

Ocean Avenue Association  
Executive Director's Report  
March 16, 2017 to April 19, 2017

- At the April 5 Historic Preservation Commission meeting, commissioners unanimously agreed to forward the El Rey landmarking proposal to the Board of Supervisors. The owners are cleaning up the retail sections of the building along Ocean Avenue and seeking to lease them. The owner's representative, Urbano Ezquerro, has also agreed to allow OAA to have a June Second Sundays historic preservation event in the theater lobby. OAA is partnering with Woody LaBounty of the Western Neighborhoods Project on this event.
- District 7 Participatory Budgeting OAA received a \$25,000 grant for activating Unity Plaza. This project received about 965 votes and came in 2<sup>nd</sup> in its category.
- Balboa BART Station Cleaning At a City Hall meeting on April 5, hosted by Chris Corgas, OAA staff reached an agreement with BART officials to provide cleaning services to Balboa Station Area. As a start, BART will provide \$30,000 per year to OAA for cleaning services to the outside areas of the Balboa Park BART Station. The agreement could commence in the upcoming 2017-2018FY.
- 1601 Ocean Ave. Development Project On April 10 TJ Development based in Irvine California, a subsidiary of TJ Development in Beijing presented a first design phase of their development project at Ocean and Capitol. Following City Planning rules, only property owners within 150 ft of the project were notified directly. There was a standing room only gathering at the library. Later that week, an architect working on the project for SIA Consultants came to the Street Life committee and discussed the first draft design in more detail.
- The Ocean Avenue historic preservation project draft was presented to the Planning Department's Historic Preservation Officer, Tim Frye, this month. The department is receptive to identifying a group of buildings on Ocean from Plymouth to Lakewood on the North, and from Plymouth to Victoria, plus Beep's, on the South. OAA's consultants, Bridget Malay and Shane Watson, will identify each building as contributing or not contributing to a possible mid-century historic retail district, primarily on the basis of its architectural quality and integrity, but also on the basis of its cultural and social significance. The planners observed that the historic importance of the

Ocean Avenue district in the 1960s-1970s era was as a major retail district to serve a growing African-American population that had relocated to the neighborhood at a time of large-scale urban renewal and demolition in the Fillmore and other neighborhoods. This was a time when Ocean Avenue had, “more hair salons serving African-American women than Fillmore Street”. In the 1970s, half of the OMI population was African-American, today it is less than 10%.

- Luis Licea’s list of vacant and non-performing storefronts and businesses for sale on the corridor is located at: [www.oceanavenueassociation.org](http://www.oceanavenueassociation.org), at CBD Documents and Reports.

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