



Streetscapes & Public Realm Advisory Committee Meeting

Thursday, July 10, 2025 - 9:30 – 11:00 a.m.
Via Zoom and at the Alliance office 291 Geary St.

Minutes

In attendance

Committee members and guests: Manuela King (RHAA), Darcy Brown, Rick Laubscher (Market Street Railway), Russell Keil III (The Keil Companies), Yann Taylor (Field Paoli), Tammy Brock (Property Owner), Tony Wessling (Wessling Contemporary), Karin Flood (Flood Corporation), Nick Ancel (DPW), Ava Ross (DPW), Lily Langlois (SF Planning), Nina Coveney (BRV), Patrick Race (SF Planning), Selina Sun (OEWD)

Staff members: Daniela Vasile (COO), Ken Rich (Director of Policy & Economic Development), Eva Schouten (Public Realm & Events Manager) and Marlenne Mendoza (Project Coordinator)

1. Call to Order & Roll Call

Manuela called the meeting to order at 9:32 a.m.

2. Public Comment

Tony Wessling mentioned that he is working with Ben David to restore the Path of Gold with modern LED lighting which can change colors. The committee was excited to participate in a demo to showcase this project.

3. Action to approve the March 2025 meeting minutes of the Committees.

Eva directed the Committee to review the minutes of the March 2025 meeting. It was noted that Grant Avenue was misspelled in the minutes.

Action: The Committee unanimously approved the January 2025 meeting minutes, as motioned by Rick Kaubscher and seconded by Darcy Brown.

4. Update and discussion on Powell Street

DPW will lead the next phase of the Powell Improvement Project, hiring Field Operations, with The Alliance as subcontractor. The committee discussed removing trees on Powell Street and reviewed the Love From/ Yerba Buena initiative to enhance 4th Street through Stockton. The Powell Street Taskforce will meet monthly on the last Thursday—open to anyone interested in more in-depth project updates.

5. Update and discussion on Maiden Lane Improvement Project

Nick from DPW presented the three design concepts that redesign Maiden Lane. Discussions took place about the curb less street and the use of trapezoidal delineators,



connecting both sides of Maiden Lane with a crossing that compliments the high-end retail and maintenance of the elements. The final workshop will take place in the fall of 2025, and the committee members will be invited to join.

6. Project Updates

a. Stage Improvement Project.

On July 17 the project will be presented to the RPD Commission, and we are preparing to put the project out to bid for general contractors. The timeline of construction has been pushed back to spring of 2026 due to the lead time of the poles.

b. Maiden Lane Improvement activations.

The Alliance received a grant to activate Maiden Lane, launching a pilot in early September with local businesses (Thurs–Sun, Grant to Kearny). We're coordinating with Supervisor Sauter's office on food truck regulations. Discussion included balancing support for local businesses vs. food trucks.

c. Cable Car Turnaround Activations

The Cable Car Turnaround activations will start tomorrow with the first interactive public art installation and consistent programming Fridays – Sunday to create a welcoming, vibrant and save environment. This program, funded by OEWD, will continue through early 2026.

d. Lighting Update

The Alliance Project Coordinator, Marlenne, is picking up the lighting project with the goal to complete Campton PI and Harlan Alley within this calendar year.

e. Murals led by 1AM

1AM received a grant to create 25 murals in downtown Union Square and is revisiting the Elwood mural. The Alliance is supporting this effort, along with exploring new mural opportunities at Claude Ln and Campton Alley.

f. Building180 sculptures

The Alliance connected Building180 with BRV to explore public art opportunities withing Union Square Plaza. Discussions took place around vandalism and the opportunity to spread public art within the district.

7. Adjourned: 10:45 a.m.