

Published July 21st, 2021

Citywide Sidewalk Sale planned for end of July

By Lou Fancher



Image provided

The Lafayette Citywide Sidewalk Sale July 31 welcomes shoppers back to downtown retail, service and food establishments and serves as a one-day warm-up for the city's biggest fall event, the Lafayette Art & Wine Festival.

To incentivize people who might otherwise be slow self-starters on a sleepy Saturday morning on the last day of July, the Lafayette Chamber of Commerce's Welcome Back Lafayette committee will host a launch party in the Plaza Park Plaza from 10 to 11 a.m. With coffee donated by Peet's Coffee, breakfast goodies that come from Local Kitchens and include bagels and lox from Wise Sons and breakfast burritos from Bacon Bacon, there's good reason to sip and munch while plotting a day supporting local businesses.

While emerging from coronavirus shutdowns and limits on capacity in mid-June, Chamber Executive Director Jay Lifson says, "Lafayette businesses prepared (well) and were mostly ready when June 15th came around. I give credit to our businesses and our community for playing by the rules and keeping each other out of harm's way."

At the outdoor breakfast gathering on the morning of the sidewalk sale, masks and hand sanitizer will be available. In participating shops and restaurants, Lifson says current guidelines and protocols developed by the CDC along with the California Department of Public Health - and followed within Contra Costa County - will be honored. "Every business has the right to require that people wear masks and no one will be asked to remove a mask. We will have signage that reflects that if you have not been fully vaccinated or can not be vaccinated you must wear a mask indoors at all times and keep social distancing and also, wear a mask outdoors when you are closer than six feet from others, or when not eating or drinking," says Lifson. "Every year our single highest purpose is to make sure we produce a safe and clean environment for our attendees, our vendors and our volunteers at our community events."

The Welcome Back committee is aimed at supporting local commerce and includes six Chamber board members, City Manager Niroop Srivatsa, Lifson, and Chamber staff members Sara Regan and Holly Sonne. Lifson says the variety of well-established and new businesses in the city's relatively small footprint is unique and the sidewalk sale offers wonderful reasons to attend.

Perusal of a list of participating businesses posted on the Chamber website backs up Lifson's claim. The Assistance League Thrift Shop at Way Side Inn offers a 50% off sale and a free give-away; Bel & Bunna's Books celebrates Harry Potter's Birthday with giveaways, \$10 hardbacks and discounted items; and Cambiati Wellness Programs from 9 a.m. to 2 p.m. highlights free B vitamin shots and a 15% discount on products.

Fitness buffs and cycle hobbyists can find 10% off maintenance services and bike products at First Mile Cycle Works and at Formula 3 Fitness, join a free class or become a member for \$25 for the first month. Discounts and specials will be offered at Jennifer Perlmutter Gallery, Sanctuaire Spa, Lamorinda Music, Reasonable Books, Your CBD Store, Friends Corner Bookshop, Emerson Grace Design and more.

Lifson says that the main core of Mt. Diablo Boulevard is heavily traveled and highly visible and therefore encourages shoppers not to forget the downtown's East End. "The hidden new gems are Romp Collection on Blackwood, Lemonade Piercing, CG Designs and Fringe & Fern in the Forge," he says.

Asked to provide shout outs for two of the area's newest businesses, Lifson says shoppers will enjoy Hollie's Homegrown on Moraga Road. The gourmet specialty food store provides culinary and medicinal home, garden, bath, and body products, along with fine wine tasting. Another debut, 2 Girls One Plant, celebrates their new home behind the unmissable pink door in the shop located at 3416 Mt. Diablo Blvd. Houseplants in every size, shape, color and variety fill the intimate store and inclusive, healing events already on the calendar underscore the owners' mission to someday create a therapeutic greenhouse that serves as a rescue and therapy center for at-risk youth.

Finally, Amphora Lafayette, Roundup Saloon, the new Headlands Brewing Company and other restaurants or food and beverage purveyors ensure no one will be forced to shop while suffering a dry throat or empty stomach.

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