



Street Design Challenge 2023

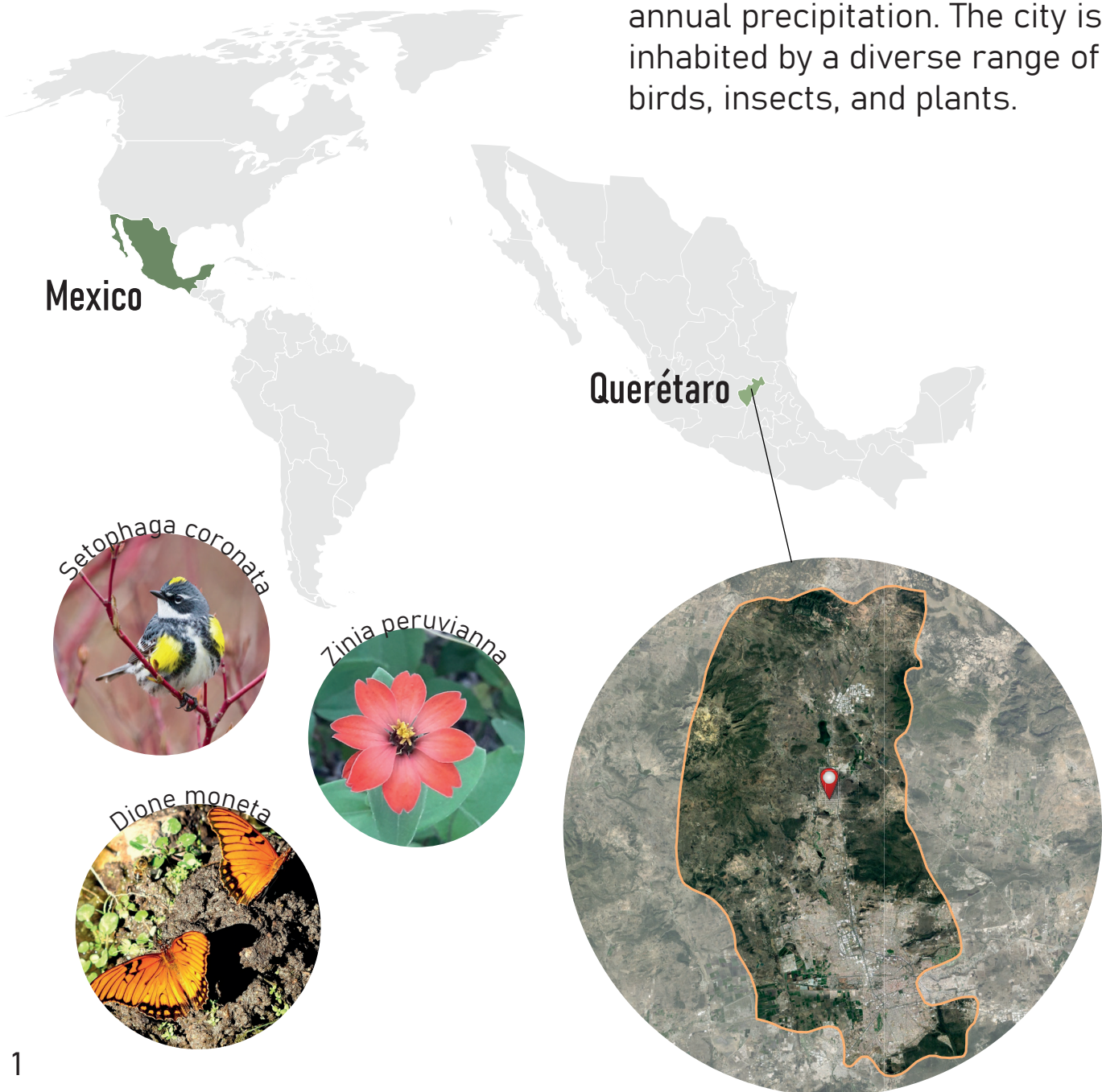
Team 14

CETRAM Santa Rosa
Querétaro, Mexico

Intervention site

The CETRAM Santa Rosa is located in the city of Querétaro, Mexico. The city is situated in the heart of Mexico's industrial hub and is perceived as a center of innovation and creativity. The city is home to major manufacturing industries, particularly in the automotive and aerospace sectors.

More specifically, the intervention site is the CETRAM Santa Rosa, situated between Vicente Guerrero Street to the west, Josefa Ortiz de Domínguez Street to the south, and C. Morelos Street to the east. Querétaro's climate is semi-arid, with temperatures in April and May reaching up to 32 degrees Celsius. From June to September, Querétaro experiences significant rainfall, accounting for 75% of the annual precipitation. The city is inhabited by a diverse range of birds, insects, and plants.



