

# 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 CONSULTANT'S PERSONAL OBSERVATIONS AND IS INTENDED FOR DISCUSSION PURPOSES ONLY AND DOES NOT NECESSARILY REFLECT ADOPTED CITY PLANS OR POLICIES.

A COMMEMORATIVE REPRINTING  
WITH CONTEMPORARY ESSAYS

## Temporary Paradise?

A Look at the Special Landscape  
of the San Diego Region

REPORT ORIGINALLY PREPARED BY  
KEVIN LYNCH AND DONALD APPELYARD



El Colegio  
de la Frontera  
Norte

CITIZENS  
COORDINATE  
FOR CENTURY 3



# ¿UN PARAISO TEMPORAL?

UN VISTAZO AL PAISAJE ESPECIAL  
DE LA REGION DE SAN DIEGO



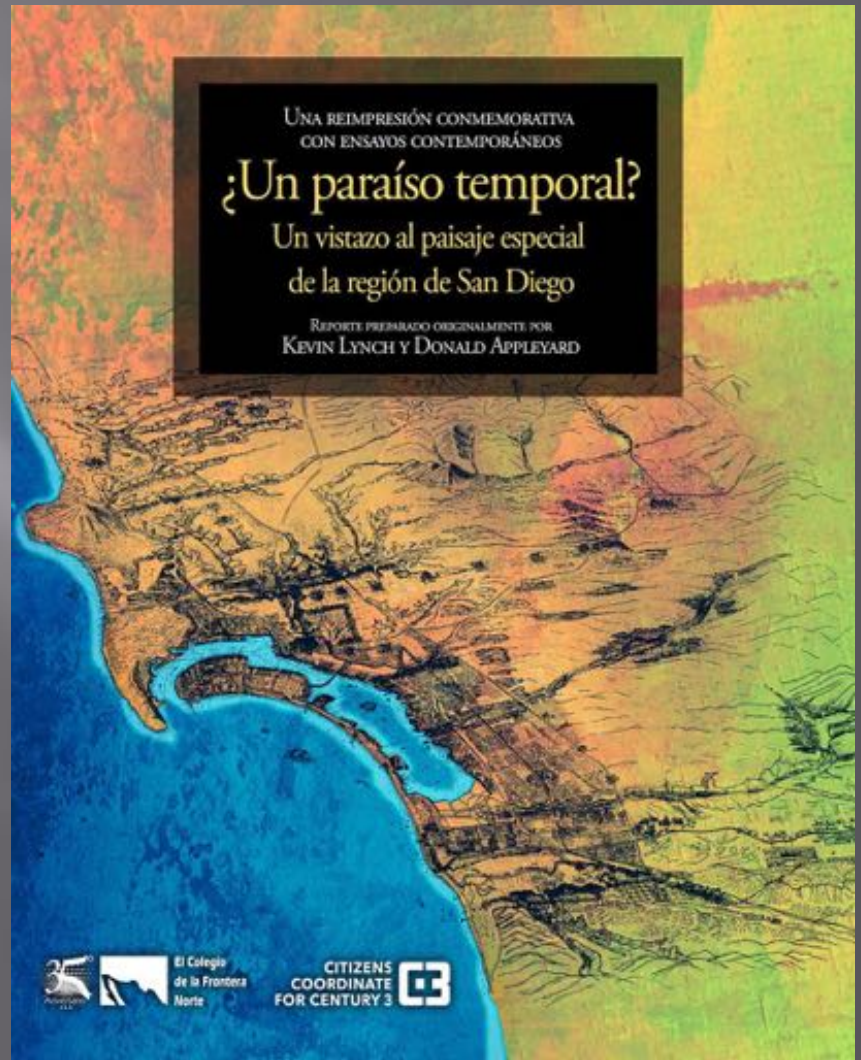
ESTE ESTUDIO HA SIDO REALIZADO POR LOS URBANISTAS GRES, KEVIN LYNCH Y DONALD APPLEYARD, GRACIAS A LA AYUDA FINANCIERA DE LA FAMILIA MARSTON. EN EL LOS AUTORES HACEN OBSERVACIONES PERSONALES QUE ESTAN DIRIGIDAS PARA PROPOSITOS DE DISCUSION, SIN REFLEJAR EN ABSOLUTO LA POLITICA NI LOS PLANES YA ADOPTADOS POR LA CIUDAD.

