



QUERETARO
REBORN

A PROJECT BY  **ASTON**
GROUP



QUERETARO REBORN, THE BIGGEST REGENERATION PROJECT IN MEXICO

THE PROJECT COVERS AN AREA OF **1.70km²** AND HAS
A SURROUNDING INFLUENCE AREA THAT DOUBLES
THE AREA'S SURFACE, ALL ARTICULATED WITH
THREE ACCESS POINTS:



CENTRAL PARK

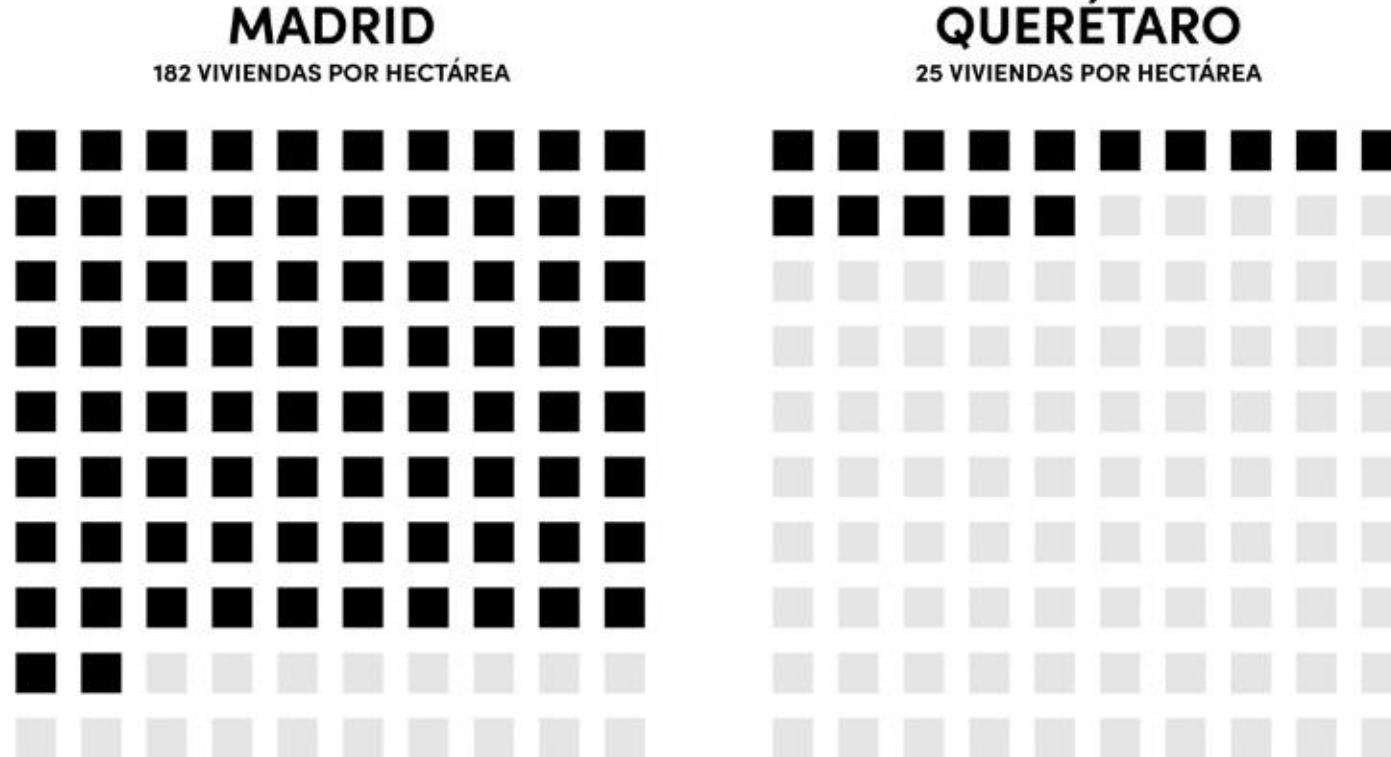


ARCOS



RIVER

THE CITY'S DEVELOPMENT PATTERN HAS
CAUSED **25% OF THE URBAN AREA** WITHIN THE
DOWNTOWN POLYGON TO BE EMPTY.



