



CITY OF PEARLAND PUBLIC ART: PEARSCAPE PROGRAM GUIDELINES



Table of Contents

CITY OF PEARLAND PUBLIC ART: 1

PEARSCAPE 1

PROGRAM GUIDELINES..... 1

INTRODUCTION 3

PROGRAM OVERVIEW..... 3

 Goals 3

 Vision Statement 4

 Mission Statement 4

 Guiding Principles 4

 Importance of Artists and Artworks..... 5

PEARSCAPE PROGRAM GUIDELINES..... 6

 Definitions 6

 Artist Selection..... 6

 Artwork Criteria 7

 General Process 7

 Sponsored PearScape Sculpture Levels and Fees..... 9

 Eligibility 10

 Application Process..... 10

 Renewal Options 11

APPENDIX A 14

APPENDIX B 15

Introduction

The PearScape Trail has been an iconic symbol of Pearland's cultural identity since its establishment in 2016. With 23 vibrant pear sculptures currently installed across 12 locations in the city, the program has successfully brought art into public spaces while celebrating Pearland's namesake fruit in a creative and distinctive way. As we look to the future, the PearScape Program presents an opportunity to build upon this successful foundation while evolving the program to be more accessible to all community members.

The PearScape Program initiative aims to expand and enhance Pearland's public art presence and provide new opportunities for community participation. By aligning with Goal 2, Item 2 of Pearland's Cultural Arts Master Plan, this revitalized program will serve as a cornerstone of the city's cultural identity and contribute to Pearland's reputation as the destination for creativity in the Houston region.

Program Overview

Goals

The PearScape Program will:

1. **Expand Community Accessibility:** Offer pears at different price points and two sizes to increase program participation, making sponsorship accessible to a wider range of businesses, organizations, and community members.
2. **Increase Geographic Representation:** Add sculptures strategically placed throughout Pearland to fill gaps in the current trail and ensure distribution across the city.
3. **Celebrate Community:** Encourage designs that reflect Pearland's community and heritage through thoughtful artist selection.
4. **Enhance Visitor Experience:** Strengthen Pearland's appeal as a cultural tourism destination by creating a cohesive, engaging trail experience that encourages exploration of the city.
5. **Support Artistic Excellence:** Visit Pearland will implement a new artist selection process with qualified panel members, creating a juried list of artists that sponsors can commission.

6. **Define Clear Responsibilities:** Establish sponsor agreements that outline maintenance responsibilities and expectations for the duration of the installation.
7. **Implement Sustainable Practices:** Establish clear guidelines for maintenance and longevity by making installations temporary (5-10 years) with options for deaccession or transfer to Visit Pearland at the end of the term.

Vision Statement

Pearland is a dynamic cultural destination where creative experiences and public art distinguish our community identity, create experiences that surprise and delight both visitors and residents, and contribute to economic growth.

Mission Statement

The Pearland Public Art Program harnesses the power of creativity to drive tourism and enhance quality of life for all. By making public art a part of our daily lives, we create memorable experiences that draw visitors, generate economic activity, and position Pearland as the destination for creativity in the Houston region.

Guiding Principles

I. Economic Impact & Tourism

- a. Strategically locate artworks to increase visitor foot traffic to local businesses.
- b. Develop art experiences that become "must-see" attractions drawing regional visitors.
- c. Create artworks and creative public spaces that are highly "shareable" on social media to expand Pearland's digital presence.
- d. Track and measure the economic impact of public art on tourism, retail activity, and property values.

II. Distinctive Identity

- a. Evolve the PearScape Program into a sculpture trail that becomes regionally renowned.
- b. Create signature artworks that become iconic symbols of Pearland's creative spirit.

**CITY OF PEARLAND PUBLIC ART:
PEARSCAPE PROGRAM**

- c. Develop art that reflects our community while creating a cohesive visual language.
- d. Use public art to strengthen Pearland's brand position in the competitive regional marketplace.

