



Streetscapes & Public Realm Advisory Committee Meeting

Thursday, September 12, 2024 - 9:30 – 11:00 a.m.
Via Zoom and at the Alliance office 291 Geary St.

Minutes

In attendance

Committee members and guests: Jim Chappel, Manuela King (Chair), Rick Laubscher, Russ Keil, Karin Flood, Tammy Brock, Grace Choung, J. Timothy Falvey, Cynthia Enanoria, Erik Lanter, Justin Baker, Patrick Race, Kelly Varian, Ava Ross, John Litchman, Lily Langlois, Tony Esterbrooks, Selina Sun.

Staff members: Eva Schouten (Public Realm & Events Manager)

Call to Order & Roll Call

Observing a quorum present, Manuela King called the meeting to order at 9:34 a.m.

1. Public Comment

None.

2. Action to approve the May and July 2024 meeting minutes of the Committees

Action: After reviewing the minutes draft, the committee unanimously approved the May and July, 2024, minutes as motioned Jim Chappel and seconded by Russ Keil.

3. Maiden Lane Streetscape Improvement Project: Final Design Review and Discussion

Tony Esterbrooks with the Department of Public Works presented the final two designs for the Maiden Lane Improvement project. The designs are asphalt imprints inspired by the fashion around Maiden Lane. Questions were asked about the exact location and coverage, maintenance, materials, utilities, and timeline. After discussion, it was decided to go with option A. the installation will be complete before Thanksgiving 2024. Patrick Race with Planning provided an update that we will look to create a full redesign project of Maiden Lane together with the Alliance, Streetscapes Committee and Maiden Lane Stakeholders.

4. Maiden Lane Entertainment Zone Update

Kelly Varian with OEWD provided an update about the Entertainment Zone. The goal is to have it activated by November 4th. Together with the Alliance and bars on Maiden Lane, a management plan will be created which explains the limitations and details of the Entertainment



Zone. Discussion took place about adding a crosswalk on Grant Ave to connect both blocks of Maiden Lane for the benefit of the Entertainment Zone. The Committee was supportive of pursuing this.

5. Action to approve the Field Paoli's Contract for the Stage Improvement Project for recommendation to the Board of Directors

An update about the Stage Improvement project was provided. After an RFP process and receiving 3 proposals, Field Paoli was chosen as architect for this project. His contract was shared with the committee. Concerns about the project timeline were shared.

Action: After reviewing the contract, the committee unanimously approved Field Paolis contract to be recommended to the Board of Directors as motioned Jim Chappel and seconded by Russ Keil.

6. Project Updates:

a. Powell Street Improvement Project

Karin Flood provided an update about the GO Bond and funds raised to support the campaign. No further action will be taken with the project until the election.

b. Hallidie plaza & Hudson partnership

Revisiting the partnership with Hudson Pacific. In the meantime, the Alliance continues to maintain Hallidie Plaza with landscaping, refreshing the mural, seasonal décor, and replacing the banners.

c. R-Evolution Statue

The R-Evolution statue is likely to come to Union square from Jan – May 2025. Through partnership with Building 180 and an anonymous donor, the project is fully funded. WE have received support from Recreations and Parks department and are gathering all the necessary documents for the permit. the project has been approved by the visual arts commission.

d. Selle Project

The Downtown Destination project is live at the Flood Building until mid-October. It has done very well on social media. Karin Flood and the Alliance will meet to discuss next steps

e. Lighting Project



Connecting with property owners at Harlan Pl. to install lights there. We have received support from a few property owners.

f. Union Square in Bloom

An overview of Union Square in Bloom 2024 was provided. This year's initiative was even larger than last year with 41+ installations, 30+ cocktails, 8 public realm, great media coverage, 4 public events and 2 private community events. We look forward to this initiative in 2025.

g. Winter Walk & Holiday Décor

An overview of Winter Walk 2024 was provided. It will be similar to last years on Stockton Street from Post – O'Farrell. An overview of district wide activations was provided as well including décor at Maiden Lane, Hallidie Plaza, Union Square Stage, updated flower baskets and additional holiday décor on the Powell Street parklets.

7. Upcoming meetings and events:

- a. Union Square Alliance Annual Board meeting: September 26, at 9:00a.m.
- b. Streetscapes & Public Realm Committee: November 7 at 9:30a.m.

8. Adjournment: 10:45am