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## **ULI Spring Meeting 2013**



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# DOWNTOWN REVITALIZATION TIJUANA, B.C. MEXICO



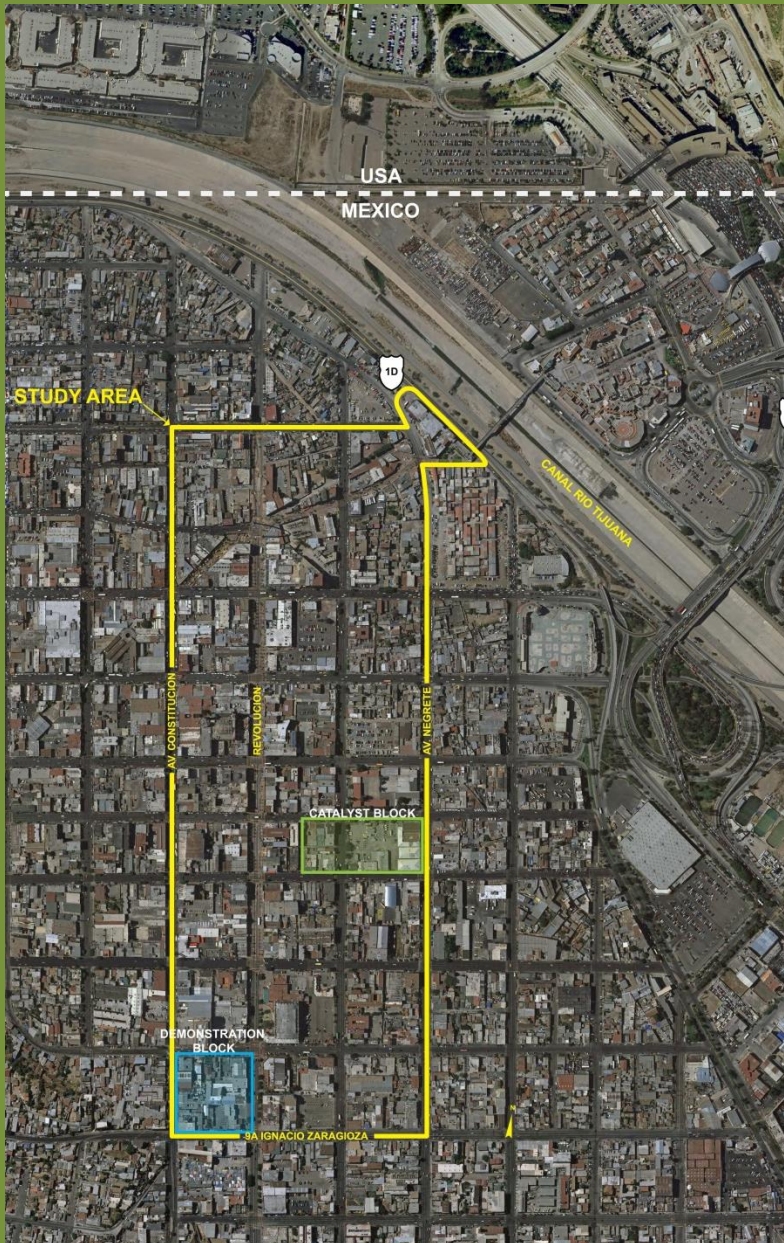


# TAP Members & Technical Support

- **Greg S. Shannon**, President, Sedona Pacific – Downtown Tijuana Revitalization TAP Chairman
- **Mary Lydon**, Executive Director, Urban Land Institute San Diego-Tijuana
- **Laura Burnett**, FASLA, LEED AP, Principal, Burnett Land & Water
- **Martin S. Flores**, Director of Urban Design and Planning, Rick Engineering Company
- **Carolina Gregor**, Senior Regional Planner, San Diego Association of Governments
- **Martin Poirier**, FASLA, Principal, Spurlock Poirier Landscape Architects
- **Gregory L. Strangman**, Founder/CEO, L.W.P. Group, Inc./San Diego
- **Jim Tanner**, AIA, NCARB, Founding Partner, TannerHecht Architecture
- **Enrique Betancourt**, Co-founder and Executive Director, MESH
- **Paul McNeil**, Planning and Urban Affairs Consultant
- **Paul C. Marra**, Senior Principal, Keyser Marston
- **Gene Towle**, Managing Partner, Softec
- **Ricardo Rabines**, Principal, Safdie Rabines
- **Frank Wolden**, Principal, Skyport Studios
- **Carlos de la Mora**, AECOM
- **Gabriel Garzo**, Grupo Loponti
- **Alejandra Zazueta**, Atelier Urbano



# DOWNTOWN TIJUANA, B.C. MEXICO REVITALIZATION



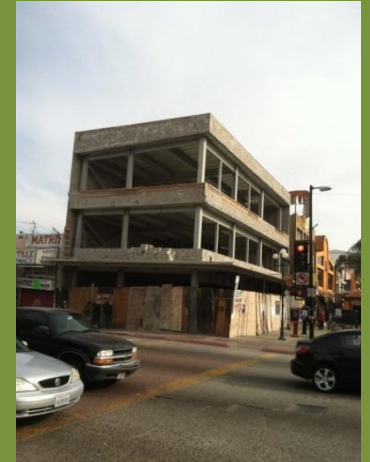
**Urban Land  
Institute**

**San Diego/Tijuana**



# Downtown Tijuana Weaknesses & Constraints

- Safety & the Perception of Safety
- U.S. Border Waits
- Lack of Multiple Markets for Retail & Restaurants
- Large blocks are “Dead” in the Center
- Narrow Range of Retail Offerings
- Blighted & Abandoned Buildings
- No Parks and a Lack of Landscaping
- Poor Infrastructure & Maintenance
- Poor Way Finding & Signage



# VISION STATEMENTS



- Convert the center of Tijuana in a orderly area, focused on urban restructuring aimed at economic recovery, under a scheme of densification, urban image enhancement and security of the inhabitants of the area.
- Promote improvement and road mobility schemes with a focus on pedestrian transit.
- Encourage productive activity raising competitiveness with a metropolitan approach, focusing on the tourism, trade and services sectors.
- Recover and increase local and national tourism as major economic activities of the city, by building trust and preference of the potential tourism that resides and travels to California, causing interest in visiting Tijuana.
- Manage resources and financial support for the Trust of the downtown area, for the sustainable management of projects related to the conservation, restoration, maintenance and remodeling of the economic recovery program.

