



Downtown Berkeley Positive Change

November 29, 2023

PLAZA PATIO Opens on BART Plaza

Our latest activation, the PLAZA PATIO opened November 21, a wonderful eating experience in BART Plaza, the heart of our bustling Downtown. The PLAZA PATIO is a shared **pop-up outdoor dining space** for BART Plaza merchants and their customers: *Coffee Hut, Sliver Pizzeria, IKE's Love & Sandwiches, Almare Gelato and*



MIXT Greens. The Patio is dedicated, well-maintained area to enjoy delectable food and/or drink from any of the merchants in the Plaza. Downtown Berkeley Ambassadors set-up the PLAZA PATIO each weekday morning, and put away each evening, except on days of special events using the entire Plaza. The DBA assisted the Coffee Hut in applying for an Sidewalk Seating Outdoor Commerce permit with the City of Berkeley to make the PLAZA PATIO possible. Please contact John Caner at the DBA if you have any questions or suggestions activation elsewhere in the Downtown.

TRASH CABINET Pilot Program Goes Live on Shattuck @ Addison



On November 9, after two years of development, the Trash Cabinet pilot program finally went operational on Shattuck just south of Addison, serving four merchants: *Happy Lemon, Sushi Secrets, For Eyes, and What the Cluck.*

For years the Downtown has struggled with the challenge of garbage bins (trash, recycling & compost) left haphazardly on the sidewalk, often overflowing, or rummaged through also. After evaluating several off-the-shelf products, the DBA, working with City, commissioned this new design with metalworker Alex Nolan. The Zero Waste Dept. particularly wanted a single easy-open door to access an entire row of trash bins. We also wanted a transparent design with easy

visibility of what is inside and on the other side of cabinet, a core principle of Crime Prevention Through Environmental Design. The roughly \$20,000 project was co-funded 50% by the City of Berkeley, 25% by the DBA, and another 25% by the property owner housing the four tenants. If the pilot program is successful, we hope it can be a model for neat and clean trash bins elsewhere in the Downtown and throughout Berkeley!

Lexie's Frozen Custard Opens on Addison St in Arts District



Lexie's Frozen Custard opened on September 16 on Addison Street in the Center Street Garage. After almost 10 years, Founder Alexis "Lexie" LeCount, decided to retire her food truck and picked Downtown Berkeley for her first retail store location, serving her amazing frozen custard. Lexie is looking forward to serving arts district and garage staff patrons, residents and visitors alike, offering delicious scoops, pints, sundaes and an impressive array of frozen pies. In this November 15 photo, the Addison Arts Safety Committee decided to start it's meeting with a quick ice cream social before meeting across the street at the Berkeley Rep. We were delighted that Lexie (on the right) was able to join us for the photo op!

UC Berkeley Volunteers Spruce Up South End of District



On November 4, approximately twenty UC Berkeley student volunteers, along with DBA staff and Ambassadors, helped spruce up the southern end of the Downtown district. Projects included: replanting the planters at Shattuck & Blake and Shattuck & Dwight; and repainting the fence at Shattuck Ave parking lot between Dwight and Blake (getting it ready for mural to be painted in the spring). The volunteers were part of the [Berkeley Project](#) which engages hundreds of students twice a year in dozens of projects improving the Berkeley community. The DBA is grateful to Berkeley Project volunteers who for many years have helped beautify the Downtown on a variety of landscaping projects.

Join us for HOLIDAY ON THE PLAZA, Friday, December 8



Join us for the kid-friendly 12th Annual HOLIDAY ON THE PLAZA at BART Plaza on Friday December 8, from 3-7pm. The event features a holiday market, goodies for kids and adults alike, music, and sing-along caroling, and real live SANTA for you and your kids to share your holiday wishes! Also, around 5pm dignitaries will join us for tree lighting, after Menorah lighting by Jewish community. Also, please make a night of it in the Downtown, grab a bite, drink, or gelato at BART Plaza merchants (*Sliver Pizzeria, IKE's Love & Sandwiches, Almare Gelato, MIXT Greens*), or at one of dozens of other delicious restaurants and bars nearby!