

# GRAPHIC ANALYSIS



# THE OWNABLE CITY

urban strategies that promote identity

# SAN ANDRES CHOLULA



EDU - Works alongside Government to renovate and rescue the most precarious city areas by incorporating design ideas from community members. They focus on creating a network of projects which would produce a sense of continuity within the city and at the same time provides citizens with an understanding of their city as a whole, not segregated sections put together.



DETROIT/VEGAS - Creative entrepreneurs and private enterprises that have decided to promote community development fueled and financed by their own companies help rescue decaying city centers after the main industries they economically depended on have ceased to exist. They implement new strategies that focus on individual experience of space and networking.



OAX - FAHHO gives the city a new and healthier outlook based on citizen's social and cultural growth Civil community assists in transforming their city making these cultural centers dignified spaces.

GDL - Transforming cities that neglect us (citizens) towards cities that belong to us.

DF - BRT system Metrobus (5 lines)



**BRT**  
Bus Rapid Transit

The public bus system's layout depends on a network of major routes that articulate the city and relies on an exclusive lane that makes travel in these high capacity buses more comfortable and less time consuming. TODs objectives as "a means of promoting smart growth, injecting vitality into declining inner-city settings, and expanding lifestyle choices creating more walkable, mixed-use neighborhoods with good transit connectivity. TOD is thought to appeal to the lifestyle preferences of city population.



**TOD**  
Transit Oriented Development



## PEOPLE ORIENTED CITIES



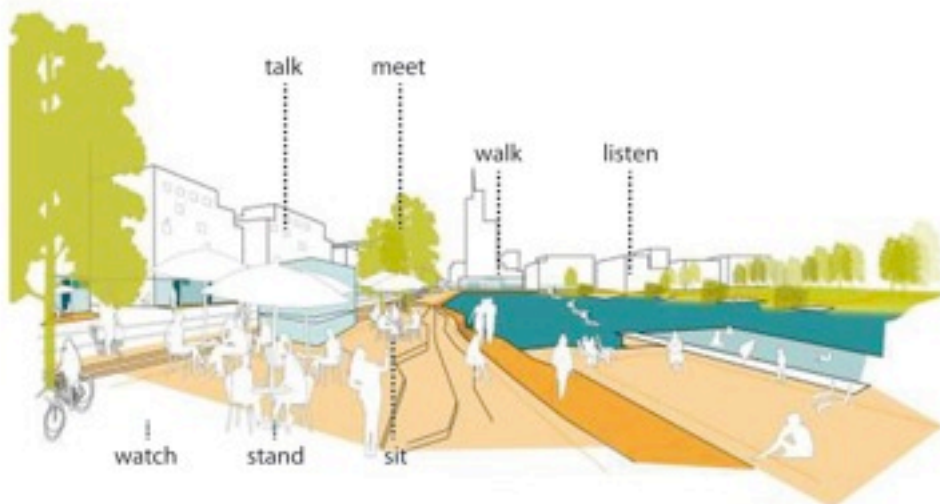
This type of architecture is that which takes place at an average person's walking pace, as opposed to higher speeds that belong to motorized vehicles. It is at this pace that the city's details come to life.

### 5 km/h architecture

#### Cities for a human scale

It is important for us to design cities in the human dimension, it is also essential to allow citizens to partake in activities that associate themselves within

the urban realm. The significance of promoting this interaction is to encourage people to create an emotional bond with their surrounding and thus develop a rich identity with the space they inhabit promoting a sense of belonging.



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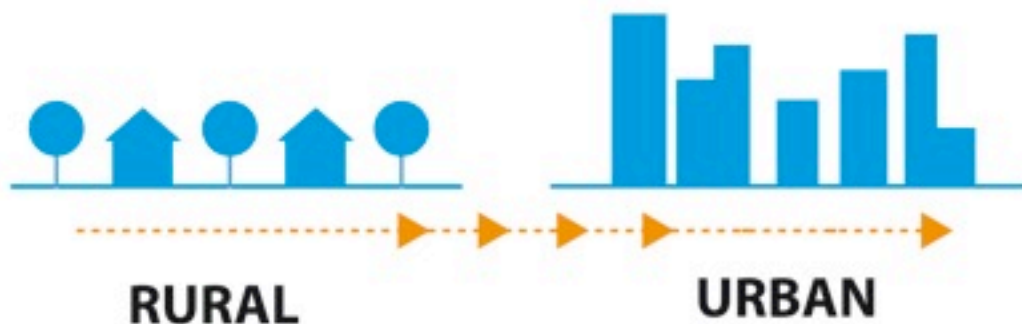


The setting for San Andrés Cholula is very diverse, one that mixes old with new, modern with traditional, and then adds unexpected elements that impact the way people experience space and how they interact. It is a city where emergence is a common denominator and dictates a way

of life (Jaspeado, November 2012) This emergence refers to the city's propensity to embrace change and develop new dynamics, it entails a highly adaptable context where tradition blends in with modernity and creates new ways of experiencing the surroundings.

