



OCEAN • AVENUE
REVITALIZATION COLLABORATIVE

The Ocean Avenue Wave

Volume II, Issue 3

Winter 2009

Special Points of Interest:

The OARC meets every 2nd Wednesday of each month from 7:00 to 8:00pm at the OMI Senior Center (1948 Ocean Ave). The meetings are open to all community members. Our next scheduled meeting dates fall on:

Dec 10th
Jan 14th
Feb 11th
March 11th

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Bringing in the Holiday Spirit

We are looking for volunteers (at least 50 to be exact) to help us decorate Ocean Avenue for the holidays! We will be meeting in front of the OMI Senior Center (1948 Ocean Ave) on Saturday, December 6th at 9:30am to put up garlands, bows on palm trees, and red and white ribbons on the parking meters. Then on January 3, 2009 we will be taking down the decorations, again meeting at the OMI Senior Center. Lunch will be provided after each event at 11:30am. Please RSVP by contacting Shirley at (415) 504-5675, so we know how many volunteers to expect.

We encourage merchants to decorate their windows with holiday decorations to bring in the holiday spirit!

Thank you to the following people and businesses who contributed to the holiday decorations: Plymouth Auto LLC, Howard Chung, Al & Mary Harris, Coffey Group, Sharon Eberhardt, George Landowski, Laura Bernabi, Jeanne Freed, JoAnn Tract Rawson, Blak Specialty Gifts, Kate Favetti, Dan Weaver & Kei Kaneshiro, Eric Sporre, Pac Trust, Miracle Cleaners, Maria Picar, Shirley Lima, Ocean Ave UPS Store, Ocean Cyclery, and Walee Gon.

\$500 – Free Money for Merchants!

The OARC has a Visual Merchandizing Program for merchants on Ocean Avenue. We can help you with creating cleaner and better storefronts. Any merchant who signs up for this free program can get up to \$500 for help with their window displays.

Be more competitive – have a better window display in time for Christmas.

Call or e-mail Dolly S. at (415) 375-2265 or dolly.oarc@gmail.com for more information.



Photos: Previous holiday decoration events.

\$500 – 送給商人!

OARC有一個服務Ocean Avenue商人的加強產品視覺計劃。我們可以幫助你設計更清潔和更好的櫥窗。任何登記此免費計劃的商人，可以取得至\$500，用於改善櫥窗設計。

加強競爭力——在聖誕期內有更好的櫥窗擺設。

查詢詳情請電或電郵Dolly S., (415) 375-2265 或 dolly.oarc@gmail.com.

Merchant News

DPW Corridors Program Update



The OARC has been writing about the Department of Public Works (DPW) decreasing their services in the Corridors Program, which the Ocean Avenue Commercial Corridor is a part of. We would like to share an update letter from DPW.

Dear Merchants:

As you know, Mayor Gavin Newsom created a Citywide initiative called the Community Corridors Partnership Program, in 2006. What initially began as a pilot program operated by the DPW has developed into a partnership between DPW, other City agencies and private businesses that raised cleanliness standards along San Francisco's 200 busiest Commercial Corridors blocks.

As we approach the third year of our program, we've made some adjustments, including changing Ambassador schedules and providing Eco-Blitzes in each Corridor.

The new Ambassador schedule for the Ocean Avenue Corridor is as follows:

- Ocean-from Phelan to Capitol Streets – Thursday, Saturday and Monday 12pm-7pm
- Ocean-from Capitol to Manor Streets – Friday and Sunday 12pm-7pm.

In addition to the schedule adjustments, we will provide Eco-Blitzes over the next several months along Ocean Avenue. During the Eco-Blitz, a team of DPW staff will provide the following services to Corridors; merchant education and outreach, code enforcement, graffiti removal, cleaning tree basins, and steam cleaning trashcans and sidewalks. DPW will also provide as-needed sidewalk and trashcan steaming in between the scheduled Eco-Blitzes.

As the Community Corridors Partnership Program continues, the Department of Public Works is committed to working with you to make further improvements to the cleanliness of the merchant Corridors. If you have questions or would like to provide feedback, please call Peachy Mathias, Public Information Officer at 415-641-2643.

