



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Streetscapes and Public Realm Committee

December 3, 2020 – 9:30pm - 11:00pm
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Jim Chappell, Dan Hill, Evan Kaizer, Rick Laubscher, Richard Lee, Manuela King (Chair), Cammy Blackstone, Russ Keil III, and Stan Roth.

Staff and contract service providers: Karin (Executive Director USBID), Ben Horne (Deputy Director), Lisa Frisch (Directors of Marketing and Events) and Eva Schouten (Intern)

Guests: Meryl Pataky (artist), Tony Eastbrook (Public Works) and Amy Cohen (OEWD)

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 9:34pm. Introductions were made, and a roll call was completed

2. Public Comment

Manuela called for public comment. Seeing none, she moved to the next agenda item.

3. Action: To approve October 20, 2020 Committee Meeting Minutes

Action: The committee unanimously approved the October 20, 2020 Committee Meeting minutes as motioned by Evan Kaizer and seconded by Jim Chappell

4. Presentation: OEWD: Immediate priorities for Improvements to Hallidie Plaza – Amy Cohen; OEWD, Anthony Esterbrooks; DPW, Heike Kaiser; DPW

Amy Cohen introduced the team and summarized the goal for Hallidie Plaza which is to create a small, colorful, large impact. The aim is to collaborate on this project and agree on future maintenance and extended projects. Anthony Esterbrooks directed the committee a PowerPoint presentation summarizing the ideas and phases of the improvements. There are three phases of the proposed improvements. Phase one involves refreshing the railing planters and existing container planters with colorful ultra-durable plants. Additional features will be new café tables/chairs, sun

umbrellas, new container planters. A temporary activation called the Ribbons of Hope where visitors will be able to place ribbons with a message on the railings of the plaza. The management of this program will have to be discussed. After these immediate improvements, the coffee kiosk will also be renewed, and options were shown for a new container kiosk. Phase two involves adding color surface treatment with DecoMark either in a way that represents wayfinding or apply geometric shapes. This phase would also include signage on the elevator shaft of Hallidie Plaza and painting the existing lanterns red. The final phase would be to create activations such as holiday markets, art sculptures or rotating art programs, or projections. Discussion took place about past ideas, additional art installation for future projects and about phase two regarding the choice between the wayfinding pattern or the geometric shapes.

5. Holiday and project updates

a) New Director of Marketing & Events

Lisa Frisch introduced herself to the committee. Her official first day will be on December 14.

b) Christmas Lights – Palms, Maiden Lane, Powell and Hallidie

Karin updated the committee that the Palm trees, Maiden Lane and Powell trees have all been lit up. DPW has decorated Hallidie plaza.

c) Light projection around Union Square

With collaboration of Christmas Light Pros, falling snowflakes are projected on all the buildings around Union Square Park. A discussion took place about purchasing the projectors for future use.

d) Light Art Project – Meryl Pataky

Ben informed the committee that the light art project had to be moved out of Campton Alley due to complications with the building owner. Other locations in the district have been reached out to without much response. An eblast will be send out to all district members to see who may be interested.

e) Curating art projects in Union Square

Meryl Pataky introduced herself to the committee. She is interested to help curate art for the district. Manuela is also interested to curate public art and shared her experience. She directed the board to the criteria for a Public Art District Master Plan. A discussion took place about short- and long-term projections. If interested, in February 2021 we could come back with a more detailed scope.

f) Union Square Park

Karin updated the board that we have been working with Rec & Park to temporarily fill the cafes. With the cafes occupied the USBID would be able to create events at the park. There is a deal to temporarily occupy the spaces until next October. Around March 2021 an RFP will be

released for long term occupancy. Around five district companies have viewed the spaces. The USBID, in addition to clean and safe services, supports events such as Macy's Tree and the menorah which will be set up this week.

6. Adjournment and Next Meeting: February 4, 2012 9:30-11:00am

Manuela adjourned the meeting at 10:56am