

When Destiny reaches us: Upwards grow of a city in conflict, Guadalajara, México

Guadalajara, as the same has happened with many Latin American cities, is the result of their specific urban development process, past and present: colonial, republican and modern times. Historical moments which mark along and up to the recent times, thus, a new nebulous metropolitan ensemble, a rapid metamorphosis caused by the combination of local and international private investments and some no-where or unknown founts, or throughout what we call global capitalism. Government facilities are involved in this dynamic housing investment and construction development. Management is done frequently by external agents and enterprises, pushed by the "cities global competition" marketing. As we know, Guadalajara was selected the city for the 2011 Pan American Games.

Our work runs along the lines of a description and material changes on the territorial order and interrupted traditional physical growing conditions, as results of a renovated interpretation of a short process, in time, of building development and the layers and instruments the capital invest obtain in order to progressively redirect the project and administration of the metropolitan territory. But it is necessary point it out that the total metropolitan area like a social and economic realities, show us the diversity of cultural expression and the asymmetric income distribution.

The subject of our study, on an immediate and specific scale, between the aggregate observation of territory occupation and the scale of specific location with typologies of buildings, are the material by which transformation of spatiality, architectural structure, morphology, urban changes, is wrought and the city planners and architects, are acting transforming part of the city escape, and the way of living for some selected habitants, at the exclusive part of the metropolitan city. Also all this represent the turning out and changing types of planning process, negotiation with private interest and coming from the municipality's authorities and professional offices.

One of the exciting aspects of city and regional planning, over the problems that reality show us and more, is, this way, the challenge for professional researchers, not only truth the academic vision, who became important part. This way looks that academics are some kind of necessary participants, those who are trying to understand the dynamic phenomenon that makes the urban and regional issues part of everybody life. This way the territory and its cultural environment became a very interesting problem to know and understand about, under the different manifestation might happen on, political, economic, cultural, and social. As our cities growth, especially in the development countries, to understand how all this happened, the particular and community interest inside the urbanization and habitat production is one important issue to study. As we seek to guide urban development in a purposeful manner, the model and system, as the anticipation and account for changes in the functions of our cities, and how these translate into new urban patterns, the character join it with the social imaginary and cultural identity, is been, or have to be, one priority for city communities.

According to the official numbers of the Social Development Secretary (SEDESOL), and other organisms like the Population National Council (CONAPO), and the Geography, Statistics and Informatics National Institute (INEGI), of Mexico, in the country exists 55 metropolitan areas which they have followed the traditional pattern of growth in extension. Whose population at the beginning of century XXI ascended approximately to 52 million inhabitants, near the 52 percent of the national total. Of these, 9 marked zones as metropolitan form in more important city-planning body, in which it resides around the 35 percent of the total population of the country. This panorama has begun to be reviewed with urgency and preoccupation with the intention to revert its impact in the costs of services, the complexity of its functional support, and social problems. In consistency with

other data of such organisms, Guadalajara is one of which it stands out by his importance and more it influences historically in the west-center region of Mexico, until the present.

In this city-region approximately 4.5 million inhabitants in an approximated extension of 2.780 square kilometers are based. The Metropolitan Region of Guadalajara, occupies place 69 between the 100 urban sprawls populated in the planet and between the 12 more greater ones in Latin America. There, the 5 percent of the national Gross Internal Product (PIB) is generated. An important data is the prospective that marks the itinerary of its future, since the Region (and in special the city-metropolis of Guadalajara and its influence), is located in the geographic space of the project to construct the Free Trade Agreement (TLC) corridor, that it implies the connection between cities of the country pacific coast-west-center, and transport connection with the Manzanillo Port HUB, one of the most important commercial ports at the Mexican Pacific littoral.

In this surroundings impacts of diverse order, complex problems come together: the phantom of the diseconomies in scale, the acute problems of mobility and transport, distance or concentration of services, real estate values that produce high cost distances, to that one adds the crisis of energy and the rule of information technologies, which marks a new development era for metropolitan territories in the country. In this crossroads they have aliened new dynamics from land occupation, ground strategies, that tries to reconstruct and to create a new direction in the scale and dimension of large cities, just like changing or improving (with abundant anarchy), regulation for a real estate sector segment market, under the pressure of external and local financial power groups.

