



Ocean Avenue Association

OCEAN AVENUE ASSOCIATION

RENEWAL AND
EXPANSION INITIATIVE

www.oaacbd.org

RECAP

Renewal +
Expansion

Renewal & Expansion Process

1

PETITION SIGNATURE GATHERING

Property owners representing at least 30% of the weighted assessment must sign a petition to initiate the renewal and expansion process. This petition will be mailed to all property owners after the November election, and the signature gathering will continue until the 30% threshold is met.

2

APPROVAL BY THE BOARD OF SUPERVISORS

After the petition threshold is met, the Board of Supervisors must approve a 'Resolution of Intent' to formally acknowledge and give initial approval for the renewal and expansion of the district. This public meeting will allow for community input and discussion.

YOU ARE
HERE

3

MAILING OF BALLOTS AND PUBLIC HEARING

On May 23rd, the Department of Elections will mail ballots to all property owners within the district. Property owners will have 45 days to submit their ballots, and a public hearing will be held to allow for further community input. For the renewal and expansion to be approved, a weighted majority of over 50% of the submitted ballots must be in favor, and there must not be a majority protest.

SELECTED SERVICE LEVEL

\$515,000

Cleaning and Maintenance

- ✓ Sidewalk sweeping (3 times per week)
- ✓ Pressure washing (2 times per year)
- ✓ Graffiti removal (within 72 hours of report)
- ✓ Landscape maintenance (monthly)

Safety

- ✓ Contingent upon fundraising

Marketing

- ✓ Small-scale decorative place-making and public art (flower baskets and murals along Ocean Ave)
- ✓ Occasional community events (i.e. wine walk and art festival)

Economic Development

- ✓ Regular business support (check-ins, classes, and ribbon-cutting ceremonies)
- ✓ Assist business in finding grants for beautification and development projects
- ✓ Basic social media and newsletter support

Budget Items	FY 2025/26 Estimated Budget
Cleaning & Maintenance Program	\$200,850
Streetscape Improvements and Beautification Program	139,050
Marketing & Economic Development Program	113,300
Management and Operations	61,800
Total Budget	\$515,000