PLAN RECOMMENDATION NO. 6

Offer more **community events** and a more **diverse slate of events** to reach all audiences.

- 01 ■ Develop a package of support for community-led cultural events of all sizes, to include possible funding and in-kind services.
- 02 ■ Define a set list of annual holiday events the city will offer, with the following recommended: MLK Day, Valentine’s Day, Memorial Day, Juneteenth, 4th of July, Halloween, Thanksgiving, and Winter Holidays.



- 03 ■ Offer community events that are not explicitly cultural in nature, but that invite cultural expression by their nature (e.g., chili cookoffs, dance showcases, food and beverage festivals, etc.)
- 04 ■ Add multi-cultural elements to the Old Town Christmas Festival event, for example having trees sponsored and decorated by local nationality groups.
- 05 ■ Grow the annual ArtFest and add to it a half-day Arts Summit that convenes city leaders and the local arts community to share successes and plan for the future. This should become the only event that LPACC is responsible for delivering.

PLAN RECOMMENDATION NO.7

Ensure that community members are aware of opportunities to experience art and culture locally.

- 01 ■ Install and maintain electronic community bulletin boards at 2–3 key sites throughout the city through which to communicate information about arts and culture opportunities.
- 02 ■ Establish a Communications subcommittee on LPACC that is responsible for sending a monthly arts- and culture-themed e-newsletter (and working with the city to develop and properly utilize an email list for this purpose) and updating the LPACCCC website and social media with current information and opportunities.



Better fund the public art program and arts- and culture-oriented community groups.

- 01 ■ Establish a fund to seed for- and not-for-profit art and culture startups.
- 02 ■ Set aside a percentage of public art funds as a grant program to support special events offered by local nonprofit agencies.
- 03 ■ Require private developers to give 1% to the arts (see Policies, above).



CHAPTER 01

Project Overview

The City of Leander has recently expanded the purview of its Public Arts Commission to include the city’s cultural activities, prompting a need to revisit the outdated 2014–2019 Leander Public Arts Master Plan and refresh its vision and goals. Chapter 1 provides a brief introduction to this plan update and the teams who will be tasked with enacting its recommendations.

Introduction

The City of Leander established a Public Art Committee in 2008 to “expand public experience and exposure to culture through various art forms and to enhance the appearance of public facilities and improve the environment of the City on behalf of its citizens.” In 2023, after having renamed the Committee a Commission in 2012, City Council approved the Leander Public Arts Commission’s (LPAC) recommendation to again change its name to the Leander Public Arts and Culture Commission (LPACC) and expand its mission to include cultural events and non-visual artforms. On the basis of this change, LPACC sought funding to update the city’s 2014–2019 Public Arts Master Plan with an Arts & Culture Master Plan.





“The commission defines culture as within people and is contagiously and globally spread throughout their food, their music, their language, their arts, their shared knowledge, their religion and their way of life. Culture is actively fostering growth and understanding in shared social patterns of behavior and interactions that are learned by socialization.”

Sec. 1.14.034 Powers and Duties, Leander Code of Ordinances
Ordinance 23-005-00 adopted 1/5/2023





LPACC secured funding for the Leander Arts & Culture Master Plan in 2024 and hired the national arts and culture planning firm Designing Local to create it. The resulting 5-year plan casts a vision for what Leander will gain from investing more substantially in its creative assets, and provides a roadmap for achieving specific goals along the path to becoming a more vibrant, arts-oriented, culturally rich community.



What's an Arts & Culture Plan?



An Arts & Culture Plan helps a city plan for how it wants to support and expand its arts and cultural offerings, including public art, museums, performances, community festivals and events, and more. Such plans translate feedback from artists, community and arts organization leaders, city staff, the business community and members of the general public into a series of action steps that advance their shared vision for art and culture.

Arts & Culture Plans address things like: What is the community's vision for art and culture? Where does arts funding come from and how does it get distributed? What arts

organizations already exist, and who is missing from the table? How easy is it for artists and creators to thrive in this place? What barriers do people face to self-expression here, and how can we reduce or eliminate them?

Thinking through questions like these helps make a community's arts and cultural offerings more prevalent, exciting, representative, and accessible to all.

THE LEANDER PUBLIC ART & CULTURE COMMISSION (LPACC)



The Leander Parks and Recreation Department, with a mission to “enhance and enrich the lives of all Leander citizens by providing access to superior park and public spaces and creating quality recreation, sports and leisure opportunities” operates and maintains 7 parks on 180 city acres. The department offers recreation programs and special events, including the Bluegrass and Kite Festivals, Liberty Fest, children’s day camps, concert and movie series, the holiday tree lighting, active adult day trips, and more. It further supports the activities of LPACC to implement public art projects and cultural events such as Juneteenth, MLK Day, and ArtFest.

Section 1.14.034 of Leander’s Code of Ordinances outlines the Leander Public Arts and Culture Commission’s purpose, functions, and responsibilities, which broadly include working with the Parks & Recreation Department to facilitate art in public places and providing recommendations to Council regarding all matters of the city’s arts and culture activities.

LPAC is funded through utility bill donations, a percentage of certain city capital improvement projects, voluntary donations by private capital improvement project developers, and other private donations or grants. It is a 9-member body with members appointed by the Mayor and approved by City Council for a 2-year term.

THE LEANDER PARKS & RECREATION DEPARTMENT



KEY TAKEAWAYS

- 01 In January 2023, City Council voted to approve a recommendation from the Leander Public Arts Commission to add “Culture” to its name and its mission.
- 02 The Leander Public Arts and Culture Commission (LPAC) is a city-ordained group that advocates for the arts and helps facilitate arts and culture programming, largely in partnership with Leander’s Parks and Recreation Department.
- 03 After LPAC’s mission was expanded to include a focus on culture as well as the arts, the Commission secured funding to update the 2014–2019 Leander Public Arts Master Plan with a plan that encompassed both.
- 04 City leadership has expressed support for this plan and advancing its recommendations once approved.

CHAPTER 02

About Leander

The City of Leander is among the fastest growing cities in the nation, and its population is increasingly diverse. Chapter 2 reveals the dramatic population growth and demographic shifts that Leander has experienced over the past 25 years, and how new city leadership is working to ensure all city residents feel welcome and enjoy a high standard of living.

Introduction

Leander is a city that, until recently, was more like a small town, with wide open spaces and relatively few residents. With the growth of the Austin metro region, however, Leander and other Austin suburbs have experienced a massive population influx – and struggled to accommodate its demands. Leander has done an admirable job providing basic services and keeping pace with infrastructure to support new residential and commercial development. Now both new and long-time residents are demanding attention to other important quality of life issues, and new city



leadership is responding with efforts to invest more expansively in the city's atmosphere and culture. Indeed, the city recently adopted inspiring new vision and mission statements and guiding concepts that define who Leander is and what residents can expect from its leaders (see Appendix 1, page ## for these in their entirety). These largely reflect who Leander has always been – friendly and welcoming, heritage- and family-oriented – and provide a pathway to embracing the Leander that is emerging from all the growth and change.



“
 Leander is an economically sustainable and balanced community that invites endless possibilities, celebrates its vibrant culture, and cultivates a welcoming environment.

Leander's Vision Statement



Character Profile

Is there short blurb that can go here? Mo des dolorro ommolum enimincia culparis derferapel et eaqui cuscient et Idel id ma nes dolorit quunt. Mintusanis sit, vellore ssitatuscid ut alitis Et offic te vid quae necae plis quatumqui int ut re consentus rem serupisquam.

*Historic
 Growing
 Diverse
 Friendly
 Suburban
 New
 Small Town Feel
 Families*

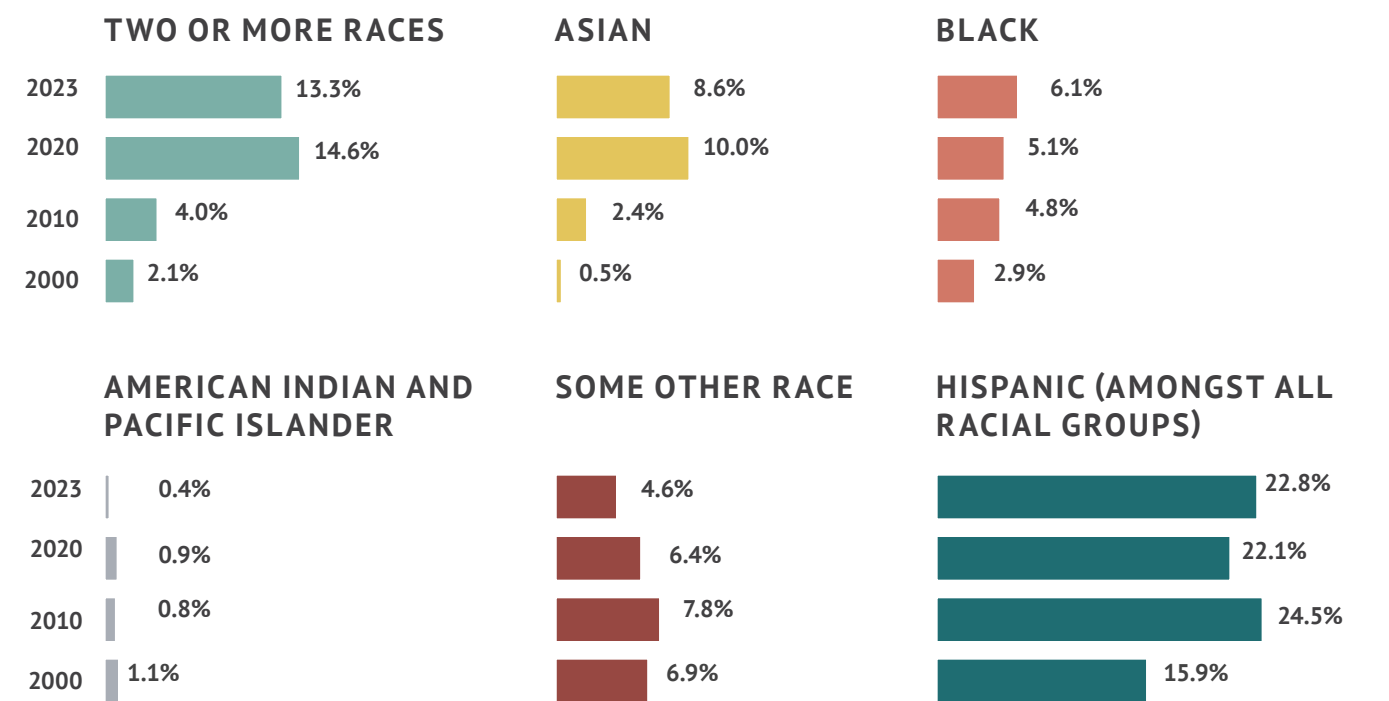
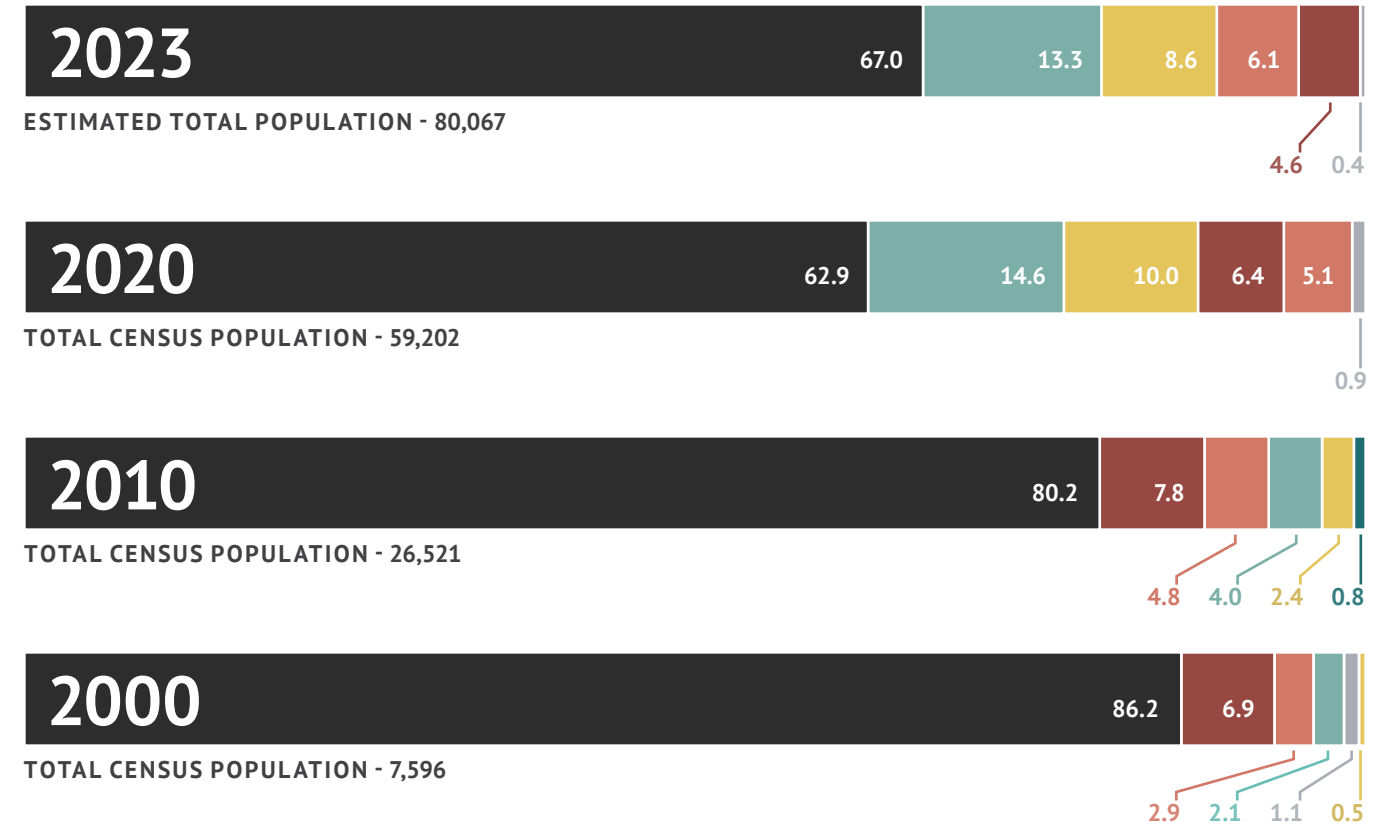




Demographics

Among Leander’s most defining features is its rapid pace of growth and change over the past 20 years. The city’s population grew by 966% since the year 2000 – from approximately 7,600 to more than 80,000 residents – and its racial profile has shifted substantially during that time. In particular, the proportion of White-alone residents decreased, while the proportion of those who identify as two or more races increased, along

with the Asian population. This is a profound change in a relatively short period of time; understandably, some residents are excited by it while others are disoriented. Art and cultural experiences that celebrate all who now call Leander home can bridge gaps and create cross-cultural understanding among groups who would otherwise remain siloed within their respective communities.



Art & Culture in Leander

While art and culture in Leander has not been an investment priority in recent years, the city and its partners have nevertheless achieved some key milestones in establishing a functional arts ecosystem:



Leander's Public Art & Culture Commission, public art policies, and public art funding mechanisms date to 2008.



The city offers a number of popular festivals, including: Bluegrass Festival, Liberty Fest, Kite Fest, Old Town Street Festival, Old Town Christmas Festival, and Mason Heritage Days.



The city has implemented several notable public art projects: Murals at Robin Bledsoe Park and on the Parks & Recreation Department building; a sculpture garden at Lakewood Park; an eagle sculpture at Veterans Park; and multiple sculptures at the Leander Public Library.



The Chamber has sponsored a program of Art Trains painted by local artists.



Leander recently added MLK Day and Juneteenth to its holiday event portfolio.



The amount of funding devoted to public art in Leander has increased over time.



LPACC's reinvigorated ArtFest was a major success in 2024, while the Leander Diwali Festival, a community group-driven event, has experienced two years of high attendance.



The primary challenges inhibiting Leander's arts and culture ecosystem at this time are a lack of: 1) adequate funding, 2) public gathering spaces, 3) a connected creative community, 4) communication infrastructure, 5) organizational capacity. When the building blocks for these elements are put into place, Leander's successes will be amplified exponentially.



KEY TAKEAWAYS

- 01 New leadership recently undertook a process to articulate a vision for Leander that **emphasizes the city's atmosphere and culture.**
- 02 Leander is considered to be a friendly, family-oriented community, but one that lacks **culture and a cohesive identity.**
- 03 Leander is among the **fastest-growing** cities in the country, and it has become **increasingly diverse** as more mixed-race and Asian people move there.
- 04 Art and culture in Leander has not been an **investment priority**, and its offerings are currently anemic as a result.

CHAPTER 03

Community Engagement

City leaders were clear that plan recommendations should closely reflect residents' needs, preferences, and concerns in the arts and culture space. Chapter 3 describes the engagement methodologies to elicit this information from community members, and what they shared.

Introduction

There were two primary means by which the Leander community was engaged in the development of this plan – stakeholder interviews and an online survey. These are described below; key themes from them can be found on the following pages.





Stakeholder Interviews

Twenty 30-to-60-minute, 1-on-1 stakeholder conversations with representatives from city government, the school district, economic development organizations, as well as small business owners and local artists, were held via Zoom during summer and fall 2024. These stakeholders were primarily identified by city staff as those with essential perspectives; some were identified by the consultant team as their discovery process unfolded.

