

Ocean Avenue Association
Executive Director's Report
October 24 to November 20, 2013

1. SF Shines and OEWD 2013-14 Grant We have a dozen applications for facade improvement projects. I will be reviewing and improving each with business owners and OEWD staff in the coming month.

2. Parklet Challenge Grant Application Discussions with Out of Site, OEWD and Supervisor Norman Yee's staff to identify and pursue funding opportunities for this project continued during the past month.

3. Ocean Avenue Spring Festival I am working with Maria Picar and her Cultural Participation Project to fund a Spring festival, proposed for May 31, 2014, to make-up for the rained-out September Ocean Avenue Arts and Culture Festival. We are applying for an Invest In Neighborhoods grant to fund this event. IIN grants require 501 (c)(3) status. OMI CPP will be submitting this funding proposal.

4. Sidewalk Gardens New sidewalk gardens were constructed on Granada, Faxon, Jules and Ashton on November 15 and 16 in a project organized by FUF and OAA. Additional work, planned for the week of November 25, is needed to complete the gardens. We figure 575 sq ft of pavement has been removed and will be planted, 260 sq ft of expanded large tree wells were cut and planted plus 175 sq ft of landscaping was replanted at the Valero Station for a total of 1010 sq ft of sidewalk gardens on the corridor. The \$10,000 OEWD grant provided for 500 sq ft of pavement removal and garden planting. At least two other businesses and one nearby homeowner have seen the results and want to have sidewalk gardens.

5. Preservation of Small Retail Storefronts in the CBD Because the historic preservation element of the Balboa Area Plan has not been completed, we have recruited three San Francisco State urban planning students to develop a list of what they consider old buildings worth saving in the retail corridor. This month they brought to the Street Life Committee a list of "undetermined" buildings for the members to classify. The students will return in December for a final presentation. In addition to architectural qualifications, they are also identifying buildings suitable for start-up neighborhood serving businesses.