



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

DATE: April 3, 2008

CONTACT: Michelle Bromstead

PHONE: (760) 839-4000

CITY APPEARANCE & COMPLIANCE SWEEP: TUESDAY, APRIL 8

Next Tuesday, April 8, 2008, the City of Escondido's Appearance and Compliance Team (ACT) will conduct a sweep in the Old Escondido Neighborhood, between Escondido Boulevard and Juniper Street, from 5th Avenue to 9th Avenue.

Sweep efforts will include: Code Enforcement Division checking for property maintenance and other municipal and zoning code violations and retrieving abandoned shopping carts; Fire Department inspecting fire lanes and safety and accessibility issues; Police Department handling code violations involving criminal activity; Community Services' Maintenance and Operations Division staff removing graffiti, cleaning up litter and debris in public areas and addressing street, sidewalk and landscaping safety and appearance issues.

The Neighborhood Porch will also be on hand, with friendly, knowledgeable city staff to answer questions and provide information about neighborhood and community resources.

ACT continues to support Escondido's commitment to improving the City's attractiveness by proactively addressing appearance issues. ACT addresses city issues including graffiti, abandoned shopping carts, illegal parking, code violations and abandoned vehicles. Community members are encouraged to report graffiti violations by calling (760) 839-4OFF.

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Note to media: The staging area for this sweep will be the Hidden Valley Christian Church parking lot at 1300 S. Juniper Street. Staff will conduct an initial briefing there at 8:30 a.m. and the sweep will begin at 9 a.m.