Online Survey

A non-scientific survey to discern the community's arts and culture-related preferences was available during summer and fall 2024, in both English and Spanish. It was promoted on social media, at LPACC's ArtFest 2024, and via the city's email network. Ultimately, the survey received 115 responses.

Stakeholder Interview Themes

Leander's **rapid population growth** over the past 20 years required significant investment in infrastructure and basic city services, often at the expense of other community amenities.

As Leander has grown, so too has it diversified; there are mixed feelings about what this means for the city and debate about what, if any, role the city should take in **celebrating its multiculturalism**.

Leander features a **lack of community gathering places**, and little land remains available for public purchase and use.

Private HOAs form the center of many residents' community life, making it uncommon for them to encounter people socially outside their neighborhoods.

Leander's **creative and nonprofit communities** are anemic and cultivating them will require intentional support.

Money leaves Leander as people are forced to **go elsewhere for art, culture, and entertainment**. People view Leander's offerings in this regard unfavorably relative to those in Georgetown, Round Rock, Fredericksburg, and Cedar Park.

Leander's **current staffing is insufficient** to support significant arts and culture initiatives, leading to overreliance on LPACC volunteers.

Funding for art and culture in Leander is low, mostly optional, and split with the Chamber for tourism promotion purposes.

It is not yet clear how **recent changes in city leadership** will impact art and culture in Leander, though early indications are positive.

There is widespread agreement that **art can bridge the gaps** between Leander's past and future, between its longtime residents and newcomers.

SURVEY DATA & THEMES

Leander's arts and culture offerings do not currently meet the demand for them; more such offerings would make Leander a better place to live.

Most people are unaware of LPACC and what it does.

All types of public art would be welcome, but people would especially appreciate more murals and interactive installations – particularly in parks and Old Town – to beautify Leander's buildings, streets, and city-owned facilities.

People leave Leander to experience art and culture because the city does not offer those opportunities locally; if there are local offerings, people aren't hearing about them.

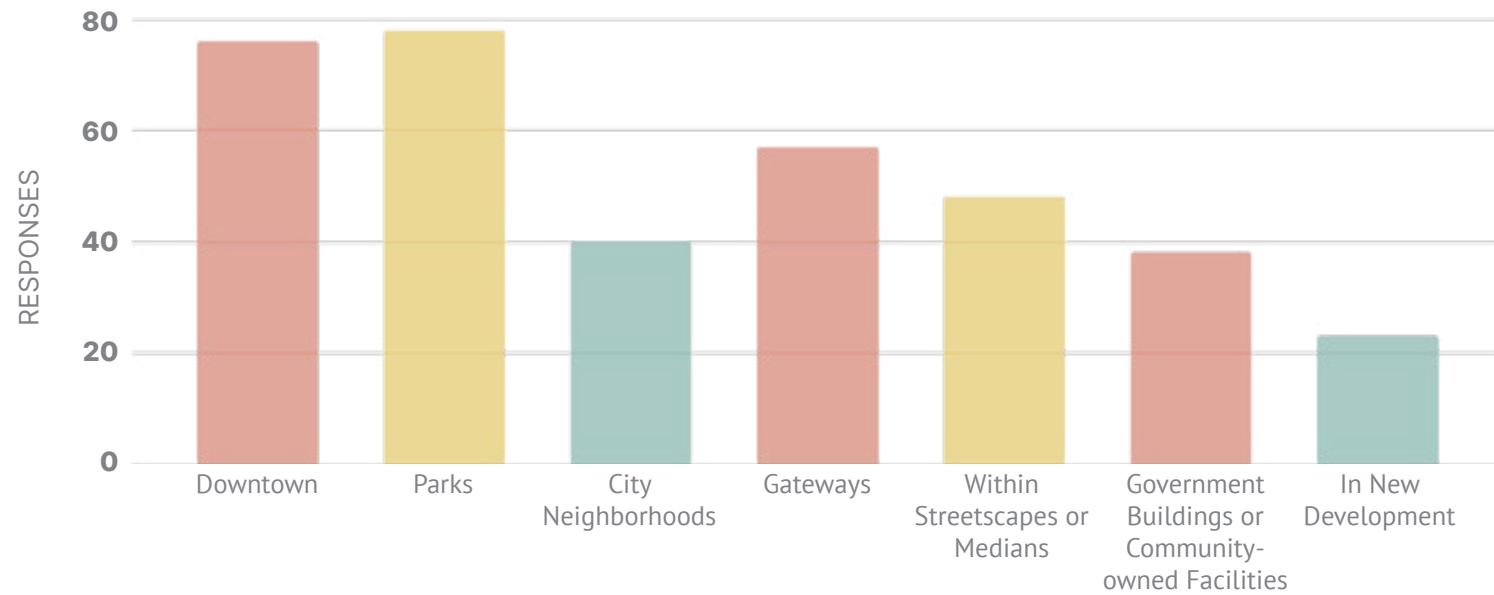
People want art and culture in Leander to bring the community together for fun times.

Leander's arts and culture scene should be Inclusive, Entertaining, and Local.

Parks and natural spaces are very important to the people of Leander, and they enjoy attending festivals and fairs; there is high interest in artisan fairs, specifically.



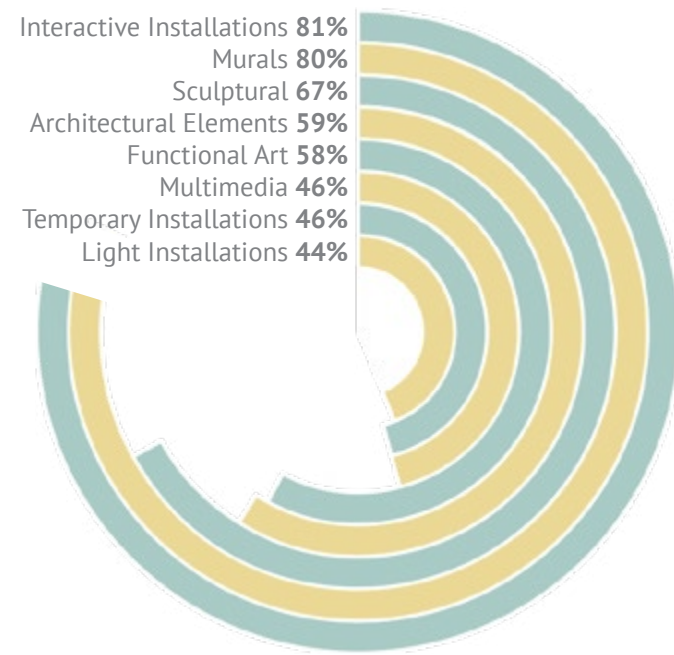
WHERE WOULD YOU LIKE TO SEE MORE PUBLIC ART IN LEANDER?



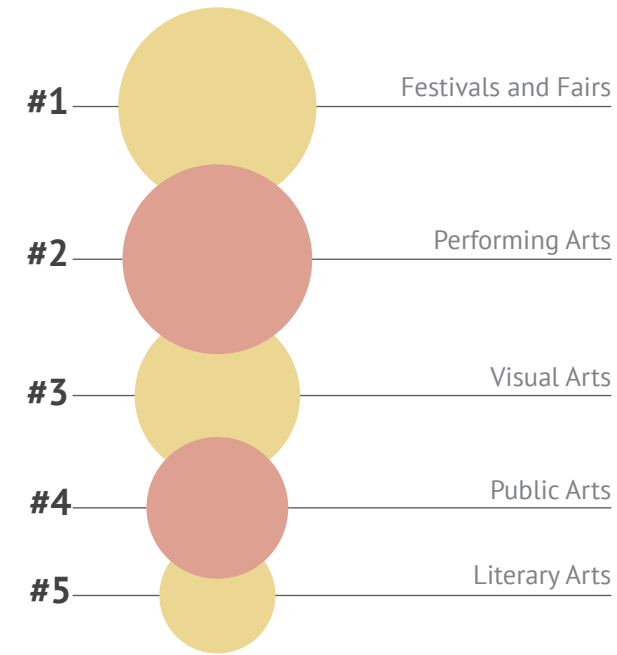
WHERE DO YOU TAKE FRIENDS AND VISITORS TO EXPERIENCE ART AND CULTURE IN LEANDER?



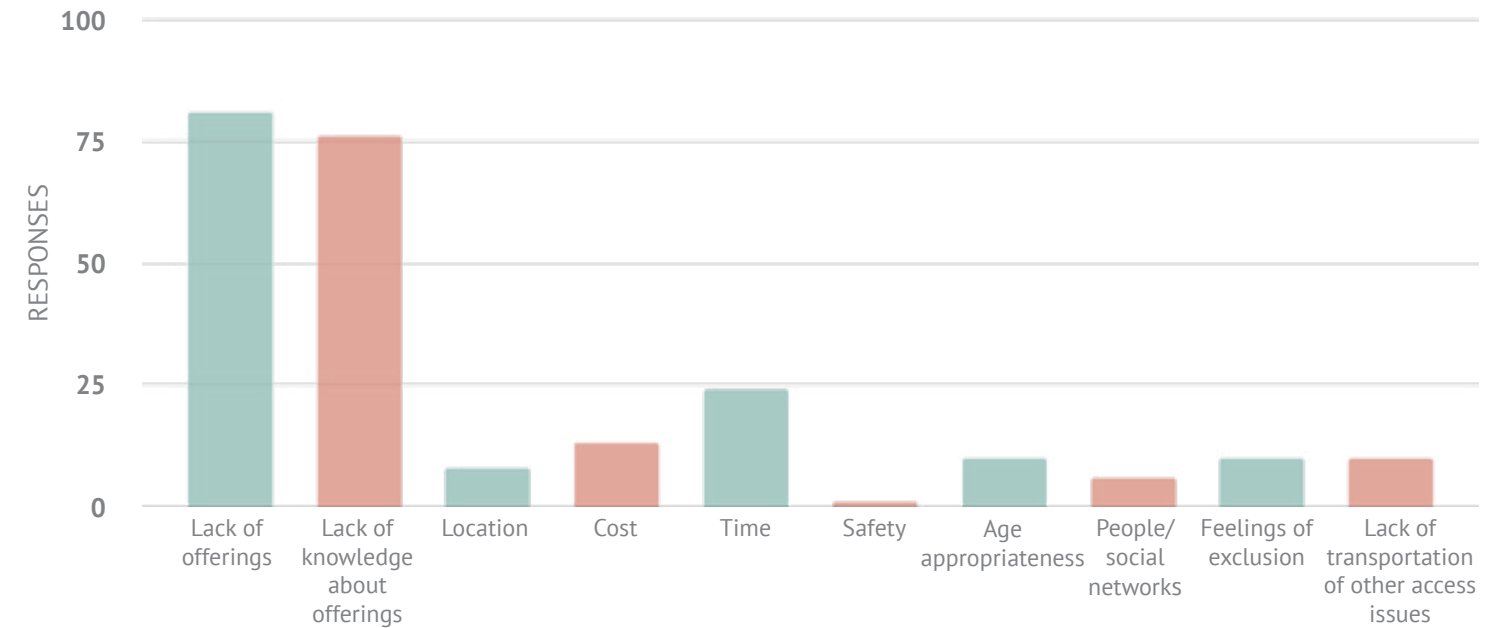
WHAT TYPES OF PUBLIC ART WOULD YOU LIKE TO SEE MORE OF IN LEANDER?



WHICH COMMUNITY EVENT OFFERING IS MOST IMPORTANT TO YOU?



WHAT BARRIERS, IF ANY, HAVE PREVENTED YOU FROM PARTICIPATING IN ARTS AND CULTURE ACTIVITIES IN LEANDER?



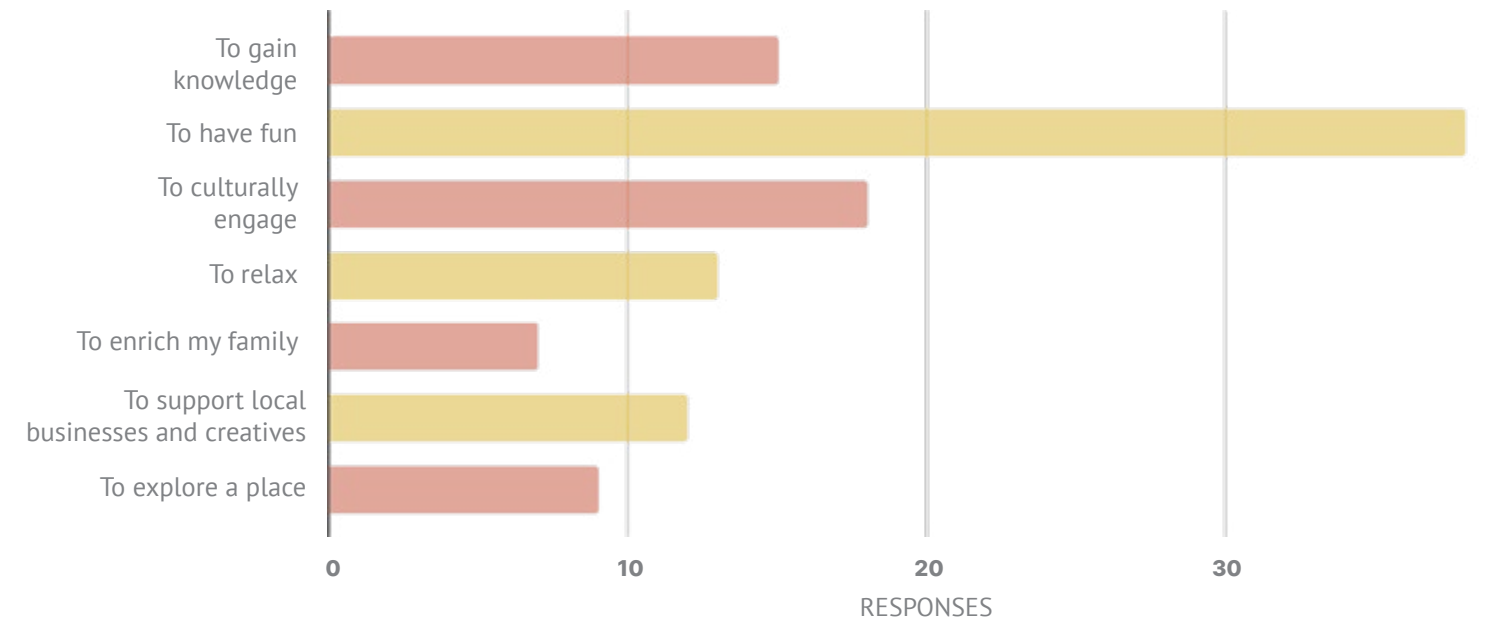
ARTS AND CULTURE IN LEANDER SHOULD BE:



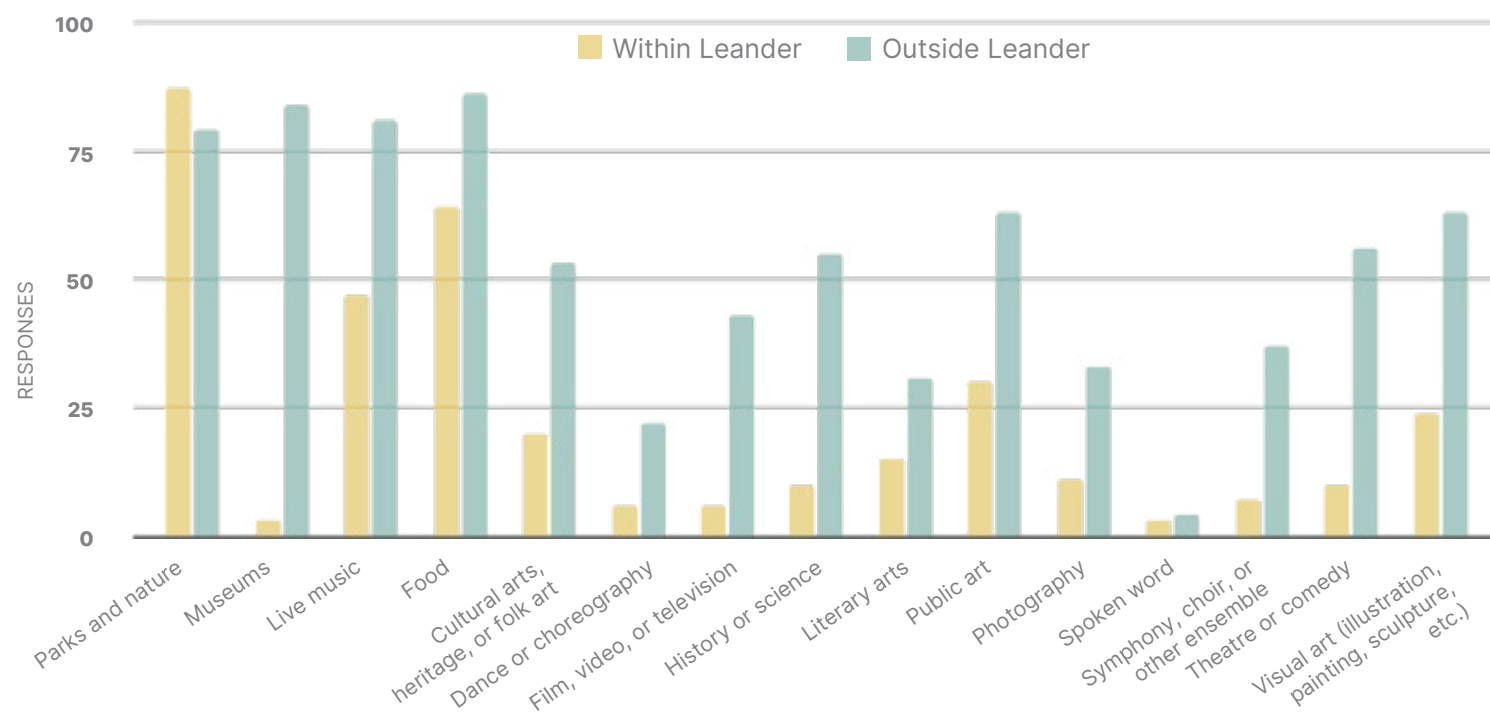
WHERE IN LEANDER DO YOU MOST COMMONLY EXPERIENCE ARTS AND CULTURE?

