



**Greg Jackson**  
**LJCPA Trustee Candidate Statement**

What's right for the present may or may not be right for the future. What a homeowner wants—or a developer, or an architect—may or may not be right for the neighborhood. Then again, what the neighborhood prefers may or may not be right for the community.

We need to respect and preserve La Jolla's essential attributes. At the same time, we need to enable and ensure its long-term viability. But those goals can diverge. That's why we have the La Jolla Community Plan to set policy, and the La Jolla Community Planning Association to interpret and implement it—which never is as straightforward as we might like.

Development or renovation projects can conflict with neighbors' aesthetic preferences, for example, or can affect views or privacy, or can modify demographics or activity levels or parking or traffic or density. As such, some argue, these projects disrespect La Jolla's essence, and LJCPA should block them.

But these same development or renovation projects can represent concrete, productive investment in La Jolla's evolving future as a community. Thoughtful, careful projects can promote La Jolla's long-term economic and demographic viability, contribute to the community's future success, and therefore, others argue, deserve LJCPA approval.

And so the divergence. Through its decisions, LJCPA must strike the right balance among the interests of neighbors, neighborhoods, the community, the city, and even the state, not to mention the past and the future—and do so regardless of Trustees' personal stylistic preferences, and in ways that provide guidance for the future. It must strike the right balance between applying policy consistently on the one hand, and managing the inevitable exceptions required as circumstances test policy.

I serve as a Trustee not with any personal stake in local development, architecture, economics, or politics, but rather as an analytically inclined homeowner resident dedicated to La Jolla's long-term success and to effective LJCPA discussion, deliberation, and decisions. Through work within DPR, at Trustee meetings, and on LJCPA logistics this year I have tried to promote principled consistency in our decisions, drawing on my background in diverse academic, policy, and commercial entities with diverse goals, many constituencies, and complex governance. I think I have helped move us forward.

I welcome the opportunity to continue as an LJCPA Trustee in service of La Jolla's progress, and hope that I can count on LJCPA members' support.

*Greg Jackson*  
*<http://gjackson.us>*  
*[gjackson@outlook.com](mailto:gjackson@outlook.com)*