



Streetscapes and Public Realm Committee

January 13, 2022 – 9:30am - 11:00pm
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Jim Chappell, Evan Kaizer, Manuela King (Chair), Lauren Ellis, Stanley Roth, Rick Laubscher, Jason Dyer, Jessica Lum, Darcy Brown, Adam Enstall, and Russ Keil Jr.

Staff and contract service providers: Marisa Rodriguez (Executive Director), Ben Horne (Deputy Director), Eva Schouten (Project Coordinator), and Melanie Medina (Intern).

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 9:30 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 October 2021, Committee Meeting Minutes**

Action: The committee unanimously approved the October 2021, committee meeting minutes as motioned by Jim Chappell and seconded by Evan Kaizer.

4. Meeting Schedule 2022

Manuela informed the committee of the new meeting schedule for 2022. This committee will be meeting on the second Thursday of every other month starting this January. Ben will send out the schedule to the committee.

5. Union Square Park (USP) Updates

a. Palms and up lighting

The district has been lit during the holidays which has received a positive response from the community and will continue through February. A discussion took place about have year-round lighting, especially at USP.

b. Sounds system and possible grant

The Alliance is in talks with Dana Ketcham from Rec and Park about improving the sound system at USP. This is currently in Park and Rec's RFP. The Alliance may apply with partners for this grant which would include more activation of the park (performances)

c. Chinese New Year Parade and tiger



The Chinese New Year Parade is still scheduled to happen on February 19. There will be no spectators in the Park, but there will be two tv stations broadcasting the parade, and fireworks in the square. The Alliance will support the event with setup services. A tiger statue is set to be displayed next to Union Square Coffee; this will be a temporary location while the ice rink unloads.

d. Tulip Day

In early-March, there will be a flower garden in USP of tulip flowers from the Netherlands. A discussion arose regarding a flower show every spring in the square. Event is still being discussed due to potential covid issues.

e. Music series restart

The success of the Saturday live music series from 2021 will continue in the spring of 2022. Eva will be working on getting new artists and permit.

f. Wi-Fi

A discussion took place about Wi-Fi in USP. There would be two sources: one for artists and performers and another for the general public. The Alliance would need to talk to Rec and Park about the possibility.

6. Hallidie Plaza- Project Updates

a. Bistro Lights

In collaboration with SF Holiday Lighting, bistro lights were permanently installed mid-December in the plaza. The lights are not 24/7 and are on a timer.

b. Landscaping

In partnership with Allbay Landscaping, the terrace planters will be filled, and new planters will be installed in the West side of the plaza.

c. Banner

A way finding point banner will be added to the west side of the plaza; like the one on the east side. A discussion about anti-graffiti on the banner took place.

d. Urban Alchemy

Ben gave an overview of Urban Alchemy and their services. Their presence in the plaza is from the hours of 7am-7pm and have proven to have a positive impact. They keep an eye on the tables and chairs and the large board games throughout the day and deter drug use and other negative behaviors.

e. Light Art Project

Meryll has created a mockup of a potential light art project in the tunnel of the plaza. The city is willing to help fund this project. Discussion took place about potential vandalism.

f. Urban Space

Urban Space is currently in the process of hiring an architect and civil engineer for a feasibility study of a possible food market in the plaza. The topic of permitting arose.



7. Powell Street Updates and MTA Updates

a. Update and discussion

Marisa informed the committee about the status of the Powell Street Promenade. She has asked the committee to forward her any information from years past related to the promenade. A discussion took place about past funding for the project and the city's role in the promenade. The Alliance staff will put together a summary of the project to date.

b. Next Steps

The SFMTA's project of the Union Square station is planned to open in March of 2022. They are also offering a parking validation program to businesses. A discussion took place regarding parking issues in Union Square.

8. Project Updates

a. Holiday Recap

This holiday season, we saw the highest pedestrian count since the start of the pandemic. Marisa announced the formation of a Christmas committee that will begin planning for the holidays in March, if anyone is interested contact Marisa.

b. Street Vending status

The holiday season had many street vendors along throughout the downtown area. SB946 is not enforced in San Francisco but is supported by Supervisor Aaron Peskin. A conversation about street vending possibly being a bigger problem took place.

c. Rebranding Update- Uniforms and vehicles

The ambassadors are now wearing the new bright blue uniforms. The wrapping of the vehicles, signage and other security team is still an ongoing project.

d. Hanging Flower Baskets

The flower baskets that can be found around the Cable Car Turnaround, along Ellis Street, Stockton and Maiden Lane, are going to be replaced. A discussion took place of possible new locations for more flower baskets.

e. Maiden Lane

No current updates.

9. Streetscapes Committee priorities discussion

This topic has been postponed until the next meeting

10. Adjournment & Next Meeting

Next meeting: March 10, 2022- 9:30-11:00am