- #1 **PARKS**
- #2 **COMMUNITY FESTIVALS**
- #3 **LIBRARIES**
- #4 **OUTDOOR PUBLIC SPACES**
- #5 **MUSEUMS**

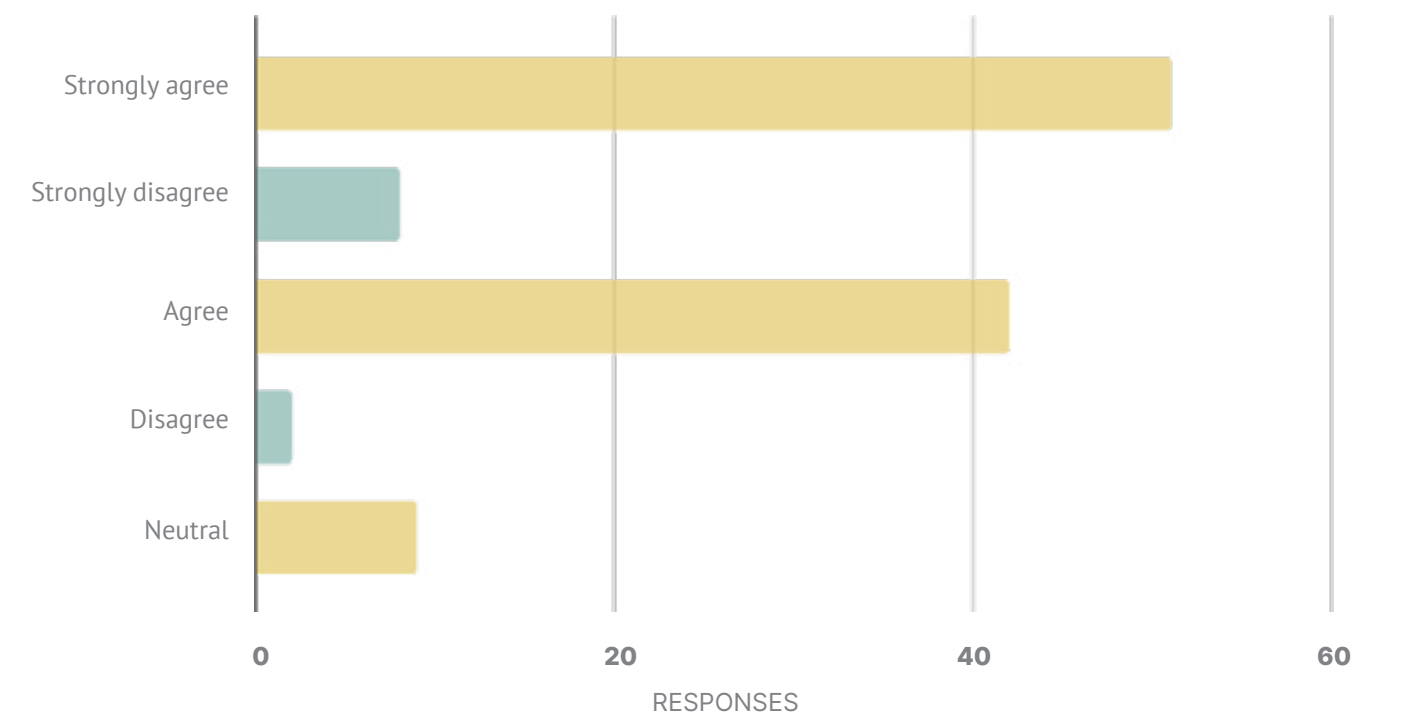
WHICH OF THE FOLLOWING MOTIVATIONS FOR EXPERIENCING THE ARTS MOST RESONATES FOR YOU?



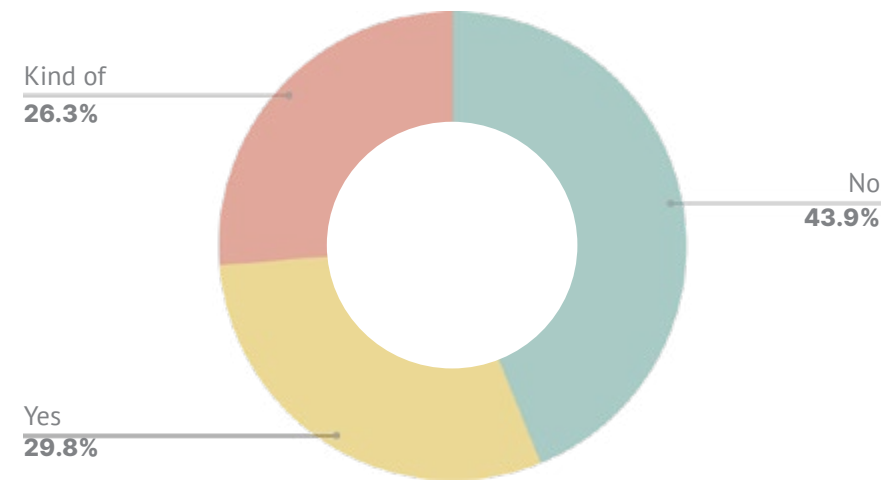
IN THE LAST 12 MONTHS, WHICH ARTS AND CULTURE ACTIVITIES WITHIN/ OUTSIDE LEANDER HAVE YOU PARTICIPATED IN?



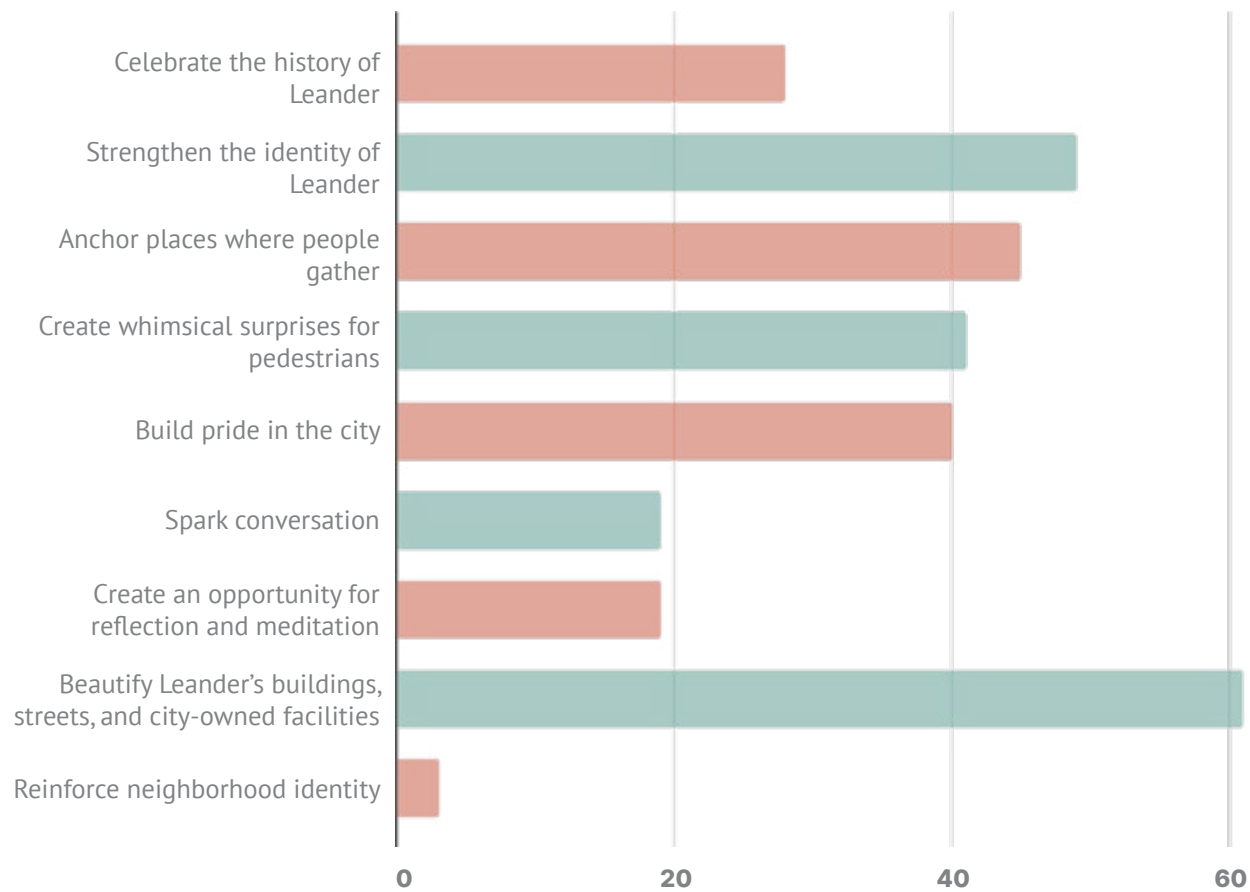
IF THERE WAS MORE SUPPORT FOR ARTS AND CULTURE IN LEANDER, IT WOULD BE A BETTER PLACE TO LIVE.



ARE YOU AWARE OF THE LEANDER PUBLIC ARTS & CULTURE COMMISSION (LPAC) AND WHAT IT DOES?



WHAT IMPACT SHOULD PUBLIC ART HAVE ON LEANDER?



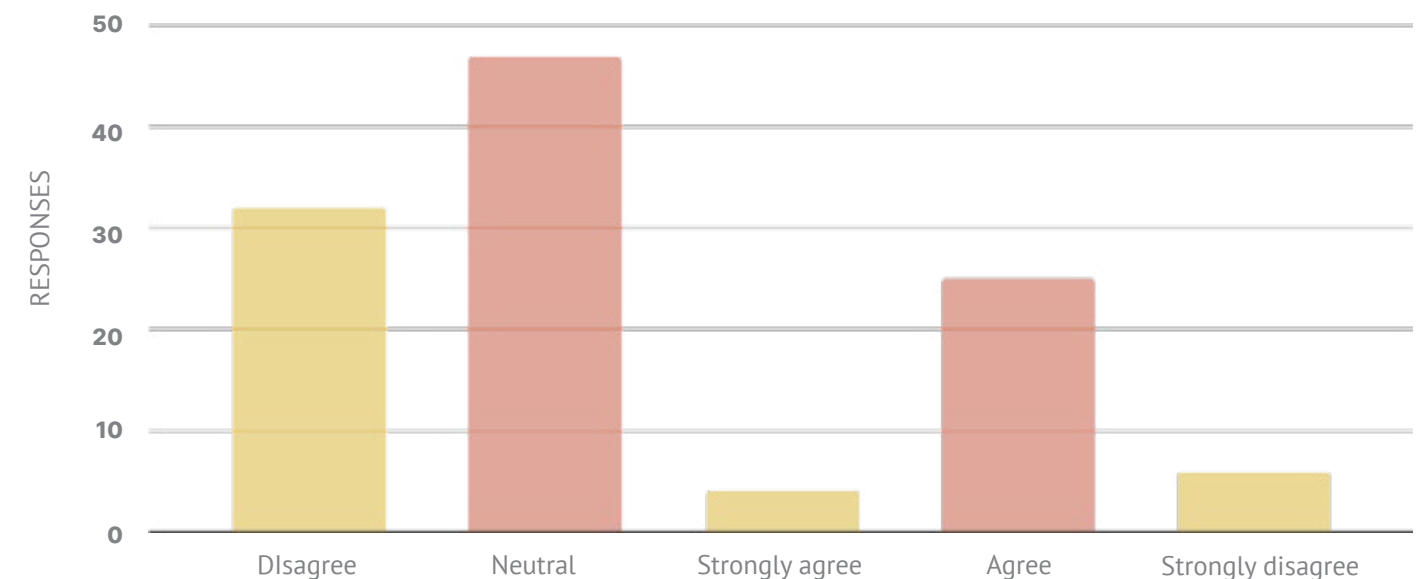
ARTS AND CULTURE IN LEANDER SHOULD ACCOMPLISH THE GOALS OF:

- #1 BRINGING THE COMMUNITY TOGETHER.
- #2 CREATING OPPORTUNITIES FOR ARTISTS.
- #3 CREATING ARTS-FOCUSED COMMUNITY EVENTS.

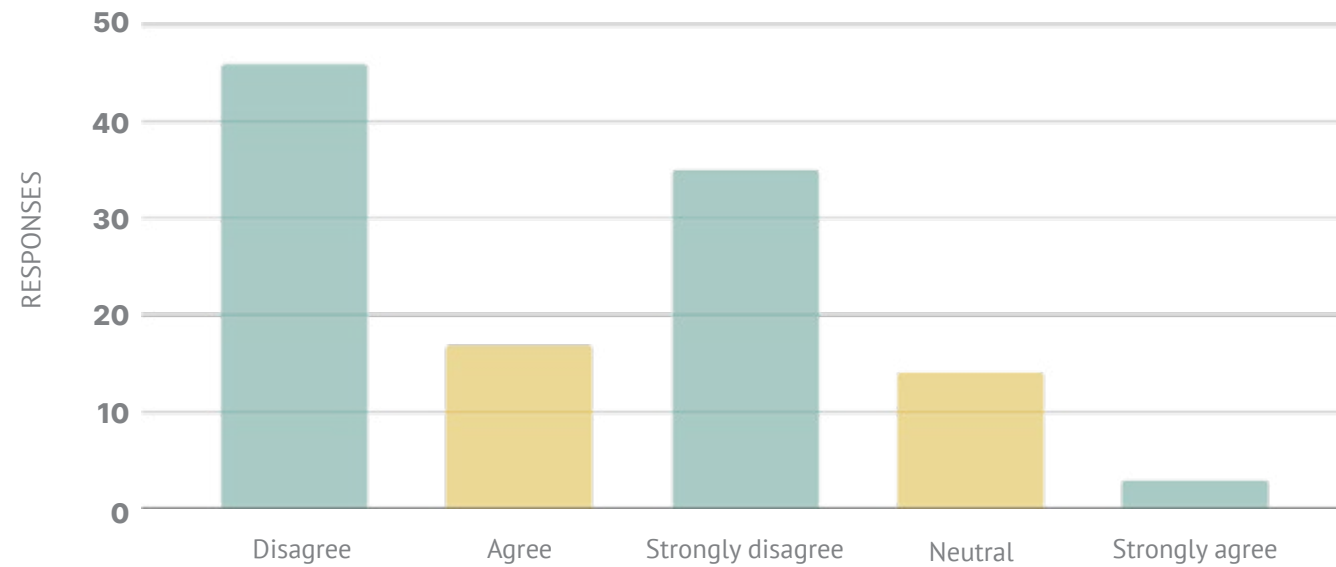
WHICH OF THE FOLLOWING ACTIVITIES DO YOU WANT MORE OF IN LEANDER?

