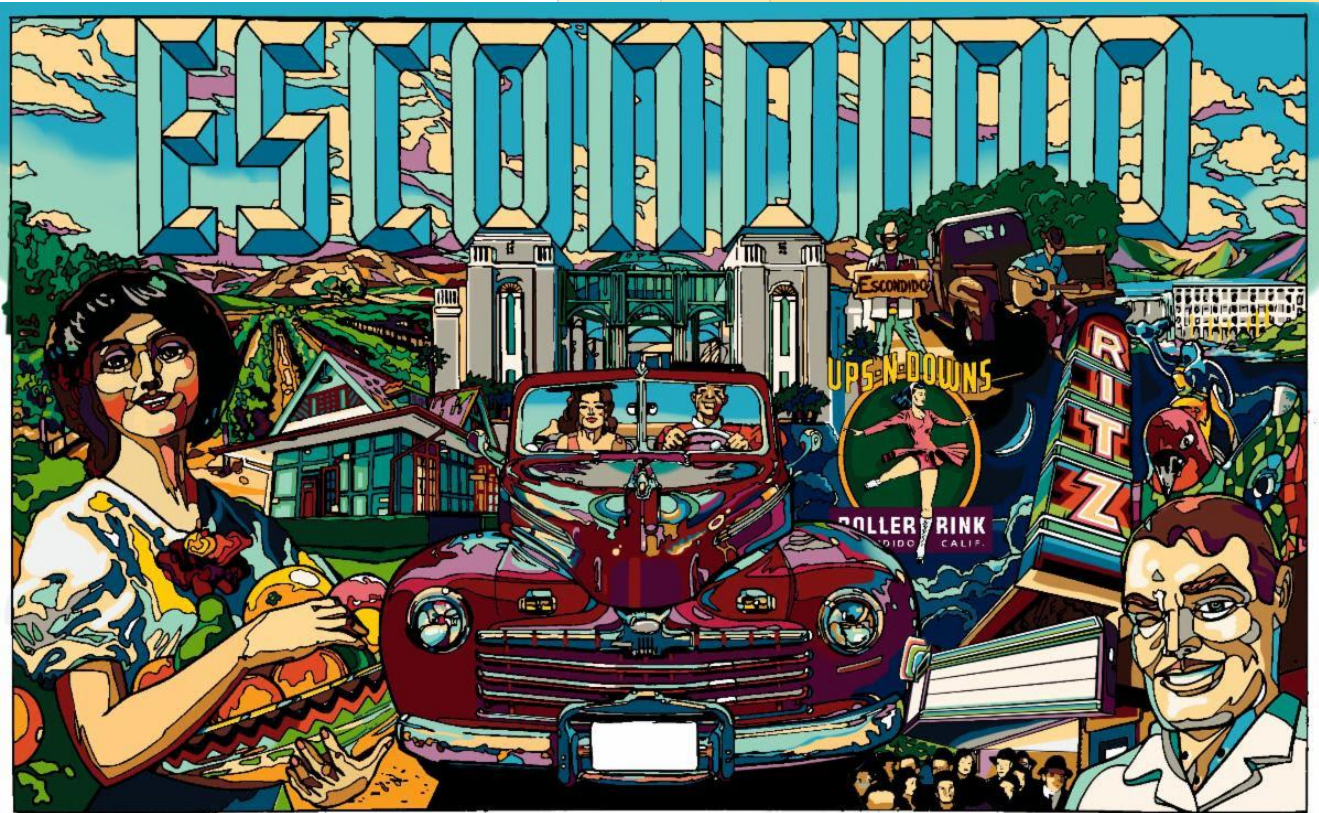




PUBLIC ART MURAL PROGRAM



**Escondido
Community
Services**

INTRODUCTION

A mural is a large-scale artwork, painting, or mosaic, applied or mounted directly to an exterior surface of a building or other structure. The City of Escondido Mural Program (“Program”) is designed to enrich Escondido, promote community, and bring beauty to unexpected places. The Program will also act as a form of economic development, acting as a catalyst for providing quality improvements and enhancements to the exterior appearance of properties and neighborhoods.

Program applicants may include business and property owners interested in hosting public art and artists in search of canvases. Applicants meeting the Program requirements may be eligible to receive Program funds through the Public Art Commission.

ELIGIBILITY

The property proposed as a mural canvas (“Canvas”) must meet all the following requirements:

1. Be located within Escondido city limits;
2. Be a retail, commercial, office, industrial, or residential use (except single-family residences)¹; and
3. Conform to all applicable City of Escondido codes, requirements, and policies.

