



Streetscapes & Public Realm Advisory Committee Meeting

Thursday, March 12, 2026 - 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 Jr. (The Keil Companies), Tammy Brock (Property Owner), Amy Foo (BRV), and Will.

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

1. Call to Order & Roll Call

Manuela called the meeting to order at 9:34 a.m.

2. Public Comment

Amy Foo announced that BRV will have new programming starting April 1st. There will be two programs each day and updates will be showcased through the Union Square social media platforms.

3. Action to approve the January 2026 meeting minutes of the Committees.

The committee reviewed the minutes of the January 2026 meeting.

Action: The committee unanimously approved the minutes of the January 2026 meeting, as motioned by Manuela Anne King and seconded by Russell Keil Jr.

4. Project Updates

Although not listed on the agenda, Marlene reported that bloom installations have been completed at three bus stops, the Maiden Lane gates, and the USP garage sign. She also noted that the USP green wall sign and Cable Cars 1 and 15 are scheduled for completion today.

a. Wayfinding Signs

Marlene noted that wayfinding signs are already installed on poles throughout the district, having been put in place for the Super Bowl, upcoming FIFA World Cup events, and various conventions in the area.

b. Powell Street



Ken reported no significant updates on the Powell Street Improvement Project, noting that the construction document phase is now beginning. He shared that the City has hired Clark Construction as the contractor, and that Clark and the Department of Public Works (DPW) will soon begin coordinating with building and business owners on sequencing options. Regarding maintenance, the Alliance will meet with the City to further define maintenance responsibilities and associated costs. Ken added that lighting agreements are nearly finalized, and that Field Operations and the Alliance are expected to meet with building owners to discuss basement hatch considerations. Evan Kaizer acknowledged and commended the Alliance's efforts and progress on the Powell Street Improvement Project.

c. Stage Improvement Project.

Ken explained that the Stage Improvement Project has experienced minor setbacks due to weather-related delays and a miscommunication regarding the delivery timing of the poles, which were shipped approximately one month later than originally anticipated. He reported that the storage room is nearly complete and that the pillar footings have been installed. The pillars are expected to be delivered by the end of March and installed in early April, along with the sound equipment. The project is anticipated to be completed in early April.

d. Maiden Lane Activations

Marlene updated the committee on the Afternoon on the Lane Phase 3 activations, which took place from January 8 through February 8. During this phase, the Alliance partnered with social groups that had established audiences and strong online followings, resulting in sold-out Maiden Lane events and significant positive engagement across social media.

She provided a recap of the Phase 3 programming, which included Crafts on the Lane on Thursdays; charm crawl, junk journaling, and art games on Fridays; Maiden Makeover and Spark Social events on Saturdays; and dance lessons on Sundays. Attendance generally ranged from 25 to 40 participants per activation, with the largest event, Spark Social: Latina Forever, drawing approximately 700 attendees.

Phase 4 began on February 13 and will run through March 15, with programming adjusted to focus exclusively on weekends. During this phase, the Alliance hosted several cultural celebrations, including African American History Month, Carnival, and Chinese New Year. Events included a jazz celebration, Lotería on the Lane, and a Chinese New Year calligraphy activity. The highest-attended



activation in Phase 4 was hosted by Bish Bars, with approximately 200 participants.

e. Lighting Project

Marlene noted that installation for the lighting project began this week, led by lighting vendor Mark Bosignore. The project includes the alleyways of Claude Lane, Harlan Lane, Tillman Place, and Campton Place.

Adjourned: 9:47 a.m.

It was noted to send out a Streetscapes Committee invite for the upcoming meeting on May 14, 2026.