- PARKS AND NATURE
- LIVE MUSIC
- VISUAL ART

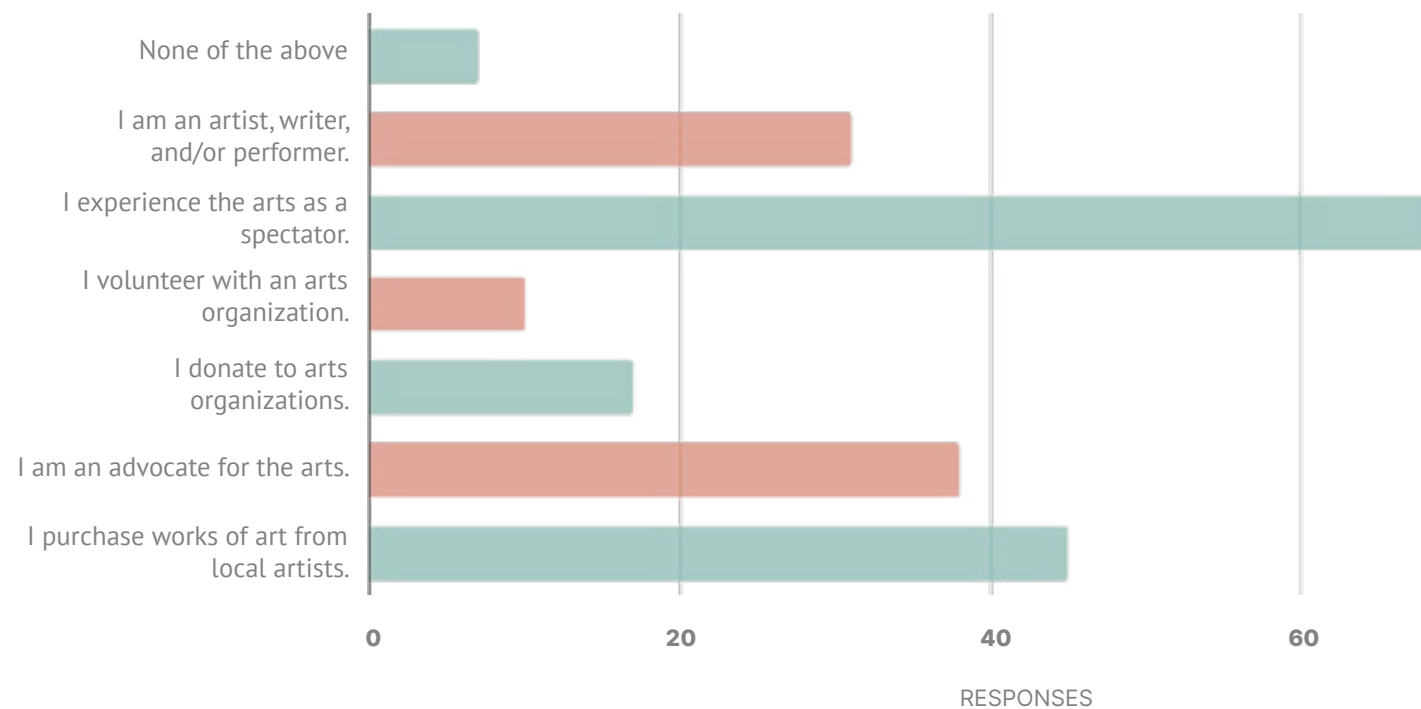
I FEEL THE ARTS AND CULTURAL OFFERINGS IN LEANDER ACCURATELY REFLECT THE COMMUNITY OF LEANDER.



I FEEL THE OVERALL QUALITY OF LEANDER'S ARTS AND CULTURAL OFFERINGS IS SATISFACTORY.



WHAT IS YOUR RELATIONSHIP WITH THE ARTS (VISUAL, LITERARY, PERFORMING, ETC.) IN LEANDER?



KEY TAKEAWAYS

- 01 Stakeholder interviews and a widely promoted community survey provided valuable insights into Leander's current context and the status of its arts and culture scene.
- 02 Leander's explosive growth has necessitated attention to residents' basic needs, such as infrastructure and city services, but residents are increasingly seeking investment in cultural amenities that enrich the community and draw people together.
- 03 The types of arts and culture investments people crave align with and will advance the city's new mission, vision, and goals.
- 04 Art and culture in Leander should be used to cultivate community by emphasizing shared values among its many cultural groups and celebrating the heritage of all who now call the city home.

CHAPTER 04

Plan Recommendations

By following the recommendations in this plan, Leander will position itself to enjoy a robust public art program and a diverse slate of cultural activities. Chapter 4 contains recommendations within eight categories that are critical to the development of a thriving arts and culture ecosystem; an implementation table in Appendix 2 supports next steps.

Introduction

Given the community engagement results discussed in Chapter 3, this plan identifies a number of recommendations in the areas of People, Places, Policies, Programs, Public Art, Cultural Events, Communications, and Funding, each of which represents a critical piece of Leander's arts and culture ecosystem. With LPACC and the work it has already done to infuse the city with art

and culture, Leander has a strong foundation from which to enact these recommendations. That said, a bifurcation in efforts will be required over the coming years to reinforce this foundation while continuing to deliver public art and cultural projects that sustain the community's interest. City staff will need to be involved in this effort to a much larger extent than previously, and LPACC will need to be accountable for ensuring that progress towards these recommendations is being made; a 5-year plan requires an aggressive implementation schedule.





VISION.

Leander is a 'suburb with heart' where abundant, easily accessible arts and cultural experiences enrich residents' lives and make the city an ideal place to call home.

MISSION.

The City of Leander works to ensure that all residents have frequent opportunities to create and experience art and culture.

GOALS.

Increase the total amount of arts and cultural experiences throughout Leander.

Ensure that arts and culture in Leander is inclusive and reflects the diversity of all who live here.

Identify ways the city can invest in making Leander beautiful, interesting, and fun.

Create opportunities for family-focused arts and culture programming that enlivens all family members.

PLAN RECOMMENDATION NO. 1

Develop the organizational capacity to implement arts and culture initiatives.

01

Hire a second Special Events Coordinator to support additional city-led events.

Hire (or contract with) a Public Art & Culture Coordinator to support the development and implementation of a professionalized Public Art Program and more robust cultural programming.

Contract with local artists and other creatives to teach additional arts and culture classes at the community center and senior center.

Convene local artists monthly through an informal, networking-oriented speaker series and/or skillbuilding workshops.

Actively recruit LPACC members from the community of local art teachers.

Publicize LPACC's Subcommittees and their meeting times, and actively seek community volunteers to serve on them.

Cultivate community cultural leaders to establish nonprofit organizations that can take the lead on implementing cultural events, in partnership with as opposed to led by the city.

Have LPACC members and other city leaders tour nearby the communities of Georgetown, Round Rock, Fredericksburg, and Cedar Park and learn from members of their arts communities what has been working well for them.

Understand the role a local Arts Council might play in Leander and begin considering ways to facilitate such an organization over time.



What is an Arts Council?

Arts Councils are nonprofit organizations that provide advocacy and direct support to artists and arts organizations.

They vary widely in terms of their structure, funding, programs, and services, depending on their organizational capacity and local community needs, but typically offer some combination of the following:

- Opportunities for networking, education, mentorship, and professional development
- Technical assistance
- Artist and public art directories
- The use of free or low-cost tools, amenities, and facilities
- Arts advocacy
- Arts impact data collection and reporting
- A community arts calendar and other promotional support
- Funding (by acting as a regranting entity for federal, state, and local arts funds)

They may further offer their own arts and culture programming, and/or contract with a municipality to implement parts of its arts and culture programming.



Create places for art and culture to be created and enjoyed.

02

Continue to invest in placemaking efforts for Old Town, as described in the Old Town Master Plan.

Ensure that all of Leander's parks, neighborhoods, and public buildings include within their master plans a section on how they will incorporate art and other cultural elements.

Use any and all of Leander's public spaces — including its parks, library, senior center, city administration buildings, etc. — to host visual and performing arts experiences on a regular basis.

Develop an incentive program to attract artists that includes low-cost live/work spaces; partner with a developer to identify opportunities for this at particular sites or buildings.

Revisit the proposed Bryson Farmstead redevelopment project to clarify areas of resident concern and work to create an additional event space in Leander.



PLAN RECOMMENDATION NO. 3

Update city policies to better support art and culture.

03

Revise the city’s current public art program ordinances accordingly:

- Offer more robust, precise definitions of “artist,” “public art,” and other relevant terms.
- Better define appropriate and inappropriate uses of funds.
- Add criteria for collections acquisition, maintenance & removal.
- Operationalize the public art program through the use of key planning documents.

Simplify appropriations calculations for municipal construction projects by appropriating 1% of municipal construction projects across the board to public art (not to exceed \$100,000).

Remove language about “encouraging” developers/ owners to commit 1% of their projects to public art and instead require it.

Expand flexibility in public art implementation by removing the stipulation that “Artwork should be first and foremost considered as a part of the project itself, and used in/for that particular city project.” Instead, funds should be available for use throughout the city, as the Public Art & Culture Coordinator and LPACC see fit.

Strike the code regarding city adoption of cultural events and clarify the city’s role in supporting events (see Events, below).



Provide more arts and culture programming for youth and adults.

04

Add a new slate of arts and culture programs for people of all ages (e.g., artmaking, dance, cooking, etc.) at the community center and the new senior center.

Equip the Rec Center and Senior Center with permanent artmaking equipment to support classes in ceramics, screen printing, photography, 3D printing, and/or other media.

Institute a local/regional/state history lecture series and/or book club].

Create a Library of Things with objects that can facilitate home-based arts and culture activities (e.g., cameras, sewing machines, cookware, etc.).



PLAN RECOMMENDATION NO. 5

Install more public and publicly accessible art throughout the city.

05

Phase out the train art program and instead support small businesses in installing murals or other creative art installations.

Prioritize the following themes in public art:

- Leander history & heritage
 - Cowboys (of all races), ranching, rodeo
 - Dinosaurs/prehistoric times
 - Trains
- Diverse cultures coming together
- Family
- Native flora and fauna

Solicit artists for utility box and banner art opportunities.

Proactively encourage private developers to factor art into their developments.

Hire an artist to lead the community in participatory art projects of which all participants can be proud (e.g., fairy houses along a trail, a tiled sculpture or wall, a mural, etc.).

Aim to implement 1–2 significant, permanent public artworks per year. Transition from art-on-loan submissions to curated exhibitions and commissions to grow the city's public art collection.

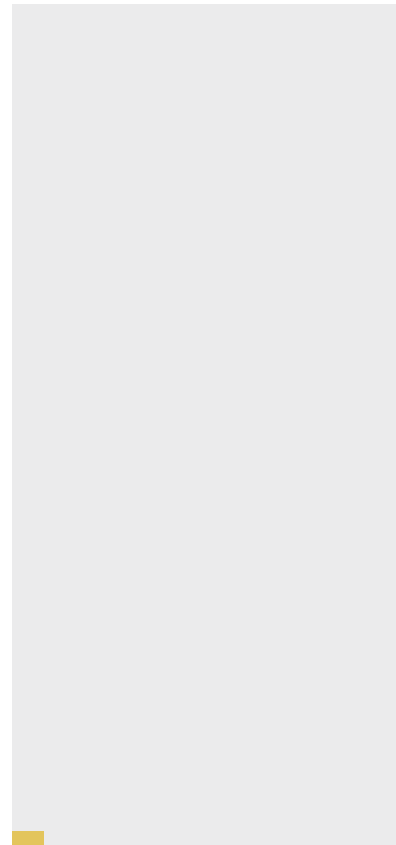


Common Public Art Typologies



Sculpture

Sculptures are three-dimensional original artworks that can be made of any material that offers structural stability and durability. Sculptures are scaled to their surroundings and typically do not move from the location in which they are installed. Whether contemporary, whimsical, traditional or something more, sculptures are often the focal points of civic art. Sculptures may commemorate and celebrate history, express civic pride, or be established as culturally-defining showpieces for the town. Sculptures can take on many shapes and sizes and often fit well when created in or alongside gateways, parks, gathering spaces, and community centers. Because communities can celebrate and enhance their civic identity, they are especially appropriate in parks and downtown settings.



Environmental Art

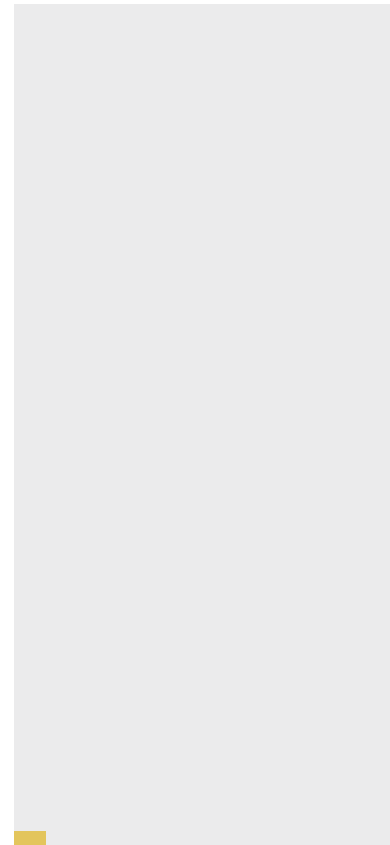
Environmental art is any kind of outdoor public art that uses materials with a direct connection to nature, landscaping, or organic materials. Environmental art can be temporary or permanent, and its scale can vary. Its thematic context addresses environmentalism and sustainability.



Fiber

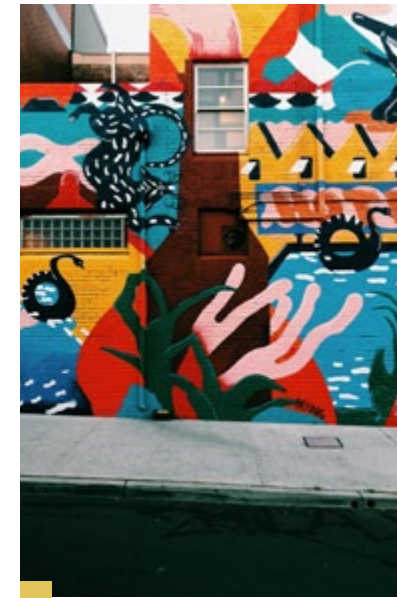
Fiber art is any kind of artwork that uses natural or synthetic fiber materials as the primary component of its overall composition. Fiber art can take the form of wall hangings, tree wraps, suspended sculptures, and beyond. Examples of fiber materials include fabric, yarn, polyurethane materials (like tarp), and mesh.

Common Public Art Typologies (cont.)



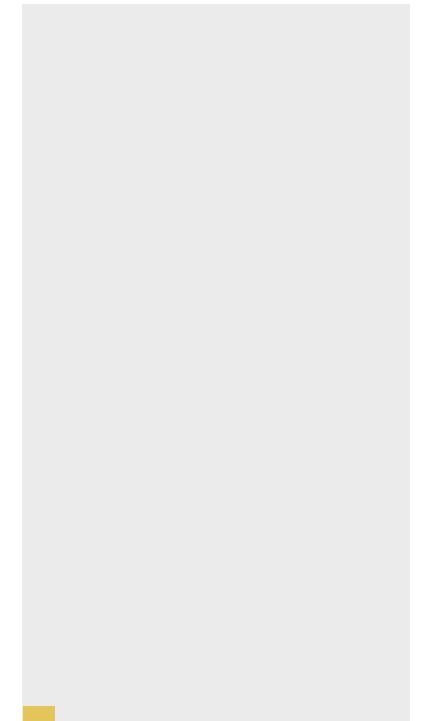
Functional Art

Functional Art is ordinary infrastructure that has been reimagined and designed by an artist. Integrating unique designs into infrastructure may be an affordable and efficient way to create a major visual impact. Some possible options for functional art installations include bike racks, benches, play equipment, medians, subdivision walls, trash cans, transit stops, storm drains, manholes, monument signage, sidewalk treatments and more.



Murals

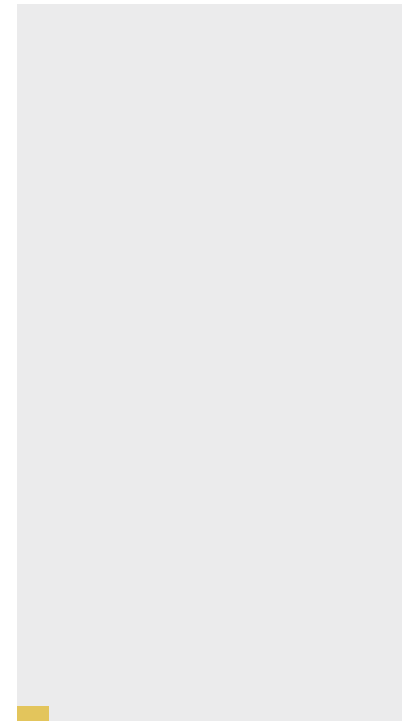
Murals are large-scale, two-dimensional compositions that can be: 1) painted onto the surface 2) graphic reproductions printed onto vinyl that is adhered to a surface, or 3) painted onto a panel that is affixed to the building. Environmental conditions, artwork display duration, artist ability, timeline, and budget are all considerations for which mural application style is suitable for a project. While curating permanent works of art as part of the collection is important, ephemeral works such as murals allow for the exposure of many artists over a short period of time rather than a few artists over a long period of time.



Light Installations

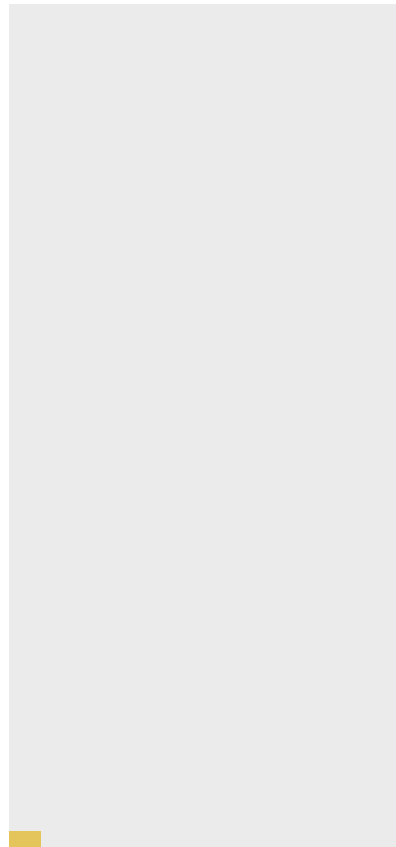
Artists use lighting in creative and interesting ways in order to manipulate the built environment with limited physical impacts. Light installations may be used on existing buildings, in parks on substantial landscape features, or as part of a larger installation of sculpture. They may be especially useful and impactful when used in infrastructure projects.

Common Public Art Typologies (cont.)



