

Activity Report

Urban Planning Advisory Team
@ Guadalajara (Mexico)
August 23-30, 2008

The UPAT at Guadalajara was held at the end of August this year. Guadalajara is the city of origin of the most representative Mexican traditions, such as Tequila, Mariachis and Charros; capital of Jalisco and central municipality of the second largest metropolitan agglomeration in Mexico, with 4 million inhabitants. Guadalajara will be hosting the Panamerican Games in 2011. In order to take advantage of the event in favor of the city, the Government of the State of Jalisco and the local Municipality are promoting a set of projects and actions of major urban renewal to revitalize the city and to draw a strong impulse towards its future development. They want "Games for the City and not a City for the Games".

The objective of the UPAT was to perform an analysis and assessment of the on-going process and the set of projects and actions programmed up to now, and to draw recommendations and proposals that would help the regional and local governments to attain their objectives of metropolitan renewal in the best possible way. The candidates who participated in this UPAT were selected for their close relation to other sporting events in different parts of the world. All the architecture schools of the city were interested in sending students to help out, and at the end a team of seven local young planners were there giving their views on the city.

The UPAT started with a tour of the city, guided by the Local Coordinator



Paco Pérez (now UPAT VP), who not only showed the physical circumstances of the city, but also gave a clear insight of the social situation developing in diverse sites. On the first official working day, the UPAT team received officials from different representatives of the metropolitan region governments and also from NGOs that provided the citizens' views of the situation.

After a first analysis on the information received, the team divided into three sub-teams to work on the analysis of the planning scheme, the evaluation of the multiple projects presented and the guidance of the following processes for the city. Basically, the discussion focused on four major dimensions of policy development: spatial, economic, social and environmental.

Among the conclusions the ISOCARP experts presented, they explained that there was a need of a linkage between the priorities of the city and the projects designed both for the games and for the future. From this point of view, they suggested to reinforce the development along an

axis and main street called Calzada Independencia that is now being renewed through the installation of a BRT. In this street will also be located the Villa Panamericana, whose aim will not only be have a set of high rise buildings in the centre of the city, but also recovering this area as residential space. To resume this revitalization, it was suggested that the Jalisco Stadium – traditional soccer venue – could be renewed as the new Panamerican Stadium and that the Aquatic Pool areas should be located overlooking the Barranca. This last construction will give a new infrastructure to an area that needs it in social terms.

The overall assessment was that the process to make Guadalajara "fit" for the Pan-american Games had been good until that moment. However, in words of the Team Leader, it is now the moment to get a "Toolbox 2.0" with a stronger leadership – not linked to possible changes in government – in order to maintain the good rhythm and actually accomplish to have a games with a great legacy to the city. ❖

Team Leader

- Antonio Lucio (Spain)

Team Members

- BK Jain (India)
- Alejandro Navarro (Spain)
- Gregor Wiltschko (Austria)
- Piotr Lorens (Poland)
- David Prospero (United States)

Young Planning Professionals

- Andrés Escalona (Mexico)
- Carmen Espinosa (Mexico)
- Daniel Zepeda (Mexico)

- Jessica Muguira (Mexico)
- Lilly Durán (Mexico)
- Priscilla Zepeda (Mexico)
- Rossana Fernández (Mexico)

Local Coordinador

Paco Pérez-Arellano (Mexico)

UPAT Programme Manager

Cynthia Uribe-Sandoval
(Mexico/Spain)

UPAT Programme VP

Ismael Fernández (Mexico)