# Tijuana Demand, 2010 - 2025

Units/Density	Units	60/Ha	250/ha
Homes	298,000 homes	5,000Ha	1,200Ha
	Units	80 m2 shops	
Retail	2,200,000m2	26,000	
	Units	10,000m2 Bldgs	
Office	300,000 m2	30 Bldgs.	
	Units	5,000 Bldgs	
Industrial	18,600,000m2	3,700 Bldgs.	

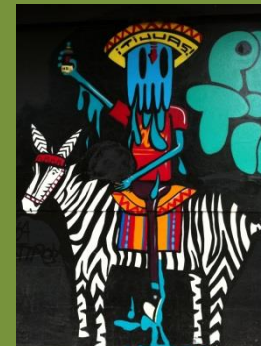
Source: Softec



# Downtown Tijuana Strengths & Opportunities

## STRENGTHS:

- Historic Center of Tijuana
- Large Blocks & Pasajes
- Projected Growth & Space to Capture Growth
- Emerging Arts & Restaurants
- Medical Tourism
- Sidewalks and Street Wall on Revolucion



## OPPORTUNITY:

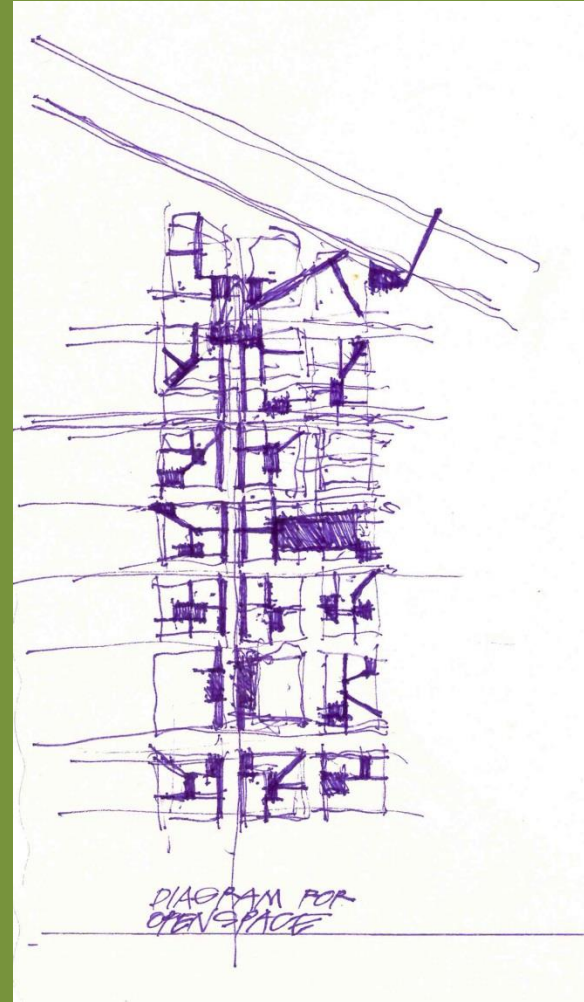
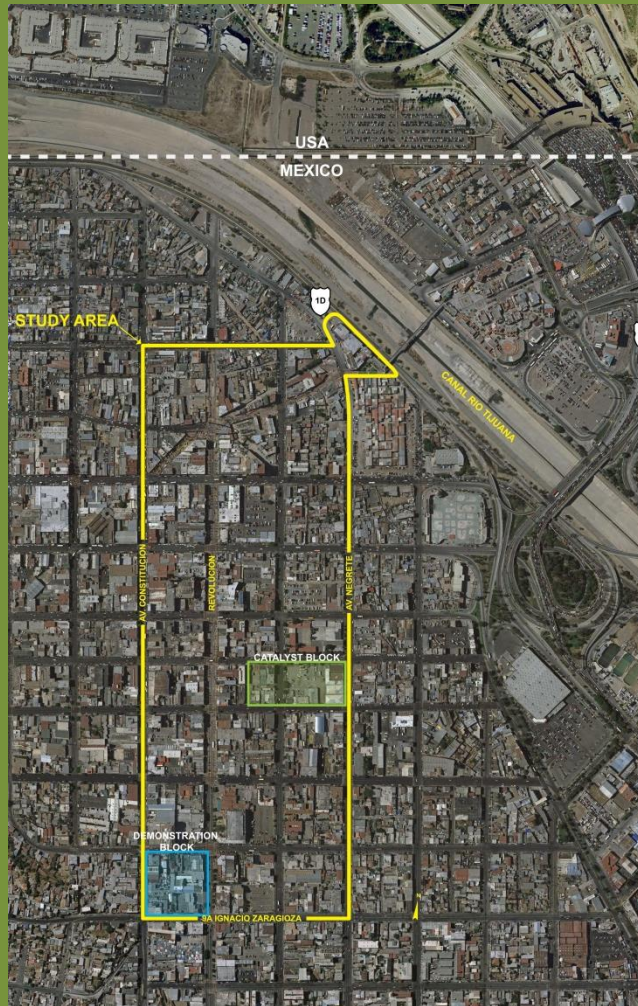
To make a Place Good for Tourists,  
make it Great for Residents.

# Existing Development Patterns





# Open Space Framework & Linkages





# The Historic Heart of Tijuana



# Regulatory Recommendations

1. Increase Density to a minimum Floor Area Ratio (FAR) of 6.
2. Require a minimum of 30% Open Space within a Block.
3. Require onsite Parking of 1 Space/Dwelling Unit.
4. Stress the Pedestrian Level Experience.
5. Encourage Mixed Uses.
6. Form-Based Design Guidelines.
7. Implement a good Way Finding system.
8. Encourage, but disperse Street Vendors throughout the Downtown.