Program applicants interested in hosting public art (“Hosts”) may include:

1. An owner of real property;
2. A business owner;
3. A commercial tenant with written consent from the property owner;
4. A not-for-profit organization (e.g., neighborhood association, educational organization, or community organization).

Program applicants in search of a Canvas (“Artist”) may include:

1. An individual artist; or
2. A group of artists.

APPLICATION SUBMISSION

Program applicants must submit a completed Program application, including all collateral materials, to the Program liaison. The proposed mural must substantially enhance the aesthetic of the area in which the Canvas is located, and must be vetted through the City’s Mural Committee, Appearance Committee, and the Public Art Commission.

Interested Hosts may:

1. Submit a request to the Program liaison to be added to a roster of eligible mural locations;
or

¹ For murals proposed on private property and not funded through the Program, please see Appendix A.

2. Seek out a qualified artist to partner with through the “Mural Artist Roster.” The application, roster, and eligible mural locations can be found here: <https://www.escondido.org/public-art-program>.

Interested Artists may:

1. Submit their resume and credentials to the Program liaison to be added to a roster of mural artists;
2. Submit a joint application with a prospective Host; or
3. Reply to a City-issued Request for Proposals regarding mural art.

APPLICATION APPROVAL PROCESS

The proposed mural must receive all necessary approvals from the City’s Mural Committee, Appearance Committee, and Public Art Commission before any work begins (“Necessary Approvals”).² After all necessary approvals have been granted, the Host and Artist must enter into a Public Art Mural Program Agreement with the City, the form of which must be approved by the City Attorney. The City’s form Public Art Mural Program Agreement is attached as Exhibit 1 and incorporated herein by this reference.

The Program review process will generally proceed as follows:

- An applicant must submit a complete Program application.³
- Once the Program liaison confirms the application is complete, the application will be presented to the City Appearance Committee for review and approval.
- If the application is approved by the City Appearance Committee, the application will be added to the next Public Art Commission meeting agenda for review and approval. Special meetings may be requested between regular Public Art Commission meetings, at the discretion of the Public Art Commission. Applicants are invited to attend the Public Art Commission meeting when their application is scheduled for review, at which time questions may be posed to the applicant regarding the mural application.
- If the application is approved by the Public Art Commission, the Artist, Host, and the City will enter into a Public Art Mural Program Agreement, the form of which is attached as Exhibit 1.
- Thereafter, the applicant must work with the Program Liaison and secure all Necessary Approvals and permits for creation of the proposed mural.
- Once all Necessary Approvals and permits have been granted, the City will provide the Artist with an amount up to one-third of the total Program fund amount for the mural work to begin.

MURAL CREATION

The Artist/Applicant may be paid Program funds at the completion of the mural or in one-third

² See Appendix A for the City’s policy for review of proposed murals in non-residential zones as approved by the Appearance Committee on February 13, 2021.

³ See Appendix B for a detailed list of required information, documents, and materials.

increments during mural creation. Throughout the mural creation process, the Artist shall submit receipts or paid invoices to the City for reimbursement.

Within 14 days of mural completion, the Artist shall submit high quality “after photos” to the Mural Committee or Program liaison. A final inspection of the mural will be conducted to confirm completion and conformance with previously approved plans and specifications. If the mural is to the satisfaction of the Program liaison, the Artist will receive reimbursement in the appropriate amount within 30 days of the final inspection. Any portions of the mural that do not conform with previously approved plans and specifications will not be reimbursed.

MAINTENANCE

The City is not responsible for the maintenance or preservation of murals created on private property as a result of the Program. A mural placed on a private structure becomes the physical property of the property owner. As such, the property owner is responsible for monitoring the condition of the mural and facilitating its maintenance by assuming any costs associated with its maintenance, repair, and removal. Murals not maintained properly may be subject to City Municipal Code compliance penalties and removal.

The Artist/applicant will be responsible for the maintenance or preservation of all murals created on City property.

The Public Art Mural Program Agreement for each mural created as a result of the Program will set forth the rights and responsibilities of each party thereto, including but not limited to the Host’s maintenance and repair obligations described in Section 6 of Exhibit 1.

PROMOTIONAL RIGHTS

By participating in the Program, the Artist authorizes the Host and the City to use photographs and descriptions of the mural created as a result of the Program subject to the terms of Section 5 of Exhibit 1.

