



Greg Jackson
LJCPA Trustee Candidate Statement

We need at once to respect and preserve La Jolla's essential attributes, and to enable and ensure its long-term viability. But those goals can and often do diverge.

That's why we have the La Jolla Community Plan to set policy, and we have the La Jolla Community Planning Association to interpret and implement it.

What was right for the past 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.

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, social, and demographic viability, contribute to the community's future success, and therefore, others argue, deserve LJCPA approval.

And so the divergence. Through fair discussion and efficient decisions, LJCPA must strike the right balance among the interests of residents, neighbors, neighborhoods, the community, the city, property owners, and even the state, not to mention the past and the future. It must do so regardless of Trustees' personal stylistic preferences or circumstances, and in ways that demonstrate understanding of the past and 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 will serve as a Trustee not with any personal stake in development, architecture, economics, or politics, but rather as an analytically inclined homeowner dedicated to La Jolla's long-term success and to effective LJCPA discussion, deliberation, and decisions.

Within DPR, as a Trustee, and working on LJCPA logistics over the past few years I have tried to promote principled consistency in our decisions. I have drawn on my background in diverse academic, policy, and commercial entities with diverse goals, many constituencies, and complex governance, and on the seven years I've enjoyed living here. I think I have helped move us forward.

I welcome the opportunity to once again serve as an LJCPA Trustee preserving and advancing La Jolla, and I hope that I can count on LJCPA members' support.

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