

11-1467

AUG 19 2011

PUBLIC WORKS

Rule 16

EG

RESOLUTION

ARTRAGEOUS: "GRAFFITI STARTER KITS"

WHEREAS, the impact of graffiti is devastating to the quality of life for the residents of Los Angeles; it instills fear, anger, and frustration; and the vile act of vandalism is a scar that destroys property and reduces the value of homes; and

WHEREAS, the City of Los Angeles has enacted many laws to attack the blight of graffiti which permeates our streets, neighborhoods, businesses, and communities; this includes a civil liability of up to \$1000, as well as a \$1000 reward for information that leads the arrests and conviction of a graffiti criminal; and the California Penal Code includes penalties of up to a year in jail and \$50,000 in fines; and

WHEREAS, according to the Office of Community Beautification, the statistics regarding graffiti in Los Angeles are staggering --- last year the City spent approximately \$7.1 million in graffiti abatement and 34.5 million square feet of graffiti removal occurred at 625,000 locations throughout the City; and

WHEREAS, the Aaron Brothers art store chain has recently released an "Artrageous" promotion which includes paints, markers, and sketch pads which glorifies the graffiti art form; special events are planned at seven locations in Los Angeles, including Brentwood, Hollywood, Northridge, Studio City, Westwood, and Woodland Hills (and 13 other locations throughout Los Angeles County); these events will include hands-on demonstrations and "tips and tricks from the pros;" while most inappropriate, is a "Graffiti Starter Kit" that will be part of the free handouts to participants (no purchase necessary); and

WHEREAS, while all the promoted products are legal to sell, and the spray-paint cans are kept in a locked display as required by State law, it is unfortunate that Aaron Brothers, which coincidentally opened their first store in Los Angeles, is not sympathetic to the impression this creates in the community and the impact it may have to encourage vandalism;

NOW, THEREFORE, BE IT RESOLVED, that by adoption of this Resolution, the Council of the City of Los Angeles strongly encourages and requests the Aaron Brothers art store chain, promoters of "Artrageous," an event which glorifies graffiti and distributes free "Graffiti Starter Kits," to refrain from the glorification of graffiti by discontinuing the advertisement and free distribution of a "Graffiti Starter Kit" and to provide a prominent message about the ramifications and penalties of graffiti vandalism and the detrimental impact it has on our community.

TO CITY CLERK FOR PLACEMENT ON NEXT
REGULAR COUNCIL AGENDA TO BE POSTED
#56

By: [Signature]
Co-presented by: [Signature]

ORIGINAL

PRESENTED BY:

DENNIS P. ZINE
Councilman, 3rd District

SECONDED BY:

AUG 19 2011

EG