

Dear Downtown Cleaning Partner:

In 1982, James Q. Wilson and George L. Kelling published an article in the Atlantic Monthly introducing a theory known as "broken windows." The theory states; "If the first broken window in a building is not repaired, then people who like breaking windows will assume that no one cares about the building and more windows will be broken. Soon the building will have no windows....."

Applying the "broken windows" theory to graffiti, Indianapolis Downtown, Inc, and the City of Indianapolis are taking an aggressive approach in dealing with graffiti. Together we can send a message to vandals that we care and are watching, their graffiti will be removed and they are subject to arrest and prosecution.

We have implemented a graffiti abatement program and need your help. City crews are removing graffiti from public property. We ask our Cleaning Partners for help in the following ways:

- Have a zero tolerance of graffiti.
- Call 911 if you see graffiti in progress. This is a crime.
- Report graffiti on public property to the Mayor's Action Center <http://www.indy.gov/eGov/Mayor/mac> or **317-327-4MAC (4622)** or TTY: **317-327-5186**
- Remove graffiti on your private property within 24 hours.
- If possible, take photographs and document the location and date. Forward these to Indianapolis Metropolitan Police Department (IMPD) Community Resource Officer Tony Brown b7086@indy.gov
- Visit http://www.graffitihurts.org/community_resources/removal.cfm for information on removal or refer to the list of resources at the end of this document.

Immediate removal of graffiti will improve the perception of Downtown public safety by keeping streets and properties clean.

This shared vision and consistent effort from both the private and public sectors keep Downtown clean and vibrant. Thanks for your partnership to keep our Downtown clean, beautiful and graffiti-free.

Anne Maschmeyer
Beautification Director

Products and Procedures for Removing Graffiti

- Power washing will remove graffiti from some hard surfaces.
- GAT Graffiti, Asphalt and Tar remover - Chemical Spray, \$261.00 per case
CANTOL Inc., Sales Representative Dave Maggart, Office 257.4871, Cell 753-1652

Fusek's True Value Hardware Downtown offers the following:

- Savogran Graffiti Remover – Item #141823, \$34.99, 1/2 Gallon spray, water rinsable, non-flammable, biodegradable, no harsh chemicals, removes graffiti caused by spray paint, magic marker, crayon & similar marking devices without harming wood, metal or masonry, pump applicator Included.
- Jasco Paint & Graffiti Remover- Item # 857672 \$6.99, 17 OZ aerosol, use on concrete, brick, wood, metal, not for plastic or synthetic materials, washes off most graffiti after 10 minutes.
- Krud Kutter Adhesive Remover – Item #633802, \$9.49, 32 OZ, lifts most residues from glues, adhesives, mastics. Water based formula, safe to use, no odor, non-toxic, non-flammable.
- Goof Off Dried Latex Paint Remover – Item #856807, \$6.99, 12 OZ aerosol, removes tar, glues, sticker residue, gum, adhesives, grease, oil, crayons, pen, ink, markers & paint from a wide variety of surfaces.

Fusek's True Value Hardware

350 E New York St, Suite 100
Indianapolis, IN 46204
317.636.7377 phone
371.636.7357 facsimile

Please contact A.G. Maas Janitorial Supply Company at (317) 632-8315 or info@agmaas.com, or visit them in their downtown store at 25 E. McCarty St.

TAGINATOR Website of graffiti removal products for order.
<http://www.taginator.com>