



MAD Progress Report

July 2020

Our 2020-2021 New Year is here! The La Jolla MAD kicked off its new fiscal year on July 1 with regular maintenance and litter abatement activities in full swing and several pilot projects in the works. We are thankful for the board's strong leadership of our organization and the community's continued support.

The first half of 2020 has had many changes in store for daily life in The Village. It has been impressive to witness how receptive neighbors have been with respect to the many activities by which Enhance La Jolla serves the community. Community improvement projects are advancing and areas in the public right of way are being tended. Graffiti is disappearing, as is discarded trash and debris. We continue working with the City of San Diego to address issues vital to safely sustaining the quality of life in our community.

In July, Enhance La Jolla worked with SDG&E to repaint rusted bollards and electrical boxes on Girard Ave., Silverado and Pearl streets. These efforts continue. In addition to regular sidewalk power washing activities, power washing of the interior and exteriors of more than 30 trashcans on Girard Ave., Prospect, Wall and Pearl streets was completed, improving the look and smell of these trash receptacles. Shrubbery overgrowth in public right of way areas is also being addressed and the City of San Diego has begun trimming all date, queen and fan palms in The Village. These tree trimming activities will continue through the month of August.

Enhance La Jolla is also embarking on a pilot project to refurbish the weathered wooden benches in the village. In July, all wooden benches on Prospect Street and Girard Ave. were catalogued in order of refurbishment priority. In the coming weeks, benches will be removed from their existing locations and taken offsite for sanding and refinishing before ultimately being restored to their original locations. Careful attention is being paid to the refurbishment and reinstallation of the dedication plaque on each bench. Many of these benches serve as memorials for departed loved ones and community members. Enhance La Jolla is ensuring all efforts are made in preserving the dignity of those remembered by contacting the survivors of those memorialized with these benches, keeping these survivors up to date on key project milestones in this refurbishment process.

Caring for The Village presents both unique challenges and opportunities, and it is truly incredible what can occur with many eyes, ears and ideas about the neighborhood's appearance. If you see an issue needing attention, please contact Enhance La Jolla at (858) 444-5892 or email manager@enhancelajolla.org