



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Streetscapes and Public Realm Committee

February 4, 2021 – 9:30am - 11:00pm

Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Jim Chappell, Evan Kaizer, Rick Laubscher, Richard Lee, Manuela King (Chair), Cammy Blackstone, Russ Keil III, Jessica Lum, Franck Legrand, Richard Lee, and Stan Roth.

Staff and contract service providers: Karin (Executive Director USBID), Ben Horne (Deputy Director), Lisa Frisch (Director of Marketing and Events) and Eva Schouten (Volunteer)

Guests: Meryl Pataky (artist), Tony Eastbrook (Public Works), Amy Cohen (OEWD), Kendra Manning (RHAA), Aimee Jeska (RHAA), Julia Ayeni (OEWD), Bob Miller (Westfield), and Heike Kaiser (PW).

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 9:32pm. Introductions were made.

2. Public Comment

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

3. **Action:** To approve December 3, 2020 Committee Meeting Minutes

Action: The committee unanimously approved the December 3, 2020 Committee Meeting minutes as motioned by Jim Chappell and seconded by Stanley Roth.

4. **Discussion:** Powell Street Improvement Project

Staff learned that the latest city budget showed there was \$4.5 million secured for the Powell Street Improvement project. The project was originally planned and approved as a \$20 million project that included infrastructure improvements, beautification, and replacing the promenade, and was tied to the Hallidie Plaza improvement project. The slimmed down project only includes safety improvements at the intersections at Powell Street. The missing project funding was discussed at the USBID Foundation and full USBID Board meetings in January, with both boards approving advocating for the full \$20 million project by writing a letter to head of the SFMTA Jeffrey Tumlin.

USBID staff invited the SFMTA to attend the meeting to discuss the project funding scenario; SFMTA staff deferred noting that they were still working on a final departmental budget for the upcoming fiscal year and no final decisions had been made on this project.

5. Hallidie Plaza

Staff from OEWD and SF Public Works shared a refined presentation regarding Hallidie Plaza improvements, updated since their last presentation in December. The improvements will add color, light, new resilient planters, new tables, chairs and umbrellas, and pavement treatment. The pavement treatment will be designed as a wayfinding project with durable material. The project was refined to fit within the \$175,000 budget the city had allocated with cuts to some components including the railing planters. The plan moving forward would have Public Works complete the design work and make some improvements themselves, with other components of the project executed by USBID staff with funding provided by the city. USBID would oversee purchasing café tables and chairs, contracting the installation of the ground treatment, and landscaping maintenance. After these initial improvements, next steps will be programming and activations under the supervision of the BID. A discussion took place about light art in the tunnel and the mural that is being created now. Lisa discussed coordinating furniture colors at Hallidie Plaza to reflect the new brand for Union Square, it is unclear if the timing on the brand refresh will support that.

6. Project Updates

a) Holiday Lights

The holiday light projections at Union Square Park has ended. The tree lighting at Union Square Park, Powell, and Maiden Lane will continue through the end of February.

b) Light Art Project

Meryl Pataky presented renderings of two new possible locations for her Light Art Project; Saks and the Sir Francis Drake. A discussion took place about the placements of the flowers which will ultimately be decided after a discussion with Meryl's installation partner.

c) Maiden Lane Gates

A project has started to anchor the Maiden Lane gates in an open position to attract pedestrians and hinder cars. Lisa is in the early stages of creating an art project and connected with West Coast Craft Fair for possible future activations. A discussion took place about decorating the gates and Manuela King recommended reaching out to the Renegade Art Fair as well.

d) Union Square Park Hearts

There are 6 new hearts from the Hearts in SF program at Union Square Park. Three at the corners will remain through October, and three placed in the park will remain through March. All will be auctioned off to support health equity programs at Zuckerberg SF General Hospital.

e) Ox at USP

The Chinese New Year Parade will occur this year due to COVID-19; the Chinese Chamber of Commerce launched a virtual event called Ox on Parade. Eleven large scale statues of oxen have been placed around the city, designed by the same artists who would have designed the floats for the parade. At Union Square Park the 'Unity' Ox will remain on display through mid-March when it will be auctioned off to support non-profit organizations in Chinatown.

f) Harlan Place Improvements

A picture of the improved Harlan Place was shared as a good example of alley activation, with interesting pavers, new street furniture, plantings, and art project.

7. Adjournment and Next Meeting: April 1, 2021 9:30-11:00am

Manuela adjourned the meeting at 10:48am