



Streetscapes and Public Realm Committee

September 14, 2023 – 9:30am - 11:00am
Hybrid via Zoom and 291 Geary Street, Suite 200

MINUTES

In attendance

Committee members and guests: Manuela King (Chair), Cammy Blackstone, Evan Kaiser, Tammy Brock, Jim Chappel, Russ Keil III, Rick Laubscher, Patrick Otellini

Staff members: Ken Rich (COO), Eva Schouten (Public Realm Associate), Caitlin Keller (Intern)

Call to Order & Roll Call

Observing a quorum present, Manuela King called the meeting to order at 9:31 a.m. Introductions were made.

1. Public Comment

None.

2. **Action:** To approve July 11, 2023, Committee Meeting Minutes

Action: The committee unanimously approved the July 11, 2023, committee meeting minutes as motioned by Jim Chappel and seconded by Evan Kaiser.

3. **Powell Street Improvement Project Updates & possible action to approve committee schedule**

Eva and Ken updated the committee on the status of the Powell Street Improvement Project. The Alliance held a community meeting in August to solicit opinions from the community surrounding the early stages of the project. The Alliance has been paid in advance for \$412k of the grant, allowing the Alliance to proceed with design aspects of this project until Development Design and Implementation Plan.

The committee decided to meet every 3rd Thursday of the month rather than bimonthly beginning in February 2024 with the start of the project's schematic design phase. Ken noted that the committee may need to add a December meeting if the Alliance is able to select an Owner's Rep in time for a December committee meeting.

5. Hallidie Plaza

Eva updated the committee on the status of the Hallidie Plaza improvements. Hudson Pacific is interested in contributing to the improvement of Lower Powell and Hallidie Plaza, therefore the approved mural has temporarily been put on hold as conversations



with them have taken place. The committee asked questions around the nature of Hudson Pacific's involvement, whether they have made a financial commitment, and whether they've taken on a similar project in the past. The Alliance currently has a grant to conduct an RFI to collect community opinions on the future of Hallidie, but with Hudson Pacific's contribution, these surveys could be much more substantial.

The committee discussed the city's involvement with the Hallidie Plaza improvements thus far, as the Mayor has put substantial emphasis on Lower Powell and Hallidie Plaza improvements. They noted a distinction between short-term goals for the area that could be ready in time for APEC and long-term goals afterwards.

6. Save the Date: Holiday Fundraiser, December 7, 2023

Eva informed the committee of the Alliance's Annual Holiday Fundraiser taking place the evening of December 7, 2023, tentatively at Convene and Chotto Matte.

7. Project Updates

a. Selle Photo Project

The Selle Photo Project, a historic photo exhibition that the Flood Building and the Community Arts project are putting together, is in progress pending sources of funding. This will become a 2024 project.

b. Union Square in Bloom & events

Union Square in Bloom is ending. There are two more major events taking place as part of the Union Square in Bloom Summer Music Series: The Happy Hour Concert on September 21st and the Bloom Closing Event on October 14th. There will be data to share with the committee on the success of Bloom after it concludes and members of the district will be contacted soon about plans for Bloom in 2024.

c. JCDeaux Kiosk

The JCDeaux Kiosks have been activated with historical photographs in line with the Bloom initiative. The Powell and Geary kiosk was vandalized and a request for repair has been made.

d. Lighting Project

Eva received permission to install the lights in Elwood Alley, allowing the project to advance. Eva has also communicated with the last property owner needed to begin the Campton Place lighting project and hopes that the agreement will be signed by the end of this week. The Alliance hopes to install lighting on the Hallidie Plaza elevator shaft but the status of funding from the Community Challenge Grant is unknown.

e. C3R funding



The Alliance plans to use the C3R funding for improvements to the Union Square Park stage and The Alliance is still working out the nature of the C3R deliverable with OEWD.

f. Holidays 2023

For the 2023 Holiday Season, the Alliance is bringing back Winter Walk from December 14-24. The activation will take place on one block from Geary to O'Farrell but may also happen on Post to Geary, connecting Winter Walk to the Ice Rink and Maiden Lane. Winter Walk will be primarily focused on food and beverage activations with Off The Grid serving as a vendor partner while the Alliance will manage the design of Winter Walk.

Eva informed the committee of the status of the 42 snowflakes for street poles around the Square, stating that PG&E would not allow them to be installed without embarking on a major construction project. The committee discussed alternative ways to install the snowflakes including using power from the surrounding businesses and solar power. The committee also brainstormed alternative ways to work with PG&E. The committee will investigate alternative ways to light the snowflakes, higher level channels at which communication with PG&E could be successful, and the possibility of snowflake projections on a building adjacent to the Park. The committee emphasized the importance of these snowflakes on Lower Powell and at the Cable Car turnaround.

8. Adjournment & upcoming meetings and events

- a. Union Square Alliance Board meeting: September 28, 2023, at 9:00am
- b. Union Square Foundation meeting: October 19 at 9:00a.m.
- c. Streetscapes & Public Realm Committee: November 2, 2023, at 9:30am