The Council of the Metropolitan Zone of Guadalajara published recently a document (2006), about territorial metropolitan area that includes 8 municipalities (Guadalajara, Zapopan, Tlajomulco, Tlaquepaque, Tonalá, El Salto, Ixtlahuacán y Zapotlanejo), territorial space considered the second in dimension in the country, titled *Metropolitan Region of Guadalajara, 2007-2013*, where it writes down: "The disordered urban growth has caused dispersion... the distant urbanization has caused, inefficient operative and high costs in the services and great vacated areas. On the other hand, in the last years have been multiplied the construction of sets of buildings and houses in height for the market of high income, already for a long time disorder, while in the periphery it is constructed horizontally". The direction of the market of this type of businesses is remarkable in this consideration and city construction, that has brought a series of conflicts in which the city councils in the individual and the legal resources of coordination between these, has not worked to generate a clear policy of development in height for the city-metropolis.

The production of buildings in height for residential objectives (some few for offices or others), place by the "innovative" model of extensive horizontal development, until today an effective way of city wrought in some countries, confront the phase of new challenges for the social construction of the city. The challenge of an extensive social improvement, and the selection of the best real estate investments in the context of the new scenes coming from, and in the middle, of the global factors that hit countries and regions around the world. For several decades, with greater emphasis in which it goes the present century, the destiny has seemed to reach and get a complexity, and communities and planning conflicts. In the case of Guadalajara, the social project of city that surpasses the tradition of the property deprived on firm ground, to be fitting the spaces of house in the new course to live in height. All this within the framework of a process that makes every day the social asymmetries between poverty and wealth, remarkable and the remarkable series of difficult environmental problems, that imply countries, cities and the world and their urban civilization model.

In recent diagnosis-prognosis elaborated by the Secretary of Urban Development of the Jalisco State Government under the title *Metropolitan Region of Guadalajara, prospective 2007-201*, the metropolitan problems considered critical and of urgent attention: "The environmental deterioration, the loss of competitiveness and quality of urban life, the marginality and the deficiency of metropolitan vision. This scenery adds series of conditions that have caused the direction and quality of the growth in height of the city of Guadalajara". Result of such conditions has been caused that before the influence of world-wide the financial model, of the effect of the schemes of the globalization on the social set, the implantation of a series of buildings projects takes place in the metropolitan area that are located mainly in a polygon by the north-west side, at the municipal limited areas of Guadalajara and Zapopan, where the best environmental conditions exist. Nevertheless, the way of construct a new era for a city *grow without sprawl*, is a challenge that up to now is the lack of a suitable planning has caused a saturation of services, specially infrastructures, that have not respected the ecological environmental aspects, has saturated the roads, and in general all kind of infrastructures, which has caused strong reactions of the academics and scientific researchers, different professionals, ONG's, groups and communities of neighbors. To all this effect the municipal management is added to reach and renew the metropolitan planning vision, tried to, but the real state gray interest on backwards represent and produce a shocking problematical, political and social, perspective.

This growth upwards has fundamentally occurred in buildings for the top market standing (during the last years), in a greatly focused metropolitan area. Nevertheless, the social disparities and the lack of inter-municipal government coordination, even the obsolescence of the urban and territorial planning model that maintain the authorities, counting in addition on the speculation that for years have been happening to the use of urban city land, with the complicity of the authorities, that it has not prevented the lines and limits of the metropolitan area, and the permanent growth in extension, phenomenon which is the continues marking problem that needs urgently a reasonable change in the next future.

