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Enhance La Jolla Day helps tidy up the Village for spring

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As summer approaches, Enhance La Jolla has begun spring cleaning the Village while preparing for the busy summer season.

The kick-off for that preparation was the first Enhance La Jolla Day on March 20. Enhance La Jolla and the La Jolla Village Merchants Association joined to spruce up the Village with a

community improvement project. The event also introduced those and other civic groups to the public via information tables set up along Girard Avenue and Silverado Street for four hours.

Organizations participating in the inaugural Enhance La Jolla Day included La Jolla Community Foundation, City of San Diego District 1, La Jolla Town Council, La Jolla Parks and Beaches, La Jolla Community Planning Association, La Jolla Shores Association, Urban Corps, Rotary Club of La Jolla, The National League of Young Men and Nissho of Southern California.

The community improvement project that day involved placing rocks and ground cover in more than 20 tree wells along Girard Avenue and Wall Street.

“I was really pleased at the turnout, it was phenomenal and the timing was perfect on the first day of spring,” said Mary Montgomery, district manager for the maintenance assessment district, a nonprofit dedicated to maintaining and improving the Village of La Jolla and its quality of life.

Of so many civic groups teaming to conduct such a successful event Montgomery noted, “That kind of passion only comes from face-to-face interaction.”

“We’re poised for a nice comeback,” said Ed Witt, Enhance La Jolla president. “Enhance La Jolla and the MAD are doing our best, on a continuing basis, to make sure the Village is always looking as best as possible. We saw Enhance La Jolla Day as part of our role in supporting always doing our very best to have La Jolla looking its best moving forward.”

Regarding Village spring cleaning, Montgomery noted vendors recently finished pressure washing all 42 city trash can containers in the MAD district. “We do that every six months, and this will gear us up nicely for the start of the tourist season,” she said, adding efforts not only to cleanse the Village but promote community cohesion. “We’re seeing just how much goodwill there is in this community,” Montgomery added.

Witt pointed out the MAD works seven days a week to keep the Village clean and looking its best. “We’re excited about the future,” he said adding, “You can already feel, see and sense the energy that’s in the Village. People are looking to invest in the Village as merchants, retailers or restaurants.”

“We have janitorial service performed seven days a week by crews from vendor

Nissho of Southern California who sweeps up and ensure no trash cans are overflowing in the commercial area of Girard, Prospect, Pearl, and Fay,” noted Montgomery. “Landscaping is also tended to four days a week in Zone 1, the core of the Village. We are able to trim any trees and limbs up to 15 feet off the ground. We also maintain all of the public rights-of-way in the district, as well as watering all the hanging potted plants throughout the district.”

Witt said Enhance La Jolla’s governing board meets quarterly, these days via Zoom, with meetings open to the public. The group’s next meeting is on April 15 and more details can be found at enhancelajolla.org.

Montgomery noted the MAD recently finished yet another community improvement project. “We painted the guardrail at the intersection of Prospect and Girard across from The Spot that had not been painted since the mid-’80s,” she said. “It looks much better than it did. We also put two coats of paint on trash can lids.”

The MAD district manager talked about something she’d like to do in the future.

“We’re looking do a community improvement project with the Girl Scouts at La Jolla Elementary and we’ve reached out to them and hopefully, in the next couple of months, we can partner with them,” she said.

Concluded Montgomery of the successful Enhance La Jolla Day and recent spring-cleaning efforts, “I really do think it showcases the best of what this community is capable of.”

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