# Ficentro Trust Recommendations

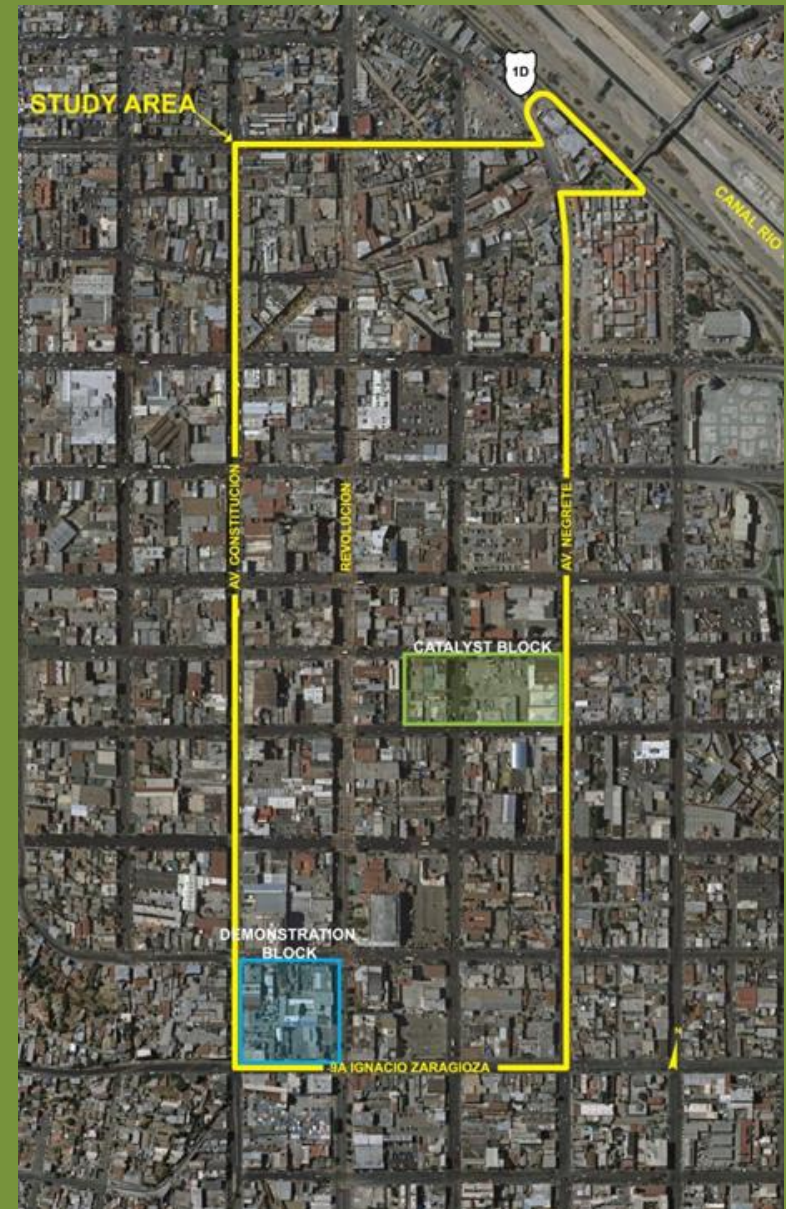
1. Create a Clean & Safe Program for Maintenance and Goodwill /Safety Ambassadors.
2. Undertake a PR Program to Promote the Area's Attractions & Safety.
3. Implement the Design Guidelines through a Design Review Board.
4. Capital Projects: City Funds 75% , Landowners Fund 25%
5. Maintenance: City Funds 25%, Landowners Fund 75%
6. Create a well located reservoir(s) of Public Parking.
7. Organize & Market Special Events.
8. Commission Art throughout the Area.





# Catalyst Blocks:

1. Will Catalyze and Support the proposed Redevelopment Plan Land Uses – Mixed Use with a Residential Emphasis, ground floor Commercial and Tourism .
2. Will be Developed as a Public/Private Partnership.
3. Is Located where it will have the Most Impact.
4. Is Scaled to be Affordable and can be Phased.