It is important to aim that the phenomenon of growth in height that begins the past siècle, slowly from the Sixties of the eighties in the XX century, has undergone an exponential growth in the last decade. Such situation has passed of the construction of buildings mainly for offices and services like hotels, also hospitals, but in less percentage for residence. Up to now the construction of residential towers, directed for social high class, some under the adjective of "lofts", with the impulse of a strong strategy of marketing, is the objective for the real state financial groups, especially those who came from outside of the country, protected by municipal, state and federal authorities. In addition of all this, accompanied by adjustments in the infrastructure and the location of rehabilitation of modern environmental areas and by commercial seats "malls" and first class spaces for leisure, sport and health. In this objective the promotion and construction of these thematic spaces have also played a important parte as strategic logic business. In addition, thematic places and new great spaces for culture, education and sport, as they are: the University Cultural Center of the University of Guadalajara, Center JVC and the proposal to create the Guggenheim Museum, brought the circumstances that put into this play buildings and services which they prefigure space-architectonic and urban solutions with emblematic and fluent aesthetic character.

The city and the environmental project goes into the competitiveness slope which they are impelled from the world-wide market of cities, in the axis of the search his insertion on the global networks of primacy, in which, naturally, cities like Guadalajara only can hope to serve a secondary roll and as support in the segment that the true conductors of the international economy location decide.

At the same time, which the city of Guadalajara is prepared like sited of the Pan-American Games of the 2011, international financial attention has begun to generate important investments in the real estate sector. Some examples of this are: Chapultepec Horizon, the Pan-American Villas and Guadalajara Doors. Big investments in the line of residential towers for a city which is in the way of decide what to do for a better quality future. A recent study made by the Metropolis Foundation, proposed new developments in specific areas that rearranged this new codification of the development of the city, location areas for a new dynamic modernity of changes could improve possibilities of city, and that way could be possible others approaches for an noticeable cultural and social improvement.

Today a good number of megaprojects are in process, to growth without extending: Charcos Azules, Puerta Guadalajara, Horizontes Chapultepec, and some others, , within the framework of the insertion trying of the conservative political and enterprises groups, Guadalajara, was described by Financial Times, few months ago, as the best ones to invest in the globalize network of cities in the continent. The suspicious about this information look at State Government offices hand trough some compensate magazine advertising, until social discomforts (like the Communities Parliament, Somecites, Acueducto Group, Ecologist associations and more communities' societies, still protesting and push legal confrontation, like has been happen on the road. After all, has we write down in this paper, the coming process is hard to stop. Now the ideas for a better future, in relations whit the authorities and the urban and city planners are in a big problem. Solutions have not have one way to go ahead or even are not easy to see the possible best future, or even construct ideas to solve city grow upwards without serious social and economic contradictions.

The example of Guadalajara, México, the horizons and perspective, now in several ways ambiguous, looks ahead for mixture in land use: the way to growth in high and in an extensive continuity, until buildings construction for the housing business take place. In this case not only because the infrastructures are installed as one problematic answer of the asymmetric rent distribution whit the serious strength of the social reality. This way is not difficult localize on the city map the areas where the urbanism and architectural intervention actually happen, constructing and renovating infrastructures and building up housing projects in high, in some exclusive places, along the lines of one particular polarized and diffuse urban development where poverty is also a growing part.

On one hand we have the necessity of innovate the way our cities are planned and still. On a second, we need to improve the analytical studies centre on local territorial circumstances resembling the representative nature of our urbanism and way of the formal and informal city production, thereby formulating preliminary structural interpretations whit respect to the causes of the territorial transformations (how to take advantage of needs, of fixed social capital for the minimum of norms which help a better habitability and ecologic environment whit land property and use), wrought and also the types of town planning processes which had been generated.

Impulse the social discussions about the urban layers and the framework for an innovative way for educative programs, and the relevant which is to understand the periods and how the city has been constructed, related whit social sketches into the Planned City, their results, and all that corresponding to the city government and the professional intervention. Start the inventory of changes, the becoming problems and the series of possible solutions. Is necessary to accept a new metropolitan growth shape, that it'll be part of the city future, but not only this is have to be the view to worry us. Corruption and violence could be also one most important issue to pay attention if we would be able to reach another achievable better future.

