



Streetscapes & Public Realm Advisory Committee Meeting

Thursday, January 8, 2026 - 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 Jr. (The Keil Companies), Tammy Brock (Property Owner), Tony Wessling (Wessling Contemporary), Evan Kaizer (Sieroty Company), Mark Hennon (BRV), Amy Foo (BRV), and Kristi Loui (Apple).

Staff members: Daniela Vasile (COO), Ken Rich (Director of Policy & Economic Development), JaLil Turner (Director of Services), Marlene Mendoza (Project Coordinator), and E. Ryan Santamaria (Intern).

1. Call to Order & Roll Call

Manuela called the meeting to order at 9:33 a.m. JaLil Turner briefly introduced himself as the new Director of Services for the Alliance, who started on December 15.

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: The committee unanimously approved the minutes of the September 2025 meeting, as motioned by Manuela Anne King and seconded by Tony Wessling.

4. Action to approve the November 2025 meeting minutes of the Committees.

The Committee reviewed the minutes of the November 2025 meeting.

Action: The committee unanimously approved the minutes of the November 2025 meeting, as motioned by Mark Hennon and seconded by Manuela Anne King.

5. Action to approve the 2026 meeting calendar

Manuela shared the 2026 meeting calendar, and Mark Hennon noted a typographical error: Tuesday falls on November 10, not November 12.



Action: The committee unanimously approved the 2026 meeting calendar (subject to edits), as motioned by Evan Kaizer and seconded by Tony Wessling.

6. **Apple Bollard Presentation**

Kristi Loui presented a proposal for the installation of twenty bollards at the Apple storefront. The proposed bollards feature a sleek design intended to complement the architectural aesthetic of the Apple store. They are constructed of stainless steel and designed to be embedded twelve inches into concrete for stability. Kristi also shared both the current site layout and the conceptual plans illustrating the proposed installation. She noted that landlord approval has already been obtained. The next steps include proceeding through the city permitting and approval process, followed by procurement and installation. Manuela requested that Kristi distribute the presentation deck to the committee after the meeting so members can review the materials and examine the plans in greater detail.

7. **Discussion: 2025 Recap & 2026 Goals**

Marlenne provided an overview of the 2025 recap, highlighting several completed and ongoing initiatives. These included interactive public art installations at the CCTA, the addition of new artists to the Ornament Trail, the renewal of the Union Square Plaza sign, and continued progress on lighting installations. She also noted advancements in improvement projects for Powell Street, Maiden Lane, and the Stage.

Looking ahead to 2026, Marlenne outlined several key goals. These include completing the Stage Improvement Project; initiating construction for the Powell Street Improvement Project toward the end of 2026; and continuing collaboration with the City and the Yerba Buena Partnership on the Convention Corridor streetscape project. Additional initiatives include implementing pavement art on Claude Lane and Harlan Lane in partnership with 1AM; installing a new Union Square Plaza sign as part of the Union Square in Bloom seasonal campaign; introducing new flower baskets designed to better withstand the San Francisco environment; and advancing lighting installations in Claude Lane, Tillman Place, Harlan Lane, and Campton Place.

Marlenne then opened the floor for committee discussion, inviting members to share their ideas and priorities for the year ahead.

Manuela suggested prioritizing efforts to enhance the status and overall perception of Market Street. She also recommended initiating discussions with the organizers of GlowSF to explore the possibility of hosting related programming within the district. In addition, Manuela proposed incorporating a falling snowflakes concept as part of future seasonal or lighting installations. She suggested developing additional programming for CCTA and pursuing a city grant to support these efforts, as well as increasing activations



and programming on Maiden Lane. Manuela also recommended incorporating historic interpretive elements throughout the district, potentially displayed on windows, signage, or utility boxes to highlight the area's history and cultural context.

Tony Wessling proposed exploring the replacement of existing streetlight lamps with LED fixtures, potentially in collaboration with Ben Davis and his team, who were responsible for the lighting of the Bay Bridge.

