



Conclusion

**NEW CITY MODELS:
CHOLULA ZONE 30**



New City Models: Cholula Zone 30

While developing this dissertation, performing analysis and investigating the area of San Andrés Cholula, I became involved with a local non-profit group called *Cholula en Bici* (Cholula On Bike or CEB). My participation in this association emerged from my personal need to become more involved with my community and was met by the group's active involvement in areas that interested me, such as urban design, sustainable growth and cycling.

My investigation has taught me that there are several ways citizens can interact with their built environment, but to become part of the urban realm we must actively relate to both the physical and sensorial aspects of the space we inhabit because identification with space without citizen involvement in their city is just not possible.

To develop a sense of place within the urban context, it is important to first be able to identify the key components of this landscape and then start to construct a set of places and landmarks. As these elements become clear to the individual experiencing the city, they are able to make connections that further enhance their sense of attachment to the local area. Once key elements are defined and their connections are clear, citizens develop a sense of community which is expressed in projects or activities where we share with others a common goal.

In the case of CEB, it is a common cause we all share and believe in. At the same time, it has evolved into being a more integral way of relating to San Andres Cholula.

In March 2013, CEB, a local non-profit group, held a peaceful demonstration with the objective of recovering the bike lane closed during recent infrastructure remodeling. As a result, the city's mayor, Jesús Romero, held a conference with the group's leaders and agreed to find a proper solution to the problem.

This campaign resulted in what has become the first urban transformation process in San Andrés Cholula, where a civilian group works alongside the government to improve urban infrastructure and public space.

With the help of the Institute for Transportation and Development Policy (ITDP), members of CEB have commenced work on the development of an urban strategy named Transit Appeasement. This citizen initiative seeks to pacify traffic in San Andrés Cholula through effective and integral strategies that promote the improvement of urban mobility.

Through the proposed initiative, "Cholula Zone 30", citizens have asked for speed reduction of motorized vehicles and for priority in street transit to be given to cyclists. This will be done through strategies that go beyond posting traffic signs and handing out tickets. Instead, public routes will be redesigned in ways that hinder motorists' ability to go more than 30 kilometers per hour.

Transit appeasement is the reformation of traffic circulation and takes into account the following: hourly traffic flow fluctuations, population density and mobility, an intensive and effective campaign geared towards citizen involvement and awareness, the coordination and support of transit authorities who are alert and qualified, and a communication network that accelerates response in the case of traffic accidents or other vehicle-related contingencies.

Transit appeasement works according to five basic proposals:

- Speed reduction.
- Creation of driving conditions that force motorists to drive calmly and take precautions.
- Restriction of unknown and commercial vehicles circulating in calm areas.
- Improvement of roadway settings and appearance.
- Reduction of quantity and severity of traffic accidents.

The following analysis was used to help implement this system on two main streets in San Andrés Cholula: *14 Oriente* and *5 de Mayo*. Additionally, existing graphic material and investigation was used for the elaboration of connecting strategies between both major routes.

Although the project is still in the design phase, it is important to highlight the positive response by authorities and the participation of local citizens which has been essential to the advancement of this proposal.

