



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Streetscapes and Public Realm Committee

April 1, 2021 – 9:30am - 11:00pm
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Jim Chappell, Evan Kaizer, Richard Lee, Manuela King (Chair), Euan Taylor and Stan Roth, Cammy Blackstone.

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

Guests: Amy Cohen (OEWD), Kendra Manning (RHAA), Julia Ayeni (OEWD), and Heike Kaiser (PW).

1. Call to Order and Introductions

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

2. Public Comment

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

3. **Action: To approve February 4, 2020 Committee Meeting Minutes**

Action: The committee unanimously approved the February 4, 2021 Committee Meeting minutes as motioned by Jim Chappell and seconded by Cammy Blackstone.

4. Powell Street Improvement Project Status

No update at this moment. A discussion took place about possible next steps.

5. Hallidie Plaza – Project Status

Amy Cohen updated the committee that the project was presented to the Mayor. They discussed replacing Cable Car Coffee before any other major improvements take place. Therefore, the planned ground mural will not move forward and instead there will be new planters at the lower and upper plazas. The tagged mural will be removed. This edited project will be presented to the Mayor again to get final approval.

6. **Presentation: Mobile food Carts in Union Square, Stan Roth, SF Carts**

Stan Roth presented his new mobile food concept to place modern Starbucks coffee stands around the Union Square area. This new concept responds to the desires of customers to offer quick breakfast and snack options all throughout the day, and responds in part to the proliferation of unpermitted hot dog stands in the area. The health and safety issues of the unpermitted stands were discussed. Stan is seeking support from the USBID for this new concept and for the installation of power pedestals at the locations of the stands.

Action: The committee unanimously approved to support this new concept as motioned by Jim Chappell and seconded by Cammy Blackstone.

Action: The committee unanimously approved to support the power pedestals pending the final locations and design as motioned by Richard Lee and seconded by Evan Kaizer.

7. **Project Updates**

a) Holiday Lights

The tree lighting at Union Square Park, Powell, and Maiden Lane ended at the end of February. Extending the light had positive feedback so it will be considered for next year.

b) Light Art Project

The Light Art Project has not found a location. Therefore, in discussion with the artist Meryl Pataky, the project might become part of the Hallidie Plaza project. The design will be different from the original flower design. The budget and grant for this project is being reviewed.

c) Union Square Branding

Lisa presented the new brand for Union Square created by J2 Design. A discussion took place about the physical manifestations such as banners and Big Belly wraps will be presented to the Streetscapes committee before implementation. Colors for replacement café tables and seating reflect the colors recommended in the branding outline and require no vote, an order replacing these items will move forward.

d) Maiden Lane Gates and Activation

The posts at Maiden Lane gates are being repaired today. This will allow the gates to remain open in the correct position and hopefully hinder delivery trucks from entering. A conversation has started with Building 180 to create an interactive ground mural at Maiden Lane. Different budgets were shared. One of the mural concepts is to place a design based on the new brand of Union Square. While the concept of an art activation was supported by members, the committee will continue to discuss what concept they would like to see on Maiden Lane. The hanging baskets on Stockton and Maiden lane will be replaced end of April and plants at Powell Promenade will also be replaced shortly.

e) Ellis Shared Streets Events

In collaboration with John from Johns Grill we have applied and received a Shared Street permit for Ellis on Saturday and Sunday from 11:00am – 08:00pm. John will organize five events starting April 18 which we will support.

f) Union Square Park - New Hearts and LNR Ox

The Lunar New Year Ox has been removed from the park. The hearts at the corner of the parks will remain until October. McCalls is temporarily occupying both cafes at Union Square Park. The café at Powell street called Union Square Coffee is now open. With the cafes occupied, it creates the opportunity for events at the park.

8. Adjournment and Next Meeting: June 3, 2021 9:30-11:00am

Manuela adjourned the meeting at 11:05am