

“Smart Growth Catalysts” and the Battle for Planning in the San Diego/Tijuana Region

Bruce Appleyard, PhD, AICP

The Smart Growth Catalysts

PLANNING Magazine, December 2005

People and groups are pushing for more sustainable communities

By Bruce Appleyard, AICP



TEMPORARY PARADISE?

A LOOK AT THE SPECIAL LANDSCAPE
OF THE SAN DIEGO REGION

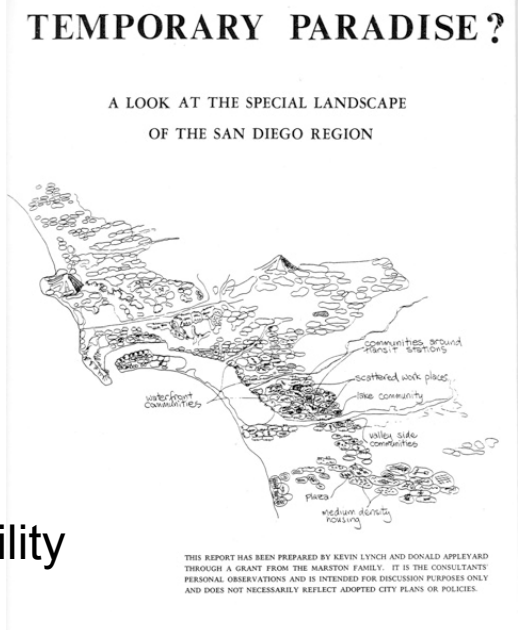


THIS REPORT HAS BEEN PREPARED BY KEVIN LYNCH AND DONALD APPELYARD THROUGH A GRANT FROM THE MARSTON FAMILY. IT IS THE CONSULTANTS' PERSONAL OBSERVATIONS AND IS INTENDED FOR DISCUSSION PURPOSES ONLY AND DOES NOT NECESSARILY REFLECT ADOPTED CITY PLANS OR POLICIES.

“Smart Growth Catalysts” and the Battle for Planning in the San Diego/Tijuana Region

Bruce Appleyard, PhD, AICP

Asking the question about the impermanent nature
of this paradise invokes the fundamental notions of sustainability



Importance of *Smart Growth Catalysts*

What do you do when?

- Your community loses planning tools (and staff) to curtail sprawl, revitalize downtowns and preserve farmland?
- A multimillion-dollar highway bypass is being forced on a community even though it will soon be rendered obsolete by sprawl?
- In short, who is going to help make smart growth work?
- The answer: a *smart growth catalyst*

- Very important in face diminishing public

Importance of *Smart Growth Catalysts*

- Very important in face diminishing public resources and support for planning
- Ability to bring important planning issues to forefront

Smart Growth Catalysts

Portland



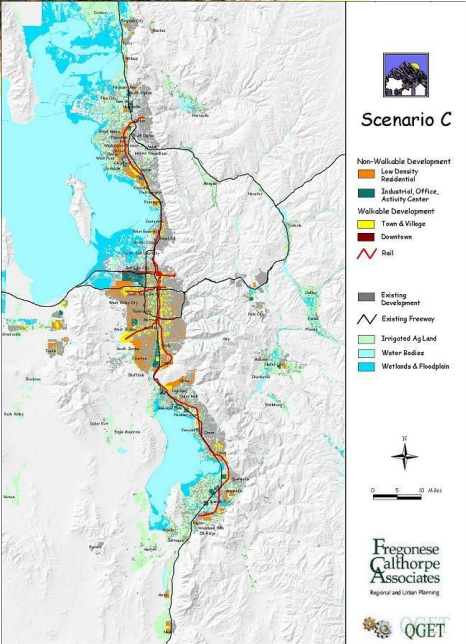
The visual connection with, and the “specialness” of place.

