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# LA JOLLA TOWN COUNCIL, INC.

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Colonial

1055 WALL STREET, SUITE 110  
P.O. BOX 1101, LA JOLLA, CALIFORNIA 92038  
TELEPHONE 619/454-1444

OFFICERS:

President: Robertson Whittemore  
Vice President: Mark Steele  
Secretary: Katie Smothers  
Treasurer: Gayle Tejada Pate

SLIDES  
SUNDAY more detailed form  
SAT. 11 AM  
EVENING  
3 June 1988  
SUNDAY 12<sup>00</sup>-2<sup>00</sup>  
TONY CIANNI  
619 454 7141

DAVID M. ISH  
EXECUTIVE MANAGER

TRUSTEE:

James Alcorn  
Dan Allen  
Louise Arnold  
James Barry  
Jan Borkum  
Dolly Bray  
Eltinge Brown  
Helen Burton  
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Robert Collins  
George Dewhurst  
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Betty Haas  
Karen Harris  
Ben Hildyard  
John Hucko  
Susan McFarland  
Chuck Nicklin  
Gayle Tejada Pate  
Ruth Potter  
Michael Reynolds  
Jeff Rogers  
Douglas Rowe  
Katie Smothers  
Mark Steele  
Martha June Strauss  
Mike Townsend  
Bill Uncapher  
Susan Von Cannon  
Nancy Ward  
Robertson Whittemore  
Norma Wolff

Mr. Christopher Alexander  
Center for Environmental Structures  
2701 Shasta Road  
Berkeley, CA 94708

Dear Mr. Alexander

We are interested in the possibility of your participating in the La Jolla Village and Waterfront Design Workshop, and Peter Brand suggested that we send you some information on what is being planned. The weekend workshop is scheduled for June the 24th, the 25th and 26th and will consist of site tours, citizen's meeting and a charrette in which selected designers will collaborate to produce urban design recommendations and graphic proposals. An introduction to the design problem is attached.

The workshop is sponsored by the La Jolla Town Council with the advice and assistance of the State Coastal Conservancy. It is the first phase in a design study and implementation plan for publicly-financed improvements to the La Jolla Village and waterfront.

We would also like a biography and list of qualifications and / or listing of representative projects for our records. Preferred experience should include one or more of the following: urban design, waterfront recreation and restoration, historic preservation, street graphics, and/or participatory design.

An honorarium of twenty-five hundred dollars (\$2,500.00) will be provided for you and an associate for the Design Charrette, and Peter Brand will be calling you on Monday to confirm your interest in participating.

11:45 am  
Start  
Frid 12 am  
Sun 3 pm

Mr. Christopher Alexander

page 2  
3 June 1988

Should you have any questions, please call David Singer in La Jolla at (619) 459-4820 or Peter Brand at the Coastal Conservancy at (415) 464-1015.

