



Streetscape & Public Realm Advisory Committee Meeting

Thursday, July 9, 2026, 9:30 a.m.

Hybrid: 291 Geary Street or Zoom

Chair: Manuela King (RHAA)

MINUTES

In attendance

Committee Members: Manuela King (RHAA), Rick Laubscher (Market Street Railway), Karin Flood (Flood Building), and Russell Keil Jr. (The Keil Companies).

Staff members: Brooke-Ray (BR) Demko (Director of Public Realm), Marlenne Mendoza (Project Coordinator), Melanie Medina (Executive Assistant), Calvin Tobin (Intern), and Isabelle Ho (Intern).

1. Call to Order and Introductions

Manuela King called the meeting to order at 9:33 a.m.

2. Public Comment

Manuela called for public comment. Seeing none, Manuela moved to the next agenda item.

3. Action to approve the May 2026 meeting minutes of the Committee.

The committee reviewed the minutes of the May 2026 meeting.

Action: The Committee unanimously approved the meeting minutes of May 2026, as motioned by Rick Laubscher and seconded by Russel Keil Jr.

4. Alliance Project Updates:

A. Capital Projects

a) Union Square Stage Improvement Project

Brooke Ray announced that the Union Square Plaza sound system has been installed and will soon be available for event use. Interested vendors will need to seek an event permit from Recreation & Park, and once the event permit is obtained, the Alliance will provide vendors with a menu of services for their event. The next step for the sound system will be finalizing agreements with sound engineers, operators, the Alliance, and Rec and Park.



b) Powell Street Improvement Project

BR highlighted that the Powell Street Improvement Project is on track and on budget (\$43M). The budget is made up of \$26M from public funds (Prop B) and \$17M from private funds (Downtown Development Corporation). Up to \$14.5M of the private funds has been pledged to DPW for the project's infrastructure component while the remaining \$2.5M will be going towards the Alliance for the installation of catenary light. Construction is projected to start November 2026 and come to an end by November 2027, before the holiday season. The Alliance has started the bidding process for selecting the general contractor.

The Alliance is currently preparing a RFP for the catenary lights and is seeking a general contractor who can submit a bid for this project. BR is working towards obtaining the DPW's "Love Our Neighborhoods" permit to move forward with the catenary light project. She noted that this is a newer permit, not typically used for public realm beautification purposes, so this approach is a unique test-run that the Alliance is taking on. She added that she is working on insuring the catenary lights, golden lanterns, and any additional street furnishings which will be held liable by the Alliance. The Alliance is also working on developing a shared communication strategy with DPW and Clark Construction to inform the public about the Powell Street Improvement Project during construction. Discussion took place regarding a donor recognition wall for the project given its magnitude of a public private partnership.

BR also updated the committee on the status of Hallidie Plaza project being led by DPW. DPW will be removing the elevator shaft and inserting a ramp instead for ADA accessibility. She shared the two options of the ramp provided by DPW. The Alliance continues to monitor the project and share updates with the community.

c) Union Square Lighting Project

BR shared that the Alliance has been exploring the historical lighting down Market street and how to revamp them. A scheduled demonstration of a possibility was held on June 10th led by Ben Davis of Illuminate.

Continuing district wide lighting, the Alliance is planning to replace the string lights on the palm trees in Union Square Plaza. Marlenne and Eva are currently obtaining vendor proposals for the removal and reinstallation of the lighting. Marlenne explained that the current design, which wraps lights around the tree trunks, is not sustainable and requires frequent repairs due to damage and vandalism. She presented two potential lighting options for consideration:



maintaining the existing design, which offers a more visually impactful display but comes with higher maintenance costs, or installing downlighting on the trunks with lighting along the palm fronds, which would be less susceptible to vandalism and require less maintenance but may not provide the same level of illumination. She also noted the concern of electrical capacity within the Plaza and whether the existing power infrastructure can support the proposed lighting. The Alliance is working with Recreation and Park to further evaluate these infrastructure needs.

BR updated that the two projectors owned by the Alliance are being inspected to determine whether they are functional and can be reinstalled to illuminate the Alma statue. Marlenne added that the projectors would require their own outlets, but the shared power source is limited.

B. Back Street Projects (Art, lighting, activation)

a) Alley Lighting Project

Marlenne shared that the Alliance recently completed a light installation at Tillman Place, and the owner of Bella Cafe requested brighter lights to activate their alley space for evening programs. The brighter lights are quoted to be \$1,575. The committee agreed to support Bella Café with the brighter lights.

b) New Public Art - Claude Lane

Marlenne noted that the property owner of 9 Kearny inquired about adding a mural to her building facade, and she introduced them to Daniel Pan from 1AM Projects. She added that Daniel received a grant from Levi's to install murals around San Francisco. Further details and possible designs are underway. She also encouraged committee members to reach out if they know of any property owners who may be interested in hosting a mural, as additional opportunities are still available through the grant.

c) Maiden Lane Lighting Project

C. Other Projects

a) Banners

Marlenne is currently auditing the Union Square Alliance banners throughout the district to determine if more are needed. She added that large sponsors do pay to switch them out to align with the current initiatives such as Union Square in Bloom or the holidays.



5. Upcoming Events:

- Board of Directors meeting: Thursday, July 23, 2026.
- Powell Monthly Stakeholder: Tuesday, July 28, 2026, from 2-3 p.m.
- Streetscape Committee meeting: Thursday, September 10, 2026, from 9:30-11:00 a.m.

6. Adjourned – The meeting was adjourned at 10:35 a.m.