

Consider adding public art, as defined in the Fresno Municipal Code, to your commercial or residential project.

1. You can qualify for a 20% minor deviation in development standards.
2. Often public art can positively impact the value of the development.
3. Public art contributes to the "City Beautiful" and can also earn credits toward Fresno Green certification.



## Want to know more about what to look for?

Key words in the definition of public art are:

- Original
- Professional artist
- Commissioned
- Public spaces

Some excellent examples of public art are located at the following places:

- Fulton Mall  
*Downtown Fresno*
- Duncan Ceramics  
*5673 E. Shields Ave.*
- Mariposa Mall  
*Downtown Fresno*
- Fig Garden Village  
*Shaw & Palm*
- Fresno Art Museum  
*2233 N. First St.*
- Fresno Convention Center  
*848 M. St.*
- Home Mortgage  
*1930 E. Shields Ave.*
- College Church of Christ  
*1284 E. Bullard Ave.*



For more information contact:  
Karana Hattersley-Drayton  
City of Fresno  
(559) 621-8520

DEVELOPERS:

Pinched for enough parking spaces?

Is the property set-back a problem?

Include public art in your project and receive off-set credits





## What *IS* Public Art?

Public art is defined in Section 12-105-P-16 of Fresno's Municipal Code as "...art work for the purposes of inclusion in the development process," and includes the following:

1. Sculpture: free-standing, wall supported or suspended
2. Murals or portable paintings
3. Photography, original works of graphic art, limited edition prints, works on/of paper, original paintings
4. Earthworks, fiberworks, waterworks, neon, glass, mosaics
5. Furnishings or fixtures, including but not limited to gates, railings, streetlights or seating, if created by artists as unique elements
6. Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist

## What *IS NOT* Public Art?

- Signs, unless an integral part of an overall design created by a professional visual artist
- Mass produced "art objects," such as statues or fountains that can be purchased at home improvement centers
- Mass-produced reproductions of original art
- Architectural decorations that are intrinsic to the building, versus elements created by an artist commissioned for that purpose

Art credits: Front Cover: "Balanced-Unbalanced," Fletcher Benton, Fresno Art Museum; Inside Panel: Ceramic wall installation, Stan Bitters, Duncan Ceramics; "Dos Amantes," Adolf Odorfer, Mariposa Mall; "Sky and Ground," Raymond Rice, Fresno-Yosemite Airport; "Children at Play," Clement Renzi, Home Mortgage; "Breakout III," Bruce Beasley, Fresno Art Museum; Back Cover: "Cube Construction 2000," Cedric Wentworth, Fig Garden Village