- Rooted in spirituality and the desire to protect what you love.
 - Portland: Connection between the powerful and the downtown core
- Bad examples help (to demonize)

Wasatch Front, Utah (Salt Lake City Region)

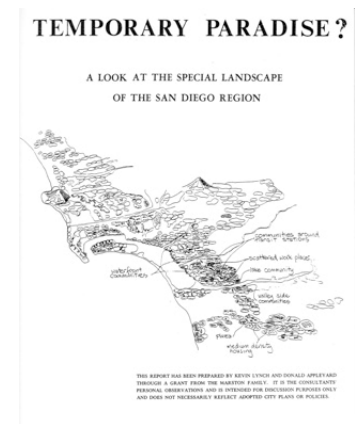
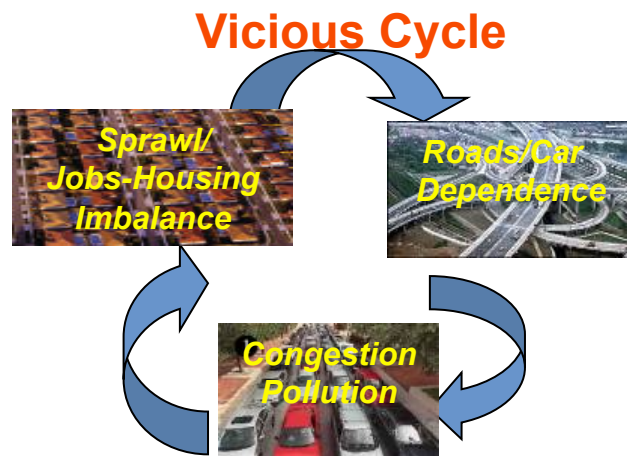


“This is the Place!!”



Smart Growth Catalysts: *The California Challenge*

- San Diego, San Francisco, LA share qualities such as dramatic vistas to facilitate important connections between people and place.
- But local level fragmentation is a “wicked” problem fueling the vicious cycle of sprawl