Building (Zapopan)	Status	Height	Floors	Use	Year
Vista Plaza del Sol Tower 2	Built		17	Hotel	1971
Vista Plaza del Sol Tower 1	Built		11	Hotel	1971
Torre Corey	Built		18	Office	1993
Evercopad Tower	Built		12	Office	1994
Centro Médico Puerta de Hierro Torre	Built		26	Hospital	2005
Cima Real Torre1	Built		14	Residential	2005
Torre Cube	Built	55 m	16	Office	2005
Torre Aura Puerta de Hierro	Built	102.6 m	28	Residential	2006
Torre de Hierro	Built	52.5 m	14	Residential	2006
Torre Aura Altitude	Built	167 m	43	Residential	2007
Torre Titanium	Built		29	Residential	2007
Torre Citadel	Built		25	Residential	2007
Aura Lofts	Built	90 m	27	Residential	2007
Torres Empresarios Treinta: Cinco	Built		18	Residential	2007
La Reserva de Acueducto 5500	Built		13	Residential	2007
IXE Banco	Built	68m	16	Office	2008
Pablo Neruda Towers	Proposal		20	Residential	2008
JVC Pavilion	Proposal	76 m		Office	2008
Torrena	Stand by	250.5 m 338.5 m plus antena	62	Mixed	2009

Building (Guadalajara)	Status	Height	Floors	Use	Year
Banco Industrial	Built	49.5m	14	Office	1960
Torre Minerva	Built	34m	12	Residential	1960
Condominio Guadalajara	Built	52m	26	Office	1963
Mision Carlton Guadalajara (antes Hotel Hilton)	Built	45m	20	Hotel	1965
Telmex Occidente	Built	40m	14	Telephone	1969
Palacio Federal	Built	48m	15	Office	1970
Suites Bernini Hotel	Built	50.8m	17	Hotel	1970
Condominio Plaza Américas	Built		26	Office	1972
La Paz Tower Condominium	Built	57.8 m	19	Office	1976
CMNO Hospital de Especialidades	Built		17	Hospital	1977
Condominio Residencial Americas Country Torre I	Built		23	Residential	1978
Condominio Residencial Americas Country Torre II	Built		23	Residential	1978
Condominio Conimex	Built		23	Office	1981
Fiesta Americana	Built	84m	22	Hotel	1982
Cultural y Administrativo Universidad de Guadalajara	Built	73m	13	Office	1982
Torre Country	Built	45m	11	Office	1983
Hospital Civil "Dr J. I. Menchaca"	Built	67.5m	15	Hospital	1987
Archivo Histórico del Estado	Built	44m	10	Otro	1990
Plaza Scotiabank Inverlat Guadalajara	Built		12	Office	1991
Condominio Torre Tirreno	Built		20	Residential	1992
Sterling Towers	Built		14	Office	1993
Hilton Guadalajara	Built		22	Hotel	1994
Torre Chapultepec	Built		26	Mixe	1995
Centro Corporativo Serfín	Built	61m	18	Office	1995
WTC Guadalajara	Built	52m	13	Office	1997
Mar Tirreno 71	Built		11	Residential	2004
Torre Aira Residencial	Built		17	Residential	2005
Torre Cobalto	Built	48.1m	13	Residential	2005
Guggenheim Guadalajara	Proposal		24	Museum	2010
Puerta Guadalajara Torre Corporativa I	Proposal		62	Office	2012
Puerta Guadalajara Torre Corporativa II	Proposal		62	Office	2012

EDIFICIOS DE ALTURA ZONA METROPOLITANA DE GUADALAJARA

GUADALAJARA

ZAPOPAN

1960

1 Edificio Banco Industrial	1960
2 Torre Minerva	1960
3 Condominio Guadalajara	1963
4 Mision Carlton Guadalajara (antes Hotel Hilton)	1965
5 Edificio Telmex Occidente	1969

1970

6 Palacio Federal	1970	32 Vista Plaza del Sol Tower 2	1971
7 Suites Bernini Hotel	1970	33 Vista Plaza del Sol Tower 1	1971
8 Condominio Plaza Américas	1972		
9 La Paz Tower Condominium	1976		
10 CMNO Hospital de Especialidades	1977		
11 Condominio Residencial Americas Country Torre I	1978		
12 Condominio Residencial Americas Country Torre II	1978		

1980

13 Condominio Conimex	1981
14 Fiesta Americana	1982
15 Edificio Cultural y Administrativo de la UDG.	1982
16 Torre Country	1983
17 Hospital Civil "Dr J. I. Menchaca"	1987