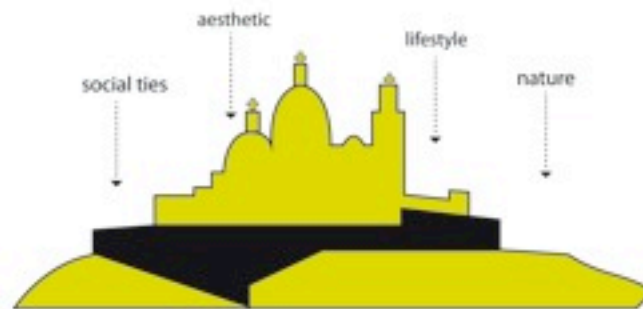
Peri-urban transformation refers to the process in which rural areas located on the outskirts of established cities become more urban in character. The development of the Angelópolis area by the city of Puebla created a

closer physical connection between the two cities, bringing services closer and extending the urban sprawl. It also made it more difficult to distinguish between the boundaries of colliding territories. ▶



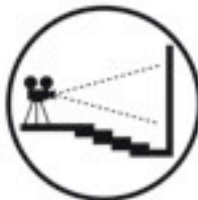


## THE CITY AND ITS CITIZENS



### Santiago Xicotenco

Deteriorated public space located in front of the catholic church by the same name. The objective is to develop a participative use of this public space and enhance the area's social fabric



### Público Libre

Movie projections in a public forum to promote social interaction through culture, but has also modified how people view public space, becoming a place where they can interact with the built environment.



### Container City

Commercial center that is part of one of the city's famous night life areas. In the past year, this complex has begun to develop a project to make it attractive at all times, making room to collective and community work.



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## SENSE OF PLACE

This term refers to the feeling of attachment or belonging to a physical environment, such as a place or neighborhood, and the sense of personal and collective identity that comes from this sense of belonging (Butterwoth) This sense of belonging gives citizens a reason to interact with their surroundings and partake in commu-

nity life, be it a social group they belong to or a larger group of individuals working towards a same goal.

The term "sense of community" emerges from the common symbols people use to designate their sense of belonging and shared membership in a particular territory, as well as designating their particular personal territory.