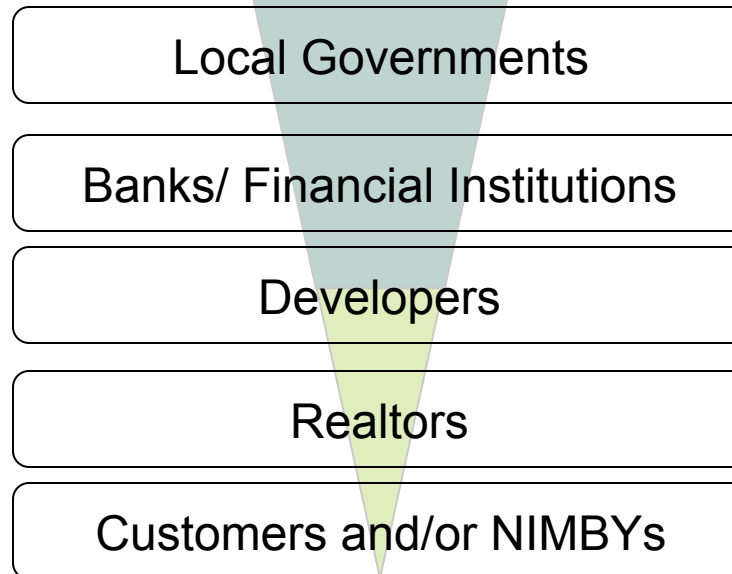


Institutional Framework of the TLU Imbalance

Local: City/County

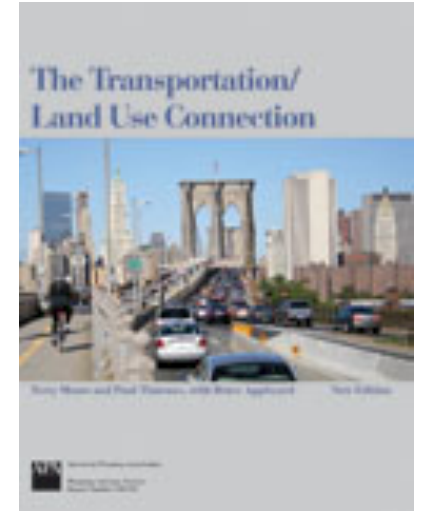
Neighborhood

Site



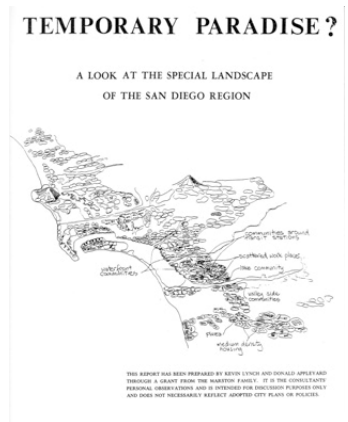
Transportation Vertical/Consolidated

Land Use Horizontal/Fragmented



Smart Growth Catalysts: The California Challenge

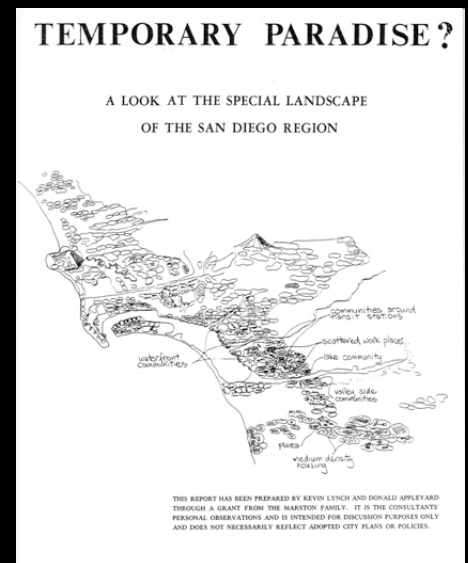
- *Temporary Paradise (Toward Permanent Paradise, Sustainable Paradise)* are all very important documents to set the stage and catalyze the smart growth movement in San Diego and Tijuana.



Why did *Temporary Paradise?*
resonate so strongly with
people when first published?

Why has it endured?

Why is it still needed?



Bruce Appleyard, AICP
appleyard@berkeley.edu

“This bold site,
its openness, its sun and mild climate, the sea,
the landscape contrasting within brief space are
(along with its people)
the wealth of San Diego.
They are what have attracted settlers to the
place and still attract them.
They must not be destroyed.”

slower compact growth
along northern coastal
shore

Mission Valley a new
recreation center

compact intensive communities
alongside river valleys and lakes

offshore floating
communities

public recreation and
residential uses, significant
industrial and military
uses of the Bay

Tijuana River Valley as a
recreation and cultural
resource for San Diego
and Tijuana

medium density communities
and coastal band

joint international
airport and industrial
area

Tijuana Center

A birds-eye view of the San Diego/Tijuana region as it might become. See
the discussions on page 41