UNA REIMPRESIÓN CONMEMORATIVA  
CON ENSAYOS CONTEMPORÁNEOS

# ¿Un paraíso temporal?

Un vistazo al paisaje especial  
de la región de San Diego

REPORTE PREPARADO ORIGINALMENTE POR  
KEVIN LYNCH Y DONALD APPLEYARD



El Colegio  
de la Frontera  
Norte

CITIZENS  
COORDINATE  
FOR CENTURY 3



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02139

15 September 1974

James Goff, Director  
San Diego City Planning Department  
City Administration Building  
San Diego, CA 92101

Dear Mr. Goff:

We are pleased to present our report as a regional reconnaissance of San Diego, which is in two parts:

- 1) An analysis of the regional landscape, entitled "Temporary Paradise?", accompanied by approximately 138 drawings and photographs which illustrate that analysis and suggest policies for future growth and conservation. This is written for the general reader, and a layout in tabular format has been prepared. The report is intended for wide distribution. The final text and illustrations are already in your hands.
- 2) A technical appendix, entitled "An Environmental Planning Process for San Diego," which recommends the organizational means, and the assignment of functions, required to carry on a continuous process for planning for environmental quality in the region. Copies of this technical report, written for city officials, city and regional staff, and interested laymen, are enclosed with this letter.

We hope that publication of the main report will stimulate that popular discussion and backing which is absolutely essential if San Diego is to conserve and enhance its magnificent site. We are under no illusion that our rapid analysis, and our more recommendations, will all be found adequate or acceptable. Our advantage has been that we could take a fresh view of the region as a whole. Our hope is that our ideas will be useful material for the public debate, and the extended action, in which San Diego must engage in the years to come.

This unique assignment has been a great pleasure for us. The Marston family, by their generous financial support, made it possible for the City to engage us. Hamilton Marston did much more: his knowledge of the region, and his unfailing friendly support, have been of great value to us.

The Resource Panel on the Regional Reconnaissance\* met with us on several occasions for long and stimulating discussions, of our findings and recommendations as they emerged. We are most grateful for their interest and their ideas. We have met with representatives of numerous agencies of the city and the region. Everywhere we have met with unfailing courtesy, understanding, and patient explanation. Hundreds of citizens gave us their ideas about the future of the region. We thank them all, since without their help we could never have come to any understanding. But of course, the opinions and the errors in these reports must be our own.

