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January 17, 2019

Mayor Kevin Faulconer
City Administration Building
202 C Street, 11th Floor
San Diego, CA 92101
kevinfaulconer@sandiego.gov

Dear Mayor Faulconer:

Docomomo, the international advocate for documentation and conservation of buildings of the Modern Movement, with its thousands of members that span 70 countries, is writing on behalf of the historic Horton Plaza designed by Jon Jerde with supergraphics by Deborah Sussman and Paul Prejza. As the leading organization in the United States committed to supporting the preservation of modern architecture, we, along with other local and state-wide advocates, are concerned by recent development discussions and the fate of Horton Plaza.

Horton Plaza is one of the most significant examples of the Post-Modern style offering eclectic forms, color and excitement in a uniquely public shopping space. Inspired by medieval Italian hill towns, Horton Plaza's high sense of visual and spatial drama transformed the shopping experience in the mid-1980s and catapulted Jon Jerde as the country's leading mall and urban space designer. In the *Los Angeles Times* February 2015 obituary of Jerde, they note public response to Horton Plaza was "far beyond estimates" and "had more than 30 million [visits]" in the first year of its opening. Jerde went on to design many other significant spaces influenced by Horton Plaza including the Mall of America in Minnesota, Fremont Street Experience in Las Vegas and the Canal City Hakata in Fukuoka, Japan.

As an organization who has worked to increase knowledge and understanding for Modern architecture, a period that was recently out of fashion itself, Docomomo US is acutely aware of the current dislike of the Post-Modern style. Like its earlier Modern cousin, Post-Modern design represents an important and influential design movement that merits the same attention and preservation received by earlier periods.

Docomomo US is aware the current owner of Horton Plaza is interested in turning the mall into a tech campus and remove all remaining historic elements. While we understand and appreciate the need to find a new use for the mall, we feel strongly remaining features of the original Post-Modern design must be retained and incorporated in any future plans for the space. Likewise, we urge you and other elected officials to designate Horton Plaza as a contributing historic resource in the city of San Diego.

San Diego is a city with a wealth of significant Modern and Post-Modern designs including the Salk Institute, the Geisel Library and Horton Plaza. We urge you to take action to protect this significant Post-Modern space.

Sincerely,



Liz Waytkus
Executive Director

Cc: David McCullough, City of San Diego Historical Resources Board
Kelley Stanco, City of San Diego Planning Department
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