### 1 Nature



Minimizes or eliminates people from landscape

### 2 Habitat



How people adapt to natural environment

### 5 Problem



Obstacle present that prevents human life

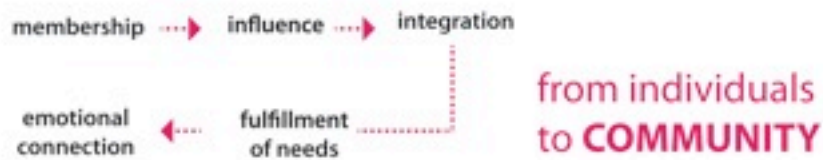
### 6 History



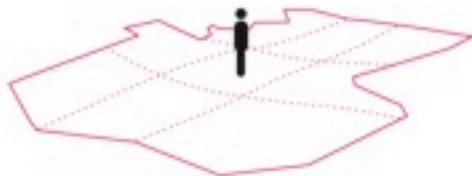
Human activity throughout time



# URBAN IDENTITY: 72810

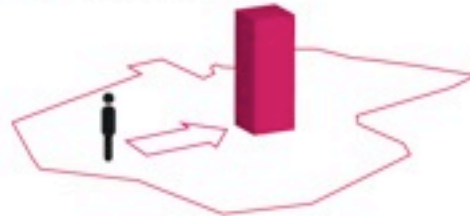


## 3 Artifact



Impacts of human activity on territory

## 4 Process



Emphasize human interaction with environment

## 7 Place



Landscape composed by identifiable sites

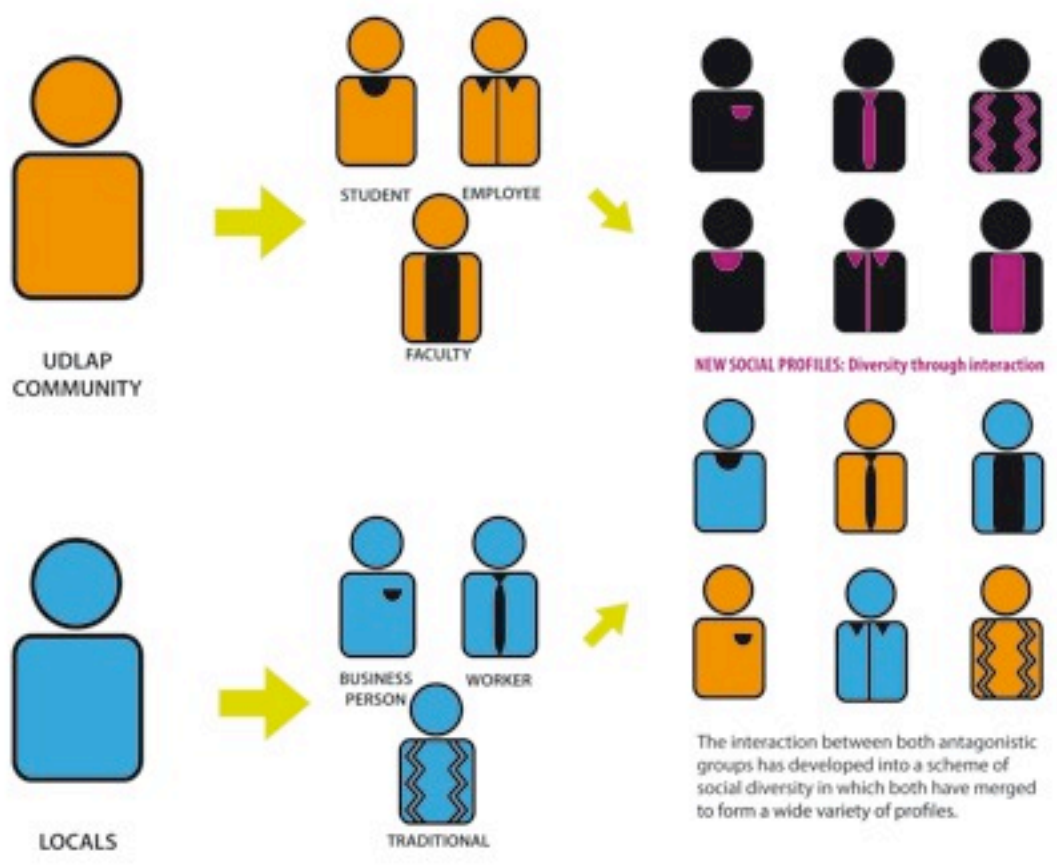
◀ All the knowledge people have from the world is a product of their experiences, this process of acquiring knowledge contributes to building our own personal image of reality. These concepts each represent a different perspective on the relationship between people and their environment.

[Dominguez]

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There exist two main social groups in San Andrés Cholula: locals and udlaps. Their interaction started as an antagonistic encounter however, as time has progressed and the city has grown, they have developed an intrinsic relationship that has resulted in the generation of diverse profiles.





# 1

01

## Human Impact on Territory

Social groups in San Andrés Cholula and their interaction. Who identifies with the city. Social interaction and its impact on the built environment.

### Social interaction in San Andrés Cholula

The interaction between San Pedro and San Andrés Cholula has been a strained and complex one, and although they share the pyramid for religious rituals, there exists a very defined boundary between both cities that follows the old train tracks.

When the university was first founded, locals did not have much interaction with this new social group, trying to maintain their distance from these newcomers and keep activities between themselves. (Map 1)

As the city's population grew, it also diversified, not only because of the university's alumni but due to new people who came to settle in San Andrés because of its central location and proximity to the city of Puebla.

Locals and the university community began to develop a beneficial commercial relationship, providing services and housing for students, teachers and employees. This allowed udlaps to become more immersed in the urban realm and expand their impact on the city's environment. (Map 2)



Map 1. Interaction between the city's antagonistic social groups.



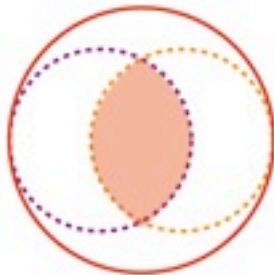
Map 2. Social groups and their interaction in San Andrés Cholula.

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## Identifying within the urban realm



Graphic 1. Social groups of locals and outsiders interact to create a diverse set of profiles. All groups of citizens associate within a common space: the built environment.

The development of diverse social profiles in San Andrés Cholula has allowed people to identify with the city in a variety of ways. However, to maintain their local identity, citizens must develop a relationship with important local landmarks that distinguish the built environment.

These images help create a "sense of place" within the urban realm where the different social profiles can interact and share their city.

Although it is important to promote this local identity, it is equally significant to diminish boundaries between colliding communities to allow respectful and beneficial relationships.