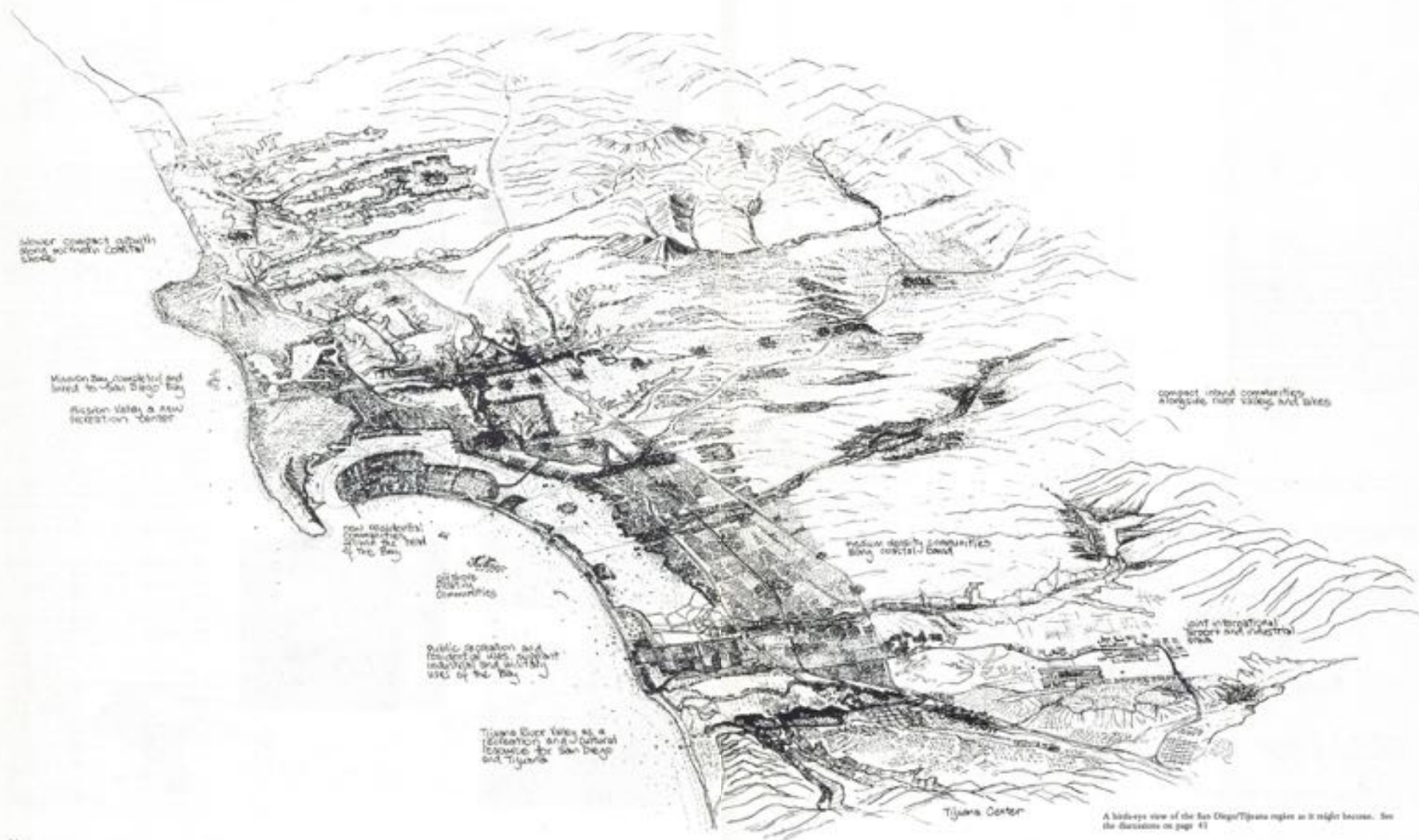
Sincerely yours,

Donald Applegate

*Kevin Lynch*  
Kevin Lynch

DA,EL:AMW

\*Members: Mrs. Diane Barlow, John F. Borchers, Ruben E. Dominguez, Harvey Furgatch, Lee Grinson, Dr. Clifford Grotstein, Bear Ash, C.C. Hartman, Dr. Warren A. Johnson, Harold Keen, Mrs. Moe Logan, Mike Madigan, Max Schmidt, Walter Swanson, Dr. William C. Vandoren, and William J. Watson.



A bird's-eye view of the San Diego/Tijuana region as it might become. See the discussion on page 41



San Diego Official Map



Tijuana Official Map



#### The Mexican Connection

All the official maps go blank at the border. The U.S. maps are white below the line, while the Mexican maps are white above. Even the special Border Area Plan of 1966 shows nothing across the line! Newspapers on either side give no more than 4% of their space to what is happening on the other side. To see the border from the air is a visual shock. The fence runs tubero-sight and hedges across valleys and mesas: open fields on one side, crowded settlements pressed right against the fence on the other. The Tijuana River dies in a muddy pond just by the big border crossing, which with all its shops and lanes for cars, looks for all the world like a giant starting barrier at the dog track. The cluster of signs on the old approach from the U.S. side are eloquent of the motives of many who cross the line going south.



Establish an international airport on the Otay Mesa to provide a major focus for growth. The airport could be located on or near the border, just north of the present Tijuana Field, and surrounded by a joint free-trade zone on both sides, with a new crossing for goods and workers. The industries which would be attracted here by the access and the freedom from customs duties would revitalize this relatively stagnant end of San Diego County, and give jobs to Mexican workers. The airport could be connected by rail transit to the centers of Tijuana and San Diego. Its alignment would confine its noise to the open river valley on the west, and to the as yet undeveloped land on the mesa eastward, where noise zones could well easily be preempted. Except for industry, the Otay Mesa on the U.S. side should be kept free of development, except, perhaps, on the west face of the mesa, in view of the air, north of route 75 extended. Brown Field would naturally be closed in such an arrangement.



Keep the lower Tijuana River valley open for joint use. The floodplain of the Tijuana should be kept open for agriculture and for recreation, and the marshy ground as a nature preserve. Tijuana is desperately short of open space. For its 600,000 people, there is one tiny cereal plain, a narrow beach at a distance, and one golf course for the well-to-do. The floodplain is a precious resource for joint open-air use, to the degree that it will no longer be used for agriculture. For example, the extensive flood dispersion area, that will be built on the U.S. end of Mexican flood channels, might be made into a unique outdoor sculpture park and play-ground. Pedestrian trails and bikeways could lead into the open plain from both sides, connecting with the south Bay and the Otay River, Tijuana center and the upper valley, Tijuana residential areas, and the state trails. Some of the land might be leased to Mexican and U.S. families for growing food and flowers, or raising small livestock. Other portions might be used for horse farms, or nurseries, or as the site for celebrations and campgrounds.