MURAL CRITERIA

The proposed mural must receive all necessary approvals before any work may commence. The following factors will be considered during the mural approval process:

- **Accessibility and Location:** Proposed murals must be easily visible and in public view.
- **Design:** All murals created as a result of the Program must add to the appearance of and complement the Canvas and surrounding neighborhood.
- **Scale:** All murals created as a result of the Program must work within the scale of the Canvas.
- **Feasibility:** All murals created as a result of the Program must have a realistic budget and timeline.

- **Support:** Program applicants must provide written evidence of support for the design, including but not limited to a letter of support from the host and/or a letter of support from the applicable neighborhood association.
- **Durability:** Mural media⁴ should be weather-resistant and ensure mural integrity for at least 5 years following completion.
- **Design Standards:** All murals created as a result of the Program must meet the following design standards:
 - Designs complementary to the architectural, geographical, socio-cultural, or historical context of the Canvas and surrounding area;
 - Original works of art;
 - Mural media may be plain or incorporate decorative, ornamental elements;
 - The mural may be illuminated, subject to City requirements; and
 - The mural must be topped with an anti-graffiti varnish to protect against vandalism.

PROGRAM FUNDS

All Program funds awarded as a result of the Program will be based on the actual cost of mural creation. In order to receive reimbursement and ensure accurate calculation of Program funds, Artists must submit original invoices and proof of payment for mural materials and work performed. All mural creation work must be completed within the time period specified in the Public Art Mural Program Agreement. If work is not completed by the agreed upon deadline, reimbursement via Program funds will be subject to funding availability upon actual completion of the mural.

Costs eligible for reimbursement via Program funds may include:

- Artist fees for design and execution of mural, including artist's transportation and liability insurance fees.⁵
- Materials associated with creating and installing the mural (e.g., paints, panels, fencing, lighting, and electrical equipment).
- Other expenses pre-approved by the Mural Committee or Public Art Commission.
- Photographs of completed work.

For Questions, please contact:

Danielle Lopez,
 Assistant Director of Community Services/Public Art Program Liaison
 760-839-6269
 dmlopez@escondido.org

⁴ Mural media is the material and tools used by an Artist in creating the mural.

⁵ Artists may charge a flat rate per square foot of the mural. Artists may account for assistant fees.

Appendix A

POLICY FOR THE REVIEW OF PROPOSED MURALS IN NON-RESIDENTIAL ZONES

Approved by the City Appearance Committee on 02-13-21

1. Murals are generally large pictures/mosaics painted or adhered directly on a wall or on backing material that is attached to the wall. Murals are not considered signs and do not include super-graphic signs as defined in EZC Article 66 –Sign Ordinance.
2. Murals proposed on building exteriors within public view that do not involve public art funds, are considered a change to the building exterior subject to staff design review.
3. Each proposal subject to staff design review may be referred by the Director of Community Development to the City Appearance Committee and/or the Planning Commission, or other appropriate body.
4. Murals proposed on city-owned property or within the public right-of-way will be referred to the City Appearance Committee. An encroachment permit may be required.
5. Murals proposed to be located on private property adjacent to and visible from a major road/prime arterial or at a gateway into the City may be referred to the City Appearance Committee and/or the Planning Commission.
6. Murals proposed at a location within the Downtown Specific Planning Area require review and the issuance of a Certificate of Appropriateness from the Planning Division.
7. Minor identification of the artist and/or a sponsor may be acceptable.
8. Any signage incorporated within a mural will be considered wall signage subject to the sign ordinance.
9. The property owner's approval is required.
10. Murals on private property shall be maintained and repaired as part of the exterior of the building, including removal of any graffiti within 24 hours.
11. 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.

Appendix B

REQUIRED APPLICATION MATERIALS

The following materials are required for a Program application:

- Completed City of Escondido Mural Program Application;
- Artist resume or biography including at least four images highlighting the Artist's work as a muralist;
- Description of the proposed mural (150 words or less);
- Digital images:
 - One color image of the proposed design (conceptual); and
 - One color image of the proposed building and wall.
- Materials list;
- Detailed budget and timeline for completion of the proposed mural;
- Letter of support from the Host;
- Letter of support from the neighborhood association, if applicable;
- Proof of Host's current property ownership and letter of intent to sign the Public Art Mural Program Agreement; and
- Any other information or materials necessary to comply with the requirements of any applicable Request for Proposal.

Note: If the proposed mural will require attaching panels to a wall of the proposed Canvas, drawings and attachment plan must also be submitted.

Program information, application materials, and photos of existing murals will be maintained on the City's website at <https://www.escondido.org/public-art-program.aspx>.