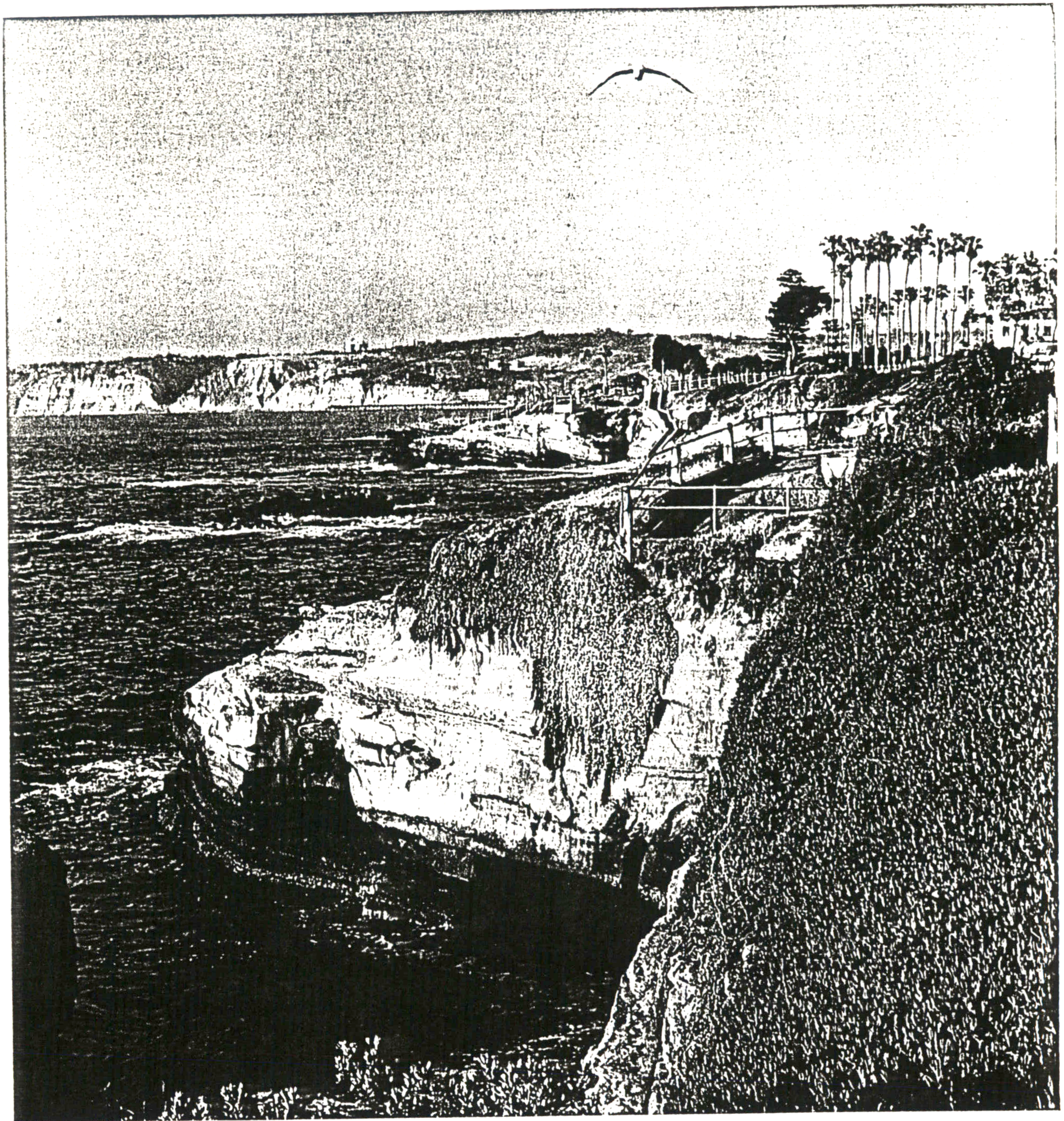
Sincerely yours,

A handwritten signature in cursive script, reading "Robertson Whittemore".

Robertson Whittemore  
President  
La Jolla Town Council

RW:mm

Attachments



La Jolla, or "The Jewel" is a residential community in one of the most scenic locations on California's coastline. Its elegant shops, art galleries, seaside cottages, tree-lined streets, and sandy beaches and coves create a montage of pastel images. La Jolla is a prestigious community of families, artists, high-tech professionals, professors, vacationers and students. Its clear water coves are frequented by skin and scuba divers, snorklers, swimmers, sun bathers and tide pool explorers. La Jolla as part of the City of San Diego, maintains its own postal identification while struggling to maintain its village identity amidst rapid growth and rising land costs. Scripps Institute and the University of California at San Diego, both located in La Jolla, enrich the community's cultural and economic environment.

VISTA subcommittee  
May 1988

## VILLAGE OF LA JOLLA DESIGN WORKSHOP AND EXTENDED DESIGN STUDY

### Introduction:

La Jolla's natural, aesthetic and cultural resources have won world-wide recognition for their exceptional quality. The State of California as well as the local community have expressed their interest and concern for the preservation of those unique resources which contribute to La Jolla's "special character".

Historically, each development project in La Jolla has been treated on an ad hoc basis. Discussion as to whether or not a project created significant impact on the "special character" of the community arose randomly and often at the last minute when it was difficult to reach a good and/or appropriate solution. Recently the La Jolla Planned District Ordinance has been developed and adopted and it provides a regulatory guideline for some of the issues that the community faces.

### PROBLEM STATEMENT

The purpose of this Workshop and Design Study is to supplement the LJPDO's guidelines in its intention to promote good design through the use of a model project.

Because of its desirable climate and life style San Diego and La Jolla have experienced rapid growth in the past 10 years. The charming seaside resort feeling that once characterized La Jolla has almost become a forgotten memory as the economics of maximizing potential land values has contributed to larger scale residential and commercial developments.

The size and scale of these new developments have largely replaced the smaller residential homes and beach-type cottages as well as much of the service oriented businesses which have not been able to survive increased rents. Specialty and tourist related shopping areas, mid-sized condominium units and office buildings have now become prominent in downtown La Jolla.

