

Québec Roadmap: Towards a New Urban Project (2022-2024)

PRIORITY THEMATIC (9): Rejuvenating the historic center through an active mobility model

Pilot City: PUEBLA (Mexico)

Synthesis of the Thematic Worksheet (Step 3.1.2)

In line with the Quebec Roadmap Strategic Axis 2 – “Resilient cities boosted by the enhancement of their heritage resources”, the *Priority Thematic* presented by the city of Puebla, focuses on the concept of "active mobility" based on "walkability" and universal accessibility.

The historic center of Puebla is affected by a number of issues, such as the deterioration of the built heritage, progressive depopulation combined with the competitive real estate offer on the outskirts of the city, excessive motorized traffic, tertiarization, the lack of a shared vision with the federal authorities on sustainable development objectives, the concentration of heat islands and insecurity.

The historic center represents a model of a compact, multifunctional city, which is why its management policies should promote livability and balance, in particular through the application of an "active mobility" approach giving priority to pedestrian travel and promoting universal accessibility criteria, while allowing the coexistence of different means of transport ensuring the safety of all users. The objectives associated with such a policy are:

- Consolidation of the policy of developing public spaces by integrating green infrastructure;
- Encourage accessibility to the city center and its essential activities for all types of users, giving priority to minorities;
- Creating high-quality, safe and inclusive public spaces and areas with strong pedestrian dynamics. One example is the intervention on one of the most emblematic streets in the historic center, *16 de Septiembre*, to improve its infrastructure, reorganize the road network and promote the local economy.

Associated matters

The city of Puebla proposes to form a *Collaborative Network* to discuss in particular a few interrelated issues, *inter alia* the following:

- Implementing a pedestrian-priority road-sharing strategy;
- Identification of appropriate vegetation to encourage people to stay in pedestrian corridors;
- Integration of urban furniture and infrastructure to ensure accessibility;
- Raising road users' awareness of the benefits of active mobility;
- Monitoring and evaluation of such a project to improve and learn from it.