



Novembre 24, 2023

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

COLLABORATIVE NETWORK (priority thematic): *Rejuvenating the historic center through an active mobility model*

Pilot City: *Puebla (Mexico)*

Action Plan (proposal by the pilot city)

Introduction

The aim of the collaborative networks, as "communities of practice", is to create a free and creative space for debate and reflection, enabling and organizing constructive dialogue. In this privileged setting, OWHC member towns can learn from each other and create a shared common culture.

The work they produce will form the basis of the Cordoba Symposium (September 2024).

Concept and objectives

The priority thematic proposed by the city of Puebla focuses on the concept of "active mobility" based on "walkability", universal accessibility and green infrastructure, so as to promote the livability and enjoyment of the heritage site.

With a view to the 17th World Congress of the OWHC, to be held in Cordoba in September 2024, the Collaborative Network has the following objectives:

- Share experiences on shared use of public roads with pedestrian priority.
- Identify appropriate vegetation for historical contexts that encourages people to stay in pedestrian corridors.
- Learn techniques for raising awareness among residents and road users of the benefits of active mobility.

Presentation of the challenges

The work of the Collaborative Network will aim to prepare three meetings and an international virtual workshop that will bring together experts, technicians and elected officials involved in the field, in order to pool experiences and strategies for tackling similar issues.

Puebla's historic center covers an area of 690 hectares and has a population of 30143, according to the 2020 population and housing census. In 1987, Puebla's historic center had a population of 350,000, reflecting a gradual depopulation over 33 years.

In addition to these, the heritage site faces the following challenges:

- Deterioration of built heritage.
- Competitive real estate offer on the outskirts of town, compared with high land values in the central area.
- Excessive motorized traffic.
- Economic tertiarization concentrated in the central part of the area.
- Lack of a shared vision of sustainable development objectives with the federal authorities.
- Consolidation of heat island and insecurity phenomena.



As a result, various factors highlight the need for the pilot city to focus on improving livability and balance, in particular by applying an "active mobility" approach with pedestrian priority and universal accessibility criteria, enabling the coexistence of different modes of transport while guaranteeing the safety of all users.

Schedule and calendar

3 virtual meetings (with trigger questions) and **1 international workshop**

January 2024. Presentation of priority issues and thematics, with cities participating in the network.

February 2024. Raising awareness, mediation, paradigm shift.

March 2024. Case studies (priority pedestrian development projects).

April 2024. International workshop (virtual, one-day)

Main topics of the workshop:

- Mediation and awareness-raising with residents and interest groups.
- Street design (typologies, manuals, regulations)
- Materials and techniques (infrastructure and public works)
- Green infrastructure (network treatment)

June 2024. Recommendations and courses of action for Puebla.

September 2024. Meeting in Cordoba, Spain.