

FINAL PROJECT



THE OWNABLE CITY

urban strategies that promote identity

SAN ANDRES CHOLULA



INTRODUCTION

The aim of this manual is to enhance citizens' relationship with the built environment through several urban strategies that highlight community participation and strengthen identity within the urban realm.

OBJECTIVES

- People-Oriented Cities**
Enable the city of San Andrés Cholula to be able to attract capital and international funds and highlight their investment in the transformation of public spaces that improve the cultural experience within the city, as well as reinforcing community ties.
- Spatial Relationship between the City and its Citizens**
Enable the city of San Andrés Cholula to have a better relationship with the city of San Andrés Cholula, strengthening the role of entrepreneurship and stimulating economic activities.
- San Andrés Cholula 2030**
Define long-range individual functions and roles in the built environment of San Andrés Cholula and reinforce the importance of promoting identity within the city.

SENSE OF PLACE

1. Location



2. Activities



3. Processes



4. Problems



5. History



6. Place



Activities that make a city more livable

Urban identity with their city is a spatial and experiential and holistic one that seeks positive healthy development of the population with the built environment. The intention is to create a sense of identity that an engaged population can build based on interaction in a place. These activities can take place within the urban realm using green activities, these are often related with the population and a wide variety of urban for citizens. It is the goal to create a complete ecosystem of activities, services and infrastructure of the population.



THEORETIC BACKGROUND

REALM

OBJECTIVES

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OBJECTIVE DIAGRAMS

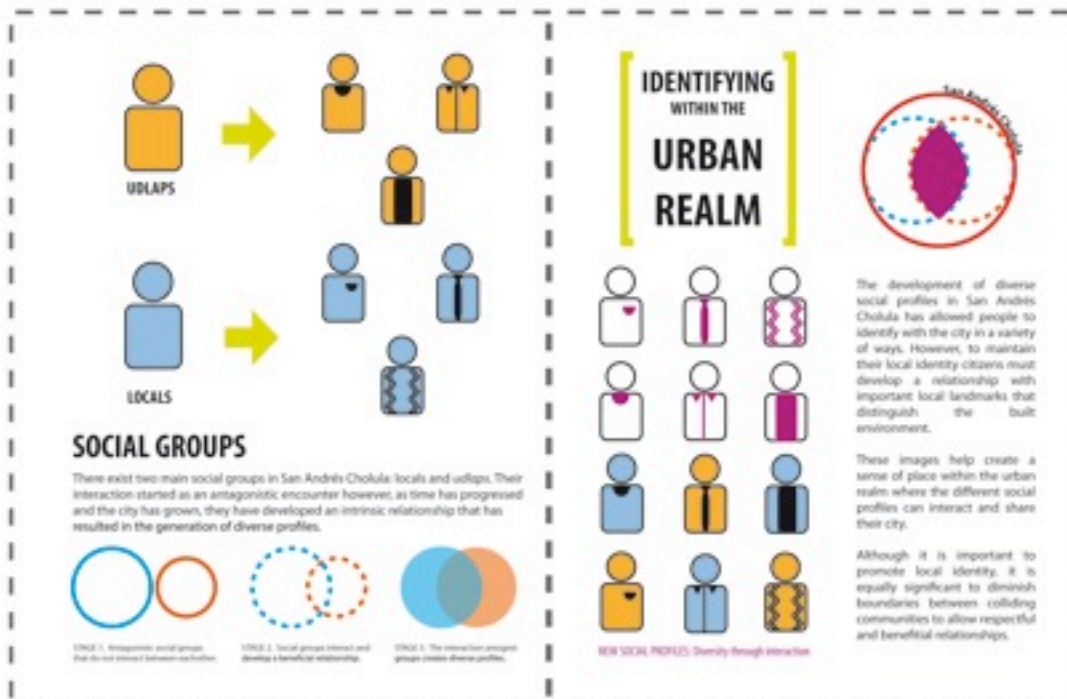
The city of San Andrés Cholula has a strong cultural heritage which gives it an important historical dimension and as the urban realm offers citizens to experience a relationship with the urban environment that is positive, sustainable, inclusive, dynamic and modern, open to innovation and able to adapt to the challenges of the future. The focus of this intervention is the built environment and built environment and the development of urban strategies that promote identity while strengthening their relationship with the community.

Responsible and quality intervention in the built environment

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TITLE





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1 Increases security for citizens, both local residents and visitors, promoting social equity.



