



## Streetscapes and Public Realm Committee

November 2, 2023 – 9:30am - 11:00am  
Hybrid via Zoom and 291 Geary Street, Suite 200

### MINUTES

#### In attendance

Committee members and guests: Manuela King (Chair), Evan Kaiser, Tammy Brock, Jim Chappell, Russ Keil III, Rick Laubscher,

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

Guests: Brent

#### Call to Order & Roll Call

Observing a quorum present, Manuela King called the meeting to order at 9:30 a.m. Introductions were made.

#### 1. Public Comment

None.

#### 2. **Action:** To approve September 14, 2023, Committee Meeting Minutes

**Action:** The committee unanimously approved the July 11, 2023, committee meeting minutes as motioned by Jim Chappell and seconded by Rick Laubscher.

#### 3. **Powell Street Improvement Project Updates & action to approve Owners Rep contract**

Eva and Ken updated the committee on the status of the Powell Street Improvement Project. They introduced Brent, the Alliance's preliminary choice for an Owner's Rep to oversee the Powell Street Improvements Project and a draft of his contract. Brent introduced himself to the committee, giving background on his prior experience and speaking to the draft contract.

The committee asked questions regarding the scope of Brent's work on the project, concerns about the Design & Development phase, the contract language's relation to the Alliance taking on the construction management in the future of this project, and specifics of the city funding, and the necessity of hiring an Owners Rep for this project. Some edits to the contract language to make it more specific to the design phase as opposed to the construction process were suggested.



**Action:** The committee unanimously approved the Owners Rep contract as motioned by Evan Kaizer and seconded by Jim Chappell.

## **5. Hallidie Plaza updates & Hudson Pacific**

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. C3R funding and Union Square Stage Improvements**

An update was provided about the stage improvements and the discussions taking place between OEWD and the Alliance in regards to the grant agreement that will fund this project.

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

Eva informed the committee of the Alliance's Annual Holiday Fundraiser taking place the evening of December 6, 2023 at Convene.

## **8. Project Updates**

### **a. Union Square in Bloom & events**

Union Square in Bloom concluded on October 14<sup>th</sup>. Members of the district will be contacted soon about plans for Bloom in 2024 as preparations are already underway.

### **b. JCDeaux Kiosk**

The JCDeaux Kiosks are gradually being updated throughout the district to modernized kiosks with screens. The kiosks were previously activated for the Bloom initiative and the older kiosks will potentially be activated for the holiday season.



c. Lighting Project

Elwood Alley lights will be installed on November 3<sup>rd</sup>. The Campton Alley project has stalled due to the person contributing power pulling out of the project, but Eva is in contact with alternative property owners. The light art project for the Hallidie Plaza elevator is continuing exploratory stages.

d. Holidays 2023 & Winter Walk 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.

## **9. Adjournment & upcoming meetings and events**

- a. Union Square Alliance Annual Board meeting: November 16 at 9:00a.m. at The Clift Hotel
- b. Union Square Foundation meeting: December 21 at 9:00a.m.
- c. Streetscapes & Public Realm Committee: January 11, 2023, at 9:30a.m.