

Ocean Avenue Association
Executive Director's Report
January 19, 2017 to March 15, 2017

- **The El Rey:** No opposition was heard at the January Historic Preservation Commission proposal to landmark the El Rey Theater at 1970 Ocean Avenue. Property owner representatives said that they would work with the community to properly restore the building. The second HPC hearing on the El Rey landmarking is set for April 5 at 12:30. At this hearing the HPC will consider sending its recommendation to landmark the El Rey to the Board of Supervisors for approval. Also, I have requested the use of the lobby/theater for 2 Second Sunday events this Summer.
- **District 7 Participatory Budgeting:** This year OAA is competing for a \$15,000 grant to activate the Unity Plaza. Voting is from March 17 to 31 at sfcbd.sfgov.org/d7/vote, and at the West Portal and Ingleside branch libraries. Support OAA's activation project!
- **BART CBD Service Expansion:** OEWD is working with OAA staff, SFMTA and BART to develop Station Area cleaning and maintenance agreements. The plan is for OAA to establish separate contracts with public agency property owners in the transit station area. The OAA board adopted a motion of support for this effort in January.
- **1601 Ocean Ave. Development Project:** The new project architects were not able to come to the Street Life meeting in February or March. However, two vacant storefronts have been filled with retail businesses and the project buildings look very good compared to previous years when these 2 storefronts were vacant. Per a Street Life Committee recommendation, I wrote the developer's representative a summary of OAA board requests and suggestions on the 1601 Ocean project and asked that the new architects be given a copy of the information.
- The historic preservation project draft was presented to the March Street Life Committee. The consensus of the committee is that OAA should ask the Planning department staff and Commission to adopt a report that identifies which Ocean Avenue commercial buildings would contribute to a potential historic district, and which buildings would not contribute. To create a historic district in San Francisco, each property owner must sign a letter of agreement. That action could take place later.

- Luis Licea's list of vacant and non-performing storefronts and businesses for sale on the corridor is located at: www.oceanavenueassociation.org, at CBD Documents and Reports.

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