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[Stenciled Graffiti Defacing San Francisco Sidewalks]

Resolution urging the Department of Public Works and the City Attorney to jointly cite and collect damages from NBC Universal, parent company of USA Network, or its representatives for stenciling graffiti on San Francisco sidewalks; and urging the Department of Public Works to track all costs associated with the cleanup of the sidewalk graffiti.

WHEREAS, The first complaint against NBC Universal was registered through the Department of Public Works' email address (28clean@sfdpw.org) on June 23, 2004; and

WHEREAS, The Department of Public Works contacted NBC Universal verbally and in writing, ordering them to cease all sidewalk stenciling for their advertising campaign on behalf of USA Network's 4400 Series; and,

WHEREAS, The Department of Public Works received complaints or independently located over sixty-three (63) sites where said graffiti was placed; and,

WHEREAS, The Department of Public Works diverted valuable resources away from citywide street cleaning and graffiti abatement efforts in order to respond to complaints of corporate sidewalk graffiti; now, therefore, be it

RESOLVED, That graffiti on city sidewalks is illegal, pursuant to Public Works Code Section 184.57; and, be it

FURTHER RESOLVED, That the Department of Public Works shall track all costs associated with the removal of the stenciled graffiti so that proper billing can be made to the responsible parties; and, be it

1 FURTHER RESOLVED, That the Department of Public Works and the City Attorney
2 shall seek restitution from NBC Universal for clean up costs associated with damage done to
3 City sidewalks; and be it

4 FURTHER RESOLVED, That NBC Universal is strongly urged to make a
5 compensatory contribution to San Francisco's Neighborhood Beautification Fund to support
6 murals that beautify, rather than deface, our streetscape; and be it

7 FURTHER RESOLVED, That a copy of this resolution be sent to Mr. Michael Dare,
8 Director of Promotions for NBC Universal, 1230 Avenue of the Americas, New York, New
9 York, 10020.

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City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails
Resolution

File Number: 041031

Date Passed:

Resolution urging the Department of Public Works and the City Attorney to jointly cite and collect damages from NBC Universal, parent company of USA Network, or its representatives for stenciling graffiti on San Francisco sidewalks; and urging the Department of Public Works to track all costs associated with the cleanup of the sidewalk graffiti.

July 27, 2004 Board of Supervisors — ADOPTED

Ayes: 11 - Alioto-Pier, Ammiano, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Peskin, Sandoval

File No. 041031

I hereby certify that the foregoing Resolution was ADOPTED on July 27, 2004 by the Board of Supervisors of the City and County of San Francisco.

AUG 05 2004

Date Approved

Kay Gulbenkian
Gloria L. Young
Clerk of the Board

Gavin Newsom
Mayor Gavin Newsom