# Catalyst Block:





# Catalyst Blocks Site Plan





# Catalyst Block Section

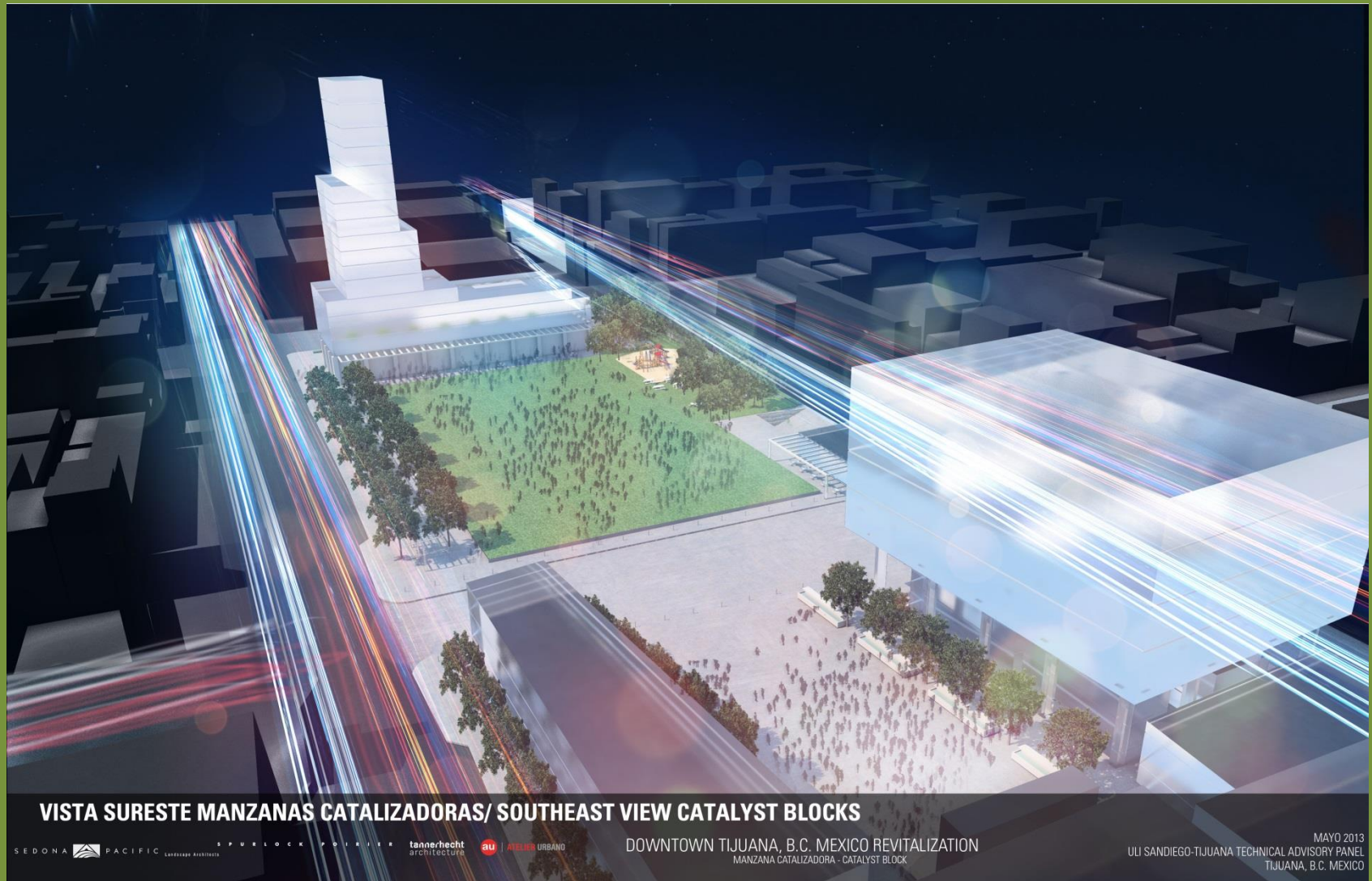


# Catalyst Block View to the Northwest





# Catalyst Block View to the Southeast





# Catalyst Block Street Scene on 5th



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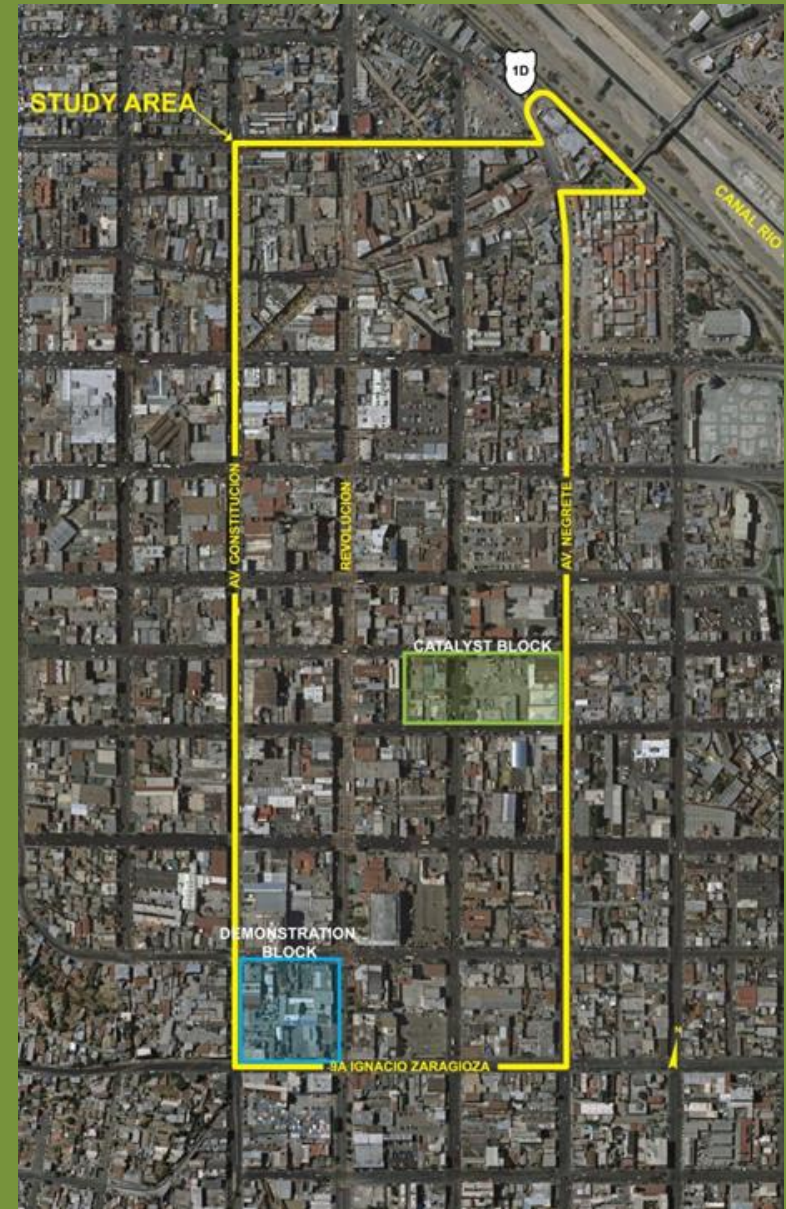
# Catalyst Block Multi-Media Plaza



