

ENHANCE • LA JOLLA

MAINTENANCE ASSESSMENT DISTRICT

MAD Progress Report

October 2021

October 2021 marks two full years of operation for the La Jolla Maintenance Assessment District (LJ MAD), with janitorial, landscaping and pressure washing vendors working to ensure cleanliness in the district with regular maintenance activities.

Landscaping activities continue to focus on safety, upkeep, and beautification. The LJ MAD purchased a hibiscus tree to replace the missing hibiscus tree located at 1150 Prospect Street between Girard and Herschel avenues. The new tree will be planted in an empty tree well now holding a green pylon in the center of two metal grates where a tree trunk should be.

Landscaping personnel treated existing hibiscus trees in the 1150 block of Prospect Street for an aggressive and widespread whitefly infestation. This infestation was remedied by a technique called “syringing” - a sustainable approach to control whitefly that involves spraying trees with high pressure water. Landscaping crews were careful to schedule spraying of these trees when traffic and pedestrians were not present. Also in landscaping news, tree wells on Herschel Avenue south of Wall Street were spruced up with the addition of river rock. In the next two weeks, tree wells on Wall Street between Herschel Avenue and Ivanhoe will also benefit from added river rock and repurposed succulents.

Touch-up painting efforts began on several streetlight poles. A project to repaint weathered streetlight poles concluded last October with 21 poles located from Girard Avenue to Silverado Street getting a fresh coat of paint. Vandalism has deteriorated the integrity of the paint on these streetlight poles in some areas, an issue maintenance crews are working to fix.

LJ MAD representatives worked with the city’s Environmental Services Department to review the collection schedule for public trash receptacles in the district and the placement of these receptacles. One container located on 1010 Prospect Street at the Girard Avenue intersection has been moved to the corner of Silverado Street/Herschel Avenue to more effectively distribute the city trash receptacles located within the MAD’s geographic boundaries. Discards from the 41 city trash receptacles in the district are collected seven days a week.

Results from the recent Enhance La Jolla Board of Directors election were announced during the October 21 Board of Directors Meeting. Retired Commercial Real Estate Broker and Developer Steve Warfield is taking over for Director Jonathan Lipsky who is stepping down from the Commercial Property Owner Representative position. Incumbents Barbara Bry and John Michaelsen were reelected to their respective positions, Community Member at Large Representative and Commercial Property Owner Representative. Julie Dubick replaces George Hauer in the Enhance La Jolla board seat representing the La Jolla Community Foundation.

Quarterly meetings of the Enhance La Jolla Board of Directors occur on the following 2022 dates, January 20, April 21, July 21, and October 20. All meetings will be held from 4:00 p.m. to 5:30 p.m. in the Community Room of the La Jolla Ridford Library, located at 7555 Draper Ave, La Jolla, CA 92037. If you see an issue needing attention within the district, please contact Enhance La Jolla at (858) 444-5892 or email manager@enhancelajolla.org