

ENHANCE LA JOLLA

MAINTENANCE ASSESSMENT DISTRICT

MAD Progress Report

November 2021

Heading into the height of the 2021 holiday season, the maintenance and upkeep activities managed by the La Jolla Maintenance Assessment District (LJ MAD) are adding to the festive sparkle in the district these days.

Landscaping crews completed several necessary projects. Low-hanging palm fronds on Herschel Avenue at Silverado Street were trimmed and fertilizer was applied to each palm tree to help green up yellowing fronds. In the 7800 block of Herschel Avenue, one eucalyptus tree and three magnolia trees with branches encroaching on sidewalks and parking areas were trimmed. Special focus is now being placed on trimming reachable lower palm fruits and hanging fronds on all queen, date, and fan palm trees. Removal of weeds on sidewalk joints and tree wells is another continuous activity.

LJ MAD representatives worked to ensure enhanced litter abatement in the district on December 5, the day of the La Jolla Christmas Parade and Holiday Festival. Marking its 65th year in 2021, event is expected to attract about 8,000 parade spectators and will feature about 80 groups or floats and more than 1,300 participants. The work schedule for weekend janitorial porters has been extended and additional staff added to accommodate the anticipated increase in discards from the large number of visitors to the district that day. Following the parade, nighttime sidewalk pressure washing activities will target the parade route, specifically areas along Girard and Draper avenues and Prospect, Wall, Kline streets.

Three declining stone pine trees located in the circular grassy park area along Park Row will be treated in the coming week for an insect infestation that has resulted in dead and decaying limbs on each tree. Landscaping crews will selectively remove large areas of dead and decaying branches to eliminate disease and regenerate new growth. Following this considerable cutback, the trees will not look great but should revive quickly. This measure is being employed as a last resort in saving these very mature, established trees.

The next meeting of the Enhance La Jolla Board of Directors is scheduled for January 20 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