Pyramid of Cholula



San Pablo Tecamac



San Pedro Mixcaltzingo



Recreational Area



San Juan Aquiahuac



Container City



Historic Center



Main street 14 Oriente



**1**  
02

**Human Impact on Territory**

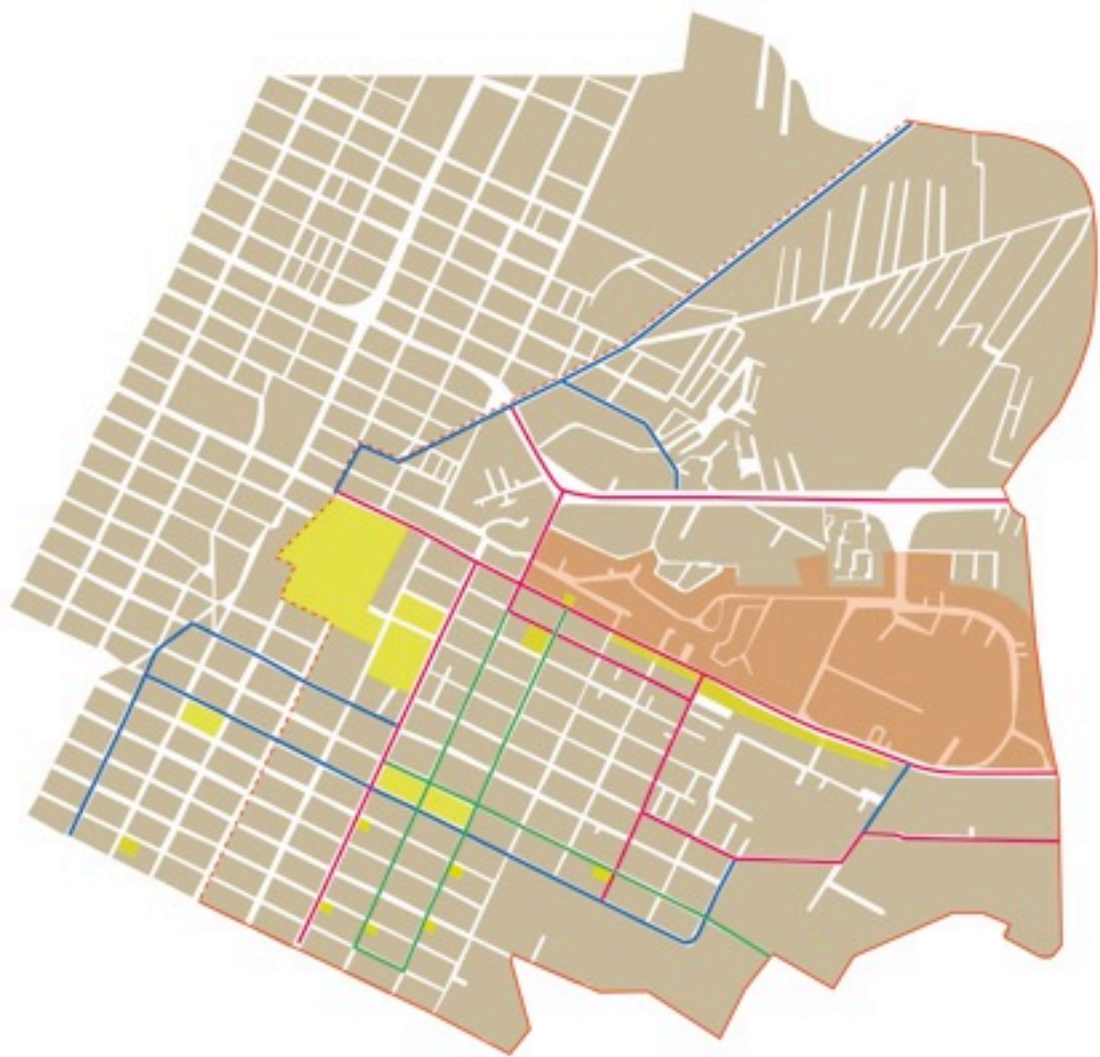
Social groups in San Andrés Cholula and their interaction. Who identifies with the city. Social interaction and its impact on the built environment.



- a. San Andrésito Chapel
- b. Santa María Cuaco
- c. San Pedro Colomoso
- d. Santo Niño (Holy Child) Temple
- e. Sta. Trinidad (Holy Trinity) Temple
- f. Santiago Xicotenco



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# 1

03

## Human Impact on Territory

Social groups in San Andrés Cholula and their interaction. Who identifies with the city. Social interaction and its impact on the built environment.

**MOBILITY.** Although Cholula is known for having a large cyclist population, the city's infrastructure is not useful for this sector. Most of the heavy traffic roads are also used by pedestrians and bikes even though they lack special bike lanes and proper pedestrian sidewalks. In this map we can locate the only existing bike paths (dashed line) and the most commonly used roads.



