



Public Art Program Guidelines

Program Description

The intent of the City of Modesto Public Art Program is to provide a diverse and culturally rich environment for Modesto residents and visitors. Public art expresses the confidence, vitality and optimism of the community and reflects the highest ideals of its citizens resulting in a more beautiful and livable city. It celebrates our community identity by developing collections of artwork which have strong inherent aesthetic quality and represent diverse communities through a wide range of artistic styles and disciplines.

This Public Art Ordinance was adopted to achieve the following goals:

Goal 1: Establish a Public Art Ordinance that serves the people of Modesto by making the City a more aesthetically pleasing and enjoyable place to live and that reflects the City's diverse culture, history, future, and geography.

Goal 2: Institutionalize the Public Art Ordinance within the City's Municipal Code to ensure the long-term life of the Ordinance and the art collection.

Goal 3: Develop a broad base of community and institutional participation and support for the Public Art Ordinance and cultivate new audiences and participants, including youth through public schools, art organizations, local tourist and visitor groups, as well as people who live and work near public art sites.

Procedure for Review and Determination of Art Project Proposals

The Culture Commission shall have the sole authority to select or commission Art Projects and to review and either approve or deny Art Project proposals submitted by outside parties as set forth by City of Modesto Ordinance No. 3617-C.S.

- A. Procedure for Review and Determination of Art Project Proposals Submitted by Outside Parties (4-22.05):

1. Any person or party may propose an Art Project, which shall be submitted to the Art Director (Director of Community and Economic Development). The proposal must contain all of the items listed within the Public Art Application Form. At a minimum, proposals for Art Projects shall identify the artist, design details, proposed location and funding source(s).
2. The Art Director shall review all proposals to determine whether they contain the required information. If the Art Director deems a proposal complete, he or she shall forward the proposal to the Culture Commission along with his or her written report analyzing whether the Art Project proposed will meet the goals and objectives set form by the City and the Culture Commission.

B. Procedure for the Culture Commission to Acquire a Public Art Project or to Commission the Creation of an Art Project (4-22.06):

1. When the Culture Commission decides by its own motion to acquire a Public Art Project or to commission the creation of an Art Project, it shall follow the following procedures (detailed descriptions found within Ordinance No. 3617-C.S., Chapter 4-22.06):
 - i. Methods of Selecting Artists or Designers
 - ii. Criteria for Selection of Artists or Designers
 - iii. Criteria for Selecting Art Works
 - iv. Criteria for Site Selection

The Culture Commission reviews the application packet at a scheduled meeting, where the applicant may present the application, details or the art, art consultant, and artist in person, if they wish. The Culture Commission is the technical body responsible for reviewing and evaluating for approval all public art projects and shall ensure that all public projects meet program criteria establish by the Public Art Ordinance No. 3617-C.S. For additional information regarding the Rights & Responsibilities of the Artist and/or Designer, as well as detailed information pertaining the Gifts of Art to the City and Removal of Art Projects, please refer to the above mentioned ordinance.

It is the responsibility of the City of Modesto to ensure compliance with these requirements. Please use the attached Public Art Application Form to develop your plan and submit your completed applications to the Community & Economic Development Department. If you have questions or need additional information, please call the City of Modesto, Community and Economic Development Department at (209) 571-5566.