Mark Hennon proposed designing bollards to resemble ornaments during the holiday season and suggested re-engaging the City to seek approval for the concept. He also recommended activating vacant storefront windows with flower stands and art or painted installations to improve visual appeal. Additionally, Mark suggested expanding holiday décor and public art installations in the Plaza and exploring the installation of a live Christmas tree in place of an artificial one during the holiday season.

Tammy and Manuela suggested creating informational pamphlets or brochures to distribute along the Cable Car Turnaround to help inform visitors about district offerings and activities.

Rick shared that he particularly appreciated the Día de los Muertos backdrop installation and expressed interest in developing additional photo-op installations for various holidays across different locations, such as Maiden Lane and other areas of the district.

8. Project Updates

Although not listed on the agenda, Daniela shared an update regarding the wayfinding signage project. She noted that Union Square is collaborating on this initiative with the Yerba Buena Partnership and the Moscone Center. Daniela presented conceptual designs to the committee and explained that the wayfinding signs will be installed on existing poles throughout the area. She added that the signage is intended to support navigation for neighborhood conventions and major upcoming events, including the Super Bowl scheduled to take place in the Bay Area next month and the FIFA World Cup this summer. Installation of the signage is anticipated to begin on January 26.

a. Powell Street

Ken reported that the Powell Street Improvement Project is currently in the design development phase, which is expected to take approximately four to six weeks to complete. He noted that an ADA-related design issue has been identified, requiring sidewalks to be incorporated along the first block of the project area. Ken also raised an outstanding question regarding long-term maintenance, specifically concerning the source of funding for ongoing upkeep. In addition, he shared that he will be seeking lighting agreements with adjacent building owners and will continue to follow up with them as the project



progresses. Ken further reported that the project budget has increased from \$41 million to \$45 million; however, the project timeline remains on track, with construction anticipated to begin in November of this year.

b. Stage Improvement Project.

Ken reported that all required permits for the Stage Improvement Project have been received and signed. Phase 1 of the sound equipment has been ordered, which includes the components necessary for installation on the poles at the conclusion of construction. The remaining sound equipment is expected to be ordered following receipt of funding from OEWD. Ken also noted that a site visit is scheduled for January 15 with representatives from RPD, the contractor, the architect, and the sound engineer. The project remains on schedule, with construction anticipated to take place from February 12 through March 6.

c. Maiden Lane Improvement Project

Ken shared that the Maiden Lane Improvement Project currently does not have secured funding. He provided the committee with a brief overview of the conceptual plan and the preliminary budget associated with the project.

d. Maiden Lane Activations

Marlenne informed the committee that the Afternoons on the Lane activations are scheduled to begin later today. She noted that the programming will transition to a new schedule on February 8 following the Super Bowl. All activities will take place on the East Block of Maiden Lane. Marlenne outlined the planned programming schedule as follows: Thursdays from 12:00 p.m. to 2:00 p.m. will feature crafts on the lane; Fridays from 2:00 p.m. to 5:00 p.m. will include a charm crawl, junk journaling, and art games; Saturdays from 12:00 p.m. to 4:00 p.m. will host a "Maiden Makeover" activation in partnership with Spark Social; and Sundays from 2:00 p.m. to 4:00 p.m. will feature dance lessons.

e. Cable Car Turnaround Activations

Marlenne recapped that over the past six months, the Alliance has hosted weekend programming at the Cable Car Turnaround, featuring interactive art experiences. She noted that four installations were presented for visitors and locals to enjoy, and that the Alliance received positive feedback from the community regarding these activations.

f. Lighting Project



Marlenne stated that the Alliance will be partnering with a new lighting vendor, Mark Bosignore, for upcoming projects. She noted that lighting installations are planned for Claude Lane, Tillman Place, Campton Place, and Harlan Lane.

Adjourned: 10:48 a.m.

It was noted to send out a Streetscapes Committee invite for the upcoming meeting on March 12, 2026.