## Interaction within the urban realm

The urban realm is composed by active and inactive elements that as a whole create what we know as the city. These elements can be divided in two main groups, the first one being citizens and the second the built environment or infrastructure. The interaction between these two can occur at either a social or a spacial level, it can be as individuals [citizens] or as groups [community] who determine the common symbols that describe a city and make it unique.

The built environment can become an adequate platform to promote social interaction and participation if citizens can relate to it and delimitate within it these important landmarks, thus enforcing *sense of place* by creating an emotional attachment to space and local connections. Sense of place within the urban realm can be created by different types of associations made with the built environment, which can be: historic, social, commercial or connecting [mobility networks].

## PLACE ATTACHMENT AND LOCAL CONNECTIONS [sense of place]



HISTORIC



SOCIAL



COMMERCIAL



CONNECTING



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Spatial interaction within the urban realm



1 SITTING



2 STANDING



3 WALKING



4 BIKING

Social interaction within the urban realm



5 WATCHING



6 LISTENING



7 TALKING



8 MEETING

## Activities that make cities more *livable*

Citizens interact with their city at a spatial and social level, and a livable city is that which promotes a healthy interaction of the population with their built environment.

This interaction creates a series of activities that are categorized depending on what kind of interaction is at play. Enlisted above are the eight major activities that can take place: sitting, standing, walking, biking, watching, listening, talking and meeting.

If these activities can take place within the urban realm and in proper conditions, these and other activities will take place and reveal a wider variety of options for citizens. A city that contains a complex assortment of activities, promotes local attachment of the population.

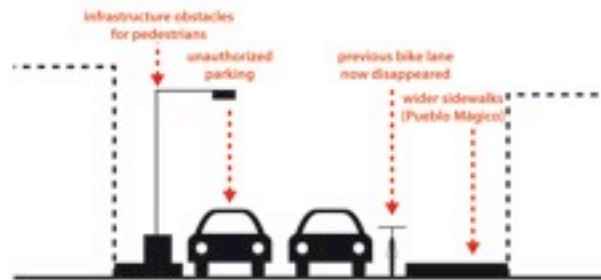
**2**  
01

**Human Landscape**

Citizens' interaction within the urban realm at a social and spatial level and the activities that promote livable cities. Type of streets in San Andrés Cholula.

**TYPE 1**

Main street. Touristic and commercial value. Active daily use by citizens and visitors.



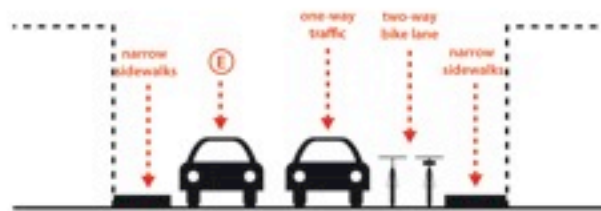
**TYPE 2**

Highly transited roads, heavy vehicle traffic and public transport. Active daily use by citizens.



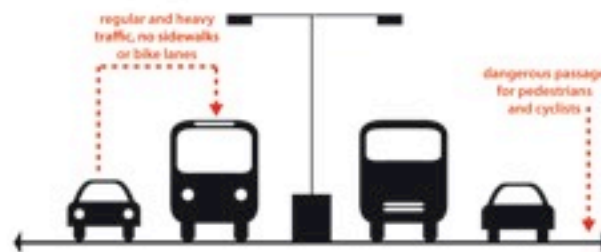
**TYPE 3**

One-way street. Mostly commercial. Semi-active daily use by citizens.



