

**FOR IMMEDIATE RELEASE**  
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**DOWNTOWN BERKELEY BUSINESS DISTRICT RENEWS FOR TEN YEARS**

**Includes expansion along Shattuck and University and new Placemaking Role**

BERKELEY, Calif.,—June 1, 2016— After the counting of ballots showing an overwhelming 86.8% support from Downtown Berkeley property owners, the Berkeley City Council authorized last night the renewal and expansion of a new Downtown Berkeley Property-based Business Improvement District (PBID). The renewed PBID also expands three blocks south on Shattuck Ave to Carleton St, and one block down University Avenue to Grant Street (see map below). The PBID will continue its cleaning, hospitality, landscaping, and marketing services, and will expand role to include placemaking to bring additional vitality to the Downtown.

The renewed PBID will commence operations in January 2017 with an annual budget of \$1.5 million, and will be managed by the Downtown Berkeley Association (DBA), for a period of 10 years until December 2026, or until the property owners decide to disestablish the PBID. The initial PBID was limited to five-year term from 2012 to 2016. The DBA board decided to renew for 10 years due to the high cost of renewal and the positive strategic impact of the initial PBID.

The bulk of the renewed PBID resources, approximately \$930,000, will be allocated to cleaning, safety, landscaping, beautification, and placemaking services and improvements that create a consistently pleasant pedestrian experience in Downtown Berkeley. The Downtown Berkeley Ambassadors provide enhanced maintenance and hospitality services in addition to services currently provided by the City, focused on everything from sidewalk sweeping, pressure washing, weeding, graffiti abatement, to gum removal. In addition, Ambassadors patrol the Downtown, provide visitor assistance, neighborhood watch, merchant support, and homeless outreach services. A portion of the budget is allocated to beautification projects such as landscaping and holiday decor, and now is modestly expanded to include placemaking projects such as improved signage, streetscape, artwork, and other amenities.

An additional \$253,000 of the PBID budget is allocated marketing and promotion services to help bring more visitors and residents to Downtown Berkeley and effectively compete with other regional business districts; and a business attraction and retention program for businesses interested in starting, expanding or relocating within Downtown Berkeley. The balance of the budget is allocated to administrative costs of running the PBID.

In September 2015 the DBA Board and staff--after extensive stakeholder input--completed a new [DBA Strategic Plan](#). The plan recommends continuing our work on creating a clean, beautiful, safe and welcoming downtown, and expanding our efforts in placemaking as new public space projects come online and increasing our voice in leadership and advocacy within the City. With guidance from the Strategic Plan, in October 2015 the board adopted a new [Downtown Berkeley Management District Plan](#) for a ten-year renewal 2017-2026, including a five-year review in 2021. In January the DBA submitted petitions to the City with 63% support of property owners weighted by assessment. On April 5 the City of Berkeley will be sent out ballots to all property owners for a final vote on the renewed PBID. The results were counted at City Council Meeting and Public Hearing last night, with 87% of property owners weighted by assessment affirming their support of the PBID.

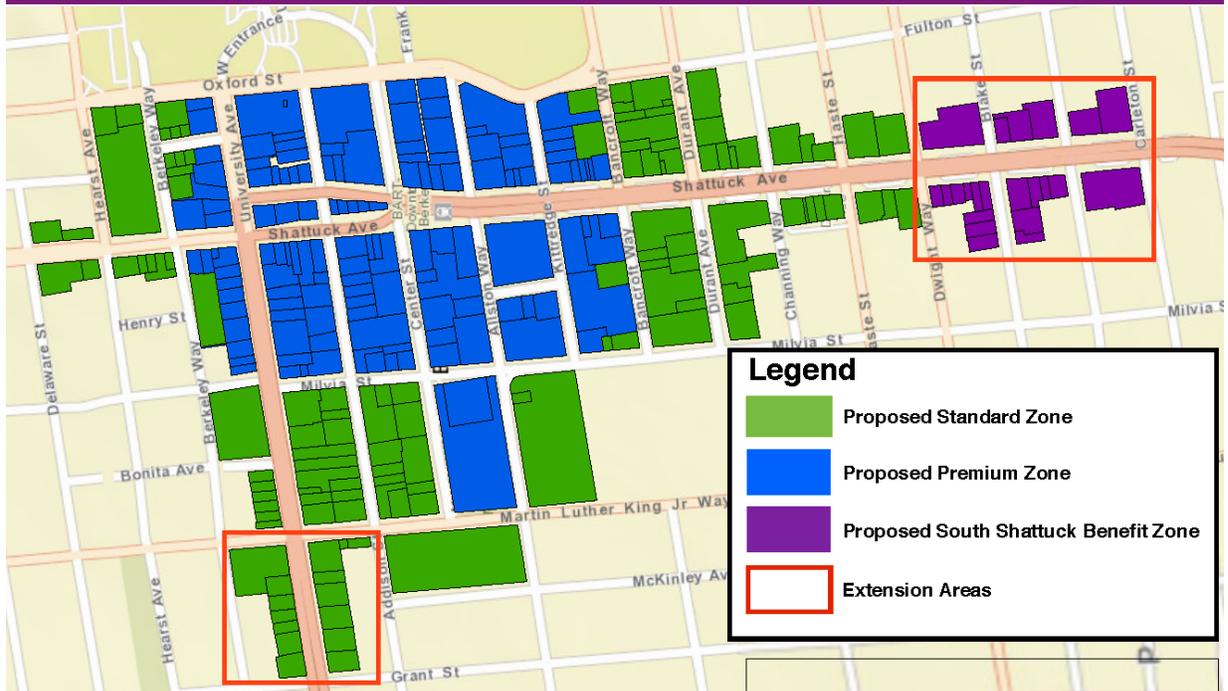
According to John Caner, CEO of the Downtown Berkeley Association, "The renewal of the PBID is the culmination of almost three years of planning process, and four and half years of operational focus of key quality of life issues in the Downtown. While challenges remain we have made significant strides in creating a more welcoming, vibrant and prosperous City Center, and that that has played a key role in attracting new investment in the Downtown. With our continued focus on quality of life issues we expect continued growth of the Downtown including almost 2,000 new housing units, new hotels, and retail and arts outlets, as well as public space improvements."

### **About the Downtown Berkeley Association**

Downtown Berkeley Association is a nonprofit membership organization and the Owner's Association for Downtown Berkeley's Property-Based Business Improvement District (PBID), representing 187 property owners and approximately 680 of their merchant and business tenants in a 24-block area of Downtown Berkeley. Visit [downtownberkeley.com](http://downtownberkeley.com) for more information, or follow us on [Twitter](#), [Facebook](#) and [Instagram](#).

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# New PBID Boundaries



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