Sincerely,
Mohammed Nuru
Deputy Director for Operations
Department of Public Works

Is a Community Benefit District Feasible on Ocean Ave?

We Need Technical Assistance for Further Study...At NO COST to you!

Members of the OARC are outreaching to Ocean Ave merchants and property owners regarding a petition to receive a matching grant, from the Mayor's Office of Economic and Workforce Development, for further technical assistance in a Community Benefit District (CBD) Feasibility Study on Ocean Ave. In a CBD or (Business Improvement District), property owners raise funds through private property or business assessments to pay for services that enhance, but do not replace, existing municipal services to the area. The Ocean Ave CBD Feasibility Study will help determine whether a CBD would be appropriate for, and supported, in our neighborhood.

In addition, we are also working on a draft listing of Proposed Enhanced Services for Ocean Ave. The list was created from the current services on the corridor, speaking with merchants and property owners, and from the responses received by merchants and property owners (from a survey we did last year). The survey asked business owners and property owners about the problems and needs on the corridor, as well as their interests in a CBD on Ocean Ave.

Bottom Photo: Ambassadors will respond quickly to graffiti removal in a CBD.



Top Photo: Landscaping would make the corridor more inviting.

Some of the proposed enhanced services on Ocean Ave include:

- Clean and Safe: Implement sidewalk maintenance (steam cleaning and graffiti removal), awning and window cleanings
- Streetscape Improvements: Public art and landscaping
- Promotions: Advertisement for Ocean Avenue, business attraction and retention

If you are a merchant or property owner on Ocean Avenue, we would like to hear about what enhanced services you would like on the corridor. Please contact Dolly S. at (415) 375-2265 or Dolly.oarc@gmail.com with any questions or suggestions.

Merchants – What do you want to learn?

The OARC is offering free workshops to merchants with topics such as:

- Lease Negotiations
- Starting a Business
- Loan and Financing Resources
- Tax Credits and Incentives
- Other - as recommended by merchants

Please call or e-mail Dolly S. at (415) 375-2265 or dolly.oarc@gmail.com to participate. Workshops are free and snacks and refreshments are provided.

Personal Safety Tips for the Holiday Season

By: Shirley Chen

Winter is here and many people are looking forward to the Holiday Season either shopping for presents or spending more time with family and friends. Certain types of crime, like muggings, occur more frequently during the holiday shopping season. Walking home alone at 7pm can make anyone feel unsafe when the sun has already set and there are not many people around on the corridor. There are things you can do to avoid becoming a victim of certain crimes like mugging. Here are some tips of what you should do during the incident and afterwards.

Tips to avoid a mugging:

- Stay alert and cautious of your surroundings. It seems simple, but getting distracted by your cell phone or MP3 player can put you in a vulnerable situation. ▶

- Stay in the light. Avoid walking alone at night. If necessary, try to walk on well-lit main streets.
- Walk in pairs or groups. Even if you don't have anyone to walk with, consider walking close to a group of people, you are less of a target.
- Carry a small amount of cash.
- Have your keys ready. This will save you time getting into your car or home and no time for muggers to attack.
- Use your common sense and best judgment. If something doesn't seem right, assess the situation and find someone to help you or get away from the situation.

What to do when being mugged and what to do afterwards:

- Don't panic and stay calm.
- Cooperate with the mugger since the chances of injury are increased if you resist.
- Remember the mugger's features (size, hair, tattoo, scar etc.) by comparing it to yours or to someone you know. Also remember the weapon used. The police needs to know the age, race, height, weight, type and color of clothes and build.
- Call police immediately and give the report

For more information you can check out these websites:

www.self-defender.net/article18.htm

www.ehow.com/how_2110903_avoid-muggers.html?a=flag

www.fumo.com/State_Services/crime%20prevention/Robberies.htm

New Businesses on Ocean Ave



While vacancies along the corridor have been an ongoing concern, the community is starting to see a change in the momentum of businesses that have chosen to open up shop on Ocean Avenue. Residents and merchants are always looking to enhance the business mix with retailers and services that will attract visitors to the business district and meet the needs of the community.

Here is a current breakdown of new businesses on Ocean Avenue.