**TYPE 4**

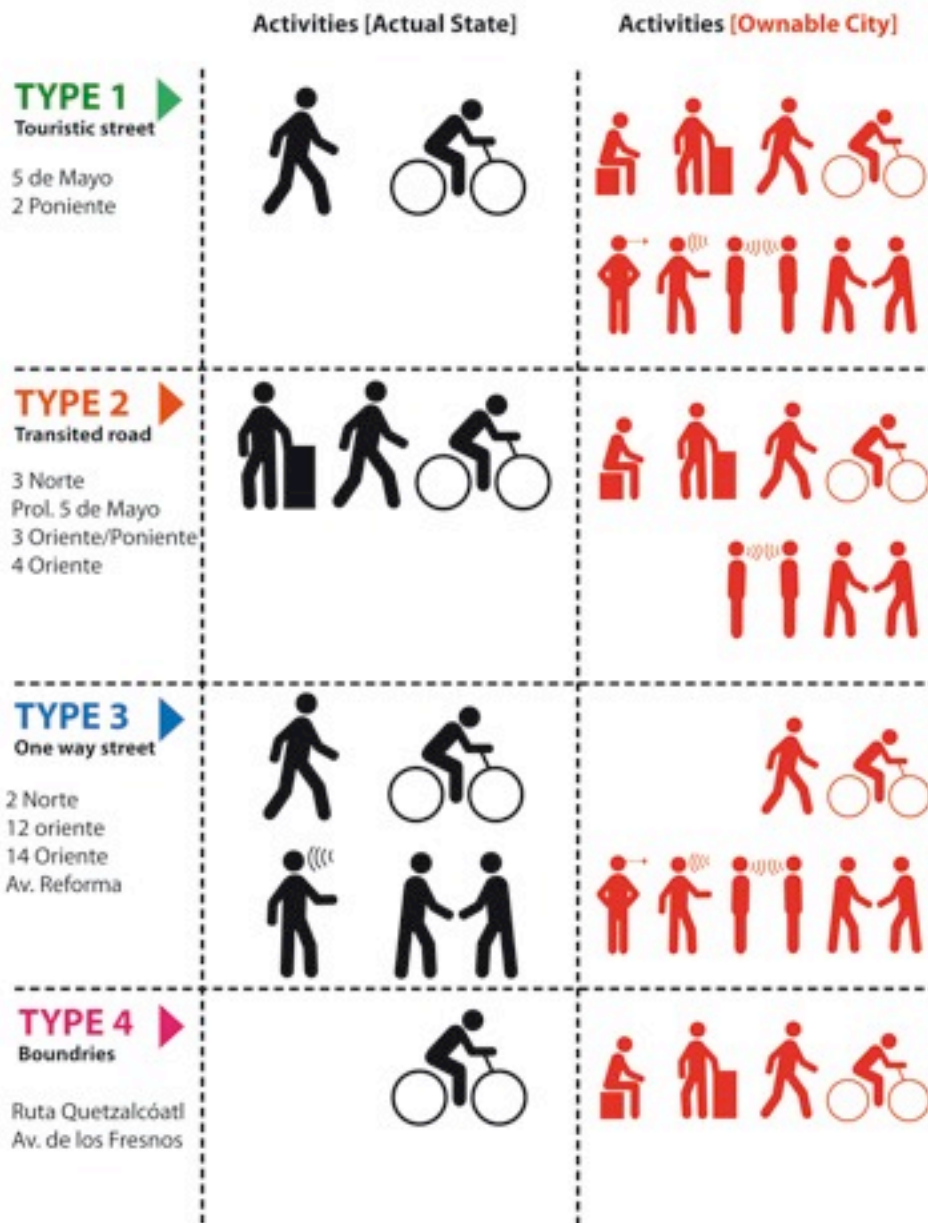
Boundaries. Roads that act as barriers and have little or no designated space for pedestrians and cyclists.



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**2**  
02

**Human Landscape**

Citizens' interaction within the urban realm at a social and spatial level and the activities that promote livable cities. Type of streets in San Andrés Cholula.

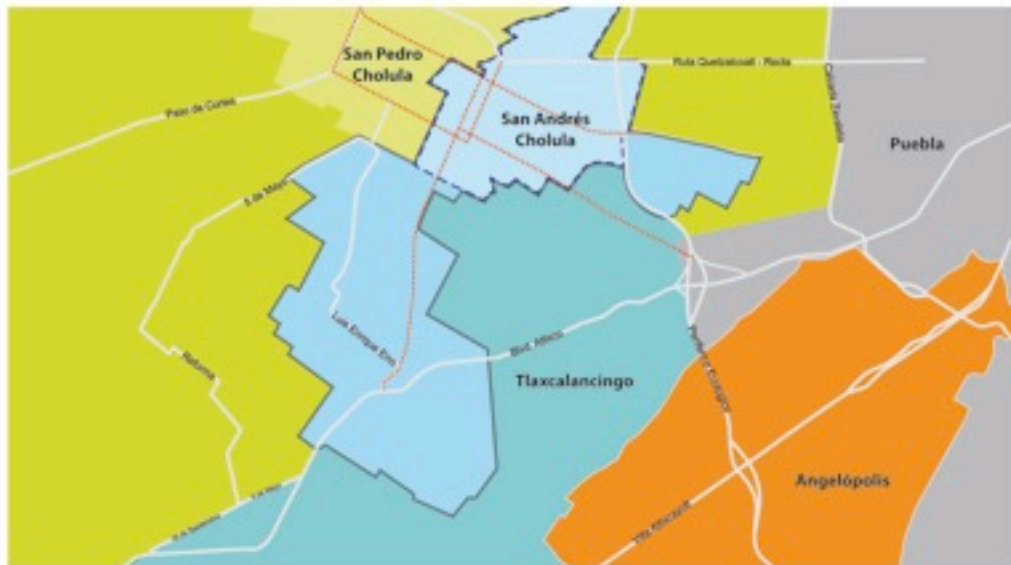




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Map 1. City context and spatial interaction with surrounding areas and communities.

