

MAD Progress Report

August 2021

Finishing off Summer 2021 strong, representatives from the La Jolla MAD worked with the City of San Diego Environmental Services Division and Parks and Recreation Department to coordinate litter abatement strategies that kept the district tidy during the Labor Day holiday weekend. Hours after janitorial crews left on Monday evening, the MAD's overnight pressure washing crew cleaned sidewalks, beginning in the core commercial areas of the district that visitors most frequented.

Landscaping efforts in August focused on removing low-hanging tree branches, overgrown bushes, and invasive weeds in public right-of-way areas. Notably, La Jolla MAD personnel and landscapers coordinated efforts with two separate property owners to trim back vegetation from their respective properties that was inevitably headed towards becoming perilous overgrowth. These two areas, one on Silverado Street between Girard Avenue and Drury Lane, and the other on Pearl Street between Cuvier and Draper streets, were attended to and will be proactively monitored going forward as part of the rotating landscape maintenance schedule.

Also in landscaping news, two of the 21 jacaranda trees that were planted in December 2020 as part of a partnership between the La Jolla MAD and the Village Garden Club of La Jolla were replaced by Armstrong Garden Centers at no cost per the lifetime guarantee for these trees that the MAD negotiated for this project. The two replacement trees were installed along Pearl Street in front of The Taco Stand and in front of the Jack in the Box – two of the most heavily traveled and trafficked areas in the district. Apart from these two new trees, the 19 jacaranda trees planted last year along Pearl Street are thriving, many experiencing their first bloom this past spring.

Efforts to replace dead and declining floral arrangements growing in hanging planter baskets located throughout the district continue. This work has started on Prospect Street at the intersection of Girard Avenue. Prospect will be the first street within the district to have its hanging flower baskets replaced and re-anchored to light posts. All refreshed hanging flower baskets will have new red and pink zonal geraniums planted in them by the end of September. These evergreen perennials can thrive in small containers with the right care and are drought tolerant.

Voting for the election to fill several Enhance La Jolla board positions will occur online between October 13 and 20 at www.enhancelajolla.org. Voting is open to property owners within the boundaries of the La Jolla MAD. Election results will be announced during the October 21 Enhance La Jolla Board of Directors Meeting scheduled for Thursday, October 21 at 4 p.m. in person in the Community Room of the La Jolla Ridford Library, located at 7555 Draper Ave, La Jolla, CA 92037. Visit 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