Build bicultural institutions on the mesas above the river valley. The sites at the tip of the mesas overlooking the valley from the south are magnificent locations with sweeping views. They are easily accessible from the Mexican side and that area is still lightly occupied. These are fine locations for one or more international institutions, such as an International University which would focus on the two cultural heritages. There are academic resources on both sides of the border which could be brought into such an enterprise. Or a training center for Mexican immigrants might be put there, to acquaint them with the U.S. life and language, and to give them economic skills. Conversely, it could be a training center for U.S. businessmen and tourists, an introduction to the Spanish-American culture intended as a prelude to a sojourn in Mexico. It might be a joint vocational institute, or a combined leisure and education center, or a focus for exhibitions, dramatic performances, and festivals. It could be any combination of these, or take some other form. Our basic suggestion is that it should be a joint institution, which emphasizes a bicultural exchange, whether it be scholarly, practical, or just entertaining.

Let the new center of Tijuana become the major southern sub-center of the San Diego/Tijuana region. This commercial center, to be built along the new flood channel, can complement San Diego's Center City, Mission Valley, and the several functions likely in time to develop somewhere north of the University of California. (Also, an opportunity missed! Had UCSD been located to the south, it would have given strong impetus to border cooperation and growth!) Transit connections between Tijuana center, the new airport, and Mission Bay will tend to strengthen this sub-center, and indeed the entire southern region. In time, one might see complementary service and shopping activities develop on the U.S. side to create an international commercial focus.

Joint action to protect the natural spring. Co-operative studies of pollution, of water and air movements, of the ocean, of the general ecology of the international region are woefully needed. So are joint efforts to manage those phenomena: to control air and water pollution, treat sewage, supply water. Water is desperately short in Tijuana; the city can supply only some 60% of the requirements of its people. Half of its houses are not connected to any water



systems, and even those that are may get water for only a few hours in the day. The U.S. is supplying water temporarily (it is mostly Colorado water, which once flowed to Mexico). The water requirements of the whole metropolitan region must be considered as one unified system of supply and demand. Water on one side of the line and shortage on the other cannot long continue. Creating a water-conserving landscape in San Diego is important - even if for no other reason - in order to meet the urgent needs of the whole region - indeed the needs of Baja California as well, if it is ever to be developed.



Two mountains  
The Peace Park/Border on the Mexican side is empty;  
Lake Jennings in the U.S. is full.





## A Few Issues, A Few Principles

In conclusion, we see four questions that seek an answer:

1. Will San Diego and Tijuana continue as border towns, each at the end of its nation's line of development, and each dependent on an exotic and uncertain economy? Or can they realize their role as a bicultural metropolis, the center of a great natural region, safely sustained by the resources of that region?

2. Will San Diego grow as an extension of Los Angeles, and in that city's image, or can it find a new form, adapted to its own site and climate, a form which conserves water, air, and energy, and supports the well-being of its people?

3. Will the region make sure that its amenities are available to all its people, regardless of nationality or income, or will present inequities continue to grow at the regional scale?

4. How can this region organize itself to conserve and enhance the quality of its environment, without losing touch with the local people in whose name that quality is being conserved?

In the course of discussing these questions, we have presented many suggestions and possibilities. Our ideas can be reduced to just a few principles:

1. *Begin now to manage the environmental quality of the whole region in a coherent, effective way.*

2. *Save the shoreline, bays, valleys, and mountains, and restore them to everyone.*

3. *Retard suburban development, and change its form to one better adapted to the site.*

4. *Redirect growth to the existing urban neighborhoods. Restore and enhance the special character of each one. Shift public investment to those existing localities and increase the measure of local control.*

5. *Reduce dependence on the automobile, encourage all forms of nonpolluting light-weight transportation.*

6. *Reach across the border. Treat San Diego/Tijuana as one unified metropolis.*

7. *Flatten the north-south social gradient, and exploit the east-west natural one.*

8. *Conserve water, conserve energy, conserve the land.*



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MAR 9

Barrios Hermanos presents: Border Art  
Public - Hosted by Barrios Hermanos and The Rose

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## Who creates the city?

SPACE OF REFLECTION AND WORK FOR CITIZENS' INITIATIVES

Who creates the city? Who shapes its future? City planning as a highly specialized, centrally organized field is being enhanced, infiltrated or in part superseded by a new and often informal constellation of actors. WELTSTADT aims to provide these activists and initiatives with an international platform to support their mutual exchange. It connects initiatives by the Goethe-Instituts and their local partners worldwide, which all deal with new forms of local city-making questioning mainstream practices of top-down city planning.