Comparison of housing
density of the historical
center of Queretaro and
Madrid

OPPORTUNITY TO INCREASE DENSITY FOR AFFORDABLE AND MEDIUM HOUSING WHILE
CREATING A LARGE, **WALKABLE, PEDESTRIAN, AND ECOLOGICALLY FRIENDLY** DISTRICT IN
DOWNTOWN QUERETARO

CENTRAL PARK OPPORTUNITY

POTENTIAL FOR

+1,400

NEW JOBS FOR MERCHANTS
AND OFFICE WORKERS.

POTENTIAL FOR UP TO

57,000m²

OF OFFICE SPACE.

25%

ADDITIONAL LEASEABLE SPACE
FOR OFFICES AND COMMERCE



CENTRAL PARK OPPORTUNITY AERIAL VIEW



ARCOS OPPORTUNITY

68%

OF STREETS COULD BE SHARED,
SAFER AND PEDESTRIAN-ORIENTED.

+110,000

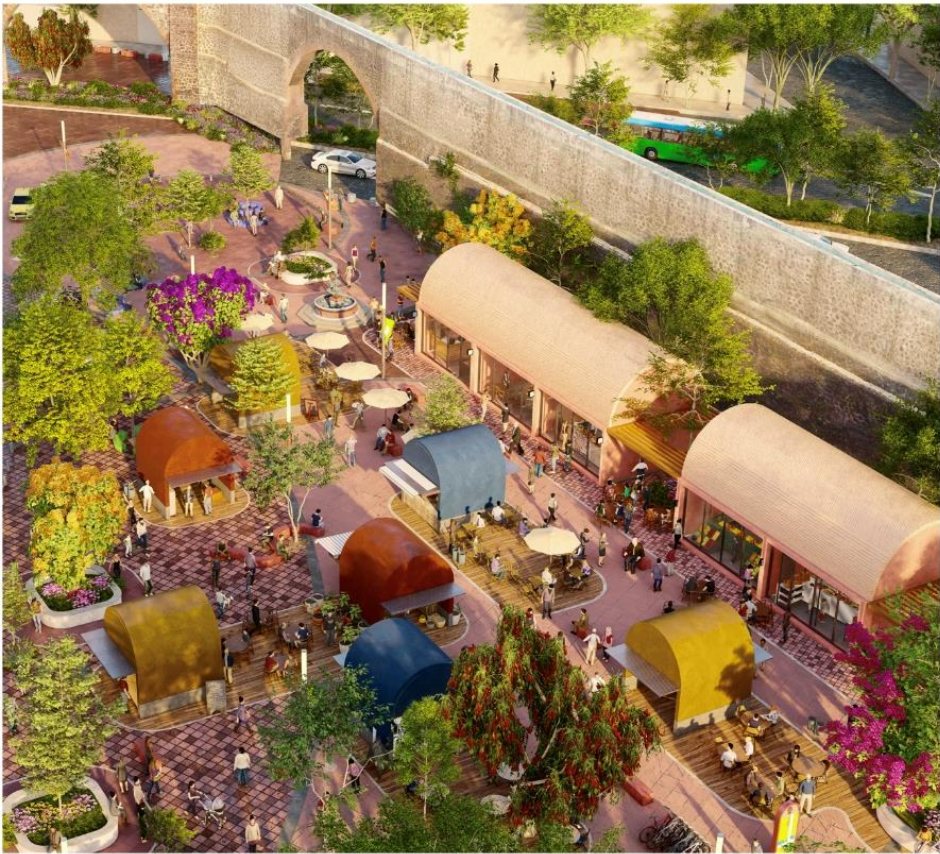
m² OF NEW RETAIL AND SERVICE
SPACES WITHIN ACCESS POINTS.

+79%

INCREASE IN RETAIL PUBLIC SPACE.



