



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Streetscapes Committee

February 20, 2020 – 9:30 -11:00 am
323 Geary Street, Suite 203

MINUTES

In attendance

Committee members: Cammy Blackstone, Manuela King (Chair), Richard Lee, Rick Laubscher (on Phone), Jordan Buckley, Evan R, Russ Keil III, Frank Legrand, Amy Cohen, Margaux Kelly, Tony Easterbrook, and Jeremy Kueffner.

Staff and contract service providers: Robbie Silver (USBID), and Brianna Caspersen (USBID) and Eva Schouten (USBID)

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 9:31am. 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 5, 2019 committee meeting minutes

Action: The committee unanimously approved the December 5, 2019 minutes, as motioned by Evan R. and seconded by Russ Keil III. No public comment was received.

4. 2020 Streetscaped & Public Realm Project Goals and Matrix

a. Campton Place Activation

Bri updated the committee that she received the second round of feedback regarding the Campton activation proposal she submitted in October 2019. This included an ISCOTT and entertainment commission meeting. However, she also received information about the P4P that there is a lack of detailed programming regarding the activation in the alley. Due to these new restrictions the activation will be scaled back in negotiation with the City. Bri suggested to the committee to limit the activation to

Thursday – Friday, a few hours per day or one day in the month to try can keep some consistency for the visitors and neighboring hotels and retailers. Richard mention that from 3.00 – 7.00pm is a good window for activation as deliveries are in the morning. Bri will be reaching out to stakeholders considering this new information. A discussion on the P4P process took place.

b. Campton Place Neon Light Art Project

Rob updated the committee that he is in discussion with the artist contract. Depending on the preparation of the building the art should be up by the end of June. There will be a small launch party.

c. Window Wraps

Rob informed the committee that the BID partnered with SF Travel to cover the vacant spaces with window wraps. The former Starbucks location will be covered by the end of the day. He is also looking into other locations as there has been an increase in vacancies around the Powell and Stockton.

d. Winter Walk Debrief & 2020 Holiday Market

Rob informed the committee that there were a lot of challenges during Winter Walk. It took until September to decide on a location with SFMTA and due to partnership disagreements, the contract with Off The Grid had been terminated last minute. Additionally, there were a lot of city restrictions due to the closure of Grant and the retailers on Grant were not happy with the Winter Walk. For this year Rob has been in contact with Urban Space from New York to organize a Holiday Market. Urban Space came to Winter Walk and together they looked at Halliday Plaza, Lower Powell, Union Square Park and Maiden Lane as possible new locations for next year. Urban Space is currently putting together a proposal.

5. Discussion: Hallidie Plaza Phased Approach with OEWD

Margo and Emily discussed their 4-phase plan which will be proposed to the Mayor's Chief of Staff to improve Hallidie Plaza. Once approved they will present it to the Streetscapes Committee.

6. Discussion: C3R Planning & Project

Rob informed the committee that Karin and he met with Bureau of Urban Forestry and Capital Planning to few potential sites. The city will come up with several scenarios which will be presented to the board in April. The budget is between 1.2 – 1.5Mill. Rob summarized the streetscapes & Public Realm Projects, Goals and Matrix for 2020.

7. Action: To approve sending a letter of support for the Powell Streetscapes Improvement Project

Action: The committee unanimously approved sending a letter of support for the Powell Streetscapes Improvement project as motioned by Evan R. and seconded by Russ Keil III. No public comment was received.

8. Adjournment and Next Meeting: December 5, 2019 9:30-11am

Manuela adjourned the meeting at 10:47 am.