



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

MINUTES

Streetscapes & Public Realm Advisory Committee Meeting

USBID Office (323 Geary Street, Conference Room 203)

Thursday, August 1

9:00 a.m. – 10:30 a.m.

Committee members in attendance: Jim Chappell, Manuela King, Rusty Middleton, Richard Lee, and Rick Laubscher.

USBID staff and support: Robbie Silver (Director of Marketing and Public Realm), Brianna Caspersen (Project Coordinator, and Isabella Hershey (Intern).

Additional attendees:

1. **Call to Order & Introductions**—Manuela King called the meeting to order at 9:32 am. \
2. **Public Comment**—King called for public comment.
 - a. Bri announced that she met with a concerned resident regarding the sidewalk coatings because she had slipped on them one day and now wants to take action so that sidewalk coatings can no longer be a thing.
3. **Action:** To approve June 6, 2019 Streetscapes & Public Ream Committee minutes
The committee unanimously approved the April 4, 2019 meeting minutes, as motioned by Jim Chappell and seconded by Rusty Middleton- after noting that minute notes were misplaced with no recollection of who motioned to approve the prior meeting’s minutes.
4. **(Skipped to) Discussion: Powell Street Benches**
After the committee received an email regarding homeless people consistently using the benches throughout the day, they went to look at video footage to see that tourists were in fact using the benches

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at some points in the day. Robbie reminded the group that Powell Street will be updated in 2021 with the Powell Street Project and because of that it would not make sense to take the benches out. Rusty suggested that maybe with the new police ambassador program underway, they can help keep the benches available to tourists. No motion was made, but everyone was in agreement.

5. Updates on Public Realm Projects

- a. Hallidie Plaza Burning Man Art- Manuela told the group that the artist had suggested moving the large figure to the upper plaza by the cable car turnaround; however everyone was in agreement that this would cause too much congestion. Cyril Magnin was brought up as a location idea, but some sort of simulation might want to be held first before the project goes fully underway. Manuela said that written letters of support would be helpful and appreciated.
- b. Maiden Lane Lunch on the Lane- Robbie announced that Lunch on the Lane's new normal schedule, until October 17th, will be Tuesday, Wednesday, and Thursday. According to his research, he said it has been bringing more people to Maiden Lane. Robbie also added that entertainment would now be there every day with the food trucks as well.
- c. Campton Place Activation- The Campton Place application was officially submitted by Bri. Once the application is approved, the BID will be able to move forward with using the grant for art that was extended. Some ideas floated around about how to activate it beyond just art: maybe a similar situation as Lunch on the Lane, craft markets, beer gardens, plant sales, etc. The BID is asking for the street to be closed from 10am-10pm. Rusty reminded everyone to be cautious of noise and light with the Grand Hyatt and Taj Hotel right on Campton Place.

****LATE INTRODUCTIONS WERE NOW MADE****

6. Presentation: Meryl Pataky, Campton Place Light Art Project Concepts

Meryl discussed the inspiration for the pieces she plans to illuminate Campton Place with that remind her of her childhood, relationships, and the unknown of the future. She shared images with the committee of multi-colored neon flowers growing from the concrete of the building. Some questions were asked about how these pieces would be lit up and she suggested the best method would probably be to have wires entering the building. To address the concern for the lights being too bright shining into hotel rooms facing Campton Place, she recommended dimmers and automatic timers to either dim or turn off the neon lights. She also explained that some neon colors are less aggressive than others.

7. SKIPPED BACK TO: Updates on Public Realm Projects

- a. Winter Walk- Robbie shared that the community meeting held in June showed general support for the idea. The actual concept is still up in the air, but the idea of a European style holiday market was brought up. Robbie said that he sent out RFQs to 3 potential firms and 2 have replied.
- b. Holiday Décor- Robbie addressed that he would like to put holiday decorations up at Hallidie Plaza as a gateway piece.
- c. Paparazzi Dogs- The arts commission turned the Paparazzi Dogs down, but Westfield agreed to display them there.
- d. Geary Rapid Project- Bri updated everyone that the city will be redoing Geary with water and sewage upgrades east of Van Ness for 2 years. The project will start at

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Geary and Market and will be in Union Square for 8-13 months after it begins. The city has notified her that there will be water shut offs, but that they should hopefully not negatively affect anyone.

8. Adjournment- 10:25 – Next Meeting: October 3, 2019

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