

# ENHANCE LA JOLLA

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## MAINTENANCE ASSESSMENT DISTRICT

### **MAD Progress Report**

**September 2020**

After much coordination with the City of San Diego and publication owners, the La Jolla Maintenance Assessment District (LJ MAD) removed 26 abandoned newsstands from sidewalks along Girard Avenue, Prospect Street, Fay Avenue and Wall Street, hauling the newsstands away to a local landfill for recycling on September 23. Special thanks to a volunteer team from La Jolla Golf Carts: owner Robert Mackey, Israel Alvarado and Dylan Adler, for their help and use of a trailer to facilitate this project.

The objective now is to consolidate and improve the appearance of nearly 70 remaining newsstands located in public-right-of-way areas throughout the district. Many of these publication owners have been receptive in working with the LJ MAD and the City of San Diego towards achieving a mutually-agreeable solution for purposeful newsstand placement within the district. We look forward to reporting additional progress on this effort.

Routine maintenance activities in the district continued during September, with the LJ MAD landscaping vendor trimming several jacaranda, gold medallion and ficus trees on sidewalks in several areas. Other landscaping projects in process include the planting of several potted plants in high-traffic commercial areas and laydown of new ground cover in tree wells and sidewalk cutouts with mature trees. Daytime and overnight sidewalk pressure washing continued three times a week, as did daily litter collection activities.

A restoration project for repairing weathered and rusting streetlights along Girard Avenue has begun. Ten rusted streetlights on Girard Avenue between Silverado Street and Pearl Street will soon get a fresh coat of new paint. A number of these streetlights also have exposed wires at their bases or poorly-fitting covers, deficiencies that will also be corrected with this project.

After receiving feedback that the Enhance La Jolla website is hard to navigate, an effort to redesign the website and publish more robust content about LJ MAD activities is underway. The website was originally intended to disseminate information about the formation of the MAD. With operations now up and running, this website redesign will make it easier to find information, monitor the work of the LJ MAD, and provide input such as suggestions and complaints. Watch for an announcement when the new [www.enhancelajolla.org](http://www.enhancelajolla.org) website goes live.

Caring for The Village presents challenges and opportunities. If you see an issue needing attention, please contact Enhance La Jolla at (858) 444-5892 or email [manager@enhancelajolla.org](mailto:manager@enhancelajolla.org)