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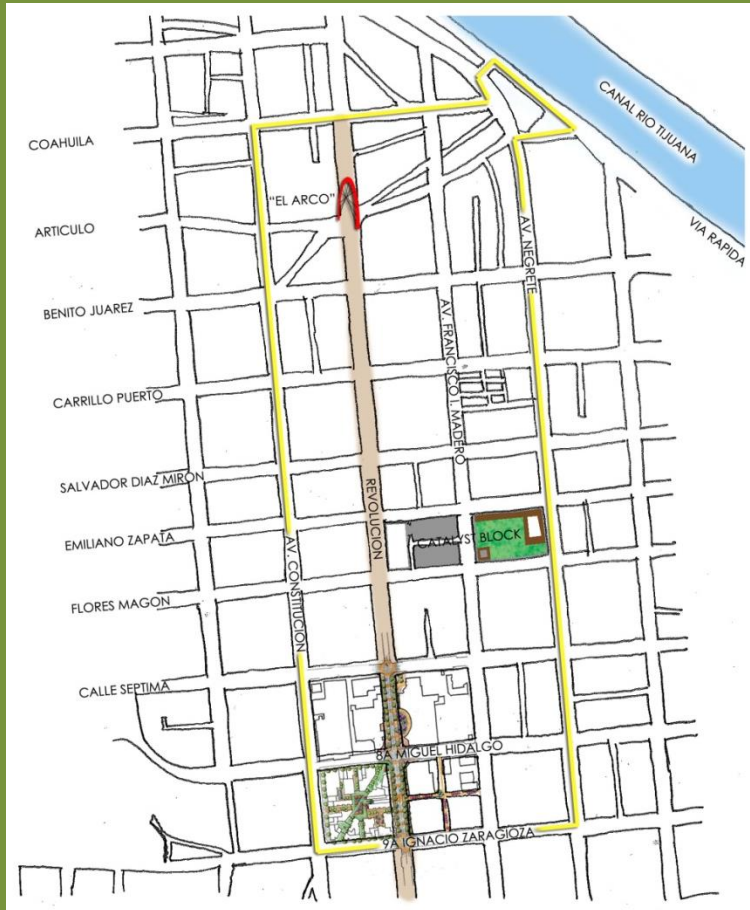
# Demonstration Block:

1. Will demonstrate how a typical block in downtown Tijuana can be redeveloped to implement the TAP recommendations for the Study Area.
2. Can be Privately developed with minimal Government Regulation.
3. Can serve as a Prototype for redevelopment through-out the Study Area and Zona Centro.