III. Bold Innovation

- a. Embrace emerging technologies and interactive elements that create participatory experiences
 - i. Commission artworks that engage viewers in unexpected ways.
 - ii. Position Pearland as a pioneer in creative placemaking through public art.

Importance of Artists and Artworks

Artists and artworks contribute great value to Pearland tourism and the community. The PearScape installations enrich the city artistically and aesthetically, they enhance the visitor experience and support quality of life of residents. Visit Pearland seeks to reflect respect for artists and their work throughout all aspects of the PearScape Program. One element of that respect is to provide clear guidance and equitable procedures for artists' interactions with the program. In addition, the program will pay artists an agreed upon fee. All artists' rights will be acknowledged and included in artists' agreements.

PearScape Program Guidelines

Definitions

Public art is visual, sculptural, or multimedia artwork created for and displayed in publicly accessible spaces or viewable from a public right of way, designed to engage communities and enhance the shared environment. It encompasses traditional forms like murals, sculptures, and monuments, as well as contemporary installations incorporating light, digital technology, and interactive elements. Public art serves to beautify spaces, provoke dialogue, reflect cultural identity, and democratize access to artistic expression by bringing art directly into everyday public life rather than confining it to galleries or museums.

A PearScape installation is a public art installation and is an artistic modification of a fiberglass pear sculpture intended to reflect a thematic or artistic expression. PearScape installations on public or private property within the City of Pearland or within the Extra Territorial Jurisdiction (ETJ) fall under the governance of Visit Pearland and require approval.

The program is a sponsored program in which Visit Pearland will contribute a portion of the costs of the pears and includes PearScape Trail sculptures (4 ft) and Pear Blossoms sculptures (3 ft).

Visit Pearland may opt to commission pears on the trail on its own using HOT funds.

Artist Selection

Visit Pearland will maintain an artist roster of pre-qualified artists for the PearScape designs. This roster will be made available to any approved sponsors seeking design of the pears. If a sponsor would like to use an artist that is not on the pre-qualified list, the artwork will still need to be approved by the Art Review Team. The criteria will include:

Qualifications: Artists will be selected based on their portfolio and how well their concept fits the project. Emerging and student artists are encouraged to apply.

Artistic Excellence: Artists and their work must show creative vision, technical skill, and a unique perspective.

Artwork Criteria

Durability: PearScape sculptures are designed for long-term outdoor display and must be fabricated and finished to withstand varying weather conditions. Each pear will be pre-primed to ensure proper adhesion of surface paint and consistency. Artists are required to use water-based paints only. Once the painting is complete, sculptures will return for professional curing and the application of a protective UV topcoat to guard against fading, moisture, and environmental wear. All materials and processes must comply with Visit Pearland's material requirements, and no deviations will be permitted to ensure quality and longevity in outdoor settings.

General Process

The Art Review Team

The Art Review Team, operating as a subset of the Cultural Arts Master Plan Advisory Committee (CAMP), will assist the Visit Pearland Executive Director and the Visit Pearland Arts Administrator to review all PearScape public art proposals. The Art Review Team will include two members of the CAMP plus 2-3 additional members selected by the Visit Pearland Executive Director and the Visit Pearland Arts Administrator based on professional qualifications relative to public art. The Art Review Team's primary responsibilities are to work with the Visit Pearland Executive Director, and the Visit Pearland Arts Administrator ensure proposed designs meet high standards of aesthetic quality and meet the goals and principles of the program.

Overview

PearScape installations are governed by (a) location (on city property or private property), (b) the use of public art funds or sponsor funds, and (c) their duration status. All PearScape installations are temporary with an agreed-upon period followed by a review and determination of continuance. All PearScape installations are subject to these guidelines.

Eligible Artwork

All PearScape sculptures shall be of permanent-type materials to be durable against vandalism, theft, weather, and natural disaster, and shall be related in terms of form and content to the immediate and adjacent buildings and landscaping so that it relates to the site and surrounding environment.