ARCOS OPPORTUNITY AERIAL VIEW

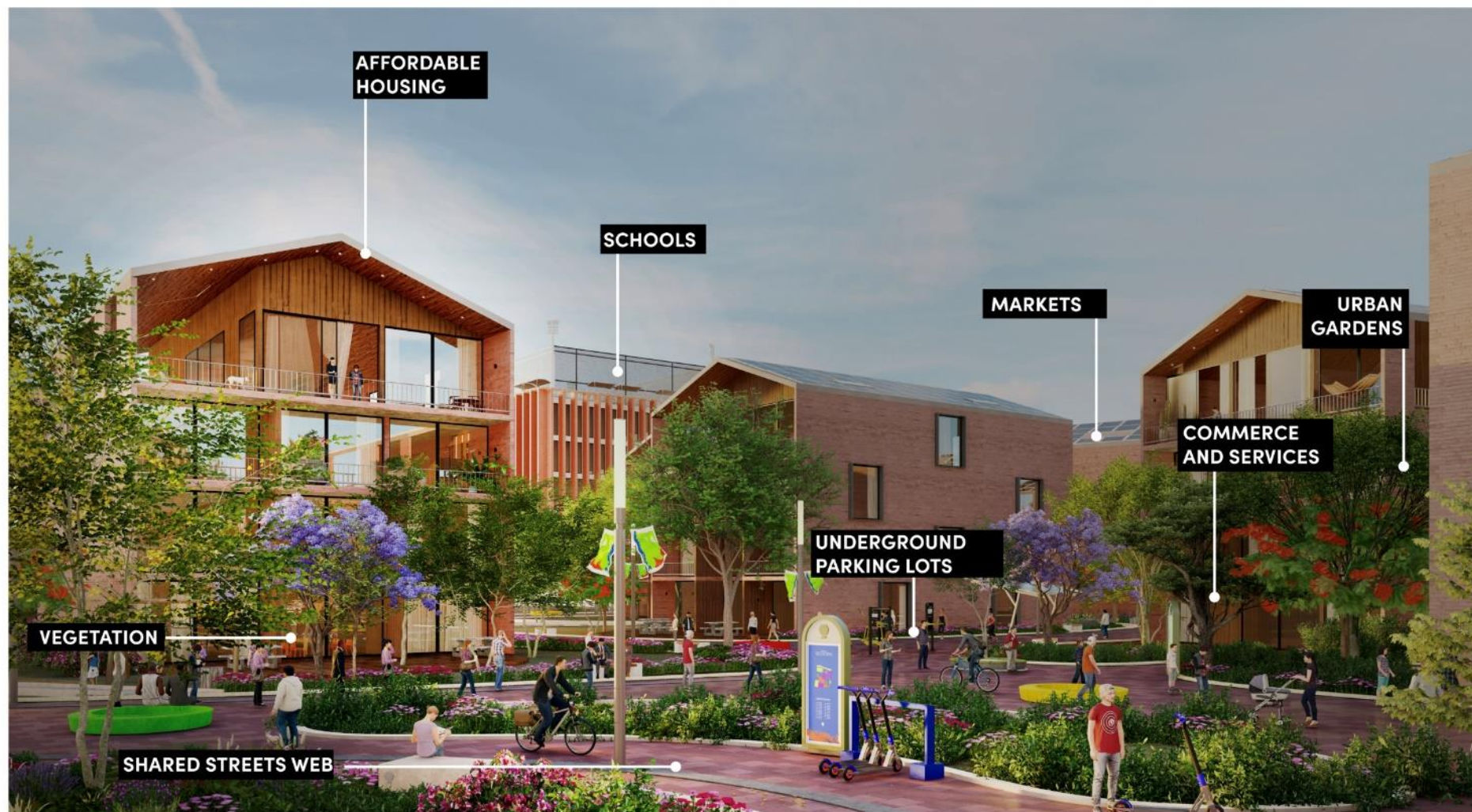




AN ADDITIONAL
47%
OF TREES COULD BE
PLANTED IN THE STREETS.

+4,000
EXTRA PARKING SPOTS
COULD BE REPURPOSED.

+30,000m²
OF NEW AFFORDABLE HOUSING.



RIVER OPPORTUNITY AERIAL VIEW

