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

Bruce Appleyard, PhD, AICP

The Smart Growth Catalysts

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People and groups are pushing for more sustainable communities
By Bruce Appleyard, AICP
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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!!”

3% Strategy
Accommodate 33% of Future Development on 3% of the Available Land

- 10% less driving, and $6.4 to $8.8 billion in savings.
- More choices for how we live, work and travel.
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

Bruce Appleyard, 2007
Smart Growth Catalysts: The California Challenge

• San Diego can benefit from a Unified approach (alignment of County and SanDag).

• Also from the work of C-3, San Diego Foundation, and others.
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**?
“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.”
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
“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