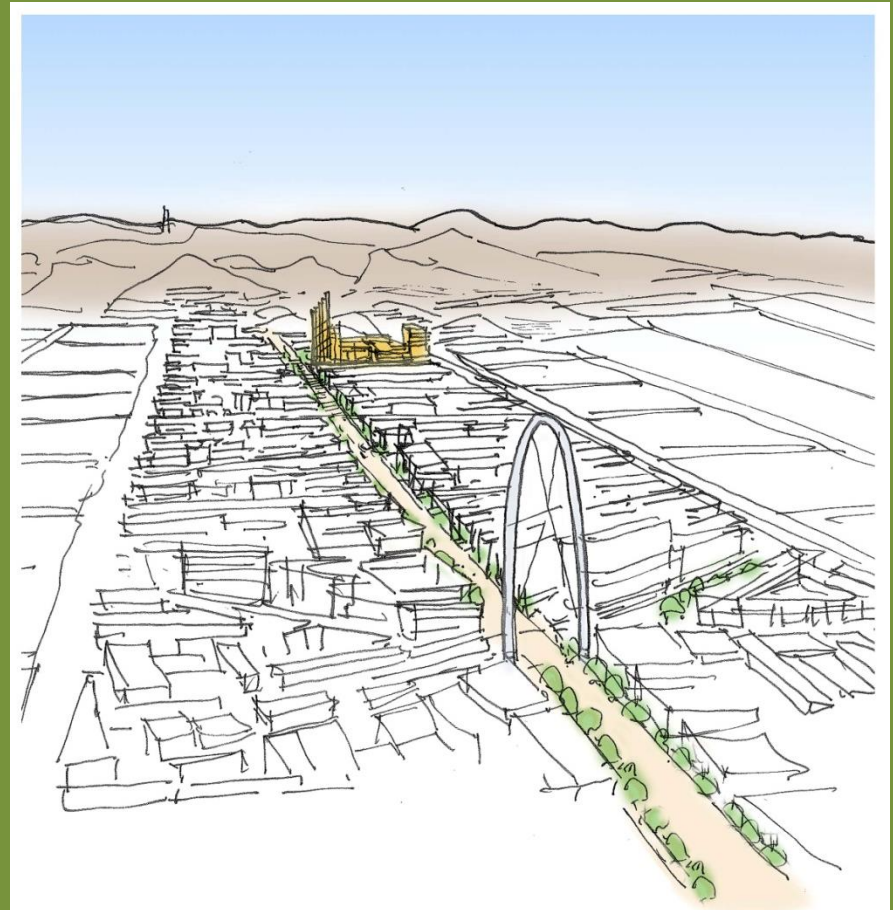




# Demonstration Block



VICINITY MAP



PERSPECTIVE VIEW

# Demonstration Block

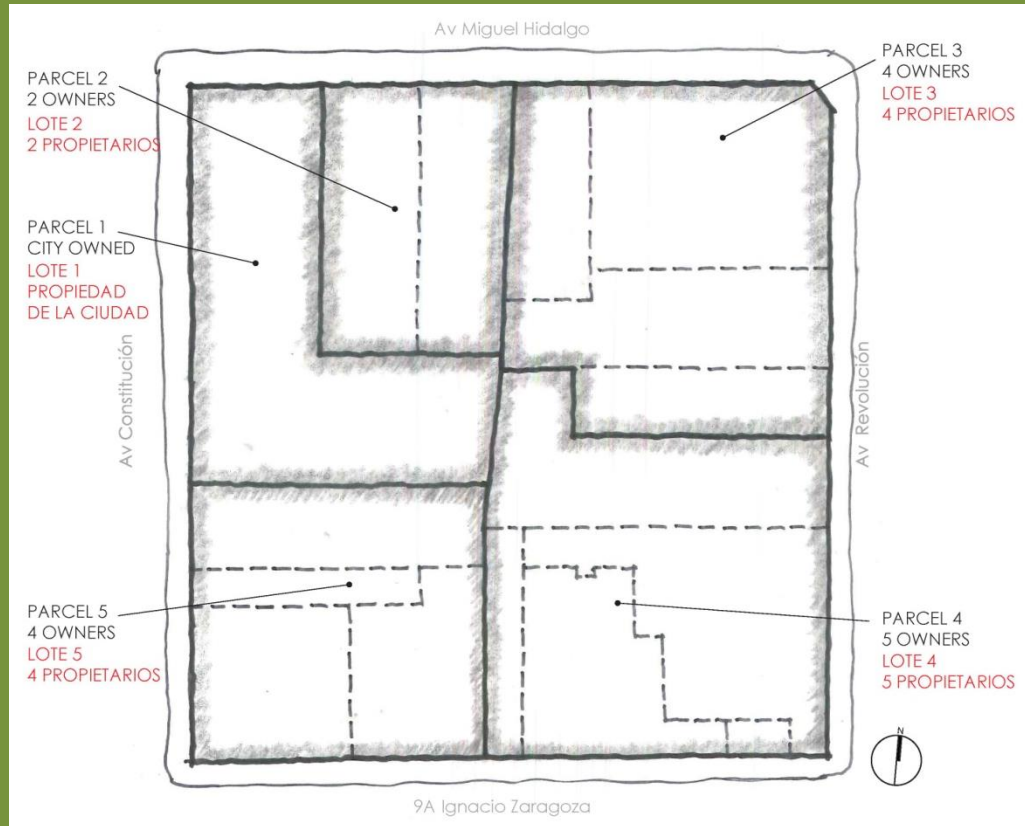


SOUTHERN DOWNTOWN GATEWAY – OPTION A



SOUTHERN DOWNTOWN GATEWAY – OPTION B

# Demonstration Block



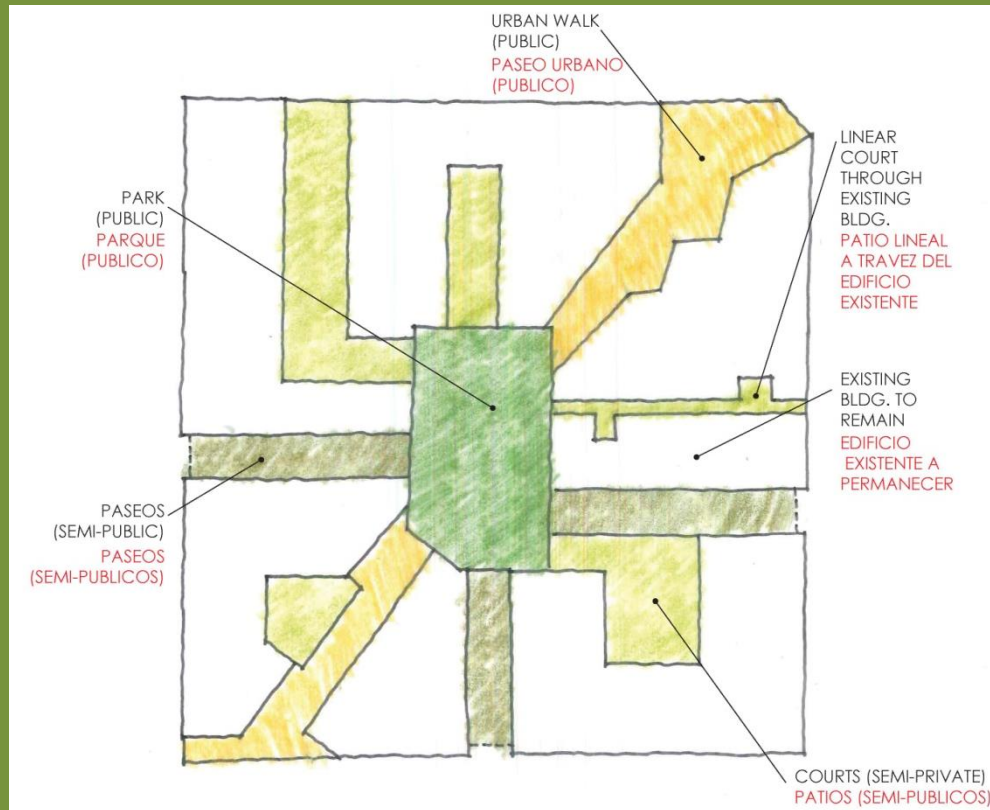
PARCELS / LOTES



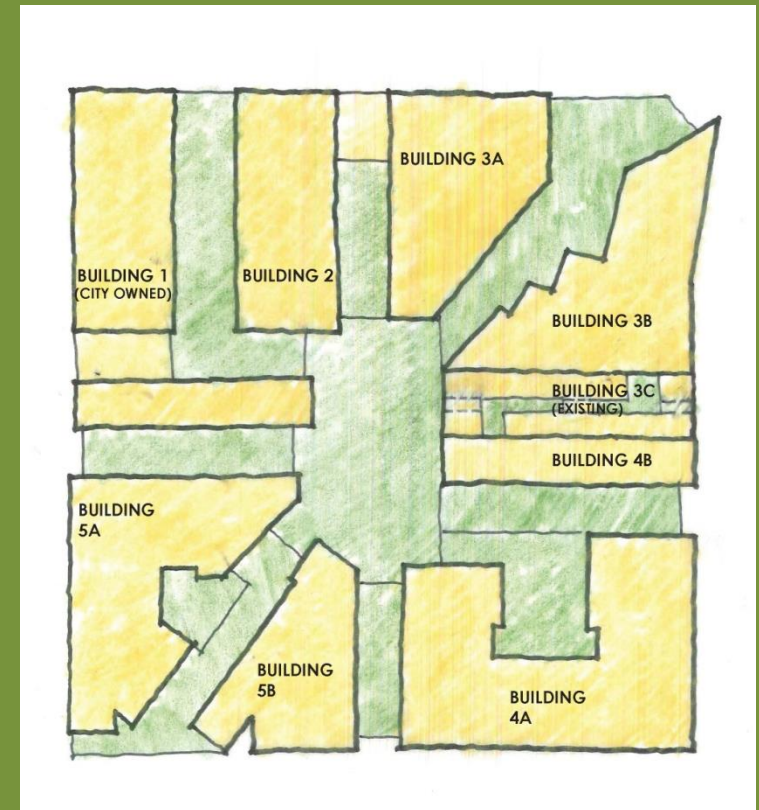
PARKS AND WALKS / PARQUES Y PASEOS



# Demonstration Block

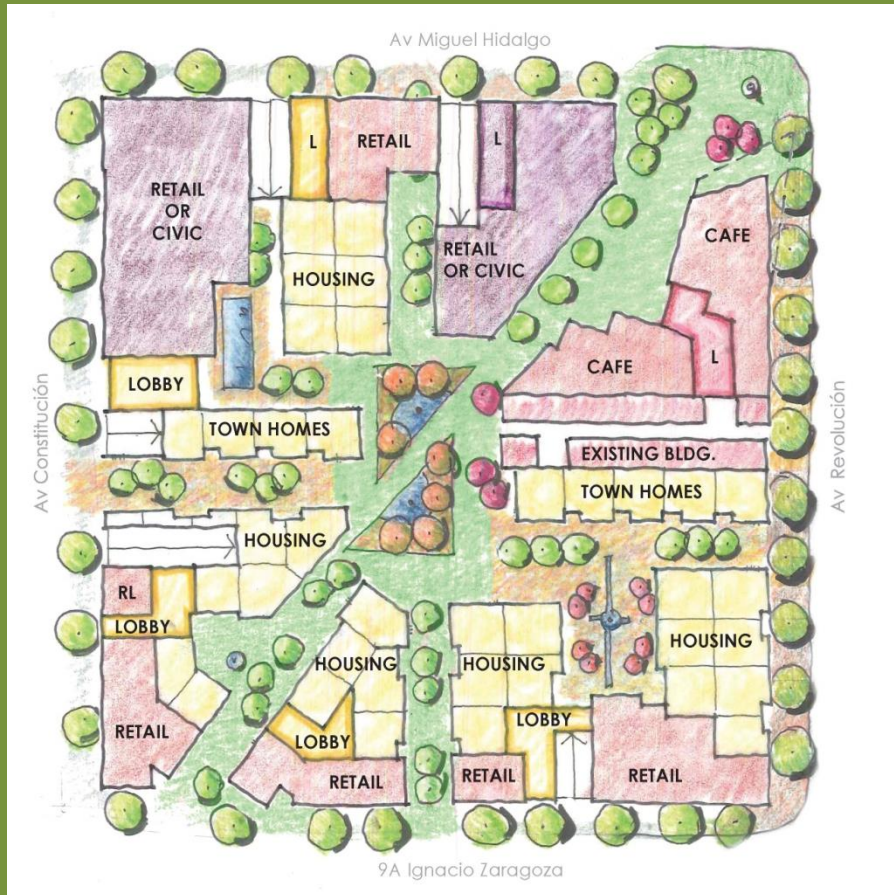


PUBLIC & PRIVATE SPACE – ESPACIOS PUBLICOS & PRIVADOS



BUILDINGS - EDIFICIOS

# Demonstration Block



STREET LEVEL PLAN / PLANTA AL NIVEL DE LA CALLE



TYPICAL UPPER LEVEL / PLANTA TIPICA – NIVEL SUPERIOR



# Demonstration Block

## BUILDINGS 4A & B

- 146 PARKING SPACES (BELOW GRADE)
- 4A - 76 UNITS
- 4B - 10 UNITS

