

Ocean Avenue Association
Executive Director's Report
November 21 to December 17, 2014

- **CDBG Three Year Grant Applications** Neil and I prepared 2 grant applications: one for continued OAA staff support and one for additional funding for SF Shines facade improvement funds for Ocean Avenue small businesses. Although there are no designated SF Shines funds available, OEWD urged us to apply so that if and when funds are available there will be a "shovel ready" proposal (as they say in City Hall).
- **Business Profiles** Luis is working on two business profiles for OAA's CDBG grant requirements, Ocean Cyclery and a bakery start-up whose owners came to the November Street Life + Business Committee to learn about the OAA.
- **Unity Plaza** I met with Lisa Pagan of OEWD to get an update on the plaza design and schedule. The plaza design, including the ped connector to the City College campus, is almost complete. Contrary to my assumption, however, the plaza will not open until January 2016, or possibly later. The construction bid process will be conducted from January to April 2015. Construction will run for 8 months. Also in the Spring of 2015 the city will conduct an RFP process to select the organization that will manage the plaza. OAA is encouraged to apply. As to city funding for cleaning, maintenance and programming, there are no solid plans or resources available yet. Events at the plaza must be free and open to the public, no profits can be made and no fees can be charged for programming, according to the new public plaza legislation.
- **SF Shines Express** Samantha Wong, owner of Beep's, has applied for the first SF Shines Express project. Her request includes funding to restore the original neon sign. Samantha has also utilized OAA's glass graffiti program to remove all the graffiti on her 12 windows. After [a write-up of Samantha in The Ingleside Light](#), the story was picked up by KPIX. See the video [here](#).
- **Pedestrian Safety** If you haven't taken the pedestrian safety survey, you can still do so [here](#). We currently have enough responses to prepare a brief visual report in the next few weeks.
- **Corridor Storefront Vacancies** Luis has prepared a list of current retail vacancies and non-performing properties on the corridor. His vacancy report can be found on [our website](#) under The CBD>Documents/Bylaws/Management Plans. In Style at 1915 Ocean continues to hold a clearance sale with the intent to close in January, and the 1925 and 1929 Ocean storefronts are both now listed for lease. Mrs. Sophie Lau, owner of 4 storefronts on the Ashton-Victoria block, has stated to me that she is selling her Ocean Avenue property.

Dan Weaver, Executive Director
Ocean Avenue Association
info.oacbd@gmail.com 650.273.6223
OceanAvenueAssociation.org