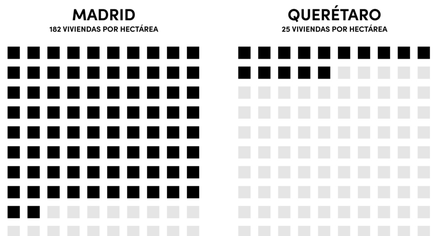
QUERETARO

REBORN

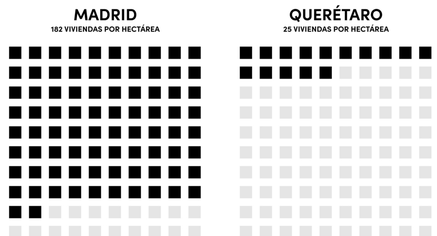
A PROJECT BY ASTON GROUP

THE POPULATION OF THE CITY OF QUERETARO
HAS QUADRUPLED OVER THE LAST 50 YEARS.



COMPARISON OF HOUSING DENSITY OF THE HISTORICAL CENTER OF QUERÉTARO AND MADRID

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 QUERÉTARO AND MADRID

ANALOGUE EXAMPLES

SUPER BLOCKS
BARCELONA, SPAIN

15-MINUTE CITY
PARIS, FRANCE

TIRANA MASTERPLAN
TIRANA, ALBANIA

PASEO FRAY ANTONIO
GUADALAJARA, MEXICO

DISTRITO TEC
MONTERREY, MEXICO

CUENCA RED
CUENCA, ECUADOR

LYON CONFLUENCE
LYON, FRANCE

BATTERSEA POWER STATION
LONDON, UK

DOMINO PARK
NEW YORK CITY, USA

LIFE ARTICULATED UNITS
MEDELLIN, COLOMBIA

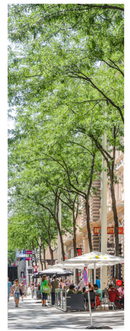
EXHIBITION CENTER
HANGZHOU, CHINA

KING'S CROSS
LONDON, UK

REGENERACION PORTO VIEJO
BARCELONA, SPAIN

QUEEN'S QUAY WEST
TORONTO, CANADA

BOULEVARD
BRUSSELS, BELGIUM

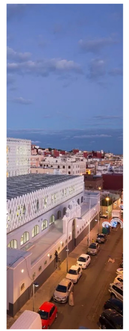


MARIAHILFER STRASSE
VIENNA, AUSTRIA

CONCORDIA DESIGN
WROCLAW, POLAND

URBAN ECOSYSTEM
CUENCA, ECUADOR

WORLD OF FOOD
AMSTERDAM, NETHERLANDS

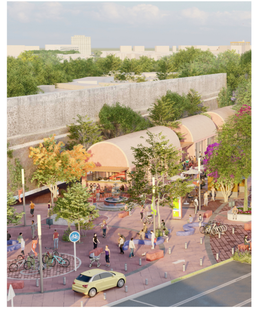


MERCADO DE MELILLA
MELILLA, SPAIN

10 UN SUSTAINABLE DEVELOPMENT GOALS ACHIEVED

1. PARTICIPATIVE AND SUSTAINABLE MANAGEMENT
2. CULTURAL HERITAGE SAFEGUARD
3. POSITIVE ENVIRONMENTAL IMPACT
4. URBAN PLANNING REINFORCEMENT
5. SUSTAINABLE AND RESILIENT BUILDINGS
6. ACCESSIBILITY OF HOUSING AND BASIC NEEDS
7. ACCESSIBILITY OF QUALITY TRANSPORTATION SYSTEMS
8. ACCESSIBILITY TO GREEN AREAS AND PUBLIC SPACES
9. ROAD SAFETY ENHANCEMENT
10. INCLUSIVE AND SUSTAINABLE URBANIZATION