§ **San Francisco Meats & Delicatessen (1330 Ocean Ave)** a independently owned butcher and deli shop. Customers are able to purchase a selection of meat, seafood, sandwiches and fresh salad. Stop by and order anytime from Monday thru Friday 9am to 7pm, Saturday from 8am to 6pm.

HEALTH FEET SPA
OCEAN 健康足浴

§ **Health Feet Spa (1334 Ocean Ave)** a independently owned foot reflexology spa for your health. Various types of Chinese herbal tea can be accompanied with a foot massage at a reasonable price. Hours of operation are 7 days a week from 10am to 10pm.



§ **Wang Xing Chang Furniture (1431 Ocean Ave)** a independently owned furniture store displaying some of their formal and casual collections. The store is open Monday thru Saturday from 10am to 6pm, Sunday from 11am to 4pm.

OARC Board**Al Harris**

OMI-Neighbors In Action

Dan Weaver

OMI-Neighbors In Action

Jason Coffey

Resident-At-Large

JoAnn Tract-Rawson

Ingleside Terraces HOA

Kate Favetti

Resident-At-Large

Maria Picar

OMI CPP

Mary Harris

OMI-Neighbors In Action

Patty Clement

Merchant-At-Large

Sharon Eberhardt

Resident-At-Large

Stacey Huey

Merchant-At-Large

Walee Gon

Merchant-At-Large

OARC Staff**Ling Liang**

Program Manager

Dolly Sithounnolot

Program Coordinator

Welcome Our New OARC Staff!

Shirley was born in Honolulu, Hawaii, but grew up in San Francisco. She went to Thurgood Marshall Academic High School and recently graduated from San Francisco State with a degree in Business Management. Being here for most of her life motivates her to do what she can in helping these neighborhoods that she often visits. She is looking forward to getting to know the neighborhood's merchants and residents better and to learn about their needs and problems so she can see how she can best help them.

Shirley has an interest in helping the small businesses, which isn't a surprise since her mother owns Jo-Ann's Cleaners on San Bruno Avenue. She wants to work with them to make Ocean Avenue a place worth visiting.

She is happy to know that crime has been on the decline since the last few years on Ocean Avenue and knows the importance of keeping crime low. She is hoping to be able to keep that happening.

Shirley will be working with Ling and Dolly with events and outreaching to merchants and residents along the corridor. Please welcome our new team member to the neighborhood.

**In the Community****De Soto St Kids Reunite on Ocean Ave**

By: Elaine Rohlfes

The OARC likes to feature different merchants and residents in the neighborhood and share their stories. The following story is about a family that reunited in the neighborhood after 60 years.

Thank you De Soto Kids for sharing your story and photos with us.

Sponsor an Edition of the Ocean Ave Wave!

The OARC printing budget is limited and we need help to pay for the printing of future newsletters. As a result, we are offering sponsorship spaces in our newsletter where you can advertise your business or organization. We are also accepting individual donations. To donate or sponsor the printing of future editions of the newsletter, please contact us at 415-574-9170.

All 48 of us who gathered in the Villa d'Este restaurant on Ocean Avenue on Saturday, Sept 20, 2008 had a wonderful time. 34 of the 48 folks actually lived on De Soto St. or from nearby Ingleside Terrace streets and played together. Others are spouses, friends, and relatives of a "kid". 10 of the "kids" still live in San Francisco. In fact, one, Bill Clausen, still lives on De Soto St. in the house that his parents bought in 1951. Most of us returned from other towns and cities in California. However we had 2 "kids" who came from a great distance: Miriam (Michael) Morrissey came from Okanogan, Washington and Mozelle ("Chichibu" Bullen) White came from Austin, Texas. And 2 of the "kids" really were/are parents of 3 boys who grew up on De Soto St. They are Bill and Margaret O'Neill, proud to be 96 yrs

See De Soto Kids, p.6



Top photo: De Soto kids in 1948, Bottom photo: Reunion photo of the De Soto Kids and their family.

Neighborhood Celebration A Success

By: Shirley Chen

The 8th Annual OMI International Family Festival was a hit this year! The event was held on Saturday, September 13th from 12pm-5pm on the streets of Faxon between Ocean and DeMontfort. The children's area was lively and always had a crowd with both kids and adults having fun. Everyone enjoyed the kids' games, face painting, the jumpers, and Rolo the Clown doing balloon twisting. The chairs and area surrounding the stage were always filled with people watching the entertainment that included dancing, singing, music playing, and martial arts.