Unfortunately, the majority of these developments have not responded or been sensitive to La Jolla's unique location and setting.

La Jolla's limited vehicular access has become a mixed blessing - for growth and development have brought the inevitable traffic congestion that now surrounds and confounds those who live and work in La Jolla. This congestion has also had a negative impact on the local environment which has become less conducive to pedestrian uses.

La Jolla's special relationship to the ocean, its shoreline vistas and parks and small coved beaches are a delight for anyone who has experienced them. The ability to take a leisurely stroll through the village and to the beaches has historically made La Jolla attractive to residents and tourists alike. Yet this fragile shoreline's unique character and the special quality that it brings to downtown La Jolla is frequently overlooked by developers, planners and residents.

The short term goals of individual property owners versus the longer term goals and interests of the community will continue to be debated. However, the parks, beaches, shoreline, streets and alleys of La Jolla are in fact community property and comprehensive planning for these areas, particularly the public rights of way and streets, have not been adequately addressed by either the City or the community.

We now have an opportunity to address some of these issues. How shall La Jolla's publicly owned land be used and how shall it be developed so that La Jolla's best interests are recognized and its special characteristics strengthened to create a harmonious balance between La Jolla's natural and man-made resources?

#### DESIGN WORKSHOP AND EXTENDED DESIGN STUDY

The Workshop and Extended Design Study will require careful consideration of the important connections which exist between the goals of commercial growth, circulation (including pedestrian) planning needs, the development of urban amenities, public and private parking needs, and the preservation and reinforcement of the special sense of place in the "village" of La Jolla.

The intent of the Design Workshop is to provide a conceptual design plan which addresses the range of public and private actions or improvements which would strengthen La Jolla's sense of place, including its relationship and access to the ocean and the creation of more parks or park-like spaces.

A major goal of the demonstration project would be to convey good design solutions to the public and to promote their voluntary use in enhancement projects by private interests. A conceptual urban design booklet, or idea sketch book, in addition to a plan for the demonstration area, would provide a vehicle for communication to the public, to lenders, and to business interests. This design booklet, together with the demonstration plan and possible recommendations for regulatory amendments would promote the planning goals.

#### DESIGN WORKSHOP METHODOLOGY

VISTA will provide planning studies, maps, photos and related materials for the design professionals selected to participate in the weekend design workshop. This design workshop shall consist of guided walking tours of the project and study areas, a community meeting to elicit community response, the design workshop/charrette itself and a presentation of sketch plans and evaluations by the participants at a public forum.

#### DESIGN WORKSHOP - GOALS

- 1) Describe existing character & scale of the "village" of La Jolla and suggest appropriate directions to enhance development in the central business area.
- 2) Suggest planning/design guidelines for the future growth of La Jolla, which will reinforce pedestrian-oriented activities and it's connection to the shoreline.
- 3) Suggest design directions for development of townscape / street- scape which responds to pedestrian needs.
- 4) Review & comment on the suggested project area as to whether it is of an appropriate scope for a detailed townscape / streetscape design study.

