

Ocean Avenue Association
Executive Director's Report
May 17 to June 20, 2013

- 1. Ocean-Phelan Garden Recovery** After being fenced off for three and one-half months due to construction, the area is being restored and replanted in part to address the new garden configuration and the loss of plants and bark ground cover. I am working with MTA planners to install a shed to store tools onsite and to replace the lost plants and ground-cover as well as to add additional landscaping in a newly available planting area.
- 2. Sidewalk Gardens** The contract between Friends of the Urban Forest and OEWD to provide new sidewalk garden areas on Ocean and close-in side streets has been signed and work will commence in January, 2014 and will be completed by May, 2014. An estimated 600 sq ft of landscaping will be provided under this grant. Suggestions for locations are welcome.
- 3. SF Shines Application** SF Shines, an OEWD program to renovate building facades in neighborhood commercial districts is considering adding Ocean Avenue to its program. I have submitted a spreadsheet of buildings that could benefit from facade improvements. SF Shines staff are interested in focusing on blocks of buildings and on building facades that could benefit from significant design and construction work. I've proposed some commercial district blocks and some landmark buildings as well. SF Shines can provide resources that could allow us to fully utilize the OEWD CDBG grant funding next fiscal year.
- 4. California Main Street Program** Rick Kurylo of OEWD has suggested Ocean Avenue for possible participation in the Main Street program. Administered by the Main Street Center of the National Trust for Historic Preservation and the California Office of Historic Preservation, the program utilizes a public-private partnership to revitalize historic commercial districts. OAA's September board meeting will include a presentation on the Main Street program.
- 5. OAA Website** Board member Shirley Lima and I have been working on the website. Board member Walee Gon has been photographing the business facades in the district for inclusion in the business directory. Great work Shirley and Walee!
- 6. Balboa Park Station Area Plan, Historic Preservation Element** Alex Mullaney, chair of the Street Life Committee, and I will be meeting this month with City Planning Director John Rahaim to discuss the historic preservation element of the Balboa Area Plan as it relates to Ocean Avenue.
- 7. Ocean Avenue Marketing Study** OEWD has completed a marketing survey that provides the sales tax data for the Ocean Avenue commercial district and a ¼ mile radius. This report will be presented by OEWD staff within the next few months at a presentation in the community. I have reviewed the report and made some editorial suggestions.

