



Streetscapes & Public Realm Advisory Committee Meeting

Thursday, September 11, 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), Russell Keil III (The Keil Companies), Yann Taylor (Field Paoli), Tammy Brock (Property Owner), Tony Wessling (Wessling Contemporary), Will O'Daly (Avison Young), Mark Hennon (BRV).

Staff members: 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 9:33 a.m.

2. Public Comment

None.

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

The Committee to review the minutes of the July 2025 meeting.

Action: The Committee unanimously approved the January 2025 meeting minutes, as motioned by Russ Keil and seconded by Tayler Enstall.

4. Update and discussion on Maiden Lane Improvement Project

The final Maiden Lane Improvement Workshop will be held on October 8 from 11 – 12:30pm over zoom. The meeting will be led by DPW and Planning who will present final design renderings and high-level cost estimates. The invitation will be send out on September 17.

5. Project Updates

a. Stage Improvement Project.

Since the committee last met, the DBI permit has been received, the Recreations and Parks Department Commission and the Board of Supervisor Finance Committee approved the project, and a general contractor has been hired. The project is moving forward on schedule to be completed in spring 2026.

b. Maiden Lane Improvement activations.



The Maiden Lane activations will start today consistently Thursdays – Sundays from Grant – Kearny Street partnering with the local businesses on that block. This is a pilot program, which will likely adapt as the Alliance learns what does and does not work. Discussion took place about coordinating with food delivery services and a drop of station at Maiden Lane to partner with more union square restaurants.

c. Cable Car Turnaround Activations

The second art installation is at Cable Car Turnaround with weekly activations Fridays – Sundays. Upcoming installations are in the theme of Marigold rush and Winter Walk. The program will run through January 2026.

d. Banners

In partnership with the Union Square Foundation, the Alliance will be reusing the replaced district wide street pole banners and turn them into tote bags to be handed out with a donation at Winter Walk.

e. Holiday Overview

Winter Walk presented by JP Morgan Chase will return similar to last year from December 13 – 24, 2025. JP Morgan Chase will be installing an interactive light installation at the intersection of Maiden Lane and Stockton Street. The Alliance will also be adding the following district wide décor:

- Suspended snowflakes at Hallidie Plaza and on the Cable Car Turnaround poles
- Ornament trail on the Powell Street Promenade
- Suspended snowflakes on Maiden Lane (pending the JPMC installation)
- Union Square Stage back drop with Winter Walk signage
- District wide ornaments on the street poles

f. Holiday Fundraiser

The holiday fundraiser will take place on December 4, 2025. The location is TBD. The Alliance staff will start outreach for sponsorships.

6. Adjourned: 10:23 a.m.

It was noted to send out a streetscapes invite for the upcoming meeting on November 13, 2025.