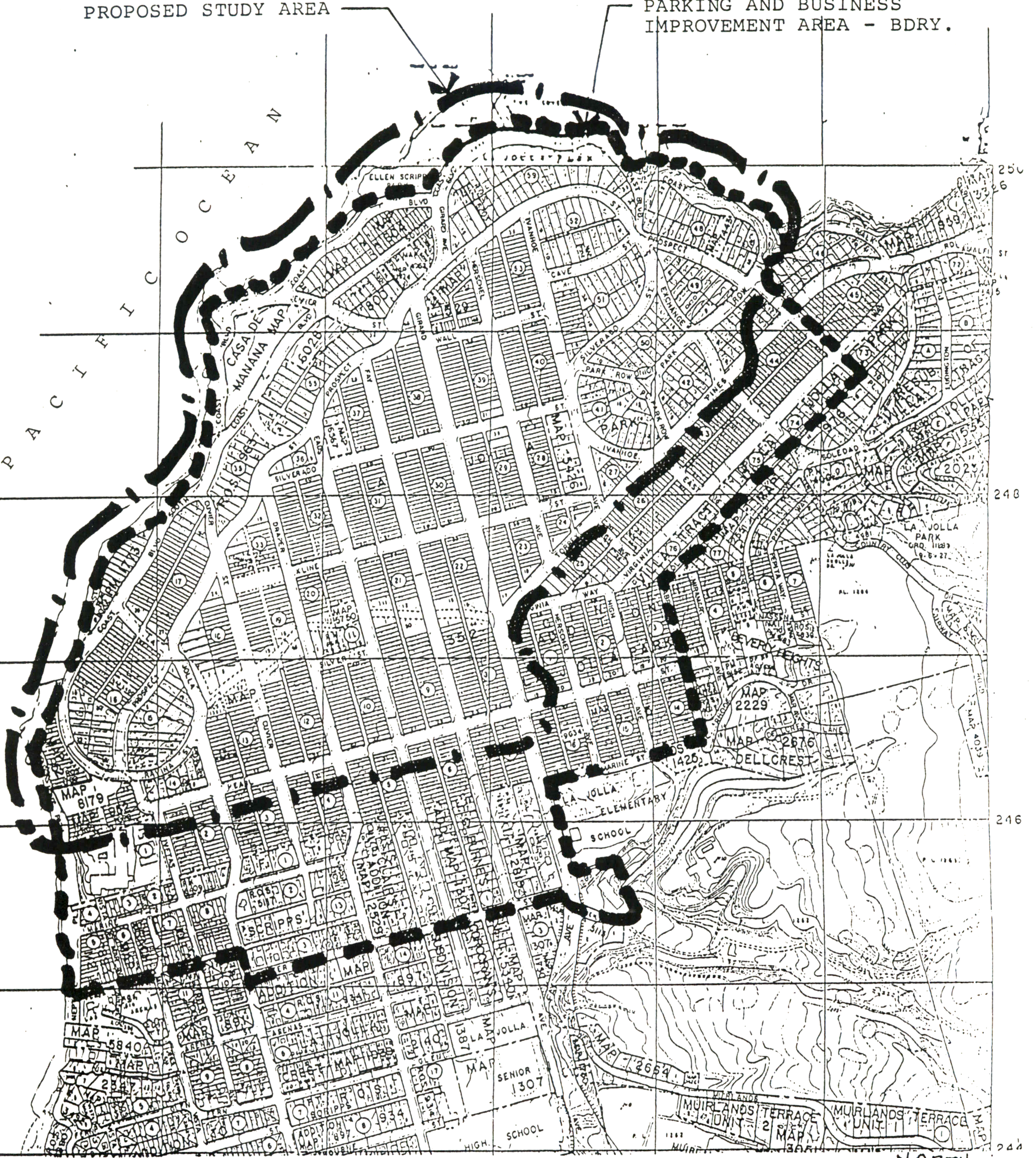
#### EXTENDED DESIGN STUDY - GOALS



- 1) Design team (to be selected after design workshop) to develop design guidelines and provide detailed design for for townscape / streetscape of demonstration (project) area which illustrates the design guidelines.
- 2) Encourage participation of the La Jolla community, the City of San Diego and the Coastal Conservancy in the planning and development process.

PROPOSED STUDY AREA

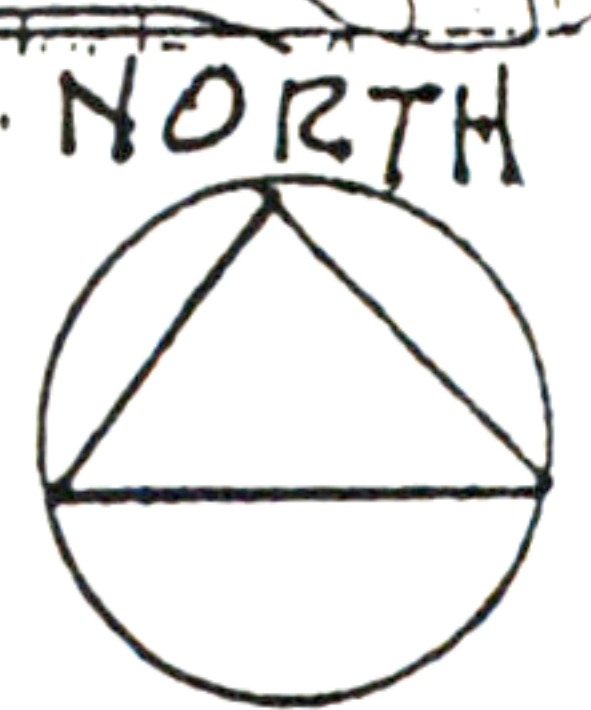
PARKING AND BUSINESS  
IMPROVEMENT AREA - BDRY.