**CITY OF PEARLAND PUBLIC ART:
PEARSCAPE PROGRAM**

In general, all forms of PearScape art designed by professional artists or a team led by a professional artist are eligible. The following will not be considered for the PearScape Program:

- Reproductions, by mechanical or other means, of original works of art.
- Content or subject matter that could be construed as advertising (e.g., no signage, names, logos, collegiate themes/colors, or similar) or as overtly political, religious, or sexual in nature. Any design considered indecent or illicit will be denied.

Location

In accordance with public art guidelines, the definition of public art, and national best practices for public art, all PearScape public art shall be clearly visible and easily accessible to the public. During review, the following criteria for location will be considered:

- The visibility of the site by the public
- Public accessibility to the artwork
- Public safety of the site
- Surrounding design including landscaping and lighting
- Relationship to nearby existing artworks and the surrounding environment
- Environmental considerations such as flooding, etc.
- Impact on any adjacent property owner's vistas, views, or other impact
- Cost of installation and maintenance as related to the site
- The probability of vandalism or theft

Residential Placement

For homes on residential lots fronting a major thoroughfare with a minimum 25-foot setback, a Pear Blossom sculpture may be installed behind the 10-foot front easement, provided it remains publicly visible. Placement closer to the street requires consent to encroach and is subject to approval by the City of Pearland Engineering Division. 4-foot Pear Trail sculptures are not eligible for residential placement.

Sponsored PearScape Sculpture Levels and Fees

Businesses, organizations and individuals in Pearland are invited to sponsor a pear artwork, in cooperation with Visit Pearland. There are two sponsorship levels and two sizes of pears, each with its own fee and terms. For each level, Visit Pearland will cover any costs exceeding the sponsorship contribution for each pear, as well as provide in-kind staffing, marketing, and other support of the artwork creation. All sponsorships will be governed by the PearScape Trail: Public Art Program guidelines.

Pear Trail - \$9,500

Features:

- Full-size 4-foot pear sculpture
 - Elevated pedestal base (similar in size to current Trail)
- Artist selection from qualified roster or sponsor's choice (subject to approval)
- Professional installation and maintenance included
- Recognition signage at installation site
- Featured promotion in Visit Pearland marketing materials
- High-resolution professional photography for marketing use
- 10-year installation period with renewal option

Pear Blossom - \$4,500

Features:

- 3-foot pear sculpture
 - Low profile concrete base
- Artist selection from qualified roster, or sponsor's choice (subject to approval)
- Professional installation
- Recognition signage at installation site
- 5-year installation period with renewal option

Eligibility

Any individual or organization wishing to sponsor a PearScape sculpture in Pearland is eligible to apply for approval. Sponsors may be a:

- Business or organization
- Not-for-profit organization or community group
- School or college
- City of Pearland
- Individual

Two sponsors may share the cost of a single pear but must agree jointly to all other terms of the program guidelines. More than two sponsors are not permitted for a single pear.

Application Process

Initial Application

A sponsor wishing to install a PearScape sculpture in Pearland will complete an application stating that the location and artwork is consistent with the intent of the program. The sponsor must also submit information, including:

- Name and contact information
- Proposed location for the PearScape
- Sponsorship level / desired sculpture size

Visit Pearland will:

- Confirm location and ensure there are no existing code compliance issues
- Work with potential sponsor to review:
 - Location
 - Artist roster
 - Maintenance requirements
 - Installation requirements

Design Review

1. Sponsor meets with Visit Pearland Arts Administrator for initial review of the proposed location, concept/image, and artist qualifications.
2. Design will be reviewed to confirm it meets criteria.
3. The Art Review Team will be advised of recommendation by Visit Pearland.

Approval

1. Once the application is reviewed/approved, Visit Pearland will notify the sponsor.
2. Sponsor signs the sponsorship agreement, including commitment to keep the PearScape in good condition for the agreed-upon period.
3. Visit Pearland initiates artist agreement.
4. Artist proceeds with creation of the PearScape design.

