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It is Official. The Jewel of San Diego, La Jolla, once nestled on a prime stretch of Pacific, has taken root in a new exciting? location. With the help of Google and its location-based search, La Jolla, rated by the Robb Report as the Best Place to Live in America, has uprooted itself from its San Diego base and found itself in Fullerton, California.

The move has not come without controversy, as the once vibrant downtown area has become run-over by local wildlife. A few soccer-moms left behind have complained that the Harbor Seals, once a staple of controversy at the Children's Pool(Casa Beach) at the La Jolla Cove have migrated and taken over the La Jolla High School's recently renovated pool. "This pool is meant for the children. What happened to the days when our kids used to learn to swim in this pool?" asked one La Jolla mother. "Why can't the seals go somewhere else, like the newly renovated Bishop's School pool?" demanded another.

A major concern of the move has been the effective decrease in property value as La Jolla's new location under the 57 overpass in Fullerton has found La Jolla's housing market stifled to say the least. At its coastal location, the median home price sat around \$964,000. In its new location near Fullerton, La Jolla's average home price is teetering around \$380,000. With a population once estimated around 42,000 residents, La Jolla accounted for a conservative estimate of over 42 billion dollars worth of Real Estate. With an estimated population in Fullerton of 21,000, the loss in real estate value alone from the move is estimated around \$34 billion, begging the question as to why Google is so hard set on re-establishing La Jolla's long-held and historic location.

One surfer, simply named "Buck" who for years found a home in the back of his VW Van along Neptune Place in Windansea, describes the over 50% reduction in property value he has seen from the move. "It's a bummer, brah, I used to get mad coinage from the tourists, now my parking space is worth less than my car!" He claimed he is considering a move north, but "can't pass up those monster waves now that the crowds have gone." While the move has resulted in a large number of vacant houses coming available in the once sought after beach community, sales are yet to pick up. "\$2 Million fixer-uppers just aren't selling anymore," one real estate agent explained with tears in her eyes--the move has caused devastation to the housing market, as large, empty, multi-million dollar houses pepper the hillsides overlooking the veritable ghost-town below.

Many residents now wonder why the move was ever made in the first place. "Google Maps said La Jolla was now in Fullerton, we HAD to move to keep up with the crowds of online users," explained one transient resident whose coastal cuisine restaurant has suffered dramatically from the move. "Everything happened so fast, families were faced with an impossible decision, to stay and risk losing the moniker of 'La Jolla Resident,' or actually having to move to Fullerton."