PACIFIC OCEAN



 PBIA BOUNDARY  
 STUDY AREA

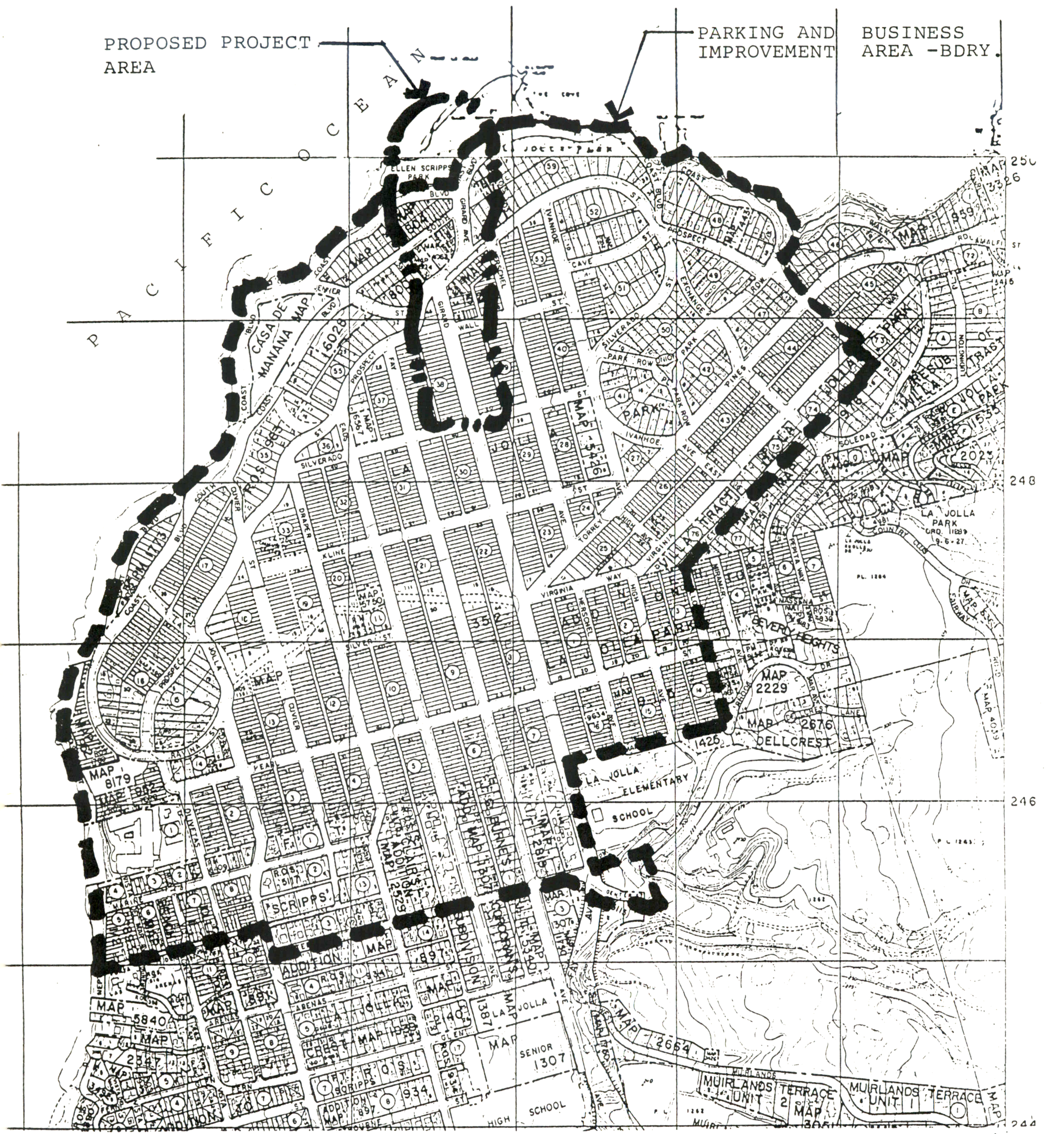
MAP ONE - PROPOSED STUDY AREA  
LA JOLLA



PROPOSED PROJECT AREA

PARKING AND IMPROVEMENT

BUSINESS AREA - BDRY.



 PBIA BOUNDARY  
 PROJECT AREA

MAP TWO - PROPOSED PROJECT AREA

LA JOLLA





Tayyib, Dikurahkan

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