Streetscapes and Public Realm Committee  
March 10, 2022 – 9:30am - 11:00pm  
Virtual Communication System Zoom

MINUTES

In attendance
Committee members: Jim Chappell, Evan Kaizer, Manuela King (Chair), Stanley Roth, Rick Laubscher, Adam Enstall, John Martin, Cammy Blackstone, Russ Keil Jr.

Staff and contract service providers: Marisa Rodriguez (Executive Director), Ben Horne (Deputy Director), Stacy Jed (Director of Marketing and Events), 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 January 2022, Committee Meeting Minutes
   Action: The committee unanimously approved the January 2022, committee meeting minutes as motioned by Evan Kaizer and seconded by Jim Chappell.

4. Director of Marketing and Events introduction
   Stacy Jed is the Alliance’s new Director of Marketing and Events. She introduced herself and gave a brief background of her career.

5. Streetscapes Committee priorities discussion
   Manuela King presented the past and current projects to discuss the focus of the committee and where the priorities are for 2022. Discussion took place regarding the high and low priorities.

6. Union Square Updates
   a. Stair Lights repaired
      The lights on the stairs located at Union Square Park have been repaired. The park continues to repair lighting issues to address public safety.
b. **Sound System and possible grant (SF Live grant)**  
The Alliance applied for a $850,000 city grant to make sound and lighting improvements to the Union Square Park stage for current and future event. As well as to create a series of performances in collaboration with indoor event venues who have suffered during the pandemic. Next update May 2.

c. **Chinese New Year Parade**  
The Chinese New Year Parade took place on February 19th and was a success. A spectacular firework show wrapped up the parade at Union Square Park. The event was showcased and highlighted on our social media.

d. **Tulip Day**  
Tulip day took place on March 5th in coordination with the Dutch Consultant at Union Square Park. The park was covered with tulips for the public to pick and make bouquets. The event attracted over 25,000 people making it the biggest attraction in Union Square Park since the pandemic.

e. **Music Series**  
The Saturday Live Music Series will begin on March 12th until the end of May. The music series is in partnership with We Are the Kind, who help book local artists.

f. **Possible Installation Union Square Park**  
Marisa presented two possible options of large installation at Union Square Park. She discussed the pros and cons of each installation and asked the committee for their feedback. Discussion took place regarding possible pushback from the community and new ideas to attract visitors.

7. **Hallidie Plaza- Project Updates**
   a. **Bistro Lights and lanterns**  
   Lanterns that can be found on Maiden Lane and Union Square Park are now also in Hallidie Plaza. The lanterns are currently pink and purple but will be switched out to match our branding colors at the end of March.

   b. **Landscaping**  
   Allbay continues to maintain the plants in the lower and upper level of the plaza.

   c. **Banner West Plaza**  
   A directional banner has been added to the West side of the plaza.
d. **Light art project**
   The light art project that is meant to be in the tunnel at Hallidie Plaza has been put on a hold. This project will continue to be monitored as it coincides with the Urban Space food market project.

e. **Urban Space feasibility project and update**
   Ben confirmed with the committee that this project continues in its phase one of a feasibility study. A rough draft concept has been created.

f. **Hearts**
   The hearts have made their return in Union Square Park. There is one on the northeast and southwest corner. There is an opportunity to have a previous heart located in Hallidie Plaza that would be placed out during the day and stored at night.

8. **Powell Street Updates**
   a. **SFMTA update and promenade status**
      Marisa gave an update on the latest news regarding the Powell Street promenade. The SFMTA is looking into potential resources to help fund the removal or refresh of the promenade. Discussion took place regarding inviting the MTA to the next meeting.

9. **Lighting Project**
   a. **Permanent light at Powell Street, Union Square Park Palms and Maiden Lane**
      There will be year-long lighting on Powell Street at the Cable Car turnaround, the palm trees at Union Square Park, and Maiden Lane.

   b. **Lighting of all the alleys, up lighting of palms and Alma statue and grant**
      Chris Larson has generously offered to fund a lighting project that will light up all alleys in the district. The goal is to create safer environments with more lighting.

   c. **Future visionary lighting projects**
      A discussion of aesthetic light art pieces took place to attract visitors to the square. A few examples were presented to the committee.

10. **Project Updates**
    a. **Street vending status**
       Stan Roth updated the committee on the status of street vending legislation. SB972 is currently in talks with the Senate. Stan still has his vending permit and
is reaching out to Supervisor Aaron Peskin for support. He is also in talks with Starbucks to have street vending carts in Union Square.

b. **Rebranding update - vehicles**
   Topic not discussed.

c. **Hanging flower baskets**
   Topic not discussed.

d. **Union Square in Bloom and action to recommend approval grant**
   From March 27-May 28, the Union Square Alliance will be starting an annual tradition of Union Square in Bloom. Union Square will be covered with flowers to celebrate Spring. A meeting will take place on 3/15 with interested stores to participate and bloom their store fronts. A $15k grant from OEWD has been offered to bloom the Alma statue located in Union Square Park.

   **Action:** The committee unanimously approved the $15K grant from OEWD as motioned by Jim Chappell and seconded by Evan Kaizer.

11. **Adjournment & Upcoming meetings and events:**
   a. Next Streetscapes meeting: March 10, 2022- 9:30-11:00am
   b. Retail Summit March 29, 2022, at 10am-12pm, Westin St. Francis
   c. Annual Lunch May 6, 2022, 10:30am-2pm, Westin St. Francis