

POSITIVE DOWNTOWN BERKELEY CHANGE

Number 2: December 3, 2015

Community Sidewalks Ordinances



On Tuesday Berkeley City Council passed the Community Sidewalks ordinances, to help create a safer and more welcoming Downtown, Telegraph, and City for everyone. The ordinances prohibit: 1) public urination and defecation; 2) lying in or on planters; 3) personal items affixed to public fixtures, and 4) personal belonging of no more than 2 square feet on sidewalks or plaza from 7am -10pm, except for cushions for sitting and shopping cart of up to one hour on a blockface. The personal belonging ordinance does not go into effect until the City implements a homeless storage facility.

Online Maintenance Request



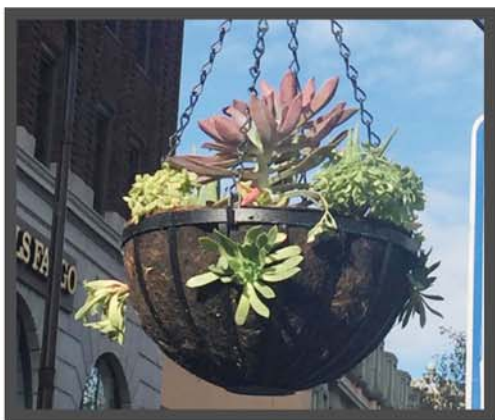
In addition to calling our Ambassador hotline at 510.550.7550, you can now submit Ambassador Maintenance Request online at: www.downtownberkeley.com/service-request or by clicking on Submit Request link on our home page. Your request is automatically uploaded to our Smart System, for easy processing by an Operations Supervisor. You can also upload photos. For City service please continue to call 311.

Holiday Decorations



Our signature holiday lights are back again this year. We have wrapped 130 trees with purple and white lights, purple lighted spheres in circular planters, and have hung our gold and purple balls from the hanging basket brackets throughout the Downtown. And we will be holding the [Holiday Tree Lighting Celebration](#) in BART Plaza for this Friday, December 4th at 5:30pm. All are invited.

Succulent Baskets



We have installed 10 new succulent baskets in BART Plaza. Over the next six months we plan to install 192 baskets throughout the Downtown. The succulent baskets provide a unique sophisticated look, and will remain up year round for three years, requiring greatly reduced watering. The DBA has been working with Ruth Bancroft Gardens a nonprofit nursery that specializes in succulent plants to develop these unique baskets for Downtown Berkeley.

Meet Me Downtown Campaign



The [Meet Me Downtown](#) campaign starts December 9 with the installation of 85 colorful double banners throughout the Downtown featuring the six partners and other venues. The banners will be followed by online, bus and BART ads, and the campaign culminates with **Meet Me Downtown Day** on March 20, 2016. The campaign will also include a new Downtown Berkeley website and social media initiatives inviting folks to **Meet Me Downtown**, and will include a media kit for other Downtown merchants and nonprofits to leverage the campaign for their businesses also. The campaign is timed to highlight the reopening of the Berkeley Rep's Thrust Stage on January 9, the new UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) on January 31, and the new UC Theatre Taube Family Music Hall in mid February, and also features the storied Freight & Salvage.