Intervention site



A CETRAM is a central modal transfer point that facilitates the transition between urban and suburban buses and active transportation. Currently, the CETRAM Santa Rosa occupies approximately 2,700 square meters. Three bus companies and taxis share the space with difficulty. No urban furniture is available to users, and there is no waiting area provided. However, the CETRAM is strategically located in proximity to a hospital, schools, a library, and businesses. Therefore, a wide range of users frequents this terminal. Universal accessibility is also lacking on the site. Mineralized surfaces predominate, which contributes to the formation of urban heat islands and flooding



Observations

STRENGTHS	WEAKNESSES
<p>Key transit point for the rural and suburban population</p> <p>Existing basic infrastructures</p> <p>Diverse user base</p> <p>Strategic location</p> <p>Sustainable transportation</p>	<p>No facilities such as restrooms, garbage bins, seats, shaded waiting point</p> <p>Very low vegetation cover</p> <p>Hostile space for users</p> <p>Lack of safety measures</p> <p>Does not promote friendliness or the dynamism of the area</p> <p>Highly mineralized</p> <p>Significant lack of infrastructure that facilitates the use of public transportation</p> <p>No active transportation infrastructure</p> <p>Lack of nighttime lighting</p>
OPPORTUNITIES	THREATS
<p>Site greening</p> <p>Revitalization of the area through street art</p> <p>Implementation of safety measures for users and employees</p> <p>Street animation through temporary arrangements</p> <p>Shaded spaces</p> <p>Creation of a secure waiting area</p> <p>Establishment of a boarding area</p> <p>Promotion of active transportation</p> <p>Optimizing open spaces</p>	<p>Promotion of car use</p> <p>Heat islands</p> <p>Floods</p> <p>Accidents</p> <p>Area's decline</p> <p>Crime</p>

Challenge

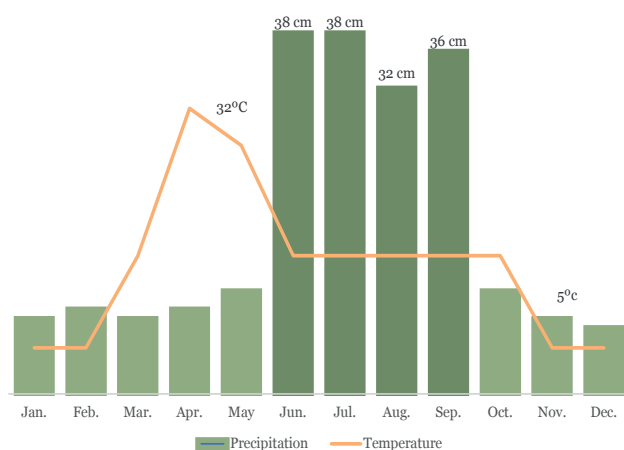
Reconfigure the Santa Rosa CETRAM on a highly mineralized and user-hostile site to make it universally accessible and resilient to the impacts of climate change.



