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JAMAICA PLAIN

## Group asks JP business owners to sign pledge promising to keep storefronts clean

Posted by Matt Rocheleau August 14, 2013 02:24 PM

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By Matt Rocheleau, Town Correspondent

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A group of concerned residents and leaders in the Jamaica Plain business community are asking property and business owners to sign a pledge vowing to help clean up litter around the neighborhood.

As of Friday, 27 businesses had signed [the pledge](#), which is a promise to help to keep sidewalks, gutters and other outdoor areas around their shops clean, including by assigning employees to tidy up on a scheduled basis and to try to have areas outside their storefronts swept at least once a day, said Carlos Icaza, one of the anti-litter group's leaders.

The pledge was drafted by a group of several members of the Jamaica Plain Business and Professional Association and neighborhood residents who, launched an anti-litter campaign called "JP Shines" in May, said Icaza, who is a board member and former president of the business association.

The group also hopes to encourage and educated residents and visitors to the neighborhood to not litter and to participate in clean up efforts, he said. And, the group is lobbying for the city to do more to keep JP clean, including by installing larger public trash barrels and by better enforcing anti-litter

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regulations.

“We believe that having a clean business district is a good investment because it promotes business and better customer relations,” the group said on the business association [website](#). “A clean shopping district is also what the residents of JP want.”

The group hopes to raise awareness by having pledge-supporting businesses display “JP Shines” decals in their storefronts.

The group plans to lead by example on Saturday, Aug. 17, when they will host a clean-up event along a Centre Street.

Those interested in helping JP Shines can email Icaza at [cb.icaza@comcast.net](mailto:cb.icaza@comcast.net).

*E-mail Matt Rocheleau at [mjrochele@gmail.com](mailto:mjrochele@gmail.com).*

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