In between the children's area and the stage were many non-profits sharing information, vendors selling merchandise ranging from jewelry to scarves and food vendors selling sandwiches to sushi. Thank you to everyone who made this festival happen, to the festival planners, entertainers, vendors, non-profits, and the participants.



Photos by David Nguyen

It's Not too Late to Contribute!



Left photo: The New Ingleside Library currently under-construction. Right Photo: A rendering of the New Ingleside Library (photo from www.fougeron.com).

The construction of the New Ingleside Branch Library is coming along. Projected to open in the Summer of 2009, the New Ingleside Branch Library is located on 1298 Ocean Ave. (at Plymouth). Until then, there are many things you can do to contribute to the new branch. Honor your family and friends with an engraved brick and help furnish and equip the new Ingleside Branch Library. Engraved Bricks are \$250 and proceeds go to The Ingleside Library Campaign.

The deadline for ordering is January 15, 2009

For more information, contact:

Marian Chatfield-Taylor

Friends of the Public Library

415-626-7512 X103

marian.ctaylor@friendssfpl.org

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De Soto Kids (from p.4)

old. They no longer live on De Soto, but live on the other side of Golden Gate Park from Ingleside. When I asked Margaret if they wanted someone to pick them and bring them to the restaurant, she replied "No thanks. We don't drive anymore ourselves, but we take public transportation wherever we go, so we will be fine". Many of us had not seen each other for 60 years or so. It was an amazing gathering!

After our delightful luncheon, many of us drove over to De Soto St. to walk the street and visit some of the homes where we had once lived and played. The present owners were most gracious and welcoming and eager to hear our stories. We had sent a flyer a week before to all the homes where we had previously lived, informing the owners of our planned reunion and asking them if they would be willing to allow a walk-through after the luncheon. Jim Spalding at 180, was especially kind to let us reassemble ourselves on his front porch to try to recreate the original photo after 60 years.

佳節期內個人安全提示

By: Shirley Chen

冬天來了，很多人都展望佳節的來臨，或是購買禮物，或是多一點時間和家人一起。某類型的犯罪例如搶劫經常發生在佳節購物季。在下午七時日落後獨自走路回家可以令人感到不安全，而走廊的行人並不多。你可以留意一些事，避免成為搶劫一類犯罪的受害人。如以任何原因你被搶，以下是一些發生事件時和之後應做的事。

避免被搶:

- 對周圍保持警覺和留意。這看來簡單，但被手機或MP3分散精神可以令你處於不利的處境。
- 在有光線的地方走路。避免晚上獨立走路。
- 如有需要，應在燈光明亮的大街上走路。
- 兩人或小組同行。即使你無人和你一起，可考慮行近其他人，這樣你較少成為被搶的對象。
- 不要帶太多金錢。
- 準備你的鎖匙，這樣可使你進入車或入門時減少時間，使劫匪無時間下手。
- 用常識和最佳判斷。如有些東西看來不對，評估處境和找別人幫助，或離開該處境。

被搶時或被搶後做些什麼:

- 不要驚恐，保持鎮定。
- 和劫匪合作，因為如你反抗你受傷的機會會增加。
- 記住劫匪的特徵（大小，頭髮，刺身，疤痕等），和你認識的一些人比較。記住對方所用的武器。警察需要知道劫匪的年齡，種族，高度，體重，衣服的类型和顏色。
- 事後立刻報警。

歡迎我們的新AmeriCorps成員

Shirley在夏威夷檀香山出生，但在三藩市長大。她高中在Thurgood Marshall Academic High就讀，從三藩市州立大學畢業持有商業管理學位。因為她一直以來大部份時間都在三藩市生活，她希望能幫助她經常前往的社區。她展望更加認識本區的商人和居民，和了解他們的需要和問題，看看可以如何提供協助。



Shirley有興趣幫助小型商業；那並不奇怪，因為她的母親在San Bruno Ave經營Jo-Ann's Cleaners。她希望和商人合作，使Ocean Ave成為一個吸引人前來的地區。