Vicente Guerrero and Josefa Ortiz Domínguez intersection



C. Morelos and Josefa Ortiz Domínguez intersection



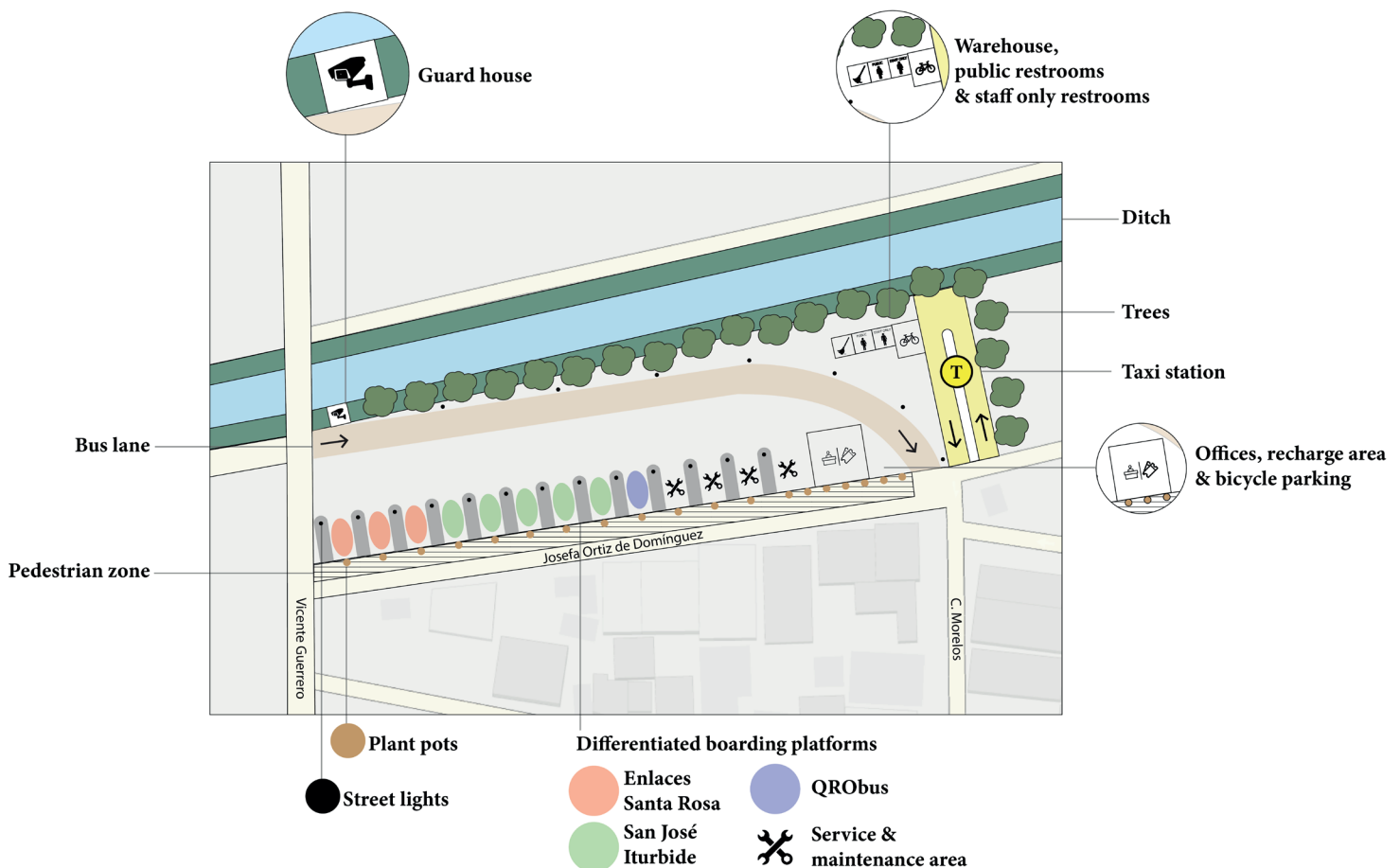
Precipitations and temperature in Querétaro



Pollution near the CETRAM Santa Rosa

Vision

Our team is committed to creating a dynamic and welcoming CETRAM Santa Rosa that reflects the community's identity and serves as a catalyst for the sustainable development of the area. We envision a space where biophilic design will be emphasized, along with tactical urbanism principles to facilitate the transition to permanent development. We strive to make the CETRAM a place where every user, whether a student, worker, or resident, feels valued and secure.