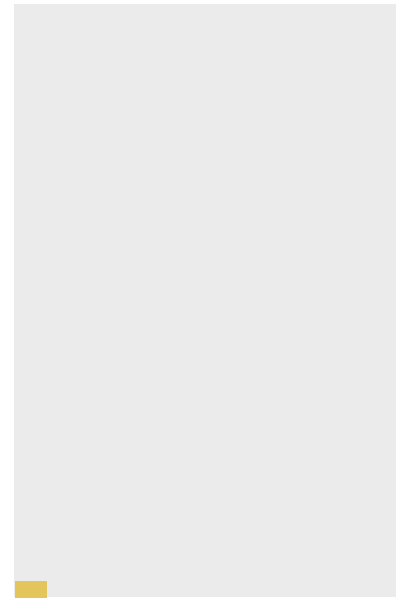
Mosaics

Mosaics come in many shapes and sizes and include glass or ceramics. The relative flexibility of the application of mosaics responds well to many art contexts. Mosaics can be inlaid for flooring or wall elements, or they may be a component of a sculpture. Terrazzo floors can be considered as a kind of mosaic installation.



Multimedia

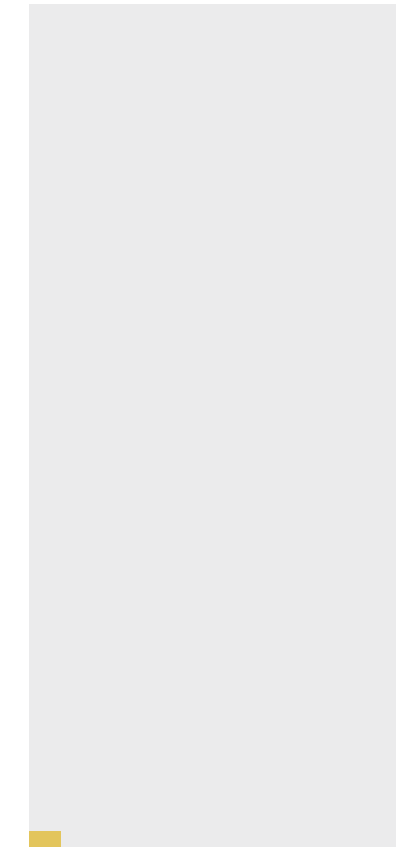
Multimedia installations may combine many other art types in ways that expand the imagination. Video, lighting, sculpture, murals, and more can be combined to make multimedia installations. Multimedia installations are especially useful for temporary or pop-up installations.



Site Specific Art

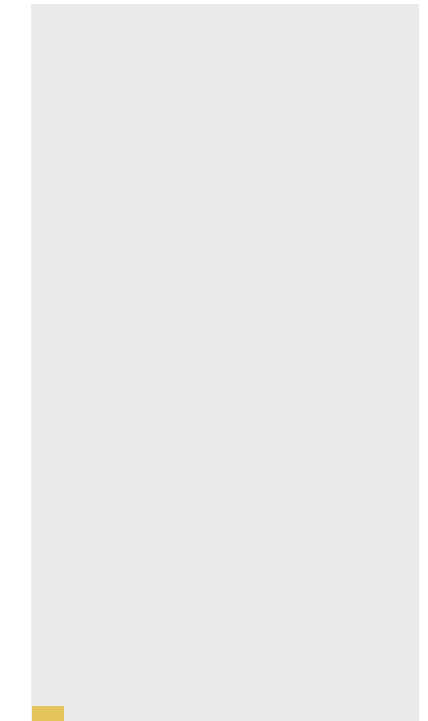
Site-specific art is artwork that is aesthetically, conceptually, and/or thematically connected to the unique circumstances, culture, history, and environment of a particular site. Site-specific art can take many forms, and may be permanent or temporary. In this approach to art-making, artists extensively research the place, site, or area where the site-specific artwork will be placed. Site-specific art tells the story of a place through its surroundings, enriching the experience of the place itself.

Common Public Art Typologies (cont.)



Performing Arts

Dance, theater, and spoken word are common types of public performance. The scale and scope of these artforms may vary, as well as their performance spaces.



Time-Based Media

Time-based Media is art that is created using photography, video, film, and/or audio whose composition transpired over a period of time. Time-based media artwork has clearly-defined beginning and ending points. This kind of artwork may run on a loop and is suitable for environments whose conditions are not suitable for traditional artwork materials.

“

I think there needs to be more opportunities for the city to come together regularly to celebrate arts and culture.
– Survey respondent

“

[Art] would help create a community culture and bond that currently isn't very well defined. We should focus on art that supports that. Things that are visible and bring people together.
– Survey respondent

“

As an artist I find Leander to be a desert, no galleries or appropriate venues!
– Survey respondent

“

“If there are arts to be supported in Leander, you need to do a better job of promoting it. All that work is for nothing if a large part of our community doesn't know it exists.”
– Survey respondent

Public Art Placement Strategies



Iterative Public Art Projects

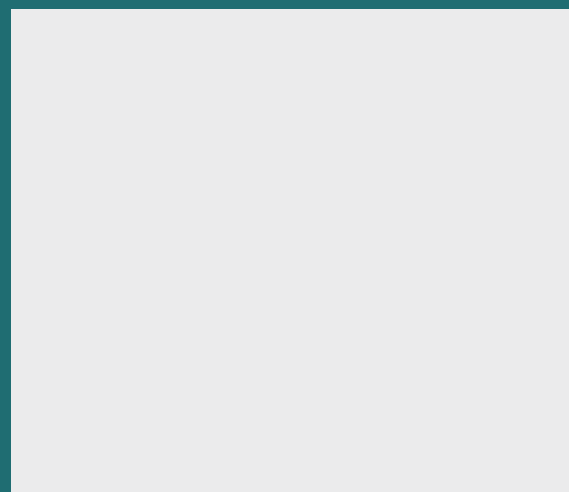
An iterative project is one that has many parts united by the same theme. For example, a park may commission an artist to create a series of sculptures placed in various locations around the park, united by the theme “Larger than Life Flowers.” Another example could be a recurring design motif or symbol placed in a range of sites around a town center. If a city’s symbol is a beehive, then an artist could design a series of beehive images to be printed on vinyl stickers and placed around a town. Iterative projects establish a “trail” for the community to follow across a predetermined area, making them a great option for retail areas, parks, or historic town centers.

Single-Presentation Public Art Projects

Single-presentation public art projects are those that do not repeat in multiple locations and their compositions are limited to one site. Examples of these kinds of projects include, a large-scale sculpture commissioned for a city hall lawn; a unique mural on the facade of a community center; or light installation that is engineered to complement the detailed architecture of a historic building. Single-presentation projects may be temporary, or long-term, and they are primarily characterized by their function as a landmark in public space.

Art Trail + Transit

Taking inspiration from the format of Iterative Public Art Programs, art that is placed along trails or integrated into a Public Transit system can shape transportation routes and provide a captivating, continuous experience for travelers. The benefits of art integrated into the mass transit experience includes increased ridership, enhanced system identity, and vandalism deterrence, in addition to an overall stimulating and engaging rider experience.



Engaging Public Art Opportunities

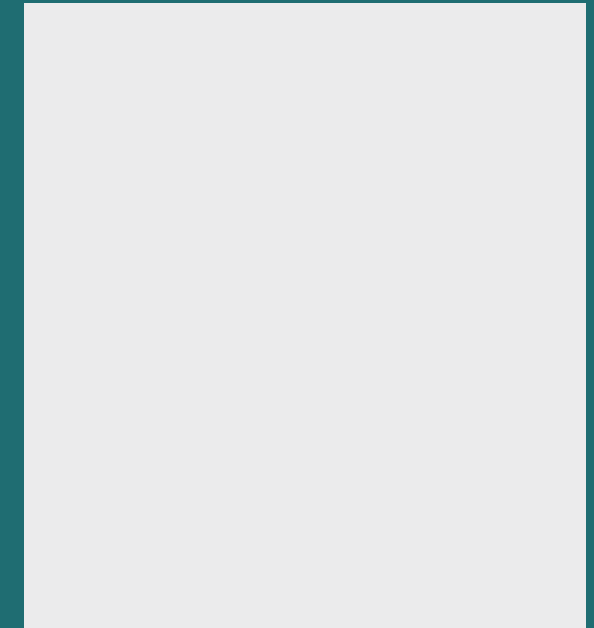
Public Performances

Dance, theater, spoken word, or another type of public performance is an ideal opportunity to be staged in public space or alongside public art. These displays have a particular relevance when staged at the unveiling of public artworks.

Pop-up & Temporary Art

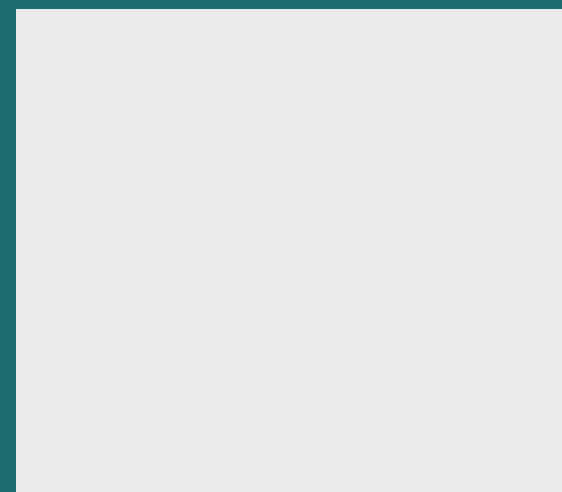
Pop-up and Temporary Art are public art opportunities that exist in a community between one day and two years. Though temporary art is not intended to live for a generation, it can have a lasting impact on a community by creating a sense of surprise and joy in unexpected places. Some ideal locations for temporary installations include construction sites, sidewalks, alleyways, parks, and temporarily empty spaces and storefronts.

Temporary art can be cost effective and easy to execute, providing opportunities for additional artist engagement. In whatever form, its short lifespan gives energy to the space and drives excitement among the community. Temporary may also invite collaboration, be it with local schools or community groups, to rotate artwork over short periods of time.



Community Participatory Art

Taking inspiration from the format of Iterative Public Art Programs, art that is placed along trails or integrated into a Public Transit system can shape transportation routes and provide a captivating, continuous experience for travelers. The benefits of art integrated into the mass transit experience includes increased ridership, enhanced system identity, and vandalism deterrence, in addition to an overall stimulating and engaging rider experience.



PLAN RECOMMENDATION NO. 6

Offer more community events and a more diverse slate of events to reach all audiences.

06

Develop a package of support for community-led cultural events of all sizes, to include possible funding and in-kind services.

Offer community events that are not explicitly cultural in nature, but that invite cultural expression by their nature (e.g., chili cookoffs, dance showcases, food and beverage festivals, etc.)

Define a set list of annual holiday events the city will offer, with the following recommended:

- MLK Day
- Valentine’s Day
- Memorial Day
- Juneteenth
- 4th of July
- Halloween
- Thanksgiving
- Winter Holidays

Add multi-cultural elements to the Old Town Christmas Festival event, for example having trees sponsored and decorated by local nationality groups.

Grow the annual ArtFest and add to it a half-day Arts Summit that convenes city leaders and the local arts community to share successes and plan for the future. This should become the only event that LPACC is responsible for delivering.

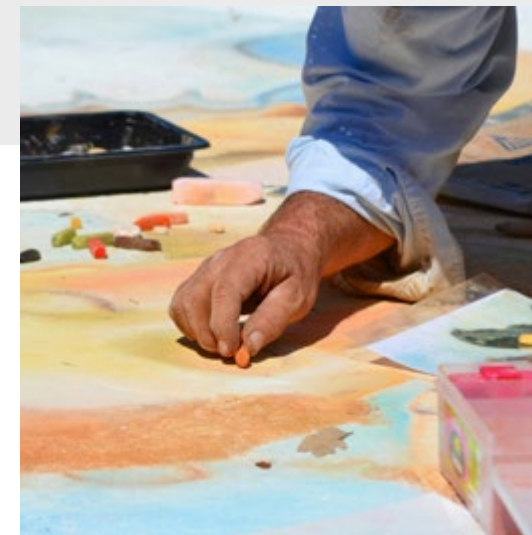


Ensure that community members are aware of opportunities to experience art and culture locally.

07

Install and maintain electronic community bulletin boards at 2–3 key sites throughout the city through which to communicate information about arts and culture opportunities.

Establish a Communications subcommittee on LPACC that is responsible for sending a monthly arts- and culture-themed e-newsletter (and working with the city to develop and properly utilize an email list for this purpose) and updating the LPACCCC website and social media with current information and opportunities.



PLAN RECOMMENDATION NO. 8

Better fund the public art program and arts- and culture-oriented community groups.

08

Establish a fund to seed for- and not-for-profit art and culture startups.

Require private developers to give 1% to the arts (see Policies, above).

Set aside a percentage of public art funds as a grant program to support special events offered by local nonprofit agencies.





KEY TAKEAWAYS

- 01 Recommendations for this plan fall into eight categories, each of which are critical to a successful arts and culture program: People, Places, Policies, Programs, Public Art, Cultural Events, Communications, and Funding.
- 02 This plan has a 5-year implementation timeline, and many of its recommendations for this time will be stage-setting in nature — necessary work, but invisible to the general public.
- 03 Small projects that utilize and beautify Leander’s public spaces will be important to keep up the momentum for art and culture investments as other infrastructure-building projects are underway.

Appendices

Appendix No. 1: City of Leander Mission, Vision & Goals

Appendix No. 2: Recommendation Implementation Table

Appendix No. 3: Public Art Guidelines



APPENDIX 01

City of Leander Mission, Vision & Goals

Vision Statement

An economically sustainable and balanced community that invites endless possibilities, celebrates its vibrant culture, and cultivates a welcoming environment.

Mission Statement

To deliver fundamental services and programs that recognize and cultivate the unique characteristics of the City, generate an inviting atmosphere, and drive purpose of place and a sense of belonging.

City Council Guiding Concepts

Balance

Economic Sustainability

- Develop a Diversified Tax Base
- Provide a Housing/Jobs Balance
- Maximize Development Potential to Achieve Desired Economic Benefits

Land Use Balance

- Manage Growth to Achieve Economic Sustainability
- Develop a Corporate-Anchored Business Community
- Cultivate Tech Campuses
- Expand on the City's Medical Sector
- Develop the City's Recreation and Hospitality Sectors

Full Life Cycle City

- Maintain an Adequate Supply of Executive Housing
- Not a Bedroom Community – Keep Charm and Diversity
- Recruit a Robust Variety of Retail Stores and Services

Ultimate Balance

- Recognize Unique Sectors Throughout the Community
- Integrate Unique Sectors into a Community Collective
- Resources/Services for all Demographic Segments

Possibilities

Build for the Future

- Develop the City as an Up and Coming Family Place
- Create Opportunities for Multiple Generations to Live, Work and Grow
- Provide Services, Programs, and Infrastructure to Enhance QOL

Maximize the City's Potential

- Cultivate the City's Primary Opportunities
- Collaborate with Public and Private Partners to Enhance the Region and Elevate the City
- Upgrade/Expand Infrastructure to Support Desired Development

City Council Guiding Concepts (continued)

Fundamentals

Protect Public Health, Safety, and Welfare

- Secure Long-Term, Sustainable Sources of Raw Water
- Expand Core Utility System Capacity to Keep Pace with Evolving Demand
- Build and Maintain an Efficient and Effective Roadway System
- Provide Public Safety Services to Keep Pace with Evolving Community Needs
- Protect Flood Prone and Environmentally Sensitive Areas

Provide a Healthy Community

- Develop Integrated Parks and Recreation Systems and Programs
- Implement Recreational and Cultural Programs to Connect the Community
- Interconnect Various Sectors or Districts within the Community
- Develop an Active Transportation System

Provide Great Customer Service

- Develop a Customer Service Strategy
- Establish and Maintain an Efficient Development Process
- Continuously Monitor, Evaluate, and Improve Customer Services

Provide Quality Public Service(s)

- Establish Benchmarks and Performance Metrics for Desired Levels of Service
- Develop Departmental Resourcing Plans to Accomplish Desired Objectives
- Maximize Interdepartmental Coordination for Efficiencies and Effectiveness
- Deploy Technological Solutions to Enhance Public Service Offerings
- Prepare Fiscal Models to Help Ensure Service Continuity

Atmosphere

Cultivate a Friendly and Welcoming Feel

- Protect the Small-Town Charm
- Develop a Vibrant Town Center
- Initiate a "Friendly City" Branding Initiative

City Council Guiding Concepts (continued)

Embrace and Emphasize Uniqueness of Character

- Identify and Define Distinct Areas or Districts
- Protect the Characteristics that Make an Area or District Unique
- Facilitate/Encourage Unique Design Aesthetics in New Developments
- Construct Artistic Crosswalks, Pocket Parks and Amenities to Create a Sense of Place
- Implement an Incentive Program for Development of a Rail Station

Create an Energetic and Engaged Community

- Develop the City as a Festival Destination
- Market the Things that Make the City Special
- Embrace the City's Diversity

Culture

City of High Character

- Enhance Governmental Transparency
- Engage in Pro-Active and Effective Communications
- Develop the City as a Trusted Source of Information
- Create a Culture of Respect and Professionalism within the Organization

Family-Oriented Community

- Provide Opportunities for Family Engagement
- Collaborate with Educational Entities to Provide Educational Programs/Curriculum to Advance Current and Future Workforce Development
- Develop Recreational Programs and Facilities that Support Families
- Provide Opportunities for the Expression and Display of Cultural Arts
- Provide for a Mix of Housing Opportunities

Inclusive Community

- Recognize Those Who Have Made Leander Home
- Identify and Engage with All Segments of the Community
- Celebrate the City's Evolving Diversity and Growing Heritage
- Develop a Public Venue to Support Large-Scale Events

Respect Community Heritage

- Develop a Vibrant City Center in Old Town
- Celebrate the City's History

APPENDIX 02

Recommendation Implementation Table

How to Read This Table

The following table pairs all plan recommendations and action steps with opinions as to the relative cost, priority, phasing, and partners required to accomplish them, as well as other plans or city initiatives they may align with. The following terms and symbols are used throughout (see the following pages):

Cost

\$ = This recommendation will cost nothing or very little to accomplish, perhaps because it fits into a staff job description or regular city process.
 \$\$ = This recommendation will have a small cost that should not exceed approximately \$25,000.
 \$\$\$ = This recommendation will have a moderate cost that should not exceed approximately \$100,000.
 \$\$\$\$ = This recommendation will have a significant cost that could exceed \$100,000.

