



STAFF REPORT

March 11, 2024
Agenda Item No.: 9

SUBJECT

MURAL PROPOSAL – KNOW YOUR HISTORY BY MARK “ZANE” KINGCADE

DEPARTMENT

Community Services Department

RECOMMENDATION

Request the Public Art Commission approve the Mural Proposal – Know Your History by Mark “Zane” Kingcade.

Staff Recommendation: Approval (Community Services: Robert Rhoades)

Presenter: Robert Rhoades, Assistant Director of Community Services

FISCAL ANALYSIS

The artists are requesting the Public Art Commission approve \$9,824.00 for the artwork from the Public Art Fund, City Murals account. If approved, the remaining fund balance would be \$260,522.00.

PREVIOUS ACTION

On November 8, 2023 this application and mural design was reviewed and approved by the City’s Appearance Committee. No objections or request for changes were recorded.

On February 27, 2024 the Public Art Commission Mural Subcommittee discussed the mural and requested the artist use actual history books that reference Escondido. Furthermore, while detailed in the renderings, the subcommittee confirmed that the mural project would be installed on the concrete wall, not the brick facia. Pending these requests, the subcommittee recommends approval.

BACKGROUND

The proposed mural is located at 254 E. Grand Avenue, Escondido, 92025 at the business *Laurel Glen*. The mural will be placed on the east facing wall toward the back of the building along Kalmia and the alley. The mural will measure 14 feet tall by 18 feet wide (252 square feet) on the concrete wall.

ATTACHMENTS

- a. Mural Application – Know Your History by Mark “Zane” Kingcade



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- b. Know Your History by Mark “Zane” Kingcade – Updated Renderings