

# LA JOLLA LIGHT

LETTER TO THE EDITOR

April 6, 2016

## **A MAD is the tool for bringing the Village improvements all want**

As the chair of the Enhance La Jolla volunteer Steering Committee, I want to respond to recent letters about the proposed Maintenance Assessment District (MAD) for the Village of La Jolla.

The idea to establish a MAD for the Village came from a concerned group of La Jolla property owners – commercial and residential – who recognized the need for greater maintenance in the community. The fact is the City of San Diego simply doesn't have the resources to provide the level of maintenance the Village needs. As a result, we see overflowing trash cans, litter in residential areas, dirty sidewalks, graffiti and more that are taking the shine off our "jewel."

MADs are not a new idea. More than 60 neighborhoods have MADs (including Bird Rock) and they enjoy the benefits of added services, a cleaner environment and the positive impacts to the community that result. A MAD will generate revenue from properties in the Village that will be used exclusively to benefit properties in the Village. For both residential and commercial properties, this means that litter will be picked up, sidewalks will be cleaned, graffiti will be abated, and landscaped areas will be maintained on an ongoing basis.

It is understandable to question a new fee, but we feel this is long overdue for the Village. We have worked hard to apportion the costs in a fair and balanced way – residential owners will pay a flat annual fee of \$86.87 and commercial owners will pay based on their parcel size.

As the largest property owner in the Village, the City of San Diego would be the MAD's top contributor to help fund these enhanced services.

We all love the Village and want to help keep it beautiful. A MAD will give us the tool we need to accomplish this goal. — **Mark Dibella**, La Valencia Hotel