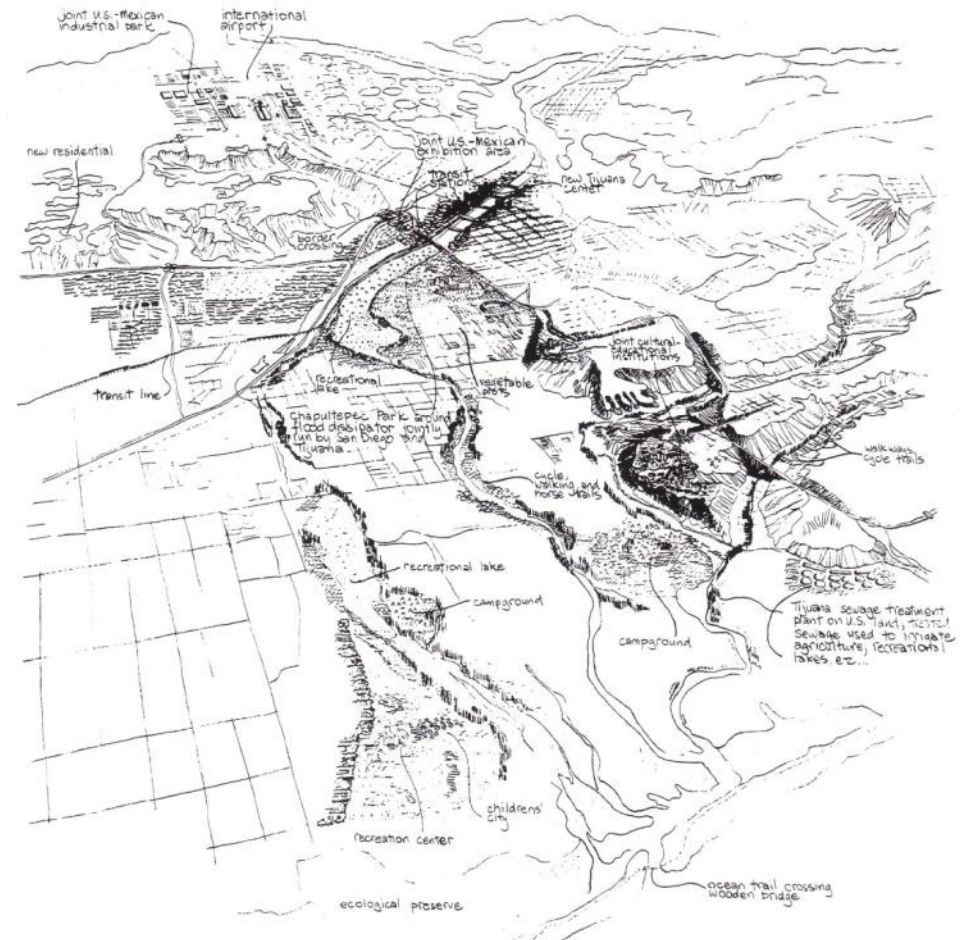
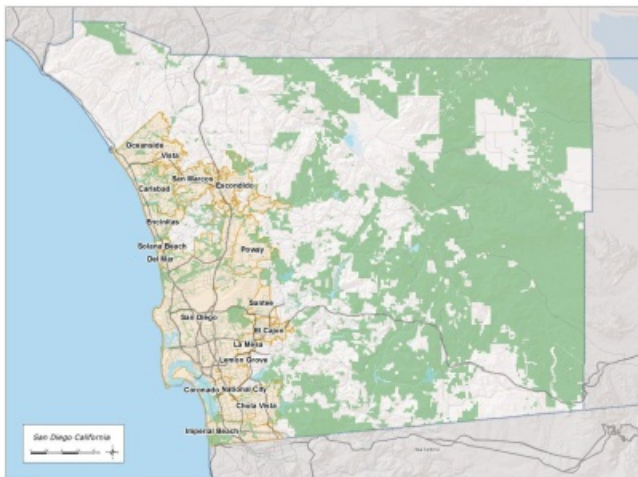
Dreams have some use.

They give us hope, but they also move us to act.

Can one dream about a region as large as San Diego/Tijuana?

We think so.

- A vital meeting point of two living cultures
- The metropolis should share its water, its energy, its landscape, its culture, its economy
- The border would be converted to a zone of confluence



Looking across the Tijuana River Valley at the border region as it might become.

Such a body might have limited jurisdiction over some border areas and services. It might assist Tijuana to achieve regional autonomy in the Mexican administrative system. But what such an institution should be, how it could be related to the two nations, to the CPO, to local authorities, is quite beyond our scope. The first step is to see the need. Action on the environment could be a catalyst which starts a much larger undertaking.