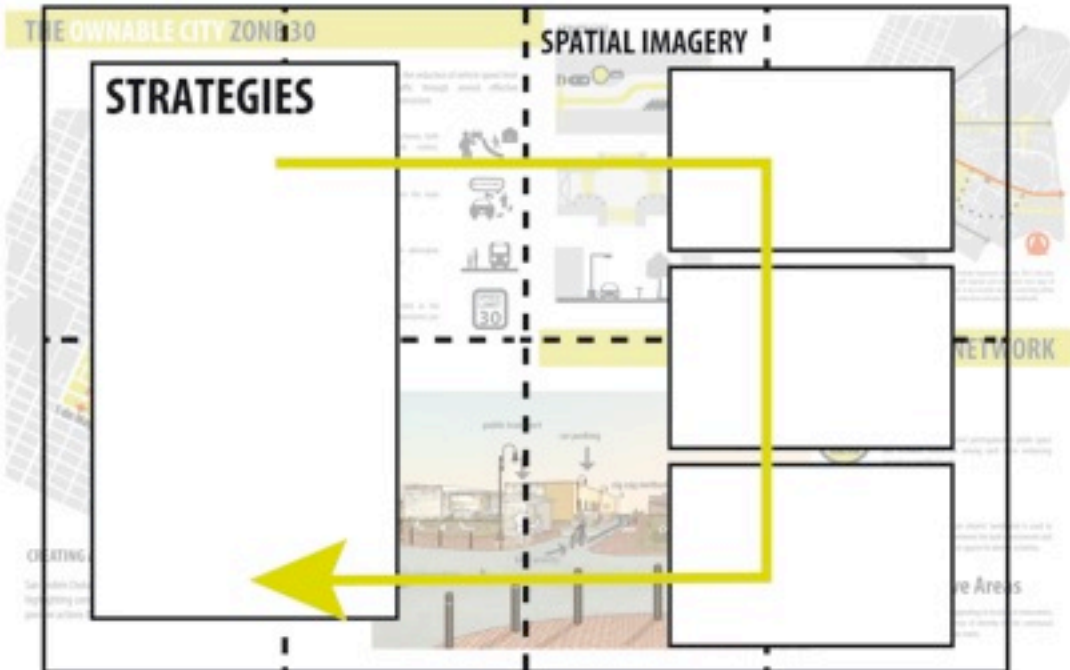
2 Transforms bicycles into the main vehicles on the road.



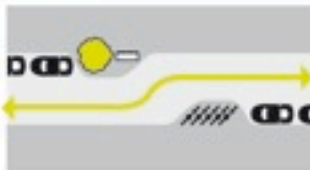
3 Reinforces the use of alternative means of transportation.



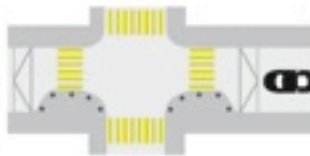
4 Reduces the speed limit in the selected area to thirty kilometers per hour.



STRATEGIES



The zig zag method is implemented by switching the parking area from one side to the other every 50 meters and decreases motorized traffic speed.



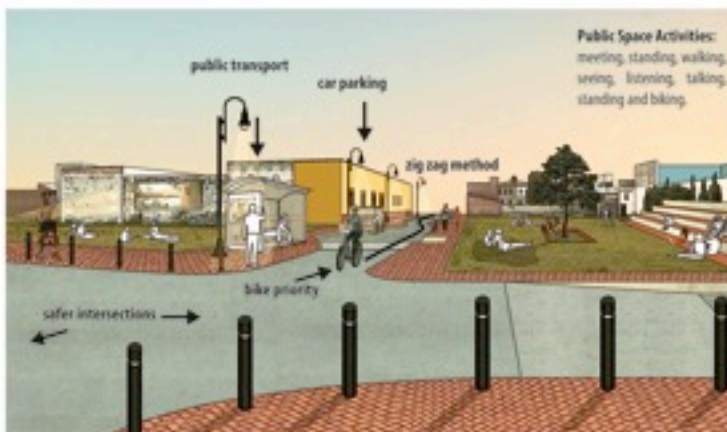
In each intersection the street level will increase and reach sidewalk height. This strategy is used to decrease speed and increase security for pedestrians in crossings.



Zone 30 allows bicycles to become the main vehicle on the street which means that cars and public transport should not pass cyclists and respect road signage.



The Durable City Network includes important city icons. This is the area where San Andrés Cholula will improve and implement new ways of experiencing the urban realm. It also includes ways of connecting within the city by tracing the main routes that articulate these landmarks.



Security

The project promotes citizens' participation in public space and increases interaction among each other enhancing security in neighborhoods.



Equity

Zone 30 takes into account citizens' needs and is used to improve the relationship between the built environment and people by developing proper spaces for diverse activities.



Attractive Areas

By making the city more appealing to locals and newcomers, citizens will develop a sense of identity by the communal transformation of the urban realm.

CREATING A NEW CITY MODEL FOR SAN ANDRÉS CHOLULA

San Andrés Cholula has a complex social environment which is why this project focuses on highlighting common aspects of all social groups and relies on public space to partake in positive actions that promote the process of identification within the urban realm.

