

LA JOLLA LIGHT

LETTER TO THE EDITOR

April 20, 2016

Enhance La Jolla: A forward-thinking solution

I'm an enthusiastic supporter of Enhance La Jolla, the proposed MAD (Maintenance Assessment District) in the Village. Enhance La Jolla will be a powerful vehicle to beautify and reinvigorate La Jolla, in a sustainable manner. It is championed by a group of community-minded residents, property and business owners, and nonprofit organizations that collectively treasure La Jolla and seek to improve this exceptional town. Like me, La Jollans, who routinely shop, walk and dine in the Village, cherish the Village.

Indeed, many people experience the Village as an extension of their own backyards. It is also true that there is a shared concern that the well being of our community has been undermined by the deteriorating conditions of our sidewalks and landscaping. I was moved by the willingness and generosity of private donors — residents, property owners and business owners — to step forward and participate in the grassroots Sparkle & Shine campaign.

With the establishment of Enhance La Jolla, the vast majority of program costs will be paid for by property and business owners, based on property size. For surrounding homeowners impacted by the business community, the fee will be a flat annual fee, less than \$7.50 a month, for inclusion in a program to keep the neighborhood sidewalks and planters attractive and clean.

With 63 MADs in San Diego, it is certainly not an unusual approach to improving a community. Instead it is a proven “big picture” solution, a forward-thinking solution, and the only one that can re-establish a beautiful Village.

Nancy Warwick