她很高興知道過去幾年Ocean Ave的犯罪率下降，並知道保持犯罪率低的重要性。她希望此情況能繼續下去。

帶來佳節氣氛

請和我們一起為佳節裝備Ocean Avenue!我們將於十二月六日星期六上午十時在OMI Senior Center (1948 Ocean Ave)前集合，在棕櫚樹上懸掛花環，蝴蝶結，和在停車錶上裝飾紅藍絲帶。然後在2009年一月三日，我們將會取下裝飾，再次於OMI Senior Center前集合。每次活動均於十二時提供午餐。有意參加請致電Dolly (415) 375-2265讓我們知道會有多少義工出席。

我們鼓勵商人裝飾他們的櫥窗慶賀佳節帶來氣氛。

Sun Sphere 雕塑在本區樹立!

九月二十七日，鄰居出席此三藩市藝術委員會作品Sun Spheres在Ingleside Community Center舉行的揭幕禮。此三個由Laurel Ture創造的鑲嵌雕塑，將永久安裝於Ocean和Granada街交界的三邊。委員會的Tonia Macneil和OMI居民Dan Weaver在典禮中做了介紹。Ingleside Presbyterian長老會牧師Gordon做了一個有關“太陽”和“球體”的美麗演講。



“那些球體有些東西吸引人，例如太陽...人們停下和觸感它們，” Gordon牧師說。Laurel亦發表講話，她致力於此工程多年。當天同時放映一套幻燈片，展示藝術家的其他作品，而人們一面和Laurel交談一面享用小點和飲品。

加入我們的Listerv!

加入我們的Yahoo Listerv就能定时接收关于Ocean Ave Corridor的最新消息。发一封邮件到 OceanAveRevitalization-subscribe@yahoogroups.com 或Dolly.oarc@gmail.com就可以成为我们的一员!

商人－你想學些什麼？

OARC目前正提供以下的專題講座：

- 談判租約
- 開辦商業
- 貸款和融資資源
- 免稅和鼓勵
- 其他－由商人建議

參加講座請電或電郵Ling Liang,
(415) 574-9170, 或Ling.oarc@gmail.com.

Ocean Ave的新商業

雖然商業走廊的店鋪空置數目仍是大家關注的項目，社區已經看到一些改變，商業逐漸選擇在Ocean Ave設鋪。居民和商人經常都希望加強零售和服務的混合商業，能吸引人們前來商業區和滿足社區的需要。

以下是近期在Ocean Ave新開的商業：

- San Francisco Meats & Delicatessen (1330 Ocean Ave): 一家獨立經營的肉店和熟食店。顧客可以選購多種不同的肉類，海鮮，三文治，和新鮮沙拉。營業時間是星期一至五，上午九時至下午七時，和星期六，上午八時至下午六時。
- Health Feet Spa (1334 Ocean Ave): 一家獨立經營促進健康的反射科礦泉浴。以合理的價格你可以在享受腳底按摩時，品嚐不同的中國涼茶。營業時間是每周七天，上午十一時至下午十一時。
- Wang Xing Chang Furniture (1431 Ocean Ave): 一家獨立經營的傢俱店，陳列一些他們的正式和非正式的藏品。營業時間星期一至六，上午十時至下午六時；星期日，上午十一時至下午四時。



工務局走廊計劃最新消息

OARC一直有寫關於工務局減少走廊計劃服務的報導，而Ocean Avenue商業走廊是此計劃的部份。以下是工務局發給我們報告最新情況的信件。

親愛的商人：

正如大家知道，市長紐森在2006年設立一個全市性的計劃，稱為“社區走廊合作計劃”。開始是一個由工務局運作的試驗性計劃，後來發展成爲一個工務局，其他市府部門，和私人商業合作的計劃，目的在提高三藩市200條繁忙商業走廊的清潔標準。

在我們進入計劃的第三年，我們做了一些調整，包括改變大使時間表，和在每條走廊提供Eco-Blitz清潔。

Ocean Avenue走廊的新大使時間表如下：

- Ocean大道從Phelan至Capitol Street一段：星期四，星期六，和星期一，下午十二時至七時
- Ocean大道從Capitol至Manor Street一段：星期五和星期日，下午十二時至七時。

