

LA JOLLA LIGHT

LETTER TO THE EDITOR

April 13, 2016

Why I do support the MAD

I know several perfectly intelligent and thoughtful property owners who live within the boundaries of the proposed Maintenance Assessment District (MAD) who are strongly opposed to it. I accept that there will be differences about a MAD and certainly agree with the Weiss' that this proposal will not solve all conflicting uses within the Village.

And even though we don't know yet how it will interface with other groups in the Village, I think it's a concept we should try. We suffer from both a lack of City of San Diego resources to maintain the aesthetics we want and too many merchants who do not maintain their properties in a responsible manner (e.g., think about where you bought your groceries today).

The strongest argument I've heard from private owners is that they feel they are already paying enough property taxes. I've worked with several well-meaning city employees over the last two years on the Whale View Point project; public employees do what they can with the city resources allotted to La Jolla but it's not enough to maintain the Village in the kind of condition which it would be as a separately incorporated city, like Santa Monica or Coronado.

The opportunity to incorporate La Jolla as a separate city has past. We can continue to live in a special community that looks neglected and worn, or we can pay less than \$90 a year to support our responsible merchants, and many, if not most, of our non-profits in this effort. I also am pleased by the opportunity, as a resident in the MAD, to potentially participate in its governance and to contact it when I see conditions or situations around the Village that need addressing.

I would love to see the residents of the MAD come together in support of the community where we walk and shop every day. This may be primarily a merchants' issue, but as residents we have a chance to be participants in the evolution of a new approach to beautifying the Village for the betterment of residents, our nonprofits and merchants alike. — Ann Parode Dynes