



Streetscapes and Public Realm Committee

July 14, 2022 – 9:30am - 11:00pm
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Manuela King (Chair), Darcy Brown, Adam Enstall, Russ Keil Jr., Jim Chappell

Staff and contract service providers: Marisa Rodriguez (Executive Director), Ben Horne (Deputy Director), Stacy Jed (Director of Marketing and Events), Eva Schouten (Marketing Coordinator), and Melanie Medina (Intern).

Guests: Katie Hofsetter (Strada Investment Group), and Clark Miller (Strada Investment Group).

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 9:35 a.m. Introductions were made.

2. Public Comment

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

3. Action: To approve May 2022, Committee Meeting Minutes

Action: The committee unanimously approved the May 2022, committee meeting minutes as motioned by Darcy Brown and seconded by Adam Enstall.

4. Presentation: Katie Hofsetter and Clark Miller, POPOs 2 Stockton and Smartify Window- digital advertisement

Katie Hofsetter and Clark Miller from Strada Investment Group presented a development project for the location 2 Stockton to the committee. The project proposes three new levels to the existing building creating office space. The basement to level 3 will belong to retail, levels 4-6 office space, and there will be a partial 7th floor roof deck.

A POPO (privately owned public open space) is required for the project and is proposed to be placed along Stockton. There would be tree, benches, and bike racks. Due to the required small size of 330 square feet, the location is not practical for the POPO. Strada will be asking the planning department for a variance to be exempted from adding the POPO or find alternatives for the requirement. Strada is asking the Alliance for support regarding of the project and alternative for the POPO as they present to the the planning commission in September. Discussion took place regarding alternative options of a POPO.



5. Holiday Plans 2022

Ideas for the holiday's that are moving forward include the large ornaments, cable car décor with local businesses, additional decor to Maiden Lance such as hanging snowflakes and potentially small food carts, and district wide décor on light poles to connect the district. Hallidie Plaza will house a holiday market that will be ran by Willy Bietak with support of the Alliance. Discussion took place regarding permitting and security.

6. Union Square Park Update

a. Sound system and possible SF Live Grant

The Alliance has received the SF Live grant for Union Square Park and are negotiating for the scope of the grant. We will be working with Ben Davis to hopefully improve the infrastructure of the stage. Discussion took place about food/beverage during more events.

b. Music series and dance events

The summer music series has begun. There will be swing dance on August 13th and tango on the last date, September 24th.

c. Repainting of tables and chairs

The Alliance is looking into funding opportunities for additional tables and chairs at Union Square Park.

d. Marco Art Sculpture Installation

The Marco sculpture will be presented in front of the Arts Commission on Wednesday, July 20th. Installation date is projected for June 2023 if passed through the Arts Commission.

7. Hallidie Plaza- Project Updates

a. General Updates

The banner on the West side of the plaza will be replaced. The bistro lights are not working due to power outage at the Plaza. DPW will be working on these repairs.

b. Urban Space feasibility project and update

The Alliance will not be moving forward with Urban Space.

c. Heart- Postponed



The Alliance has been in touch with the SF General Hospital Foundation to place a heart in Hallide Plaza. Discussion took place of revisiting the light art project and utilizing the VIC space.

8. Powell Street Updates

a. SFMTA update and promenade status

The GO Bond did not pass which had potential funding for the promenade. Marisa will be meeting with the MTA in September to discuss potential funding options. In the meantime, the Alliance has asked MTA to focus on repainting curb lines and bus lane along Powell Street and Geary Street, and valet parking for interest retailers.

9. Lighting Project

a. Lighting of all the alleys

The Alliance is working with property owners to get their approval to light Robert Kirk Lane.

b. Up lighting of palms and Alma statue and grant

An existing contract has been amended and sent to Rec and Park to include the lighting project. Once it is approved, the project can begin.

10. Project Updates

a. Street vending status

No current updates.

b. Hanging flower baskets

The hanging flower baskets have been refreshed for the summer season.

11. Adjournment & Upcoming meetings and events:

- a. Next Streetscapes meeting: September 8, 2022- 9:30-11:00am