

Ocean Avenue Association  
Executive Director's Report  
March 17, 2016 to April 20, 2016

- Ocean Avenue corridor sidewalks are getting a makeover this month; the focus is on the bulb outs in the commercial corridor from Victoria to Plymouth. David Froehlich, SF Public Works Project Manager provided this report: "The contractor is currently working on the project and it is estimated to be completed the first week of May with the exception of the bridge cleaning/painting which will take approximately 2 additional weeks. There have been no complaints from the neighbors or merchants that I know of. Let me know if you have any other questions."
- The Unity Plaza project is also under construction between the Mercy Retail-Residential building and the City College bus terminus. Completion is expected to be by August. SFMTA, the project sponsor will be organizing a ribbon cutting and grand opening event upon completion.
- The Public Works triangles landscaping and activation project contract has also started as of April 1. The mural should be starting soon and a prototype of the benches will be built and put on display at the Ocean-Phelan garden. OAA is the lead on this effort that is estimated to cost \$175,000. OAA raised the required funds from city agency grants over the past 3 years.
- Balboa BART Station BART has assigned Bruno Peguese, Principal Property Development Officer, to work with OAA on the maintenance of the external areas of the Balboa Station. Mr. Pegase attended the Street Life and Business committee meetings this month to discuss the project.
- Second Sundays OAA's marketing and promotion continued with live music at Whole Foods, Dave Rocha's jazz quartet, the Commute Smart Team at Ocean Cyclery and Beep's and a children's puppet show at the Library.
- El Rey Theater OAA is leading efforts to landmark the El Rey. The community meeting in March was a success with 35 attendees. The cost of landmarking, \$10,500, has been raised by Therese Poletti of the Art Deco Society of California.
- Vacancy Report Luis's current Ocean Avenue commercial vacancy report can be found at: [www.oceanavenueassociation.org](http://www.oceanavenueassociation.org), at CBD Documents and Reports.

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