

Ocean Avenue Association Street Life Committee
February 8, 2017 | Lick-Wilmerding High School

Minutes

Attendees: Alex Mullaney, Neil Ballard, Will Carruthers, Luis Licea, Kate Favetti
Guests: Natalie Chen, Tom Radulovich, James Shively, Rob Shine, Jeff Raider

Meeting called to order at 6:01 p.m.

Wells Fargo Presentation

Three representatives the proposed Wells Fargo location at Ocean and Brighton presented a more developed plan since appearing before the Board of Directors mid last year. Presenting were James Shively, Stantec Architecture, Rob Shine, Wells Fargo Construction, and Jeff Raider, Wells Fargo Real Estate.

The proposed branch will have a banded interior braid around the top part of the glass. Radulovich said it may look cheap. Favetti said she wants the mural to be seen from the windows and the braid may cover it.

The exterior will get awnings and a signs.

Mullaney said there has been complaint about the raw concrete of the exterior looking unappealing. Radulovich said changing the façade of the business is allowed to have individual character is OK by the General Plan and the Station Area Plan.

Favetti would like the mural to connect to Unity Plaza.

Weaver asked for the mural department to give a briefing. Shine said that will happen.

Signed the lease March 7, 2016. The large utility box will remain. Wells Fargo hires from the community.

What about plantings? Shine said they will ask the landlord about adding additional space.

Shine said they hope to finish approvals this month. If approved, construction could start as early as April and finish as early as June.

Public Works Presentation

Natalie Chen, a public information officer for Public Works, introduced herself and provided an overview of her role dealing with garbage removal and street cleanliness. She can be called directly instead of 311. She requested OAA point merchants to her in need of assistance.

Arts and Entertainment District Development

In the wake of the tragic Ghost Ship fire, Tom Radulovich, executive director of the nonprofit Livable City, issued six ideas that city's can implement to encourage the arts to prevent unsafe live-work spaces. The Ocean Avenue Association designated itself an Arts and Culture District and is dedicated to enhancing the arts on the corridor.

1. **Expand Code Compliance Assistance.** Planning Codes, done right, can foster livability and preserve diversity. However, since the Ghost Ship fire, code compliance has been used by some building owners a tool to displace residents. We can design vigorous code compliance around the imperatives of preserving housing and preventing displacement while expanding education, technical and financial assistance for code compliance.
2. **Create and Fund a City Arts Strategy.** San Francisco has long talked about its love for the arts. It's time to embrace arts as an essential feature of urban life and a valued sector of the economy.
3. **Permit Arts Activities in Neighborhood Commercial Districts.** Today, arts activities are not a permitted use in Neighborhood Commercial districts, but they should be. Arts uses in storefronts and upper-story spaces enhance neighborhood character and complement retail uses in commercial corridors.
4. **Limit Office Sprawl into PDR Districts.** Over the past two decades, the City has allowed large office developments to spread out from the downtown core, into the city's industrial districts and in to areas poorly served by public transit. The City needs to end its piecemeal approach to office development, and return to policies that focus office development in areas within a convenient walk of BART and Caltrain.
5. **Expand Arts spaces in Pier 70 and Hunters Point Shipyard.** The proposed developments at Pier 70 and Hunters Point Shipyard present big opportunities to create or preserve art spaces. The arts component of both developments should be strengthened, including preserving and rehabilitating buildings currently slated for demolition as arts spaces.
6. **Preserve and Restore Neighborhood Landmarks as Arts Spaces.** We live in a City filled with a rich architectural history. Several City-owned landmark buildings could, if the City and private development reinvests in them, have a new life as community arts spaces, providing space for performances, museums and galleries, arts and vocational education, and arts nonprofits.

Mullaney moved: Whereas city government has used technology-led economic development in many neighborhoods, the OAA Street Life Committee recommends an art-led economic development strategy be pursued in its neighborhood commercial district and requests relevant city agencies work with stakeholders to develop a strategy to reach this goal. Favetti seconded. Passed unanimously.

Mullaney moved that the Ocean Avenue Association endorse Livable City's Arts Strategy. Favetti seconded. Passed unanimously.

Mullaney moved to request that the Ocean Avenue NCT be changed to support arts activities as accessory uses to principally approved uses and as an interim use longer than a month and as a principally permitted use on second floors. Favetti seconded. Passes unanimously.

Executive Director Report

Expansion of OAA Services to Balboa Park Station: Communicating with SFMTA Director Ed Reiskin, who's going to speak with OEWD about joining the CBD.

1601-1633 Ocean Ave. Development: A letter outlining the OAA's position on the development went out in the first week of February.

Unity Plaza Activation and Maintenance: City's application for stewardship still not available. City College will be hiring a farmers market instead of allowing a student to coordinate one.

Ocean-Phelan Sculpture Proposal and Funding: Cost has gone up. Written estimate is \$200,000. OEWD has required OAA work with the Arts Commission.

City College of San Francisco Master Plan: There's a meeting on Feb. 27 about facilities, according to the college's website.

Bulletin Boards: "Public posts" were created by an artist for the Valencia Improvement Project. Radulovich will find out the artist so the OAA can get more details.

Garage-to-Storefront Conversion Pamphlet: There's a blog post about this on Livable City. Planning Dept. will do a guide for garage to storefront conversion. May be doing a pamphlet for a city contract.

Participatory Budgeting: Only one of the OAA's applications will be going forward.

Mobile Parklet Fate: OAA will give up the parklet. Mullaney requested the OAA make a transparent process and a contract for whoever accepts the parklet.

Second Sundays Planning

Working on proposals for with Livable City. Weaver is trying to get the El Rey owners to participate.

Ocean-Geneva Parcel Project

Rain delayed planting.

NTIP Funds Ocean and Geneva Avenue Design Plan Funding

Want to get these projects shovel-ready with plan development. Project readiness is key. At the moment, we just have another plan on the shelf at Public Works and SFMTA.

Pavement to Parks Project Proposal

Continued to April.

Review of January Minutes

Mullaney moved that the minutes be accepted.

Public Comment and New Business

Chase bank was not aware they were responsible for the space in front of their storefront that once had Bank of American tellers.

Favetti having open studio. Using art from Benjamin Moore and framing by the more famer. Ray has husband.

Meeting adjourned at 8:18 p.m.