Renewal Options

Sponsors of the PearScape Trail Pears and the Pear Blossoms will have option to renew their sponsorship at the end of the 10-year and 5-year periods from the date of installation. At their choice, all sponsors may:

1. Renew their sponsorship for an additional term by paying the actual costs of restoring the artwork to its original condition.
2. Renew for an additional term for new artwork by paying the actual costs for services related to the redesign and repainting of the artwork.
3. Decline a renewal, in which case Visit Pearland shall retain, restore, recycle, or relocate the Artwork at the City's sole discretion.

Sponsors of the original PearScape Trail Pears will be "grandfathered in" to the program. They will have the option of renewing their sponsorships without cost as their artwork reaches the initial ten-year period (beginning in 2027 for most of the current pears). If original sponsors choose to renew their sponsorship, they will sign a new sponsorship agreement and be responsible for potential, future financial responsibilities at the end of the new, ten-year agreement. If an original sponsor is no longer present in the community or unwilling to sign a renewal agreement, Visit Pearland will assume ownership and make any decisions related to that artwork.

All renewals will be subject to the location criteria to accommodate for any changed circumstances in the site of the pear installation.

Maintenance

The PearScape installations will be maintained for the agreed-upon period (5-10 years).

For PearScape Trail artworks, Visit Pearland conducts regular maintenance reviews on all pears and provides needed cleaning and maintenance. It is anticipated that

**CITY OF PEARLAND PUBLIC ART:
PEARSCAPE PROGRAM**

PearScape Trail artworks will last for ten years and will be assessed for conservation or restoration at the end of that period, with actual costs necessary as part of the sponsor's renewal, if any. Visit Pearland will provide repairs for vandalism, storm damage, and other unanticipated damage during the ten-year period.

Specific maintenance requirements and responsibilities for both the Trail and Blossom pears will be detailed in the sponsorship agreement.

At the conclusion of the agreed-upon time if there is not a renewal, Visit Pearland will review the condition of the PearScape and determine whether it will be deaccessioned or transferred to Visit Pearland.

Appeals and Mitigation of Disagreements

Applicants for public art projects may appeal the recommendations of the Art Review Team. Appeals will be reviewed solely based on determining if the public art process was appropriate. The appeals procedure allows for a review of the process for approval of a public art project. It is only to confirm the decision was reached in a manner consistent with the public art review policies and the art and artist selection criteria.

The appeal will be determined at the discretion of Visit Pearland Executive Director and the Arts Administrator, who will make a preliminary ruling and refer the matter to the Art Review Team if necessary. In the event the Executive Director and the Arts Administrator make a final ruling about the appeal, they will make a report to the Art Review Team at the earliest opportunity.

Dissatisfaction with the denial is not sufficient grounds for an appeal. Incomplete proposals or errors contained within proposals do not constitute grounds for appeal. Grounds for appeal are evidence of at least one of the following:

- The proposal was reviewed with criteria other than those appearing in the relevant PearScape or public art guidelines.
- The Art Review Team or selection process members were influenced willfully or unwilfully by members who failed to disclose conflicts of interest.
- Erroneous information was knowingly provided to the panel during its review of proposals.

**CITY OF PEARLAND PUBLIC ART:
*PEARSCAPE PROGRAM***

The Visit Pearland Executive Director and the Arts Administrator will use the following procedures for appeals:

- Appeals must be sent in writing to the Executive Director and the Arts Administrator within 14 days of notification of the pertinent recommendation. The appeal letter must cite evidence to support one or more of the grounds for appeal.
- The Executive Director and the Arts Administrator will make a preliminary determination regarding the appeal.
- The Executive Director and the Arts Administrator determination will be reviewed by the Art Review Team and, if upheld, is final and ends the appeal request.
- The Art Review Team may recommend additional review of the appeal and recommend modifications to awards as required.
- The Executive Director and the Arts Administrator will notify the applicant in writing of the recommendation.

APPENDIX A

Workflow Timeline Summary

Upon first receipt of the sculpture, the artist must inspect the sculpture for defects and confirm any issue. Once approved, the artist begins design execution according to the approved concept and within the assigned production window. Throughout this phase, the artist is responsible for adhering to all program guidelines and maintaining open communication regarding progress or potential delays.