Priority

Lower = This recommendation is important, but somewhat less mission-critical than others.
 Medium = This recommendation is moderate-impact and should be implemented as soon as possible.
 High = This recommendation is high-impact and/or a prerequisite to accomplishing progress in other areas.

Phasing

Short-term = This recommendation should be enacted within 0–2 years.
 Medium-term = This recommendation should be enacted within 3–4 years.
 Long-term = This recommendation should be enacted within 5+ years.
 Ongoing = This recommendation will require ongoing work.

RECOMMENDATION #1: Develop the organizational capacity necessary to implement arts and culture initiatives.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
1.1	Hire a second Special Events Coordinator to support additional city-led events.	\$\$\$	Medium	Short-term	Y/N – has the position been established and filled?	City Manager	n/a
1.2	Hire (or contract with) a Public Art & Culture Coordinator to support the development and implementation of a professionalized Public Art Program and more robust cultural programming.	\$\$\$	High	Short-term	Y/N – has the position been established and filled?	City Manager, Parks Department	n/a
1.3	Contract with local artists and other creatives to teach additional arts and culture classes at the community center and senior center.	\$\$	Medium	Short-term	# of courses offered	Parks Department	n/a
1.4	Convene local artists monthly through an informal, networking-oriented speaker series and/or skillbuilding workshops.	\$\$	High	Short-term	# of convenings offered	LPACC, Parks Department	n/a
1.5	Actively recruit LPACC members from the community of local art teachers.	\$	Medium	Medium	Y/N – is an art teacher on LPACC?	LPACC	n/a
1.6	Publicize LPACC’s Subcommittees and their meeting times, and actively seek community volunteers to serve on them.	\$	Medium	Short-term	Y/N – are the meetings publicized?	LPACC	n/a
1.7	Cultivate community cultural leaders to establish nonprofit organizations that can take the lead on implementing cultural events, in partnership with as opposed to led by the city.	\$	Lower	Long-term, Ongoing		LPACC, Chamber, Parks Department	n/a
1.8	Have LPACC members and other city leaders tour nearby the communities of Georgetown, Round Rock, Fredericksburg, and Cedar Park and learn from members of their arts communities what has been working well for them.	\$\$	High	Short-term	# of volunteers serving	LPACC, City Council, Mayor	n/a
1.9	Understand the role a local Arts Council might play in Leander and begin considering ways to facilitate such an organization over time.	\$	High	Long-term, Ongoing	# of arts & culture orgs in Leander (and % change)	LPACC, City Manager, Mayor, City Council	n/a

RECOMMENDATION #2: Create places for art and culture to be created and enjoyed.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
2.1	Continue to invest in placemaking efforts for Old Town.	\$\$\$\$	High	Medium-term, Ongoing	# of development projects completed	City Manager, Planning Department	Old Town Master Plan
2.2	Ensure that all of Leander’s parks, neighborhoods, and public buildings include within their master plans a section on how they will incorporate art and other cultural elements.	\$	Medium	Medium-term, Ongoing	Y/N – do all plans (2025 and beyond) have an arts & culture section?	City Manager, Planning Department, Parks Department	Include within the next Parks, Recreation, and Public Spaces Comprehensive Plan
2.3	Use any and all of Leander’s public spaces – including its parks, library, senior center, city administration buildings, etc. – to host visual and performing arts experiences on a regular basis.	\$\$	High	Short-term, Ongoing	# of arts and culture exhibits in public spaces	LPACC, Library, Senior Center, Parks Department	n/a
2.4	Develop an incentive program to attract artists that includes low-cost live/work spaces; partner with a developer to identify opportunities for this at particular sites or buildings.	\$	Lower	Long-term	Y/N – is there an artist space open or in development?	City Manager, Local developers	n/a
2.5	Revisit the proposed Bryson Farmstead redevelopment project to clarify areas of resident concern and work to create an additional event space in Leander.	\$	Medium	Medium-term	Y/N – is this site approved for development? Is another site?	City Manager, Chamber	Bryson Farmstead redevelopment plan (Chamber)

RECOMMENDATION #3: Update city policies to better support art and culture.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
3.1	Revise the city’s current public art program ordinances accordingly: <ul style="list-style-type: none"> • Offer more robust, precise definitions of “artist,” “public art,” and other relevant terms. • Better define appropriate and inappropriate uses of funds. • Add criteria for collections acquisition, maintenance & removal. • Operationalize the public art program through the use of key planning documents. 	\$	High	Short-term	Y/N – have the city’s public art guidelines been updated?	City Council, Legal Department, LPACC	n/a
3.2	Simplify appropriations calculations for municipal construction projects by appropriating 1% of municipal construction projects across the board to public art (not to exceed \$100,000).	\$	High	Short-term	Y/N – have the city’s public art guidelines been updated?	City Council, Legal Department, LPACC	n/a
3.3	Remove language about “encouraging” developers/owners to commit 1% of their projects to public art and instead require it.	\$	High	Short-term	Y/N – have the city’s public art guidelines been updated?	City Council, Legal Department, LPACC	n/a
3.4	Expand flexibility in public art implementation by removing the stipulation that “Artwork should be first and foremost considered as a part of the project itself, and used in/for that particular city project.” Instead, funds should be available for use throughout the city, as the Public Art & Culture Coordinator and LPACC see fit.	\$	High	Short-term	Y/N – have the city’s public art guidelines been updated?	City Council, Legal Department, LPACC	n/a
3.5	Strike the code regarding city adoption of cultural events and clarify the city’s role in supporting events (see Events, below).	\$	High	Short-term	Y/N – have the city’s cultural events guidelines been updated?	City Council, Legal Department, LPACC	n/a

RECOMMENDATION #4: Provide more arts and culture programming and amenities for residents of all ages.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
4.1	Add a new slate of arts and culture programs for people of all ages (e.g., artmaking, dance, cooking, etc.) at the community center and the new senior center.	\$\$	High	High	# of courses offered # of participants	Parks Department	n/a
4.2	Equip the Rec Center and Senior Center with permanent artmaking equipment to support classes in ceramics, screen printing, photography, 3D printing, and/or other media.	\$\$\$	Medium	Medium	Y/N – has artmaking equipment been installed? # of courses offered using the equipment # of participant	Parks Department	n/a
4.3	Institute a local/regional/state history lecture series and/or book club.	\$	Lower	Lower	Y/N – has a history series been established? # of sessions	Historic Preservation	n/a
4.4	Create a Library of Things with objects that can facilitate home-based arts and culture activities (e.g., cameras, sewing machines, cookware, etc.).	\$\$	Lower	Lower	Y/N – has a Library of Things been established? # of items available # of items checked out	Library	n/a

RECOMMENDATION #5: Install more public and publicly accessible art throughout the city.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
5.1	Phase out the train art program and instead support small businesses in installing murals or other creative art installations.	\$\$	Lower	Short-term	# of businesses displaying art	City Council, Legal Department, LPACC	n/a
5.2	Prioritize the following themes in public art: <ul style="list-style-type: none"> Leander history & heritage <ul style="list-style-type: none"> Cowboys (of all races), ranching, rodeo Dinosaurs/prehistoric times Trains Diverse cultures coming together Family Native flora and fauna 	n/a	High	Short-term, Ongoing	n/a	City Council, Legal Department, LPACC	n/a
5.3	Solicit artists for utility box and banner art opportunities.	\$\$	High	Short-term	Y/N – do utility boxes and/or banners have art on them? # of boxes with art # of artistic banners	City Council, Legal Department, LPACC	n/a
5.4	Proactively encourage private developers to factor art into their developments.	\$	High	Short-term, Ongoing	# of developments with art	City Council, Legal Department, LPACC	n/a
5.5	Hire an artist to lead the community in participatory art projects of which all participants can be proud (e.g., fairy houses along a trail, a tiled sculpture or wall, a mural, etc.).	\$	Medium	Short-term	Y/N – has a community participatory art project been undertaken?	City Council, Legal Department, LPACC	n/a
5.6	Aim to implement 1–2 significant, permanent public artworks per year. Transition from art-on-loan submissions to curated exhibitions and commissions to grow the city’s public art collection.	\$\$\$\$	High	Medium-term, Ongoing	Y/N – has the city’s permanent public art collection grown? # of public artworks installed annually		

RECOMMENDATION #6: Offer more community events and a more diverse slate of events to reach all audiences.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
6.1	Develop a package of support for community-led cultural events of all sizes, to include possible funding and in-kind services.	\$	Medium	Short-term	Y/N – does a city event sponsorship package exist?	Parks Department, Mayor	n/a
6.2	Define a set list of annual holiday events the city will offer, with the following recommended: <ul style="list-style-type: none"> • MLK Day • Valentine’s Day • Memorial Day • Juneteenth • 4th of July • Halloween • Thanksgiving 	\$	High	Short-term	Y/N – has an official calendar of holiday events been agreed upon?	Parks Department, Mayor	n/a
6.3	Offer community events that are not explicitly cultural in nature, but that invite cultural expression by their nature (e.g., chili cookoffs, dance showcases, food and beverage festivals, etc.)	\$\$\$	High	Short-term, Ongoing	# of events offered # of events at which multiple cultures were represented	Parks Department, Mayor	n/a
6.4	Add multi-cultural elements to the Old Town Christmas Festival event, for example having trees sponsored and decorated by local nationality groups.	\$	High	Short-term	Y/N – did the Christmas Festival feature more than one cultural group? # of cultural groups represented at the event	Parks Department, Mayor	n/a
6.5	Grow the annual ArtFest and add to it a half-day Arts Summit that convenes city leaders and the local arts community to share successes and plan for the future. This should become the only event that LPACC is responsible for delivering.	\$\$	High	Short-term	Y/N – did a half-day Arts Summit occur? % growth for ArtFest	LPACC, Parks Department, Mayor	n/a

RECOMMENDATION #7: Ensure that community members are made aware of opportunities to experience art and culture locally.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
7.1	Install and maintain electronic community bulletin boards at 2–3 key sites throughout the city through which to communicate information about arts and culture opportunities.	\$\$\$	Lower	Medium-term	Y/N – have bulletin boards been installed?	LPACC, Communications Department	n/a
7.2	Establish a Communications subcommittee on LPACC that is responsible for sending a monthly arts- and culture-themed e-newsletter (and working with the city to develop and properly utilize an email list for this purpose) and updating the LPACC website and social media with current information and opportunities.	\$	High	Short-term	Y/N – has a committee been established? Y/N – has a newsletter been sent monthly? Y/N – is the website and social media up-to-date?	LPACC, Communications Department	n/a

RECOMMENDATION #8: Better fund the public art program and arts- and culture-oriented community groups.

#	Action	Cost	Priority	Phasing	Metric(s)	Responsible Partner(s)	Alignment
8.1	Establish a fund to seed for- and not-for-profit art and culture startups.	\$\$\$	Medium	Short-term	Y/N – has a fund been established and funded? \$ in the fund	City Manager, Mayor	n/a
8.2	Set aside a percentage of public art funds as a grant program to support special events offered by local nonprofit agencies.	\$\$\$	Medium	Medium-term	Y/N – has money been set aside to support community events? \$ allocated to this	City Manager, Mayor	n/a
8.3	Require private developers to give 1% to the arts (see Policies, above).	\$	High	Short-term	Y/N – are developers giving 1% to the arts? \$ given	City Council, Local developers	n/a

APPENDIX 03

Public Art Guidelines

Introduction

The following policies establish the City of Leander’s Public Art Program and regulate its public art, in order for the city to:

- Ensure consistent decision-making processes for the acceptance, placement, display, long-term maintenance, and removal of public art funded in-full or in-part by the city, and/or public art installed on city-owned or city-managed property
- Develop a dynamic, high-quality collection of public artworks that are maintained with the highest degree of integrity
- Protect artists, the general public, and the city from potential harms
- Encourage economic development and cultural tourism
- Foster an understanding of and appreciation for public art among residents

These policies will have no effect upon other city codes or regulations.

Definitions

The following terms, phrases, words, and their derivations will have the following meanings herein:

Accession means a procedure for the acceptance of artwork into the city's Public Art Collection.

Artist means an individual generally recognized by critics and peers as a professional practitioner of the visual, performing, or literary arts, as judged by the quality of that professional practitioner's body of work, educational background, experience, public performances, past public commissions, sale of works, exhibition record, publications, and/or production of artwork. Not considered artists are the employees or associates of the architectural, engineering, design, and/or landscaping firms retained for the design and/or construction of a project covered by these policies.

City means the City of Leander, Texas.

Creative Amenity means any non-standardized enhancement made to public space, with the exception of public art, which is a particular type of creative amenity to which these policies uniquely apply.

Commissioned Public Art means artwork solicited by and funded through Leander's Public Art Program.

Community Art means a creative project that community members help to implement. If such a project is conceptualized and led by an artist, it may be considered public art; otherwise, it is a creative amenity.

Deaccession means a procedure to withdraw artwork from the city's Public Art Collection and determine its future disposition.

Donation or Donated Public Art mean any artistic asset accepted by the city for which the donor has received no goods or services in return, other than private acknowledgment of the donation and/or the placement of a small plaque on the donation, as desired by the donor.

Donor means an individual, group, organization, or other legal entity that proposes or provides a donation of artwork to the city.

Historic or Civic Objects means objects that are historically or civically significant.

Lender means an individual, group, organization, or other legal entity that proposes or provides a loan of artwork to the city.

Lifespan means the amount of time an artwork's materiality will allow it to be displayed, whether for reasons of safety or artwork integrity, or the artwork's contracted display period, whichever is shorter. An artwork's lifespan can be:

Temporary: 0–2 years

Short-term: 2–10 years

Definitions

Medium-term: 10–25 years

Long-term: 25+ years

Loaned Public Art means temporary public art that is loaned to the city by a third party for display on public property for an agreed-upon period of time.

Mural means a work of public art that is hand-painted, hand-tiled, or digitally printed, with property owner approval, on a building, structure, fence, or other object within public view. Murals are distinct from informative, creative, or commercial signage by virtue of their artistic nature; as such, they do not contain text, graphics, or symbols that specifically advertise or promote a business, product, service, religion, political party or candidate, or otherwise.

Public Art means freely accessible artforms, conceptualized and created by an artist (or community members with the support of an artist), that include the following:

- Sculpture, statues, or monuments, in any material or combination of materials
- Paintings
- Murals
- Graphic arts, including printmaking and drawing
- Photography
- Crafts in clay, fiber and textiles, wood, metal, plastics, glass, and other materials
- Mixed-media (i.e., any combination of forms or media, including collage)
- Performing arts
- Functional art, such as street furniture
- Environmental art consisting of landforms and artistic landscape composition, or artwork created from natural (non–man-made) materials

Public art does not include:

- Reproductions of original works of art (except for limited editions, controlled by the artist, of their original prints, cast sculptures, photographs, or other works of art)
- Decorative, ornamental, or functional elements that are designed by a building architect, or consultants engaged by the architect, that are traditional or typical elements of architectural functionality or code standards
- Elements generally considered to be conventional components of landscape architectural functionality or code standards, including but not limited to plant materials, pools, paths, benches, receptacles, fixtures, and planters (unless designed and fabricated by an artist)
- "Art objects" that are mass produced or of a standard design, such as playground sculptures or fountains
- Directional or other functional elements, such as supergraphics, signage, color coding, and maps
- Electrical, water, or mechanical services necessary for activation of an artwork
- Exhibitions or educational programs related to an artwork
- Art that displays slogans, logos, mascots, or commercial advertising

Definitions

Public Art Collection or Collection means the totality of art objects owned by Leander that have undergone the accessioning process.

Public Art Commission or Commission means an officially constituted Commission that advises the city on all matters pertaining to Leander's Public Art Collection.

Public Art Coordinator or Coordinator means the Leander's Public Art Coordinator role and the person who occupies it.

Public Art Policies or Policies mean the policies approved by City Council for the administration of Leander's Public Art Program.

Public Art Program means Leander's Public Art Program, through which the city acquires, installs, maintains, and removes works of public art.