## EDIFICIOS 4A & B

- 146 LUGARES DE ESTACIONAMIENTO (SUBTERRANEO)
- 4A - 76 UNIDADES
- 4B - 10 UNIDADES

## BUILDINGS 5A & B

- 150 PARKING SPACES (BELOW GRADE)
- 5A - 55 UNITS
- 5B - 30 UNITS

## EDIFICIOS 5A & B

- 150 LUGARES DE ESTACIONAMIENTO (SUBTERRANEO)
- 5A - 55 UNIDADES
- 5B - 30 UNIDADES

## BUILDING 1 (CITY OWNED)

- 190 PARKING SPACES (BELOW GRADE)
- 109 RESIDENTIAL UNITS

## EDIFICIO 1 (PROPIEDAD DE LA CIUDAD)

- 190 LUGARES DE ESTACIONAMIENTO (SUBTERRANEO)
- 109 UNIDADES DE VIVIENDA

## BUILDINGS 3A, B & C

- 270 PARKING SPACES (BELOW GRADE)
- 3A - CIVIC/COMMERCIAL/ RETAIL
- 3B - 147 UNITS
- 3C - EXISTING BUILDING

## EDIFICIOS 3A, B & C

- 270 LUGARES DE ESTACIONAMIENTO (SUBTERRANEO)
- 3A - CIVICO/ COMMERCIAL/ VENTA
- 3B - 147 UNIDADES
- 3C - EDIFICIOS EXISTENTES