International studies are needed of the two populations, the two economies, the social changes. Fundamental demographic facts are unknown, even base maps are missing. The CPO is at work on the U.S. side, and there is courtesy Mexican representation on that body, but some truly regional institution is required - - one which is competent to analyze and to plan for the international region as a whole, which can speak to both nations of border needs.

What the Region Could Become

Dreams have some use. They give us hope, but they also move us to act. Can one dream about a region as large and as complicated as San Diego/Tijuana? We think so. There are dreams for the future region that one might realistically work for.

“A Reconnaissance”



“A Reconnaissance”

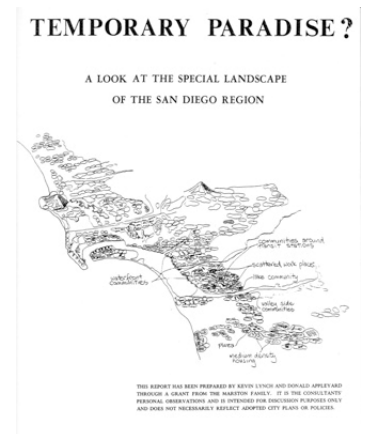


“A Reconnaissance”

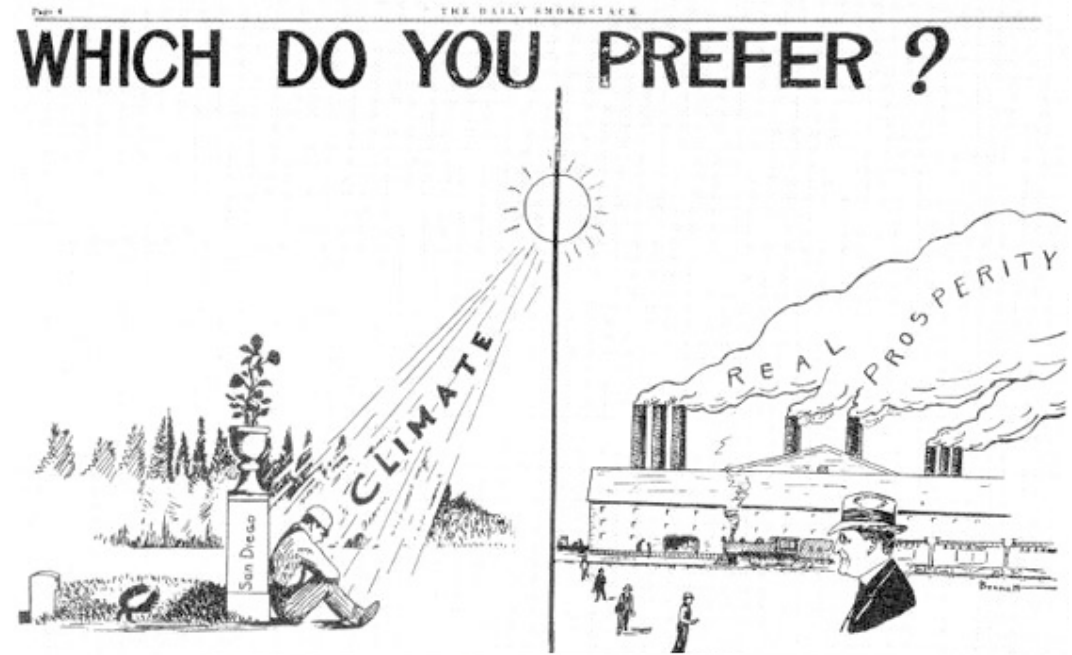


Smart Growth Catalysts

- Think strategically
 - Know your limits, but don't be constrained in your thinking.
- Communicate Clearly
 - With passion and purpose
 - Use numbers, but keep it simple
- Reach out, collaborate and build broad base of support with other organizations
- Expanding the base
 - Reach out to the young and energetic



Brief History of Regional Planning in San Diego



"In order to lift our eyes and imaginations to the long-term requires a really strong effort. I think the results will be ongoing. Always beyond our grasp."

--Hamilton Marston