除時間表調整外，在未來幾個月我們將在Ocean Avenue提供Eco-Blitz清潔。在進行Eco-Blitz清潔時，工務局一組職員將爲走廊提供以下的服務：商人教育和外展，守規，清除塗鴉，清理樹盆，和蒸氣清潔垃圾桶和行人道。工務局將同時在Eco-Blitz清潔期間中間，在有需要時亦會進行蒸氣清潔行人道和垃圾桶。

在社區走廊合作計劃繼續之際，工務局致力和大家合作，進一步改善商業走廊的清潔。如果你有問題或希望提供意見回饋，請致電工務局公共資訊主任Peachy Mathias，415-641-2643。

工務局營運副局長
Mohammed Nuru謹啓

社區福利區在Ocean Avenue是否可行？

我們需要技術援助進一步研究…無須你任何花費！

OARC的成員正在向Ocean Ave的商人和業主外展向Mayor's Office of Economic and Workforce Development申請一份配合津貼，就Ocean Avenue社區福利區可行性計劃作進一步的技術援助。在一個社區福利區（或商業改善區），業主通過私人物業或商業稅資助加強而不是更換目前在本區之市政服務。Ocean Avenue的社區福利區可行性計劃研究，將會幫助決定社區福利局是否適合和支援我們本區。

此外，我們同時正在草定一份加強Ocean Ave服務標準的名單。此名單根據目前走廊存在的服務，與商人和業主交談，和從商人和業主（在去年我們做的一份調查所得）的回應編訂。調查向商業東主和業主查詢走廊的問題和需要，以及他們對在Ocean Ave建立社區福利區的興趣。

以下是一些包括入加強Ocean Ave服務的建議：

- 清潔和安全：實施行人道維修（蒸氣清潔和消除塗鴉），清潔帳篷和窗戶，和加強保安與設有受過高度訓練的大使工作人員。
- 改善街景：公共藝術和綠化。
- 推廣：廣告，吸引和保留商業，音樂會和節日。

如你是Ocean Ave的商人或業主，我們希望聽到你對走廊加強服務的意見。如有任何問題或建議，請聯絡Dolly S, (415) 375-2265, 或電郵Dolly.oarc@gmail.com。



4702 Mission Street
San Francisco, CA 94112
Ling: (415) 574-9170
Dolly: (415) 375-2265
Fax: (415) 585-0170

ling.oarc@gmail.com
dolly.oarc@gmail.com

ON THE WEB:

www.oceanave-oarc.org

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Subscribe to our Yahoo listerv to receive updated emails on the Ocean Ave Corridor. Send an email to OceanAveRevitalization-subscribe@yahoogroups.com or Dolly.oarc@gmail.com and we will add you!

The OARC is a diverse coalition of neighborhood residents, merchants, property owners, and other stakeholders that are all committed to seeing Ocean Avenue become an even more vibrant, clean, safe, and welcoming place to eat, spend time, and shop. Meetings are held every second Wednesday of each month at the OMI Senior Center (1948 Ocean Ave) from 7-8PM and is open to all community members.

The OARC is funded by the Mayor's Office of Economic and Workforce Development (MOEWD) and the Local Initiatives Support Corporation (LISC).

Sun Spheres Are Here!

Neighbors gathered for the San Francisco Arts Commission's (SFAC) artwork dedication, Sun Spheres, at the Ingleside Community Center on September 27th. The three mosaic

[Artist, Laurel True and one of the Sun Spheres.](#)



sculptures were created by Laurel True and permanently installed on three sides of the intersection of Ocean and Granada Avenues.

An introductory was given by Tonia Macneil of SFAC and Dan Weaver, a resident of the OMI. Reverend Gordon of Ingleside Presbyterian gave a beautiful speech about the meaning 'Sun' and 'Sphere.' "Something about those spheres attract people to it, like the sun...People stop and touch it" says Reverend Gordon. A speech was also made by Laurel, whom worked for years on the project. A slide show of the artist's other projects were displayed, while people spoke with Laurel and enjoyed hor' dourves and drinks.

We hope to incorporate more public artwork that shows community pride and brings vibrancy to the corridor.