

TEAM SNAPSHOT

Guadalajara, Mexico



HÉCTOR CASTAÑÓN REYES

INDEPENDENT CONSULTANT IN DEVELOPMENT PLANNING AND MANAGEMENT, PLAN V

Neighborhood development experience Participatory planning and management; urban development and regeneration plans; public policy analysis on socio-urban issues; technical coordination for the City of Guadalajara’s development plan.
I want to learn about methodologies for sustainable neighborhood planning, other examples of project development and management at the neighborhood level, and financial strategies for neighborhood development.
One challenge I’d like to address is political will and how to communicate sustainable urban development advantages by exposing externalities and identifying long term benefits.



MARÍA ELENA DE LA TORRE

INDEPENDENT CONSULTANT, URBAN PLANNING & SUSTAINABLE MOBILITY, CIUDAD PARA TODOS

Neighborhood development experience Independent consultant on issues of mobility, landscape and city planning; participatory coordination for multiple community workshops; participates in street actions with civic organizations
I want to learn about successful examples of sustainable neighborhoods engaging local authorities in the sustainable renewal of neighborhoods in a sustainable manner and empowering local residents for neighborhood development.
One challenge I’d like to address is how to raise funding from local and international stakeholders.



MARIO RAMÓN SILVA

COORDINATOR FOR HEALTHY CITIES AND URBAN MOBILITY, COLECTIVO ECOLOGISTA JALISCO

Neighborhood development experience Assessing urban air quality and its impact on livelihood; promoting non-motorized transportation; monitoring urban transport quality.
I want to learn about successfully replicating methodologies, lobbying and communication strategies.
One challenge I’d like to address is how to engage the public and deal with resistance to change.



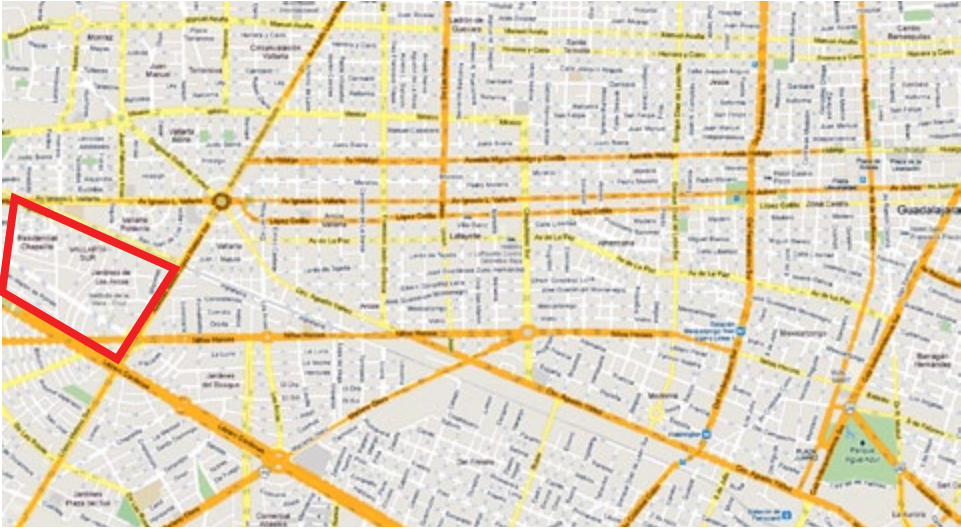
ALFREDO HIDALGO RASMUSSEN *team lead*

DIRECTOR, CENTRO DE INFOTECTURA Y TECNOLOGÍA APLICADA

Neighborhood development experience Public space renewal and construction projects; organized the first international forum for architecture in Guadalajara, later named COM:PLOT, celebrating an international event each year based in Guadalajara; member of the Commission for the Metropolitan Coordination for Planning
I want to learn about successful methodologies, urban intervention strategies and public architecture.
One challenge I’d like to address is how to achieve common understanding.

PROJECT SNAPSHOT

Vallarta Sur



Located west of Guadalajara, Vallarta Sur is a small fragment of the city resulting from urban expansion in the 1950s. The renewal project for the neighborhood aims to transform the railway right-of-way into a linear park that would help bring community cohesion, overall renewal and improve the quality of life for the neighborhoods along the railway.

The renewal project started when civic groups joined together to protest an elevated highway planned by city authorities through the railway line in 2010. When the project was cancelled due to local opposition, residents hoped to improve the area with a linear park as an anchor of social and urban transformation.

Since then, residents have worked to clean and improve the area to encourage the authorities

to designate the right-of-way as a as non-motorized linear park. As a result of this effort, local organization “Citizen Synergy” emerged to coordinate the appropriation of the public space for citizens through different weekly activities that involve neighbors and visitors of all ages.

Since 2009, the area has undergone development by the local government that includes landscaping, improving pedestrian crossings across the railway, and creating bike lines. However, this development has not completely materialized. Now, neighbors are concerned about the growing problems that affect the daily life of local residents such as crime, a lack of security, increased traffic, and changes in land use.

Why this neighborhood?

This neighborhood symbolizes citizen action for a more sustainable city. The social cohesion that emerged to stop the highway led to a strong local effort to keep the space public and to debate the future plans for the area. Stakeholders could promote sustainable management and neighborhood renewal because there is strong leadership among them to improve their environment.

Now neighbors, some local universities and civic organizations are assessing the area on land use, mobility, infrastructure, social perception in security and social cohesion.

top 3 Neighborhood PRIORITIES:

- 1. Keeping land uses that benefit housing and increase housing density
- 2. Improving security and social cohesion
- 3. Establishing public space and sustainable mobility

top 3 Neighborhood CHALLENGES:

- 1. Legal uncertainty over the management of the green space that results from the railway right of way, which is currently managed by the national railway company, FERROMEX
- 2. Avoiding changes in land use and the exodus of housing
- 3. Managing mobility and reducing traffic