

# ENHANCE • LA JOLLA

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## MAINTENANCE ASSESSMENT DISTRICT

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### **MAD Progress Report**

**March 2021**

Heading into Spring, the La Jolla Maintenance Assessment District (LJ MAD) held meetings with the City of San Diego Parks and Recreation Department and the Environmental Services Division to ensure effective communication and collaboration ahead of an anticipated increase in visitors to the district and the janitorial and maintenance activities necessary to ensure an enjoyable environment.

On March 30, LJ MAD representatives met with the City of San Diego Code Enforcement Division to discuss further consolidation of newsstands in public-right-of-way areas. In 2020, the LJ MAD worked with the city and newsstand owners to remove 26 abandoned newsstands. The current objective is to reduce redundancies and improve the appearance of the 70 remaining newsstands located throughout the district.

Routine daily, weekly and monthly janitorial and maintenance activities continue, with the LJ MAD landscaping vendor trimming excess vegetation growth and removing weeds and other invasive plants from sidewalks and tree wells. In addition to daily litter collection, sidewalk pressure washing continues three times per week. Pressure washing of the interior and exterior of all 42 public trash receptacles in the district was completed in March.

To coincide with the first day of Spring, March 20 marked Enhance La Jolla Day. The inaugural neighborhood event took place on Girard Avenue and involved a community improvement project by the LJ MAD's landscaping vendor, Nissho of California, and volunteers placing groundcover in more than 20 tree wells, and an information area where members of the public had the opportunity to meet with representatives from various community groups to learn about these organizations and their contributions to La Jolla.

By the end of Enhance La Jolla Day, 10 cubic yards – or 25,000 pounds – of Arizona river rock and 56 iris plants had been installed in tree wells along Girard Avenue from Prospect Street to the district's southernmost boundary past Torrey Pines Road, and on the 1000 block of Wall Street. This accomplishment was made even more impressive by the fact that all rocks, liner fabric and heavy equipment were donated by KRC Rock, Imperial Sprinkler Supply, Sunbelt Rentals and Nissho of California.

Enhance La Jolla Day was truly a community effort, from the support of Father Pat at Mary Star of the Sea catholic church who provided use of the parish's tables and chairs for the community information area, to Peter and the Brick and Bell team who donated coffee and scones for volunteers. Special thanks to these organizations that made Enhance La Jolla Day a success: Enhance La Jolla; La Jolla Community Foundation; La Jolla Village Merchants Association; City of San Diego District 1; La Jolla Town Council; La Jolla Parks and Beaches; La Jolla Community Planning Association; La Jolla Shores Association; Rotary Club of La Jolla; Village Garden Club of La Jolla, The National League of Young Men; Urban Corps and Nissho of California.

The next Enhance La Jolla Board of Directors Meeting will take place Thursday, April 15 at 4 p.m. online. Advanced registration is required. Visit [www.enhancelajolla.org](http://www.enhancelajolla.org) for more information. If you see an issue needing attention within the district, please contact Enhance La Jolla at (858) 444-5892 or email [manager@enhancelajolla.org](mailto:manager@enhancelajolla.org)