

ENHANCE LA JOLLA

MAINTENANCE ASSESSMENT DISTRICT

MAD Progress Report

October 2020

The La Jolla Maintenance Assessment District (LJ MAD) celebrated one full year of operations in October, working to proactively ensure cleanliness in the district with regular litter abatement, landscaping and pressure washing activities.

Current projects underway include landscaping improvements and more precision-focused sidewalk pressure washing activities. Sidewalk pressure washing continues three times a week: Sunday night into Monday morning, Monday night into Tuesday morning and Thursday during the day. Planting of potted plants throughout the district is underway, along with laydown of new ground cover in tree wells and sidewalk cutouts with mature trees.

Landscaping activities accomplished in October include the planting of 24 red and white dipladenias in various sidewalk planters and tree bases in the district, replacement of a missing pygmy palm on Prospect Street between Girard Avenue and Herschel Street, and installation of two yards of large cobblestones and Mexican beach rock in several tree wells along Girard Avenue between Prospect Street and Kline Street. Overgrown succulents in four planters on Pearl Street between Fay Avenue and Drury Lane were also trimmed.

A project to restore weathered and rusting streetlight poles concluded with 21 streetlight poles getting a fresh coat of new paint. Following sanding and priming, these streetlight poles located from the district's southernmost border on Girard Avenue to Silverado Street were painted from top to bottom, as was an additional streetlight pole on Herschel Avenue between Wall Street and Silverado Street.

On October 29, the LJ MAD met with representatives from the Collection Services Division of the city's Environmental Services Department to discuss the collection schedule for public trash receptacles in the district. Discards from 41 city trash receptacles located within the geographic boundaries of the MAD are collected seven days a week, the city's first stop on a daily route spanning from La Jolla to San Ysidro.

Looking forward, the LJ MAD will continue to refresh landscaping in the public right of way, installing plants in sidewalk planters and at the base of tree wells. A redesign of the Enhance La Jolla website to augment content about LJ MAD activities continues. Watch for an announcement when the new www.enhancelajolla.org website goes live. Lastly, a consolidation plan for nearly 70 newsstands located throughout the district is in its final phase. Discussions with publication owners and the City of San Diego are nearing mutual finality regarding newsstand placement in several proposed locations.

Caring for The Village presents challenges and opportunities. If you see an issue needing attention, please contact Enhance La Jolla at (858) 444-5892 or email manager@enhancelajolla.org