

ENHANCE LA JOLLA

MAINTENANCE ASSESSMENT DISTRICT

MAD Progress Report

April 2021

The La Jolla MAD continues to advance maintenance and janitorial efforts in public right-of-way areas within the district seven days a week. Increased trash removal, landscape maintenance, graffiti abatement and sidewalk pressure washing activities remain consistent. In anticipation of a busy tourist season now that more businesses are opening as coronavirus restrictions loosen, an additional day porter has been added to the weekend janitorial team. The extra support of this second person to the Saturday and Sunday day shift will help ensure that the neighborhood remains tidy.

During the past several weeks, work on enhancing tree wells along the southwest side of Girard Avenue from Kline Street to Torrey Pines Road was completed. There are more improvements planned for tree wells in the coming weeks, specifically along the remaining stretch of Girard from Silverado Street to Prospect Street.

On the landscaping front, all trees and potted plants in the district were fertilized during the first two weeks of April. Pruning was also performed on the carrotwood tree located on Girard Avenue at Silverado Street, the peppermint willow tree on Wall Street at Girard Avenue and the pittosporum tree on Girard Avenue near Kline Street. At the intersection of Torrey Pines Road and Girard Avenue, wisteria vines were trimmed back. Lastly, on Prospect Street at Herschel Avenue, several dead juniper tree branches were removed.

A continued effort to work with several local publications towards the removal of damaged, neglected, and unkempt newsstands located on sidewalks in both Zone 1 and Zone 2 of the district has gained additional traction. During the last week of April, letters were sent to eight publication rack owners detailing specific locations and conditions of news racks needing replacement or removal. The ultimate goal is to consolidate placement of these publication racks into approximately 10 high-traffic locations in the district.

Many of these publications have been very receptive in working with the MAD to maintain the appearance of our community. Unfortunately, many of these newsstands have become targets for vandalism or makeshift trash receptacles. The LJ MAD is thankful for the continued support of these publication owners and looks forward to furthering collaboration in fighting neighborhood blight.

If you see an issue needing attention, please contact Enhance La Jolla at (858) 444-5892 or email manager@enhancelajolla.org