



Streetscapes & Public Realm Advisory Committee Meeting

Thursday, November 6, 2025 - 9:30 – 11:00 a.m.
Via Zoom and at the Alliance office 291 Geary St.

Minutes

In attendance

Committee members and guests: Rick Laubscher (Market Street Railway), Manuela King (RHAA), Russell Keil III (The Keil Companies), Tammy Brock (Property Owner), Tony Wessling (Wessling Contemporary), Evan Kaizer (Sieroty Company), Mark Hennon (BRV), Jim Chappell (Community Member), and Grace Chuong (SF Beautiful).

Staff members: Daniela Vasile (COO), Ken Rich (Director of Policy & Economic Development), Marlenne Mendoza (Project Coordinator), Melanie Medina (Executive Assistant), and E. Ryan Santamaria (Intern).

1. Call to Order & Roll Call

Manuela called the meeting to order at 9:42 a.m.

2. Public Comment

None.

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

The Committee reviewed the minutes of the September 2025 meeting.

Action: No action occurred.

4. New murals on Claude Lane

Marlenne reported that there were two new murals in Claude Lane, adding to a vibrant atmosphere. The murals were provided by Daniel Pan from 1am Projects. Additional possible locations to incorporate murals at Harlan Lane and Campton Place.

5. Update and discussion on Maiden Lane Improvement Project

Marlenne shared that the final designs concept for the Maiden Lane Improvement Project has been shared and that the Alliance will be following up with the firm on November 16.

6. New Way Finding Signs

Daniela discussed about the new way findings signs that will be incorporated within Union Square and other neighboring BIDs to create a more unified and dynamic environment for San Francisco. The final revisions are expected to be completed by November 7th and the installation will commence on January 12, 2026. Each sign location is two-sided with unique



artwork per panel. Discussion took place regarding the purpose, effectiveness, and design of the signs. The committee agreed that there was a disconnect between designs.

7. Project Updates

a. Powell Street

Marlenne stated that Powell Street has one basement left to clear out at the Union Square Hotel. Additionally, lighting agreements have been sent to property owners for review and revisions. 50% of the design development phase has been completed and updated cost estimate is expected before Thanksgiving.

b. Stage Improvement Project.

Ken reported that the latest update for the Stage Improvement Project was that notice was provided to the general contractor and order sound equipment. The construction is projected to begin on February 10, 2026 through March 6, 2026.

c. Maiden Lane Activations.

Marlenne informed the committee that Afternoons on the Lane is entering Phase 2 of the activation from Thursdays - Sundays. Phase 2 involves working on new weekend activations with live music entertainment as well as a collaboration with Spark Social SF to offer a variety of food and beverage options.

d. Cable Car Turnaround Activations

Marlenne shared that the Cable Car Turnaround activation program is currently on its third activation, Marigold Rush, which celebrates the Dia de los Muertos with an art installation. The fourth and final activation will launch on December 6 from 12pm-2pm, consisting of a Christmas "Winter Walk" sled activation, Santa Claus visit, Christmas Caroler performances, and wooden ornament painting workshop.

e. Lighting Project

Marlenne stated that the lighting project in the alleys has been approved by all property owners in both Campton Place and Harlan Lane. She is in progress of looking for a lighting vendor that can install anchor points and lights.

f. Holiday Overview

Winter Walk presented by JP Morgan Chase will return similar to last year from December 13 – 24, 2025. It will cover Stockton Street from Post to Geary and Geary to O'Farrell JP Morgan Chase will be installing an interactive light installation at the intersection of Maiden Lane and Stockton Street. This year's partnerships include West Coast Craft Fair, We Are the Kind, and Salvation Army. The Alliance will also be adding the following district wide décor:



- Snowflakes suspended from Maiden Lane bistro lights – Started today will be finished tomorrow
- Suspended snowflakes at Hallidie Plaza bistro lights – completed today
- Ornament trail on the Powell Street – Installing Thursday
 - o Artist refreshing ornaments Friday morning
- Union Square Plaza Stage backdrop with Holidays in Union Square San Francisco – November 5th
- General Street pole décor – completed today
- BRV updates -- hosting arts and crafts workshop Thursdays – Sundays
 - o Smaller activity zone during the holiday season
 - o Tables removed, must find solution

8. Adjourned: 10:29 a.m.

It was noted to send out a Streetscapes Committee invite for the upcoming meeting on January 8, 2025.