Archetypes



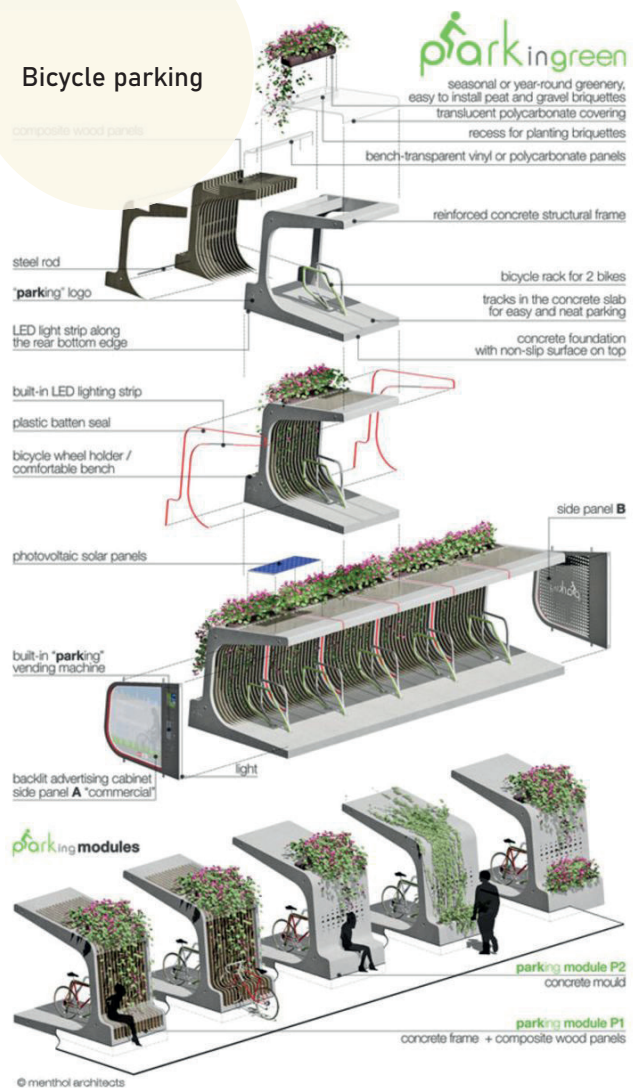
Shaded waiting areas



Street furniture



Universal accessibility



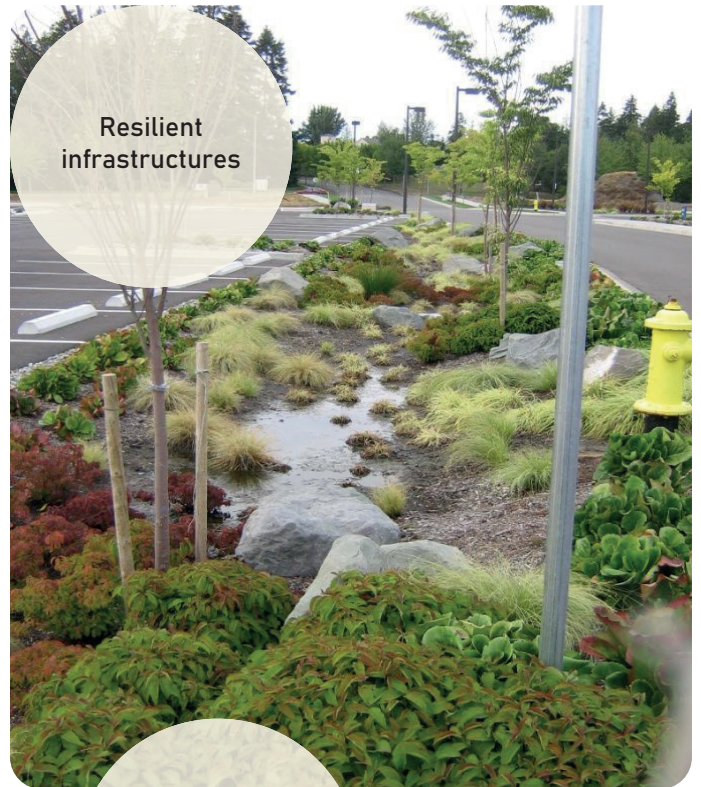
Archetypes



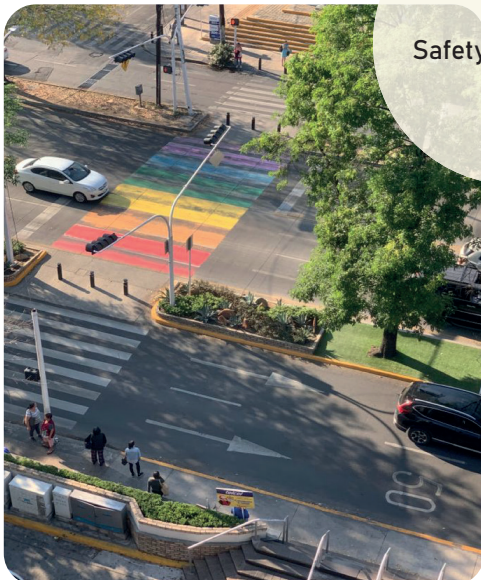
Street art



Resilient infrastructures



Safety measures

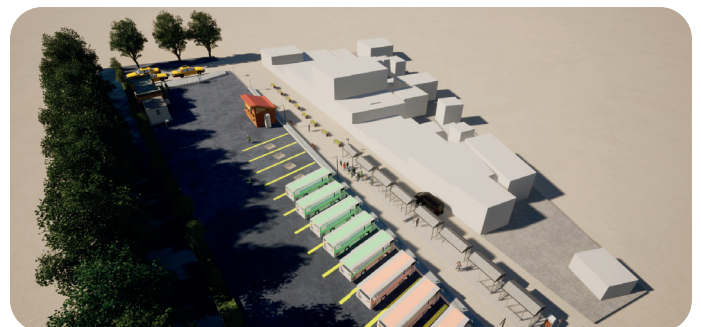
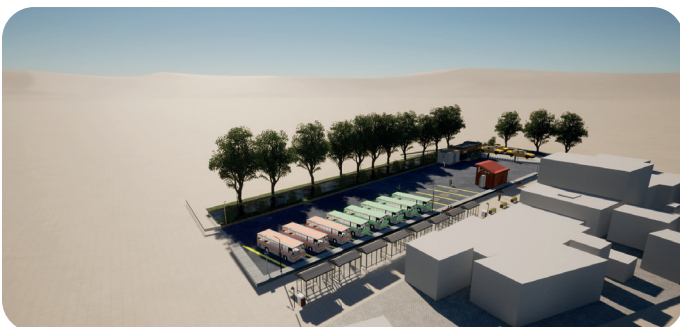


Local species



Urban development proposal

The team aims to enhance the layout of the CETRAM by establishing a shared street to provide more space for public transport users. Furthermore, a greening of the street and the surrounding area is proposed. The reconfiguration of the platforms will improve user safety and optimize bus movements.



Urban development proposal