## BUILDING 2

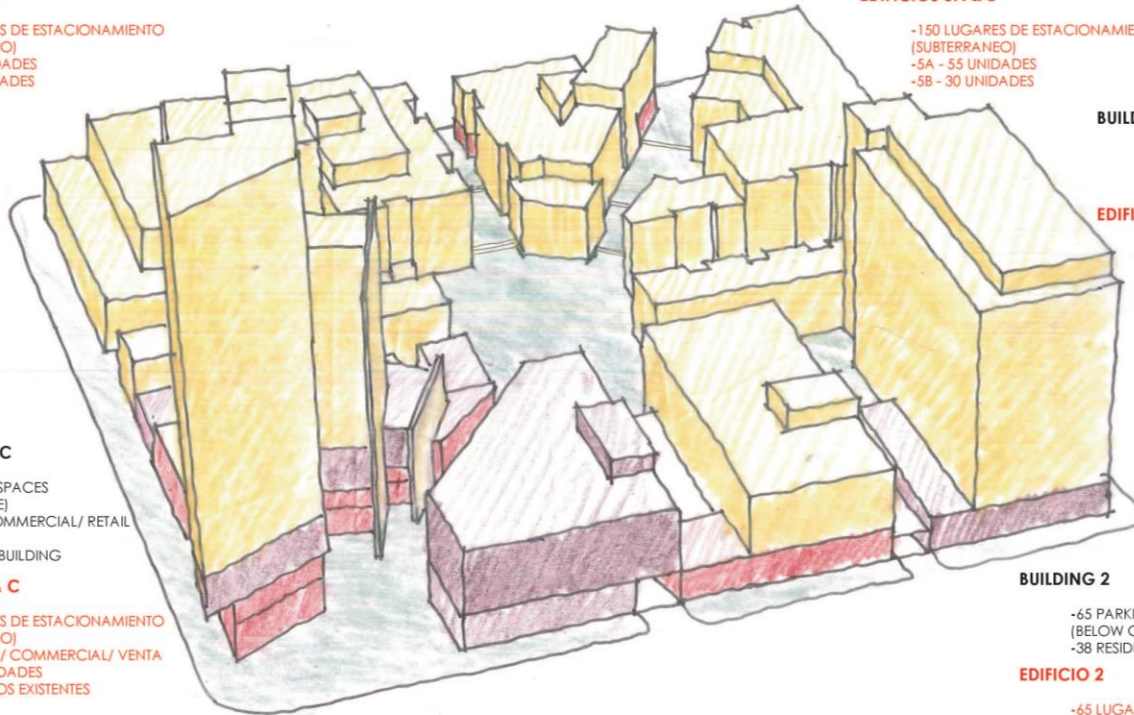
- 65 PARKING SPACES (BELOW GRADE)
- 38 RESIDENTIAL UNITS

## EDIFICIO 2

- 65 LUGARES DE ESTACIONAMIENTO (SUBTERRANEO)
- 38 UNIDADES DE VIVIENDA

## LEGEND - LEYENDA

- RESIDENTIAL - VIVIENDA
- CIVIC/COMMERCIAL - CIVICO/ COMMERCIAL
- RETAIL- VENTA





# Demonstration Block



# Demonstration Block



SITE SECTION

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REVITALIZATION - ULI SAN DIEGO/TIJUANA



# Demonstration Block



ELEVATION 1 – IGNACIO ZARAGOZA 9A



ELEVATION 2 – AVENIDA CONSTITUCION



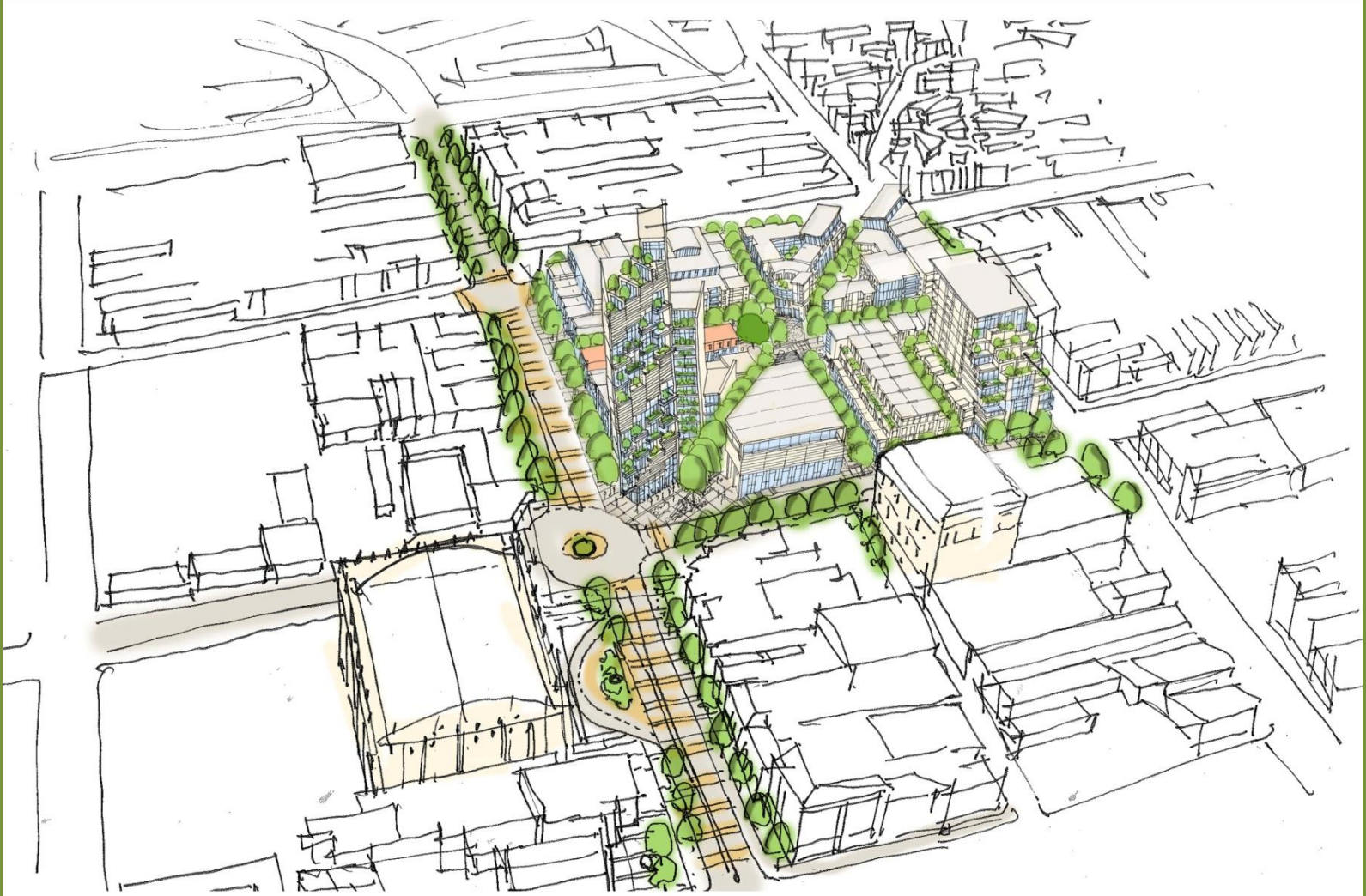
COURTYARD BLDG. TO REMAIN ON REVOLUCION



ELEVATION 3 – MIGUEL HIDALGO 8A



# Demonstration Block



DOWNTOWN TIJUANA, B.C. MEXICO  
REVITALIZATION - ULI SAN DIEGO/TIJUANA

# Creating Value in the Center

Demonstration Block  
Downtown, Tijuana



LIND Block  
San Diego, California



Block Pattern  
Barcelona, Spain



# Thank You



DEMONSTRATION BLOCK

CATALYST BLOCK  
MIXED MEDIA URBAN PLAZA