1990

18 Archivo Histórico del Estado	1990	34 Torre Corey	1993
19 Plaza Scotiabank Inverlat Guadalajara	1991	35 Evercopad Tower	1994
20 Condominio Torre Tirreno	1992		
21 Sterling Towers	1993		
22 Hilton Guadalajara	1994		
23 Torre Chapultepec	1995		
24 Centro Corporativo Serfin	1995		
25 WTC Guadalajara	1997		

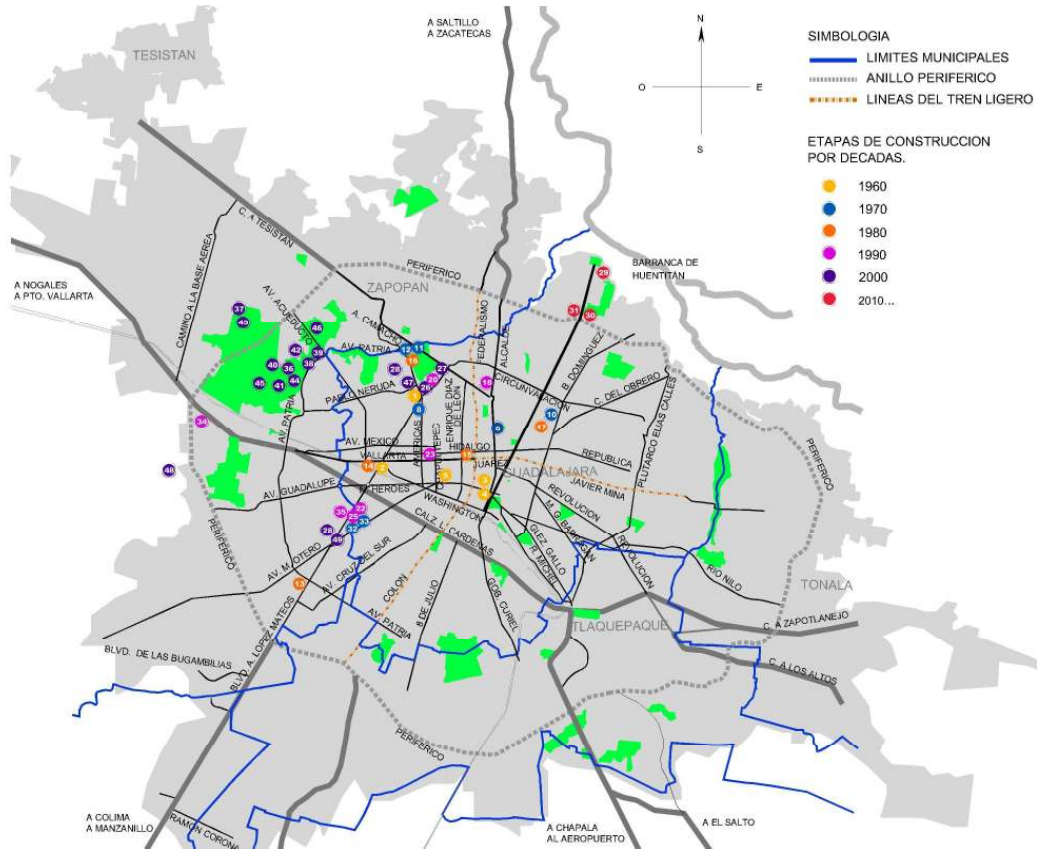
2000

26 Mar Tirreno 71	2004	36 Centro Médico Puerta de Hierro	2005
27 Torre Aira Residencial	2005	37 Cima Real Torre1	2005
28 Torre Cobalto	2005	38 Torre Cube	2005
		39 Torre Aura Puerta de Hierro	2006
		40 Torre de Hierro	2006
		41 Torre Aura Altitude	2007
		42 Torre Titanium	2007
		43 Torre Citadel	2007
		44 Aura Lofts	2007
		45 Torres Empresarios Treinta: Cinco	2007
		46 La Reserva de Acueducto 5500	2007

2010...