After the artwork is completed, the artist must deliver the sculpture fully painted, clean, dry, and ready for final finishing. The City will then perform the professional sealing, installation including plaque, and base preparation before scheduling installation in coordination with other City departments. This timeline ensures a clear sequence, from artwork fabrication through final placement, that supports consistency, quality control, and efficient delivery of each PearScape piece. From receipt of sculpture to the final handoff, the timeline is approximately 8 weeks.

APPENDIX B

Approved Materials & Painting Requirements

Recommended Mediums for Pear Artwork

Paints

- Professional-grade acrylic or urethane paints
- Automotive paints permitted if compatible

Tools

- High-quality brushes
- Airbrush (with proper ventilation)

Mediums

- Acrylic mediums
- Aerosol

In addition to the standard acrylic, urethane, and automotive paints outlined in this appendix, the following is a specific list of materials that are also approved for use on PearScape sculptures, provided they are applied in accordance with manufacturer specifications and finished with the City's professional sealing process:

- **Professional Artist Acrylics (Heavy Body or Fluid):** High-quality systems such as Golden, Liquitex Professional, Nova Color, or equivalent, offering strong adhesion to fiberglass and high UV stability.
- **Two-Part Epoxy Paints or Epoxy Tint Systems:** Durable coatings suitable for detailed or high-gloss applications, used sparingly and allowed full cure time prior to delivery.
- **Polyurethane and Industrial Acrylic-Urethane Coatings:** Automotive-grade or industrial systems (e.g., Sherwin-Williams Polane, Matthews Polyurethane) that provide exceptional colorfastness and long-term exterior durability.
- **Automotive Finishes (Basecoat/Clearcoat Systems):** Automotive paints including PPG, DuPont, or House of Kolor, allowing pearlescent, metallic, or "candy" effects appropriate for outdoor display.

**CITY OF PEARLAND PUBLIC ART:
PEARSCAPE PROGRAM**

- Professional Airbrush Paint Systems: Createx Wicked Colors, Auto-Air Colors, or equivalent paints specifically designed for exterior applications when paired with the City's final sealer.

Optional Additions (Allowable With Prior Written Approval Only)

- Marine- or Industrial-Grade Enamels (Approval Required): High-performance enamel or marine coatings suitable for marine environments may be used only with prior written approval and must not impede the sealing process.
- Metallic, Iridescent, or Interference Pigments Rated for Exterior Use: Artist-grade pigments or paints designed for outdoor applications (e.g., Golden Interference, Nova metallics) that retain stability when finished with the City sealant.
- UV-Stable Pigment Pastes or Tint Additives: Professional-grade pigments incorporated into paint or coatings to enhance saturation without altering surface integrity.
- Microflake (Sealed Beneath Clearcoat): Fine reflective materials that are mixed into paint layers or encapsulated beneath the sealant. No loose application, glued materials, or surface textures over 1/16" are permitted.

Use of any material outside the standard approved list (including all additions above) requires prior written approval to ensure consistency, safety, and longevity across all PearScape artworks. All materials must withstand prolonged typical UV exposure, humidity, heat, and outdoor conditions.

Prohibited

- Glitter (loose or encapsulated)
- Craft-grade metallics
- Natural materials
- Any applied textures over 1/16"
- Fabric, paper, or low-adhesion mixed media
- Vinyl, stickers, or decals

Durability Requirements

All materials must:

- Be suitable for 10-year outdoor exposure
- Be fully compatible with the City's sealing process
- Avoid peeling, flaking, or moisture-trapping texture

Workmanship Standards

Artist must:

- Produce a clean, professional finish
- Avoid unintentional drips or streaks
- Ensure full, even surface coverage

Delivery Requirements

Artist delivers the sculpture:

- Fully painted
- Clean and dry
- Unsealed (City applies final clearcoat)

Care Recommendations

Artist provides brief maintenance notes, including:

- Any areas requiring special care
- Notes on fine or delicate details