

Ocean Avenue Association
Executive Director's Report
February 19, 2015 to March 18, 2015

- **Ocean-Phelan Garden and Activation Sites** In addition to the \$60,000 Community Challenge Grant awarded in January, OAA was awarded a \$30,000 Public Works Grant and a \$22,550 SF PUC grant to install water meters at the Ocean and Phelan garden and activation sites. Our mural partner, 1AM, is seeking Arts Commission approval so that the mural can be painted first. Water meter installation, the first garden construction step, will take 60 days.
- **Marketing and Promotion Grant** OAA received a second Invest in Neighborhoods grant this fiscal year, for \$15,000, to support the Second Sundays program and the artist designed banner program for Ocean Avenue. One of the aims of this banner program, now named Arts Alive Ingleside, is to replace the banners installed in 2012, most of which have been damaged and not replaced. OAA is partnering with Independent Arts and Media; they have been awarded a \$25,000 grant to cover other expenses of the Arts Alive Ingleside project.
- **The Ingleside Library Garden** is under construction and is scheduled for completion in July.
- **Target Express** The 1830 Ocean Avenue Target Express Conditional Use application was approved by the planning commission on March 12. The store is scheduled to open in October of this year.
- **1601 Ocean Development** Although promised 18-month leases, now it appears that all 8 commercial tenants will be on month-to-month basis. Luis has determined that the property is now owned by TJ Development, a Tennessee based firm. LF George collects the rent from the tenants. Best Dollar Store, unable to sell its business without a lease, is having a closing sale. There is no development plan/design in place so the project will take at least a few years. And there is no property owner available in San Francisco to discuss the project.
- **The Mercy Housing project at 1100 Ocean Avenue** has its first residents moving in this month. The retail spaces are still not leased. The residential entrance garden and staircase, on the plaza side of the building, is quite fine. OAA staff is working with Mercy to give local small businesses a chance to lease in the available spaces.
- **Second Sundays on Ocean Avenue** Neil Ballard reports: "Our March Second Sundays event again had a mix of music, art and fitness. Melanio's Bistro was a welcome new participant. They hosted an art reception for Pixelstud, a San Francisco artist. Legend Billiards has submitted their application for entertainment, which will add to the number of available storefronts in which we can program music.

Physical visibility will continue to be a challenge until we achieve a critical mass of participants. Online visibility is promising: a Google search on the day yielded the program lineup on both the Facebook page and the OAA website, as well as an unsolicited mention of Second Sundays on Craigslist's personals section. We are currently working on programming music and other entertainment for April's event."

- **Vacancy Report** Luis Licea's current Ocean Avenue commercial vacancy report can be found [here](#) on our website.

Daniel Weaver, Executive Director
Ocean Avenue Association
info.oacbd@gmail.com
650.273.6223
www.oceanavenueassociation.org