



PILOT PROGRAM FOR THE USE OF MURALS WITHIN ORGANIZED NEIGHBORHOOD GROUPS AS DETERENTS TO GRAFFITI

Approved by the City Appearance Committee 10-16-14

1. As a pilot program, murals proposed for the purpose of deterring graffiti will only be considered within the boundaries of an organized neighborhood group actively participating in the City's Neighborhood Services program.
2. Landscaping of the area in front of a wall/fence subject to graffiti is the preferred deterrent. Landscaping could include screening shrubs, climbing vines, trellises attached to the wall/fence, and attractive inert or living groundcover. A permanent watering system, such as drip irrigation, would be required for the plants to become established. Maintenance would be by the adjacent property owner or as detailed in a maintenance agreement.
3. Murals are generally large pictures/mosaics painted or adhered directly on a wall/fence or on backing material that is attached to the wall/fence. Murals are not considered signs and do not include super-graphic signs as defined in EZC Article 66 –Sign Ordinance.
4. Murals may be proposed on city-owned property, private property, or within the public right-of-way on fences and/or walls visible from the street to act as a deterrent for graffiti. All murals will be referred to the City Appearance Committee. An encroachment permit may be required for the painting/installation of the mural
5. Murals proposed within the Old Escondido Neighborhood also require review and the issuance of a Certificate of Appropriateness from the Planning Division.
6. Minor identification of the artist and/or a sponsor may be acceptable.
7. The proposed mural must be approved and submitted to Neighborhood Services by the Board of the Neighborhood Group. Depictions of plants, foliage and other botanic elements are preferred, but the Board may propose another mural design theme and style appropriate to their neighborhood character.
8. Owners of the underlying property where the mural is proposed shall provide their written approval of the mural to be included with the initial request.
9. Murals on private property shall be maintained and repaired by the applicant, including removal of any graffiti within 24 hours.
10. Murals on city-owned property or within the public right-of-way shall be maintained and repaired by the proponent and may be subject to a maintenance agreement with the City that may include provisions for the removal of the mural upon notification by the City.