Daily, May 17 - Jun 1

Weltstadt Bi-National Exhibition

147 W San Ysidro Blvd, San Ysidro & 6696 Catted Benito Juarez Tijuana

Who Creates the City? - Citizens's Initiatives

MAY 17 Thu 1 PM

MAY 18 Fri 1 PM

+14

# WELTSTADT TIJUANA/SANDIEGO Exhibition

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### From May 17th to June 1st 2018

San Diego gallery: **The Front**  
147 W San Ysidro Blvd  
92173 San Ysidro, SD.

Tijuana gallery: **Proyecto Commuter**  
6696, Calle Benito Juárez (Segunda),  
zona centro, 22000 Tijuana

Free entrance

## San Ysidro / Tijuana

WELTSTADT

WELTSTADT is a project of the Goethe-Institut San Diego and the Goethe-Institut Tijuana. It is a platform for exchange and reflection on urban planning and city-making practices.



CENTROVENTURAS

# WELTSTADT TIJUANA/SANDIEGO EXHIBITION

## Who **creates** the city?

SPACE OF REFLECTION AND WORK FOR **CITIZENS 'INITIATIVES**



**May 17th 2018**  
from 18:00 to 21:00 h

## Tijuana / San Ysidro

**Opening Tijuana 18:00 to 19:00 h**

Gallery Tijuana: **Proyecto Commuter**  
6696, Calle Benito Juárez (Segunda),  
zona centro, 22000 Tijuana

**Bike Riding Tijuana to San Ysidro**  
from 19:00 to 20:00 h

Departing from Proyecto Commuter Tijuana  
at 19:00 h, arriving to San Ysidro at 20:00 h

**Opening San Ysidro 20:00 to 21:00 h**

Gallery San Diego: **The Front**  
147 W San Ysidro Blvd  
92173 San Ysidro, SD.

WELTSTADT

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CENTROVENTURAS



GET IN THE MIX!

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## Context Volume 5 | The Tijuana Renaissance | Feast for the Heart | VIP Architectural Tour + Culinary Fair + Forum

**When** 01 Jun 2018  
11:00 AM

**Location** San Diego Bus Pick-Up Location:  
Balboa Park - Inspiration Point  
South Lot

**Spaces left** 131

### Registration

- **Culinary Fair + Forum (open to public) – \$75.00**  
(\$75 USD/\$1440 pesos)  
Casa de la Cultura Exhibit at 4:00  
| Culinary Fair from 5:00-6:30 |  
Fireside Chat Forum with local  
designers and culinary celebrities  
7:00-9:00. Tickets include all  
food and drink.  
Don't worry about crossing the  
border alone. SDAF will have a  
volunteer meet a group at 3:15  
at the Pedwest | 499 Virginia  
Ave. San Ysidro CA. See here for  
travel instructions  
<https://www.tripsavvy.com/crossing-the-us-mexico-border-into-tijuana-1478937>
- **Forum (open to public) – \$20.00**  
Fireside Chat Forum with local  
designers and culinary celebrities  
7:00-9:00. See here for travel  
instructions  
<https://www.tripsavvy.com/crossing-the-us-mexico-border-into-tijuana-1478937>
- **Members only VIP**



### Context Volume 5 | The Tijuana Renaissance

**Date** | Friday June 01

**Location** | Casa de la Cultura de Tijuana, Avenida Paris 5, Colonia Alamosa, Tijuana 22004

**Part 1** | VIP Motorcoach Architectural Tour, 11:00am-5:00pm ending at the Culinary Fair.  
(Tickets Required/limit 100 seats)

**Part 2** | History Exhibit, 4:00

**Part 3** | Culinary Fair, 6:00 - 6:30 | Tickets Required (unlimited)

**Part 4** | Fireside Chat Forum with local designers and culinary celebrities, 6:30-9:00

9:30 Motorcoach departure back to San Diego for VIP ticket holders

All tickets include complimentary food and drink.

Become a SDAF Annual Member for \$55 and enjoy member pricing!

CVS is a multipart event that will begin with a VIP bus tour from downtown San Diego that will stop at the famous Culinary Art School, training ground for many of Tijuana's up and coming culinary talents, Via Corporativo, Mexico's first Gold LEED building, and other sites. The program also includes an open, free-to-the-public exhibit of history and a musical performance, culminating with a paid reception and evening forum. The latter two events will be held at the Casa de la Cultura de Tijuana, a landmark 1913 Neoclassical revival building, overlooking the city's downtown and San Diego Bay and itself a state set to be

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