Public Art Program Workplan means an annual report developed by the Public Art Coordinator that provides a complete accounting of the Public Art Program's activities and expenditures over the preceding year, the status of in-progress and upcoming artwork solicitations, plans for future projects, and maintenance updates.

Public Space means any area or property, public or private, that is accessible and/or visible to the general public a minimum of eight hours per day.

Publicly-owned Land means any land open to the public and managed by either the City of Leander or a public entity that has a shared-use agreement with the City of Leander.

Purchased Public Art means artwork that existed prior to being purchased by Leander's Public Art Program.

Relocation means moving an artwork from one location to another.

Roles and Responsibilities

Leander's Mayor & City Council

As the community's elected officials, the Mayor and City Council are ultimately responsible for the Public Art Program's outcomes.

City Manager's office

The City Manager's Office will administer Leander's Public Art Program in coordination with the Public Art Commission, other city staff members, outside contractors, and community partners. The City Manager will determine the appropriate staffing structure to implement the city's Public Art Program.

Public Art & Culture Commission

The Leander Public Art & Culture Commission will advise City Council on all matters pertaining to Leander's Public Art Collection and related programming. Its responsibilities will include:

- Promoting the city's public art to residents and visitors
- Proposing public art projects for the city to consider
- Recommending sites for public art projects
- Reviewing and making recommendations on city-commissioned or -purchased artworks and donation and loan submissions
- Reviewing and making recommendations for artwork relocation or removal
- Providing input on public art policies and procedures
- Helping to develop the annual Public Art Program Workplan

Commission Membership

The Commission will number no fewer than seven and no more than eleven members, including: A non-voting City Council liaison, appointed by the Mayor for a term not to exceed their current political term

- One or more arts professionals
- One or more members of local arts organizations
- One community member with an interest in the arts
- One design professional

Conflicts of Interest & Termination

While serving on the Public Art Commission, no member may participate in a discussion, decision, or recommendation on any matter affecting a person, entity, or property in which that member has an interest, including situations where the member is reasonably likely to receive a direct or indirect economic effect or consequence. Any member with a conflict of interest relating to any public art proposals, submissions, or inquiries will declare that conflict and recuse themselves from any discussion on the subject, including discussions outside of scheduled meetings. Any member serving on the Commission is ineligible to contract with the City of Leander on a public art project during their service and for an entire year thereafter.

Commission membership may be terminated by the Mayor or the member at any time.

Roles and Responsibilities

Public Art Coordinator

The Public Art Coordinator will assume day-to-day responsibility for implementing the city's Public Art Program, whether as a staff member or a consultant. Additional staff resources or outside consultants may be required to assist in implementing public art projects, particularly those of a larger scale. Their responsibilities will include:

- Working with various city staff to develop potential projects for consideration
- Coordinating with other city planning efforts
- Presenting the Public Art Program Workplan to City Council as part of the city's regular budget process, to include a complete accounting of the Public Art Program's activities and expenditures over the preceding year, the status of in-progress and upcoming artwork solicitations, plans for future projects, and maintenance updates
- Managing the Commission and its monthly meetings
- Coordinating with the Commission on any matter pertaining to public art, including:
 - The annual Public Art Program Workplan
 - Artist selection committees and processes
 - The acceptance, purchase, commission, and placement of artworks
 - Public art-related programming and media
- Coordinating the hiring of an outside consultant or agency to administer public art projects, as needed
- Ensuring various city departments are following Leander's Public Art Policy
- Developing and maintaining an inventory of Leander's Public Art Collection
- Surveying Leander's Public Art Collection periodically to determine if its artworks require attention

City Staff

City staff members will support Leander's Public Art Program as needed. Their responsibilities will include:

- Looking for opportunities to include public art throughout the city, particularly in locations identified as priorities in this plan
- Providing information to the Public Art Coordinator regarding any projects to be included in the annual Public Art Program Workplan
- Coordinating on the execution of any city-run public art project, upon request

Collection Management: Acquisition

The City of Leander will acquire artworks by purchasing already-existing art, commissioning new art, and accepting donated art; at times, the city may also choose to temporarily display loaned art. Artworks acquired through the purchase and donation processes described herein are considered to have been accessioned into Leander's Public Art Collection and must be cared for in accordance with the following Collection Management policies. Creative amenities in the city's possession that were acquired outside of or before these policies were adopted will not be automatically accessioned into Leander's Public Art Collection; the following policies will not apply to them unless and until this process occurs.

The following policies were designed to:

- Maintain the quality and value of Leander's Public Art Collection
- Eliminate artworks that are unsafe or unrepairable, or that no longer meet the city's needs
- Respect the creative rights of artists
- Guard against the arbitrary disposal of any pieces in Leander's Public Art Collection
- Support an efficient workload for staff

Current City-owned Art

Artworks on city-owned or -managed property at the time this policy is adopted will be evaluated for accession into Leander's Public Art Collection. If they do not meet the criteria, the pieces will be considered creative amenities and managed accordingly.

Purchased Public Art

These policies will allow Leander to acquire artworks using rigorous, transparent processes that ensure artistic excellence within its Public Art Collection.

Purchasing Procedures

Pursuant to City of Leander Purchasing Policy, if the purchase of an existing artwork, or the award of a contract for a newly commissioned artwork, exceeds \$50,000.01, the city's Public Art Commission must submit its recommendation in favor of the purchase or contract to the city's Public Art Coordinator, who will present that recommendation to City Council for final approval.

Artist Selection Processes

The Public Art Coordinator will work with the Public Art Commission to determine the appropriate artist selection method for each public art commission, in alignment with the following goals:

- Advancing the mission and goals of Leander's Public Art Program
- Selecting an artist or artists whose existing public artworks or past collaborative design efforts have demonstrated a level of quality and integrity
- Identifying an approach to public art suitable to the goals and demands of the particular project
- Selecting an artist or artists who will best respond to the distinctive characteristics of the site and the community it serves

Collection Management: Acquisition

- Selecting an artist or artists who can work successfully as part of an overall project design team
- Ensuring that the selection process represents and considers the interests of all parties concerned, including those of the public, the arts community, and the city departments involved
- Ensuring that artists and selection committee members are broadly reflective of Leander's population

Artist Selection Methods for Acquiring Existing Artwork

- Exhibitions: An Artist Selection Committee may put out a call inviting artists to submit artworks for possible inclusion in a competitive exhibition, from which the city could opt to purchase one or more pieces to add to their Collection.
- Direct Invitation: An Artist Selection Committee may invite a specific artist to offer one or more of their artworks for consideration.
- Direct Purchase: An Artist Selection Committee may determine that a project requires the purchase of a specific artwork, due to its exacting nature or to a tight project timeline.

Artist Selection Methods for Commissioning New Artwork

- Open Competition: An Artist Selection Committee may offer an open competition, through which any artist may submit their qualifications or proposal, subject to any requirements established by the Committee. The Requests for Qualifications (RFQs) and/or Requests for Proposals (RFPs) for such projects should be sufficiently detailed to permit artists to determine whether their art is appropriate for consideration. Open competitions allow for the broadest range of possibilities for a site and reveal new, otherwise unknown, and emerging artists.
- Limited or Invitational Competition: An Artist Selection Committee may invite just a few pre-selected artists to submit their qualifications and/or proposals for a project, particularly in cases where specialized experience or knowledge will be required to complete it.
- Direct Invitation: An Artist Selection Committee may invite a specific artist to develop new artworks for their consideration.

Artist Services Procurement

- Design Team Member: In some instances, the city may select an artist as part of a larger project design team. Language in an RFQ/RFP could stipulate the requirement that all teams responding to the project include a professional artist, based on the criteria outlined or from a pre-qualified list. The Public Art Coordinator would then sit on the design team selection committee to represent the interests of the Public Art Program.
- Pre-qualified Artist Lists: The city may develop a pre-qualified pool of artists from which it can choose artists for limited competitions, direct artist selection, and direct artworks purchase. This list should be developed based on a comprehensive review of artist qualifications and updated annually or bi-annually, depending on the frequency of new projects and interest from the local arts community.

Collection Management: Acquisition

Artist Selection Committees

Once the Public Art Coordinator and the Public Art Commission have decided upon an artist selection method, they will establish a jury process through which recognized experts will recommend which artist(s) should be invited to create an artwork or artworks for the city. If the budget for a single artwork will be less than \$50,000.00, the Commission will act as the selection committee; if it will be or exceed \$50,000.01, a separate selection panel must be formed. The Public Art Coordinator will recommend members for a non-Commission Artist Selection Committee to ensure that it is representative of the community demographic and contains at least five but no more than nine members of the following:

- Members of the Public Art Commission
- Artists or arts administrators
- Design professionals
- A City of Leander project manager, who may appoint the project architect or landscape architect in their stead
- A member of the project steering committee, if one has been appointed
- A community or neighborhood representative

Conflicts of Interest & Transparency

Artist Selection Committee members will declare any conflicts of interest for all projects and artworks under consideration at the beginning of their meetings. A conflict of interest exists if a committee member, an organization the committee member is associated with as a staff or board member, or a committee member's family member can gain financially from the project under consideration by the Artist Selection Committee. In order to promote public confidence in this process, a committee member may also declare a conflict if they think there may be a perception that they have one. If a committee member has a conflict, they must not participate in the Artist Selection Committee's discussion or decision regarding the project, including discussions outside of scheduled meetings.

During an artist selection process, Artist Selection Committee members will not submit applications for the placement of their own artworks and/or projects. City staff and Commission members may invite artists to participate in the process, but must refrain from giving advice to applicants or answering their questions during it; they must direct such questions to the Public Art Coordinator. The Commission must solicit public comment for all pieces of public art commissioned or purchased for more than \$50,000.01. An opportunity for public comment must be given before a formal vote on such artworks. A formal vote recommending artist or artwork selection to City Council must be recorded in keeping with the city's public record requirements.

Project Implementation Process for Site-specific Artworks

Upon the decision of the Artist Selection Committee, and with the assistance of the City Attorney's Office, the Public Art Coordinator will prepare a contract that includes the scope of work, fee, schedule, and relevant terms and conditions to be approved by the city and artist. The city will follow the process for contracting required by law. The artist contract may be phased to include two scopes of work with separate pay schedules and deliverables. The first would include all design documentation, including

Collection Management: Acquisition

the final design, stamped engineering drawings, installation details, and a revised fabrication budget and timeline, while the second would include all costs related to fabrication and installation. If the parties are unable to reach mutually beneficial contract terms, the contract process will be terminated. Before issuing a notice to proceed with installation, the Public Art Coordinator will organize a meeting with all relevant staff and contractors to review roles, responsibilities, and schedules. They will further ensure all documents are signed and that insurance coverage is documented.

If specified in the contract, the artist will create design development drawings for review and approval from the city before fabrication. The Public Art Coordinator will schedule meetings with the appropriate offices to review and approve these plans. If the artist proposes any significant design changes, the Public Art Coordinator will secure the recommendation for approval from the Commission and the appropriate city departments before approving said changes in writing, per the terms and conditions of the contract.

The Public Art Coordinator will oversee project implementation and ensure the artist has completed all project requirements before interim and final invoice payments are made.

Donated Public Art

Leander will consider donations of already-completed artworks on a case-by-case basis, when the city has established in advance and publicized a need for an art donation. The city has no obligation to accept a proposed art donation.

Donation Proposal Procedures & Review Process

Formal requests to donate artwork to the City of Leander will be made to the Public Art Coordinator through an Art Donation Agreement Application (Donation Proposal). Following a positive initial review, the Public Art Commission will evaluate the donation request, determine the appropriateness of the donation, as measured by the criteria for evaluation below, and provide a written recommendation to City Council, which will vote on whether to accept the donation. The city will notify the donor of this decision in writing, identifying final conditions if approval is granted. Donors will not be publicized without their permission, but their names will be noted internally and are a matter of public record.

Criteria for Evaluation

Each donation request will be considered on the basis of whether the donated art:

- Contributes to and enhances Leander's Public Art Collection
- Meets a high standard of quality and is appropriate and meaningful to the community
- Includes the submission of a Donation Proposal and a Maintenance Plan
- Is endorsed by the Commission and approved by City Council
- Meets the following criteria:
 - Suitability: Donated public artworks will be suitable for public display on city-owned or city-managed property.
 - Relevance and Site Context: Donated public artworks will be appropriate for their proposed

Collection Management: Acquisition

locations and surroundings and/or complement the architecture, topography, history, and social dynamic of the locations in which they are placed.

- Physical Durability: Donated public artworks will be durable against theft, vandalism, and weather for the length of their lifespans.
- Public Safety and Liability: Donated public artworks will not create any public safety concerns, nor any potential liabilities for the city.
- Sustainability: Donated public artworks will have minimal environmental impact and be reasonably sustainable, including in their operations and maintenance requirements/costs.
- Legality: Donated public artworks will be clear regarding donation terms, legal title, copyright authenticity, artist's right to reproduce, etc.
- Originality: Donated public artworks will be of an original design, unless it is decided that duplication of an artist or artists' previous work(s) is acceptable.
- Compliance with Sign Code: Donated public artworks will feature no copy, lettering, symbols, or any references directly promoting any product, business, service, religion, or political party or candidate.
- Supporting Costs: Donated public artworks will have secured funding for production, siting, installation, and ongoing operations and maintenance, either by the donor or through the approval of City Council, before they are accepted.
- Installation and Maintenance: Donated public artworks will be accompanied by Maintenance Plans, as agreed upon by the artist, the city, and the property owner, to guide their installation, restoration and preservation, and removal. These will include:
 - The artwork's lifespan and the prognosis of its durability in consideration of that lifespan
 - Routine cleaning protocols, methods, cleaning agents, and frequency
 - Itemization of long-range care considerations, highlighting maintenance and the anticipated need for conservation treatment or repairs
 - A list of the materials used to create the artwork
 - A guarantee against failures of workmanship over an agreed-upon period of time
 - Proof of any manufacturer's or fabricator's warranties for the artwork and transfers of them to the city, as applicable

Memorial Gifts

Memorial gifts will have an additional review process, which will include:

- Timeframe: The person or historical event memorialized must be deemed significant enough to merit such an honor. If the artwork portrays a person in their likeness, the person so honored will have been deceased for a minimum of five years before consideration.
- Community Value and Timelessness: The artwork reflects broad community values and possesses timeless qualities that will be meaningful to future generations.
- Location: The location being considered for the artwork is an appropriate setting for the memorial; generally, there should be some specific geographic justification for the memorial being located at a particular site.

Collection Management: Acquisition

Acceptance & Accession of the Artwork

If the city accepts the proposed donation of artwork, a formal agreement will be negotiated outlining the responsibilities of each party (i.e., the city, sponsor(s), artist(s), and outside contractor(s), where applicable). The agreement will address project funding, insurance, siting, installation, operations and maintenance, project supervision, vandalism, the right of removal or transfer, public safety, and other issues as necessary.

Once a donated artwork has been formally accepted by the city, the city will be its sole owner and have the right, in its sole and absolute discretion, to deaccession that artwork without providing notice to the donor or obtaining their consent.

The city upholds copyright law and the Visual Artists Rights Act of 1990 (17 U.S.C. § 106A). Any necessary changes to the art will be made in consultation with the artist and donor(s), when possible, or notification will be provided to them. The completed and installed artwork will be accessioned and added to the city's inventory with all accompanying documentation.

Removal, Relocation, or Deaccession of the Artwork

In accepting a donation of artwork, the City of Leander will not be bound by any agreement with the donor that restricts the city's ability to act in its best interest. Nothing in the acceptance of a donation of artwork shall prevent the city from approving subsequent removal, relocation, or deaccessioning of such donations if it serves the city's best interest to do so. The city will deaccession and dispose of artworks in its Collection in accordance with the Collection Management: Removal & Deaccessioning section of this policy.

Loaned Public Art

Art on loan, or art on temporary display on city-owned property, is subject to the same review process as donated artworks and must meet the same standards. Loaned art will not be accessioned or added to the city's inventory; however, it will be cared for in the same manner as any piece in Leander's Public Art Collection during the loan period specified, unless otherwise specified in the loan agreement. The city may accept loaned public art from organizations and residents outside of the city. Upon approval of a loaned artwork and prior to its delivery and installation, the lender will sign an Art Loan Agreement with the city, to include:

- **Loan Terms:** Loan agreements will be for a minimum of six months and a maximum of two years, with a provision for up to one year extension with written approval from the lender and the city. When determining the duration of a loan and its display, lenders and the city should consider an object's material conditions, display location, and display context. At the end of the term of loan, the lender will be granted up to six additional weeks to remove the artwork.
- **Costs:** The lender will be responsible for all costs associated with the loaned artwork, including but not limited to those for transportation, installation, maintenance, removal, and repair, as necessary, unless otherwise indicated in a written agreement with the city.
- **Insurance:** The city will not assume responsibility for damage or theft of artwork that is on display

Collection Management: Acquisition

in accordance with this policy. The lender will acknowledge that a risk of damage, loss, vandalism, or theft is inherent in a public display. The lender must furnish satisfactory evidence of liability insurance by submitting a Certificate of Insurance, Additional Insured Endorsement listing the City of Leander, and a Waiver of Subrogation. With approval from the city, the liability insurance requirement may be waived if the lender signs an Art Loan Release of Liability form.