## Local networking in San Andrés Cholula

**Nature:** when it minimizes or eliminates people from the landscape.

**Habitat:** how people adapt to their natural environment.

**Artifact:** impacts of human activity on the surroundings.

**Process:** emphasizes human interaction with the natural environment.

**Problem:** obstacles present that prevent human life.

**Ideology:** cultural and philosophical value.

**History:** human activity marks through time.

**Place:** landscape composed by identifiable sites.

**Esthetic:** artistic quality of space.

The analysis of this city is focused on reinforcing these values and using them as guidelines to improve citizens' relationship to their city and community.

A city's tendency is always expansive, but this must

occur in a more stable and controlled way to be able to provide its population with a better quality of life. In Map 1 we see the relationship San Andrés Cholula has with surrounding communities and its delimitation of space.

Map 2 shows us the city's habitat as defined before, its pedestrian, bike and vehicle networking, its commercial sites, and the civic and historic areas around these networks that feed the built environment with a variety of activities.



**3**  
01

**Mapping San Andrés Cholula**

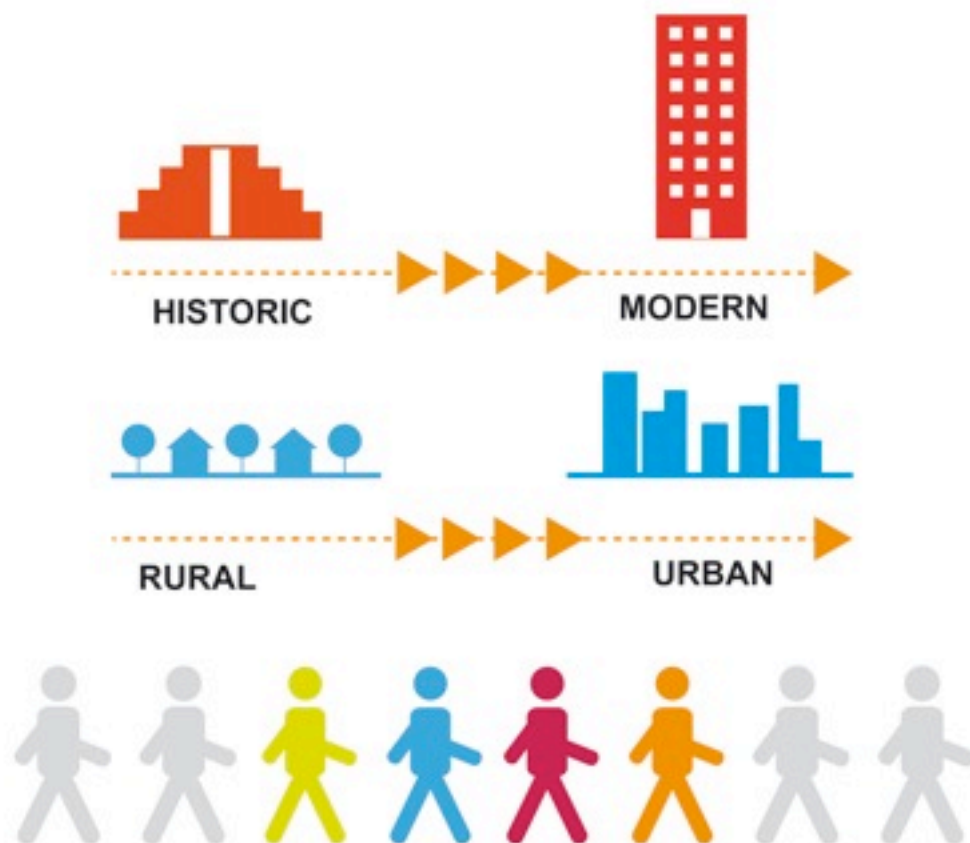
Territory analysis of the city to understand what strategies can help promote identity with the urban realm and its citizens.