OPPORTUNITIES



+11,000 NEW TREES PLANTED IN THE STREETS

BETWEEN 228 AND 338 TON OF CO_2 WILL BE REMOVED PER YEAR

UP TO 235,00m² OF NEW AFFORDABLE HOUSING

35,000M² OF NEW CULTURAL, SPORTS AND PUBLIC SPACES

47,600m² OF STREET NOW RETURNED TO PEDESTRIANS

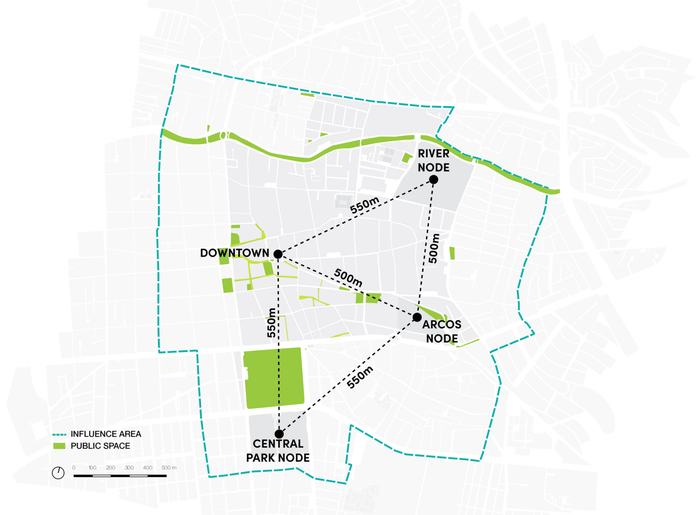
49 PARKING AREAS AROUND THE DOWNTOWN AREA

1.7X MORE GREEN AREAS SCATTERED IN PUBLIC PARKS AND GARDENS

30% MORE PUBLIC TRANSPORT STATIONS

REPURPOSE OF AT LEAST 50% OF PARKING GARAGES

3,800M² OF ADDITIONAL PEDESTRIAN STREETS



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

BEFORE

Zaragoza (by Alameda)

Damián Carmona

PEDESTRIAN EXCLUSIVE AREAS WILL INCREASE 7.26 TIMES

CENTRAL PARK
OPPORTUNITY

POTENTIAL FOR

+1,400

NEW JOBS FOR MERCHANTS
AND OFFICE WORKERS.

POTENTIAL FOR UP TO

57,000m²

OF OFFICE SPACE.

25%

ADITIONAL LEASEABLE SPACE
FOR OFFICES AND COMMERCE

ARCOS
OPPORTUNITY

68%

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

+110,000

m^2 OF NEW RETAIL AND SERVICE SPACES WITHIN ACCESS POINTS.

+79%

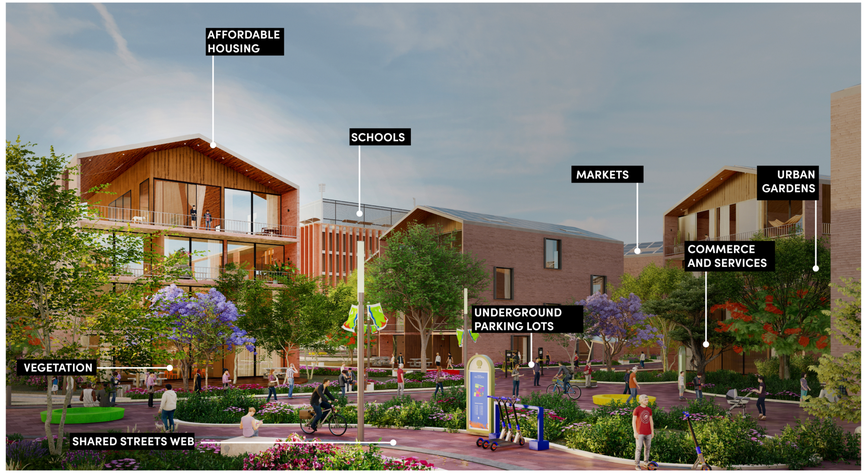
INCREASE IN RETAIL PUBLIC SPACE.

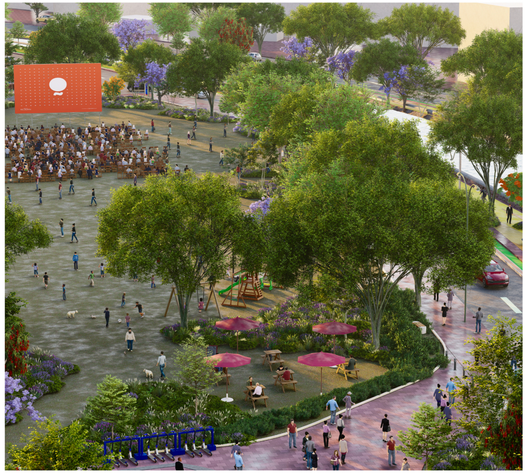
RIVER OPPORTUNITY

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.





QUERETARO REBORN, THE BIGGEST REGENERATION PROJECT IN MEXICO

QUERETARO

REBORN

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