- **Maintenance Terms:** Prior to accepting the loaned artwork, the lender will provide the city with a condition inspection report. Thereafter, the city will provide basic site maintenance for the artwork, as well as assistance with installation and removal, under the supervision of the lender or lender's representative and as specified in the Art Loan Agreement. Vandalism or other damage to the loaned artwork will be reported to the Leander Police Department.

Removal

Lenders are required to remove loaned artworks by the agreed-upon termination date. The city does not accept responsibility for art not removed within the designated timeframe; any piece of art that is not removed by the deadline shall be treated as abandoned property. Loaned artworks may be removed from city property by the city in accordance with the Collection Management: Removal & Deaccessioning section of this policy.

Collection Management: Maintenance

The City of Leander will maintain its Collection by means of artist- or donor-developed Maintenance Plans, provided before an artwork has been acquired, that detail the work and how it is to be cared for over time. Maintenance plans will:

- Inform the city's process regarding whether to accession an artwork
- Bring potential problems with an artwork to light in its design phase
- Outline an artwork's anticipated maintenance requirements and the costs associated with them
- Provide clear directives as to how the artist intends for a piece to function and age
- Create a checklist of critical elements to account for in post-fabrication and -installation inspections and reports
- Allow for reasonable expectations as to an artwork's lifespan and durability

Maintenance Plans

Maintenance Plans for an artwork will be created by its artist and/or donor, in partnership with the Public Art Coordinator, qualified art conservators, and others as necessary, and submitted to the Public Art Commission for consideration before an artwork is accepted or commissioned. To create an artwork's Maintenance Plan, its artist or donor will render an opinion on the following, with regard to both the artwork and the site it is intended for:

- Durability
- Type and integrity of materials
- Construction/fabrication technique
- Internal supports, anchoring and joining, and footings
- Landscaping
- Necessary maintenance schedules
- Vulnerable and delicate elements
- Drainage
- Potentially dangerous elements
- Security
- Proximity to other structures or design amenities
- Environment
- Whether the design encourages/discourages interaction
- Effects of skateboarding, graffiti, and any other potentially damaging activities

In addition to enacting the Maintenance Plans for each artwork according to the schedules outlined, the City of Leander will assess the condition of all public art in its Collection with a qualified professional conservator every five years to develop a prioritized list of works in need of conservation or maintenance.

Trained contractors may carry out routine maintenance on public artworks. The Public Art Coordinator will hire qualified specialists to support artworks that require a higher level of maintenance, specialized care, or conservation treatment.

Collection Management: Maintenance

The City of Leander, professional conservators, and others involved in maintaining an artwork will strive to enact its Maintenance Plan without unduly interfering with the artist's aesthetic intent.

Post Fabrication/Installation Inspection

The Post-Fabrication/Installation Inspections conducted by city staff will be based on the Maintenance Plan that was developed during the artwork's design phase. It will confirm that:

- The artwork has been executed as proposed and agreed upon
- The artwork has no missing or incomplete elements
- The quality of materials and fabrication is acceptable
- Installation is stable and secure
- Stainless steel is fully and properly "passivated"
- Protective coatings have been applied, as necessary
- Warranties for electronic and other media are submitted, as applicable
- Any vulnerabilities with the artwork have been identified and addressed
- No new damage has resulted from installation process
- The Maintenance Plan has been amended as needed and is now accurate
- The plaque/public notice meets program policies and is properly installed

Collection Management: Removal & Deaccessioning

A permanent piece of public art from Leander's Public Art Collection is subject to requests for removal or deaccessioning after a period of being on display for at least five years (assuming that its lifespan exceeds this length of time), or when it has become unsafe at any time. A piece has been "removed" when it is removed from public view within the City of Leander, whether to temporary or permanent storage or as a temporary loan to another organization or municipality. A piece has been "deaccessioned" when it has undergone a formal process that culminates in the formal, permanent removal of a piece from the city's Public Art Collection. The removal of an artwork from public view should in no way be construed to mean that it has been deaccessioned.

Access to Artworks

The city will seek to provide unfettered access to artworks in its Public Art Collection. However, the city reserves the right to limit their availability due to circumstances such as funding, public safety, lack of display space, and deaccessioning processes underway.

Removal from Public Display

If an artwork is removed from public display, and the removal is not an emergency removal, Leander may consider the following options for its disposition:

- Relocation: If the Commission recommends that an artwork be removed from its original site, and if its condition is such that it can be re-installed, the Commission will attempt to identify another appropriate site for it. If the artwork was designed for a specific site, the Commission will attempt to relocate the work to a new site consistent with the artist's intention. If possible, the artist's assistance will be requested to help make this determination. The city may, as necessary or appropriate, transfer city-owned public art from one public site to another, transfer public art to storage, or make a temporary loan of public art to another agency or organization.
- Storage: An artwork may be removed to storage until a new site for it has been identified or the city decides to pursue a deaccessioning process for it.

Provision for Emergency Removal

In the event that the structural integrity or condition of an artwork is such that it presents an imminent threat to public safety, the City Manager may authorize immediate removal without the artist's consent, and have the artwork placed in temporary storage. If the artist's agreement with the city has not been waived under the Visual Artists Rights Act of 1990 (17 U.S.C. § 106A), the city must notify the artist of this action within 30 days. The city will then consider options for repair, reinstallation, maintenance, or deaccessioning. The city is not obligated to repair, reinstall, and/or replace temporary artworks (including but not limited to utility box wraps, murals, etc.) that have been removed either as a result of the Provision for Emergency Removal, or due to inadvertent damage or destruction.

Collection Management: Removal & Deaccessioning

In the event that the artwork cannot be removed without being altered, modified, or destroyed, and if the artist's agreement with the city has not been waived under the Visual Artists Rights Act of 1990 (17 U.S.C. § 106A), the city must attempt to gain written permission from the artist or their representative before proceeding. In the event that this cannot be accomplished before action is required in order to protect the public health and safety, the city shall proceed according to the advice of the City Attorney.

Criteria for Deaccession

Requests to deaccession artwork shall be made through the Public Art Coordinator to the Commission and will be considered on a case-by-case basis. One or more of the following may be grounds for the city to deaccession public art from city-owned or -controlled property:

- An artwork is not, or is only rarely, on display because of lack of a suitable site
- The condition or security of the artwork cannot be reasonably guaranteed
- The artwork has been damaged or has deteriorated, and repair is impractical or unfeasible
- The physical structure of the artwork endangers public safety
- The artwork was stolen from its location and cannot be retrieved
- Changes in the use, character, or design of a site specific to a particular artwork have substantially affected its integrity
- The artwork has become incompatible with the rest of the Collection
- The city wishes to replace the artwork with a piece of more significance by the same artist
- Costs to maintain the artwork are higher than anticipated
- Faults of design or workmanship make repairing the artwork impractical or unfeasible
- The artist or donor has submitted a written request for an artwork's removal or return
- Significant, adverse public reaction to the artwork has continued unabated over an extended period of time
- The artwork has become publicly associated with racism, sexism, homophobia, xenophobia, acts of assault or violence, or other offensive themes
- City Council has determined that it is in the best interest of the city to remove the public art

Integrity of Artworks

The Leander Public Art Program will seek to ensure the ongoing integrity of artworks in its Public Art Collection and the sites for which they were created, to the greatest extent feasible, in accordance with the artist's original intentions and consistent with the rights afforded by the Visual Artists Rights Act of 1990 (17 U.S.C. § 106A).

Lifespan

An artwork's lifespan is either the amount of time its materiality will allow it to be displayed (either for artwork safety or artwork integrity reasons), or the object's contracted display period, whichever is shorter. Lifespans assigned to the work during the commissioning process will be considered as part

Collection Management: Removal & Deaccessioning

of requests for deaccession or removal. For artworks that have not been assigned a lifespan, the Public Art Coordinator may engage experts to assist in assigning it one, based on the artwork's materials and fabrication methods.

- Temporary: 0–2 years
- Short-term: 3–10 years
- Medium-term: 11–25 years
- Long-term: 26+ years

Removal or Deaccessioning Application Process

- Preliminary Request: Permanent artworks must be in place for at least five years before deaccession or relocation requests will be considered, unless matters of public safety necessitate their removal.
- Deaccession and Removal Form: Persons who believe an artwork should be removed and/or deaccessioned will be required to submit a written request to the Public Art Coordinator or the Public Art Commission for consideration.
- Review Process: In consultation with the Commission, the Public Art Coordinator will review deaccession or relocation requests and determine how to proceed with them.
- Public Comment: The city may hold public meetings or conduct other forms of community engagement to gather feedback on a proposed deaccession or removal, unless the removal is an emergency. The Public Art Coordinator may seek additional information about an artwork from artists, galleries, curators, appraisers, or other professionals before making their recommendation.
- Artist Involvement: The city will invite the artist (if available) to provide input into the future disposition of their piece. The City Attorney will review the terms of their original contract and other agreements or pertinent documents.
- Recommendation: The Public Art Coordinator will prepare a final report, in consultation with the City Attorney, outlining their recommendation to either dismiss the request for removing or deaccessioning the artwork or to modify, relocated, sell, donate, dispose of, or store the artwork. This report will include as many of the following elements as possible:
 - Artist's name, biographical information, samples of past artwork, and resume
 - A written description and images of the artwork named in the deaccession or relocation request
 - A description of the original artwork selection process
 - A formal appraisal of the artwork
 - Information regarding the artwork's origin, history, current condition, and past ownership
 - Information about and images of the artwork's installation site
 - Feedback from community engagement around the artwork's possible removal or deaccession
 - Feedback from the city department responsible for operating and maintaining the artwork
 - A detailed budget including all aspects of the artwork's acquisition, installation, conservation, maintenance, repair, operation, insurance, storage, and city staff support

Collection Management: Removal & Deaccessioning

- The artist's contract with the city

City staff can recommend one or more of the following methods for an artwork's deaccession:

- Sale or Exchange: The artist or their estate will be given the first option to purchase or exchange the artwork(s). A public sale of deaccessioned artwork will comply with the Texas of Texas and City of Leander laws and policies governing the sale of municipal property. Sales may be through auction, gallery resale, direct bidding by individuals, or other forms of sale in compliance with the Texas of Texas and City of Leander law and policies governing surplus property. Exchanges may be made through an artist, gallery, museum or other institution for one or more artwork(s) of comparable value by the same artist. No works of art shall be sold, traded to, or given to Commission members or City of Leander staff. Proceeds from the sale of artwork will be placed in a city account designated for public art purposes. Any pre-existing contractual agreements between the artist and the city regarding resale will be honored. An exception to these provisions may be required if the artwork was originally purchased with funds that carried with them some restriction, for example bond funds for street and sidewalk improvements, in which case the proceeds will be placed in an account designated for art allowed under similar restriction(s).
- Destruction: If an artwork is deteriorated or damaged beyond repair, or deemed of negligible value, it may be destroyed in an environmentally appropriate manner.
- Donation: If the City of Leander is unable to dispose of the artwork in a manner outlined above, the Public Art Coordinator may recommend that it be donated to a nonprofit organization.

Once an artwork has been deaccessioned from Leander's Public Art Collection, it may no longer be installed on city property.

Costs

If the deaccessioning or relocation of an artwork accommodates an applicant's interests or project, the applicant will be required to cover the full cost of removing, relocating, or disposing of it.

Conflicts of Interest

No works of art shall be given to or otherwise transferred publicly or privately to officers, directors, or employees or staff of the City of Leander, or to their immediate families or representatives of the City of Leander.

Compliance with Applicable Policies and Regulations

Deaccession and relocation of artwork will be done in a manner that complies with all applicable procedures, policies, laws, and regulations of the City of Leander, State of Texas, and United States.

Use of Funds

Funding for Leander's Public Art Program may come from:

- The General Fund
- Any dedicated source allocated to it by the city or its partners (e.g., portions of the city's Capital Improvement Fund, Hotel Occupancy Tax, TIRZ funds, BID membership dues, etc.)
- Grants from private philanthropic sources or other public agencies
- Other public or private entities
- Other sources, as deemed appropriate by the city

Appropriate Uses of Funds

Public art funds may be spent for:

- Calls for Entry, RFQs/RFPs, concept designs, maquettes, juror stipends, and other costs related to competitions and commissions
- Artist fees, including travel-related expenses
- Artwork acquisition, fabrication, installation, and relocation
- Site preparation and cleanup
- Permits and insurance required during artwork fabrication and installation
- Informational/promotional materials and public events directly related to an artwork
- Required equipment needed for installation
- Artwork appraisal
- Staffing and services of a Public Art Consultant
- Curators and contracted services

Appropriate Uses of Funds for Murals

Mural installation may necessitate expenses beyond artist fees and materials. Additional allowable expenses will include:

- Rent or purchase of painting equipment or supplies
- Preparation of the mural surface, including repairs and priming
- Rent of barricades and other equipment required of street or alley closures
- Lighting and electrical equipment
- Other expenses that are pre-approved by the city

Inappropriate Uses of Funds

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 artworks outside of the selection process

Mural Guidelines

Publicly-owned Murals

Publicly-owned murals may occur on publicly-owned buildings or privately-owned buildings where the property owner signs a mural easement allowing for the creation and maintenance of a publicly-owned mural during a specific timeframe.

Mural Easements

In order to create as many mural opportunities as possible within Leander, the city may enter into mural easement agreements with private property owners who will allow publicly-owned murals to be installed on their property and refrain from destroying, obstructing, altering, or removing them for an agreed-upon amount of time; the city can further request that owners account for the nightly illumination of murals on their property. Mural easements typically last for a minimum of five years, but may be shorter or longer depending on the project. Property owners may receive positive benefits as a result of the installation of a publicly-owned mural on their building, but there must be no direct correlation between the content of the mural and the property or any business housed in the property.

Private Murals on Private Property

The City of Leander encourages the installation of private murals on private property in order to support artists and enhance the visual environment in Leander. Private property owners are encouraged to voluntarily follow the policies set forth in this document as applicable and are also encouraged to consult with the Public Art Coordinator with regard to any questions or concerns as they develop and implement private murals. If any privately-owned and/or privately-commissioned mural on private property has been recommended for Leander's Public Art Collection, the mural in question must be reviewed for acquisition according to the procedures set forth in the Collection Management: Acquisition section of this policy. Privately-owned and/or privately-commissioned murals on private property are not automatically accessioned into Leander's Public Art Collection.

Mural Content & Design

Murals in the City of Leander should be varied in both content and design, and accessible to as many members of the public as possible. Mural content is protected under the laws of free speech, though it must comply with Texas obscenity laws and cannot depict sexual conduct or sexually explicit nudity, nor advertise any activity illegal under the laws of Texas or the United States. Sponsor and artist names may be incorporated into a mural, but must be discreet and not exceed 5% of its design.

The following design considerations will help to ensure a successful mural project:

- **Scale:** How will the mural's primary audiences be moving? A mural intended for pedestrians will be of a different scale than one intended for automobile drivers or cyclists along a bike trail.
- **Accessibility:** Can the mural be seen by someone using a mobility device?
- **Maintenance:** What are the long-term maintenance implications of the mural design? Is it easily repairable?
- **Longevity:** What is the mural's expected lifespan? Is it intended to be a short- or long-term installation?

- Experiential Elements: Is there a potential for additional elements that could enhance the viewing experience, such as touch or sound elements, virtual (VR) or augmented (AR) reality elements, or social media interactions?

Mural Artist Selection

To select a mural artist for a project, an artist selection panel will be formed according to the Collection Management: Acquisition section of this policy. Artists will be selected based on criteria that includes:

- Experience with similar mural projects, as demonstrated through color images of one or more completed mural projects and three supporting professional references
- Willingness to work with city staff to develop and refine the mural design
- Timely response to the RFQ with color renderings/designs of the proposed mural, a written description of it, and photographs of the proposed site and physical surroundings
- Innovative and unique artistic vision, including technique, composition of visual art elements, and use of line, color, form, and texture
- Ability to project a realistic budget and timeline
- Understanding of proper mural materials (i.e., those that last at least five years and are graffiti and UV resistant)
- Willingness to enter into a contractual agreement with the City of Leander
- Proof of liability insurance, automobile insurance, and workers' compensation
- Agreement to allow images of the completed mural to be featured on the City of Leander website

Mural Implementation

Upon selection, the mural artist will work with the Public Art Coordinator to finalize a design, secure relevant permits, and implement the mural. Below is a general overview of the process:

- City Council will review and give final approval for the artist selection and mural design
- City staff will monitor the creation and completion of the mural
- The artist will create the artwork in a timely fashion. If more time is needed, the artist will notify the city so that any applicable permits can be extended.
- The artist will notify the city when the mural is completed
- When the mural is completed, city staff will organize a mural dedication event

End of Policies

designing
local's logo
here



EXECUTIVE SUMMARY
4/9/2025

AGENDA SUBJECT:

Discuss and consider action on the approval to host the 2025 Art Fest and establish a budget.

BACKGROUND:

2024 Art Fest was held on Oct. 10, 2024 after a few years of hiatus at Lakewood Park. The overall attendance exceeded expectations. LPACC would like to discuss logistics, festival layout, activities and an associated budget to reflect the growing attendance expectations for the event to be held on Oct. 11, 2025 at Lakewood Park.

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

Greg Olmer, Assistant Director of Parks and Recreation

PRESENTER:

Fiscal Impact

Attachments:

1. Artfest Layout with numbers (1)



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Sculpture Garden Trail

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Cypress Pavilion