



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Streetscapes and Public Realm Committee

June 3, 2021 – 9:30am - 11:00pm
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Evan Kaizer, Manuela King (Chair), Stan Roth, Cammy Blackstone.

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

Guests: Amy Cohen (OEWD), Tony Esterbrooks (OEWD), and Julia Ayeni (OEWD).

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 9:34 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 April 1, 2021 Committee Meeting Minutes

Action: The committee unanimously approved the April 1, 2021 Committee Meeting minutes as motioned by Cammy Blackstone and seconded by Evan J. Kaizer.

4. Hallidie Plaza – Project Status – Amy Cohen, OEWD and Tony Esterbrooks, DPW

Amy Cohen updated the committee that Mayor London Breed has requested \$1mil for Hallidie Plaza Improvements for the 21-22 Budget. Julia Ayeni summarized the short- and long-term improvements that will be made. The short-term improvements include repairing the elevator, removing the fences on the lower level, replanting the Halperin planters, and removing the empty planters along the railings. The USBID will remove the tunnel mural, work on banners and signage, and research a possible collaboration with Urban Space for a small market. Discussions took place about the RFP process for the Cable Car Coffee Location and the design of the booths by Urban Space.

5. **Presentation: Physical Realm Branding Options from J2**

Physical realm elements designed by J2 were presented including the banners, big belly wraps, terracyle stickers and window wraps at Union Square Coffee in Union Square Park. The window wraps will be installed in the next few weeks. Discussions took place about the designs for the big belly wraps, the committee preferred option 2.

6. **Holiday Lighting Elements for 2021**

A variety of Christmas light decorations was presented at different locations in the district including Union Square Park, Maiden Lane, Powell Street Promenade, and the poles at the Cable Car Turnaround. Discussions took place about the projections at Union Square Park. The committee agreed they would like to see the return of the projections in addition to the other presented ideas depending on the budget. Discussion of concepts and budget will be put forth to the board at a future meeting.

7. **Project Updates**

a) Sidewalk Vending Updates

Stan updated the committee about a new rule that is being discussed giving the police authority to confiscate products that present a danger or obstruction to pedestrians. This could potentially be applied to the illegal hotdog vendors.

b) Hanging Baskets and Plants on Powell

The flower baskets on Stockton and Maiden Lane have been replaced. The baskets at the Cable Car Turnaround will also be replaced shortly. The aloe plants on the Powell Promenade have been replaced with sturdier plants.

c) Maiden Lane Gates, Furniture and Activation

Anchors have been placed by the Maiden Lane gates from Stockton to Grant allowing them to stay open in the correct position. The anchors at Grant to Kearny will be placed next fiscal year. New furniture has been placed at Maiden Lane in the colors of the new brand. Discussions with music vendor We Are The Kind and McCalls Catering are taking place to activate Maiden Lane with food kiosk, acoustic music, and a flower truck.

d) Ellis Shared Streets Events

The final event organized by John's Grill and Smuin Baller took place on Ellis Street on May 23. All the shared street spaces have been extended through the end of December. No further events are planned at Ellis Street.

e) Union Square Park – Cafes, Muni Station, Wishing Tree, Events

The public space at the Central Subway at Union Square Park will be open to visitors soon. However, the Muni station itself will not open until Spring 2022. *Wishing Tree* is an activation organized by the Parks Alliance in junction with the "Shine on" campaign. Trees will be rolled

out at public parks around the city and activations will take place every Saturday. Throughout June, music events will take place at Union Square Park every Saturday from 12 – 5 p.m.

8. Adjournment and Next Meeting: August 5, 2021 9:30-11:00am

Manuela adjourned the meeting at 10:41am