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
  1264 E. Bullard Ave.

DEVELOPERS:
Pinched for enough parking spaces?
Is the property set-back a problem?

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

City of 
FRESNO
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City of 
FRESNO
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