PROPUESTAS

29 Guggenheim Guadalajara	2010	47 Pablo Neruda Towers	2008
30 Puerta Guadalajara Torre Corporativa I	2012	48 JVC Pavilion	2008
31 Puerta Guadalajara Torre Corporativa II	2012	49 Torrena	2009



This is the information at April 2008

De altura

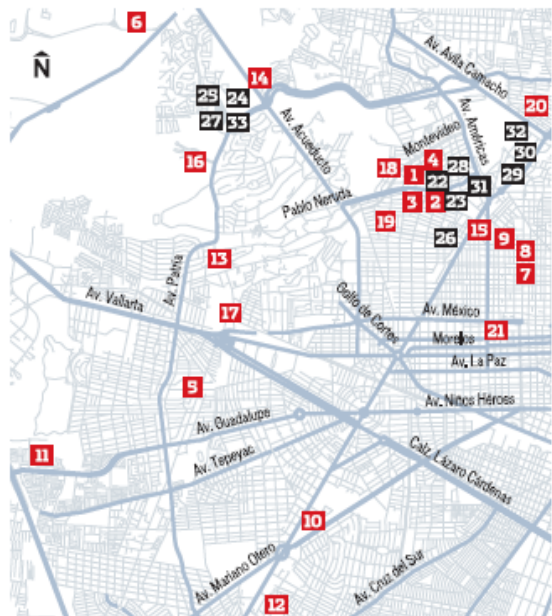
Las construcción de torres de departamentos residenciales crece como la espuma.

EN CONSTRUCCIÓN

Torre	Deptos.
1 Torre Alcamo	31
2 Torre Q	25
3 Torre Mónaco	18
4 Torre Q Parra	30
5 Torre Q Jouthier	68
6 Fairway Lofts	250
7 Torre Chapultepec 460	33
8 Horizontes Chapultepec	296
9 Horizontes Country	100
10 Residencial Las Rosas	43
11 Ébano Condominio	130
12 Vizcaya Residencial	104
13 Moravia	38
14 Torres 300	100
15 Pisos de Pablo	16
16 Andares	179
17 Torre Liborno	104
18 Pisos Residencial Alberta	14
19 Torre Ontario	28
20 Mar del Sur	9
21 Torre Arco	14

EN COMERCIALIZACIÓN

Torre	Deptos.
22 Murano	29
23 Cobalto	31
24 Torre de Hierro	40
25 Torre Titanium	69
26 Torre Nautias	6
27 Torre Aura Altitud	21
28 Torre Sky	20
29 Torre Mediterráneo	21
30 Torre Marsella	23
31 La Sebastiana	41
32 Torres Myth	14
33 Torre Zsense	22



This is the last information at the 21 of July 2008.



Torre CUBE (Carme Pinos)

Torre G



Una propuesta de 'altura'

El proyecto de empresarios españoles se ubicaría en el terreno que actualmente usa el Ayuntamiento como depósito de desechos forestales y de vehículos.



1 PUERTA GUADALAJARA. La estructura similar a un ingreso, la formarán dos torres de 50 niveles, una de cada lado de la Calzada Independencia después del Periférico.

3 CON VISTA A LA BARRANCA. Los departamentos para vivienda se harán en ocho bloques de dos edificios cada uno de 35 y 23 niveles.



2 ARTE Y TECNOLOGÍA. Los dos museos que se construyan, con una superficie de 12 mil metros cuadrados cada uno, son los que recibiría el Ayuntamiento a cambio del terreno.



4 LA VIVIENDA. La superficie habitacional del proyecto es de 210 metros cuadrados y los departamentos costarían entre 1.5 y 3 millones de pesos, aproximadamente.



5 COMERCIO. La zona comercial del complejo estaría en 42 mil metros cuadrados en los que se incluyen tiendas y restaurantes.



6 HOTEL. El proyecto también incluye un hotel de cinco estrellas con 400 habitaciones.



7 PALACIO DE CONGRESOS. En una superficie de 15 mil metros cuadrados, se edificaría el espacio para convenciones con 8 salas.

Proyecto Puerta Guadalajara



Proyecto Puerta Guadalajara



Vista de la Zona de Puerta de Hierro