



MAD Progress Report

May 2021

The La Jolla MAD is about to wrap up its fiscal year, with many developments to report. The Enhance La Jolla Board of Directors voted unanimously to exercise its option to extend the contracts with existing vendors Urban Corps and Nissho of California for another one-year term. This will ensure continuous litter abatement, landscaping and sidewalk pressure washing. Additionally, these contracts come with the benefit of personnel continuity from these two vendors, individuals who are familiar with the neighborhood and aware of its needs.

In May, the La Jolla MAD worked to better address sidewalk pressure washing activities, meeting with leadership from Urban Corps to perform a physical walkthrough of the district. Problem areas have been identified and the vendor is now sending a daily day-after report of those specific areas that were addressed in the previous night's shift. Areas of particular focus are high-traffic spots along Girard Avenue, Prospect Street and Wall Street. With outdoor dining occurring in many of these areas, there has been an uptick in spilled food and beverage. Another area of focus are the many pet stains on sidewalks, building perimeters and planter boxes. This is an important issue. The La Jolla MAD is hopeful that a noticeable difference will show in the coming weeks.

With regards to landscaping, a meeting was held between representatives from the Village of La Jolla Garden Club, the La Jolla MAD and Nissho of California – the current vendor responsible for attending to landscaping needs. The 21 jacaranda trees that the garden club generously donated are being watered every Tuesday and Friday and there are even a few new leaves and branches beginning to show. It will, however, likely be another year or so before the signature purple flowers begin to appear on these young saplings.

Also in landscaping news, the condition of the floribunda rose plants was discussed. Many of these potted plants are not doing well, largely because of the unique microclimate in The Village being very conducive to white fungus and aphid infestation. Going forward, these plants will be replaced with heartier succulents. The freshening of Girard Avenue tree wells from south of Pearl Street to Prospect Street is also underway. We are on schedule to have all tree wells on Girard Avenue completed by the end of June. The first tree wells to be completed will be those in front of Harry's Coffee Shop to give them a lift after their recent stint of bad luck.

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