# THE OWNABLE CITY

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## SAN ANDRES CHOLULA



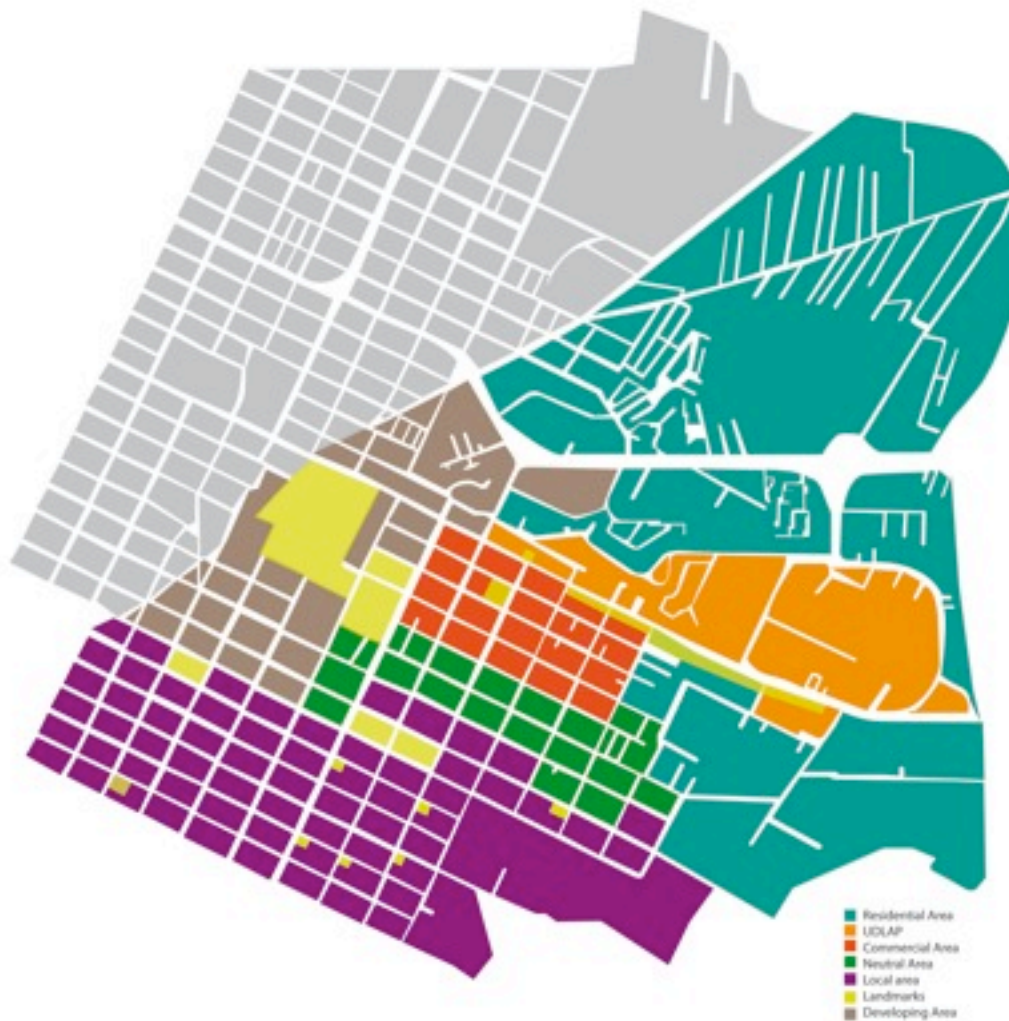
This mapping describes the process aspect of the city and emphasizes how the division of space and land use has affected local growth and interaction between social groups. The main landmarks previously established are used as important locations that are part of how and why citizens identify with their city. These places have played an active role in delimitating human activity within San Andrés Cholula, as well as how the city has grown and its future expansion.

This city is currently going through an urbanization process from rural land to urban territory, in which the local population has adapted their historic activities and customs to modern needs. This characteristic makes the city stand out because of its populations' adaptability to new circumstances without abandoning their traditions.

**3**  
02

**Mapping San Andrés Cholula**

Territory analysis of the city to understand what strategies can help promote identity with the urban realm and its citizens.



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Using the previous analysis as a guideline, there is a clear area of action in which mobility networking can be traced to allow all of the civic, historic, commercial and residential areas to participate and enforce strategies of The Ownable City.



## Secondary routes

These are traced to either connect separate lines or to create a network of pedestrian and bike friendly roads.

### BLUE LINE 5 de Mayo - 2 Norte

- Ruta Quetzalcóatl [Recta]
- Historic Center
- Church sites
  - San Andresito Chapel
  - Sta. Ma. Cuaco
  - San Pedro Colomoxco
  - Sto. Niño Temple
  - Sta. Trinidad Temple
- Container City
- 14 Oriente

### ORANGE LINE 3 Norte

- 14 Oriente [Pyramid]
- Recreational Area
- Av. Reforma
- Sta. Ma. Cuaco

### ORANGE LINE Av. Camacho - 2 Sur

- 8 Norte
- 3 Norte
- 2 Sur
- San Pedro Mexicalcingo

### BLUE LINE 14 Oriente

- UDLAP
- 4 Oriente
- 8 Norte
- San Juan Aquiahuac
- 5 de Mayo
- Pyramid

### PINK LINE Recta - Av. de Los Fresnos

- UDLAP
- Av. de Los Pinos
- 12 Oriente
- Bazar
- Residential Area
- Periférico



**3**  
03

**Mapping San Andrés Cholula**

Territory analysis of the city to understand what strategies can help promote identity with the urban realm and its citizens.





