



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Streetscapes Committee

October 20, 2020 – 2:00pm - 3:30pm
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Jim Chappell, Manuela King (Chair), Ellen Wong (Public Works), Mark Dreger (MTA), Cammy Blackstone, Hester Yu (MTA), Russ Keil III, Frank Legrand, Tony Esterbrook (Public Works), Corinna Luebbe, Jessica Lum and Stan Roth.

Staff and contract service providers: Karin (Executive Director USBID), Ben Horne (Deputy Director) and Eva Schouten (Intern)

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 2:05pm. 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 June 2020 Committee Meeting Minutes

Action: The committee unanimously approved the June 2020 Committee Meeting minutes as motioned by Jim Chappell and seconded by Cammy Blackstone

4. **Presentation: Powell Streetscapes Project Update and Street Furniture Elements by Mark Dreger (SFMTA) and Tony Esterbrooks (Public Works)**

Mark Dreger summarized the progress that has been made so far on the Powell Streetscaped Project. The committee was directed to a conceptual top view of the Powell from Market St – Ellis St. This showed a clean view of the pavement design and that the sidewalks will be extended. It also showed leaning rails at the Cable Car turnaround with the function to separate the public with people waiting in line and giving those people something to lean against. It also showed locations of the proposed street furniture including individual chairs placed by the light posts in groups of three

alternating between facing the street and the stores. The seats, individual benches without back and leaning rails are made from steel and mesh which is easy to maintain and the design makes it less likely targeted for graffiti or for long periods of sleeping. The planters are made of the same material as well and are separated at an angle and by 6 inches. A discussion about the planters openings catching and holding trash, the style of the furniture with COVID and the material and color of the pavements took place and feedback was provided to MTA and Public Works on the layout and style of furniture choices.

5. Holiday 2020 Updates and Action

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

Karin updated the committee that the palm trees at Union Square Park will be lit up as previous years. As well as the trees at Powell and Maiden Lane. Hallidie Plaza will also have some decorations.

b) Gobo light projection and action to recommend contract with Christmas Light Pros to do holiday light projection on building surrounding Union Square.

For additional décor, the USBID prepared a contract with Christmas Light Pros to have Gobo lights projecting on all the buildings around Union Square from mid-November until the end of the year. The projections will be a white light of snowflakes falling to provide an immersive holiday lighting experience. The costs is \$90,000 and is not budgeted. The committee was directed to a few renderings of what this would look like. The staff expressed their desire to move forward with the project as this is an especially challenging year for our members and stakeholders and the USBID needs to do everything in can to bring visitors and make their experience better. Committee members expressed their fondness for the idea and discussed.

Action: The committee unanimously approved to recommend the contract with Christmas Light Pro to the Board as motioned by Russ Keil III and seconded by Cammy Blackstone

c) Additional décor for Union Square Park and Powell Promenade

A banner will be placed at the stage of Union Square Park wishing visitors a happy and safe holiday season. The 42” ornaments from Winter Walk last year will be repaired and placed on the Powell Promenade.

6. Project Updates

a) Ellis Street Closure

Karin updated the committee that through the city’s Slow Streets program, Ellis street between Powell and Stockton has been closed every Sunday from 11am – 8pm until mid-November. Johns Grill and Tads Steakhouse have been able to spill out into the streets and with the help of Johns Grill there has been live music and entertainment by SMUIN Contemporary ballet and others. The USBID will be looking to expand (to Saturday) and extend this program.

b) Cable Cars

The Cable car has returned on Tuesday, Thursday, and Saturdays from 10am – 3pm for photo ops at the Cable Car Turnaround. They may be decorated the holidays as well.

c) Union Square Park

Since mid-September, the USBID has provided clean and safe services to the Park. MJM previously provided services but has decided not to continue. This also allows us to provide support for events. Last week, the final episode of the Giant Food Truck Race was filmed at the park which will be aired next spring. The USBID is also assisting Macy's with the installation of the Great Tree and the Menorah is scheduled for December.

d) Campton Place Light Art Project

Due to complications with the building owners at Campton the Light Art Project needs to find a different location in the district. A list of possible locations was created and reached out to. Nieman Marcus is a possible location who responded positively and are we are waiting to hear back on a decision.

7. Adjournment and Next Meeting: December 3, 2020 9:30-11:00am

Manuela adjourned the meeting at 3:10pm