Socially Driven Market Rate Housing in Mexico City

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This project aims to critically reassess the notion of high-density urban living. Building on the premise that our current modes of living are no longer sustainable economically, socially, or ecologically, this project explores hybrid conditions—cultural, economic, programmatic, spatial, and formal conditions—as vehicles for new urbanisms. The project posits that these hybrid conditions have the potential to address some of our current social and environmental challenges. A study of the current stock of housing across the globe would indicate that it consists of sterile environments, dormitory neighborhoods, and a segregation of the various activities that comprise living, resulting in endless suburbs, monotonous towers, and a variety of generic housing types.

In response to the extreme housing deficit in Mexico city and the ensuing sprawl problem, this project challenges this dominant condition by proposing a new model for mixed-use, mixed-income, high-density housing. The site where this model is tested is the site of the old Modelo Brewery in Miguel Hidalgo, one of the core districts of the city. Given its scale and its location along the divide between one of the wealthiest areas of the city and lower-middle income neighborhoods intermixed with light industrial uses, the site provides an interesting opportunity for redevelopment.

Given the transitional nature of this neighborhood and in response to the problem of social and spatial segregation in Mexico City, one of the main objectives of this project is to create incentives for developers to provide civic program, public spaces and low-income housing within the framework of market rate development. A series of zoning studies produce scenarios that demonstrate possible zoning incentives for inclusion of such programs. The proposed zoning incentives allow for a higher density development, and build on the economy achieved through quantity. It is worth noting that this system is only feasible in urban centers where sale value of real estate far surpasses construction costs.

To this end, civic programs define the edges of the public ground and become activity nodes that create a variety of interactions between the different users of the project. Each civic program has a distinct relationship with its site. The primary open spaces are central courtyards and individual gardens, as well as a linear public space that functions as a way of forming connections both within the site and between the surrounding neighborhoods. This linear space is varied in scale and topography to fit its context and surrounding uses.

The phenomenon of large urban development, with a range of unsuccessful well-intentioned failed precedents, i.e. Tlatlelco, Pruitt-Igoe, among others, requires the invention of new typologies that create responsive urban environments. While social and cultural issues specific to the geography of such projects are essential to their success, in today's market-driven economy, new hybrid typologies must be invented to create densities that would make these projects economically and socially sustainable. In this project this density is achieved by introducing new sectional hybrids, combining residential, commercial and civic programs in an effort to maximize social interaction, as well as financial gain.

Mexico City and the Production of Housing

MARKET DRIVEN SOCIAL HOUSING || HYBRID URBANISM

The project proposes a model for mixed-use, mixed-income, high-density housing in Mexico City in response to its extreme housing deficit and spatial segregation. The site where this model is tested is the Modelo Brewery in Miguel Hidalgo, one of the core districts of the city. Given its scale and its location along the divide between one of the wealthiest areas of the city and lower-middle income neighborhoods intermixed with light industrial uses, the site provides an interesting opportunity for redevelopment. At the crossroads of a planned Greenway, the project creates the potential to forge greater interconnection between disjointed neighborhoods and define new forms of public space.
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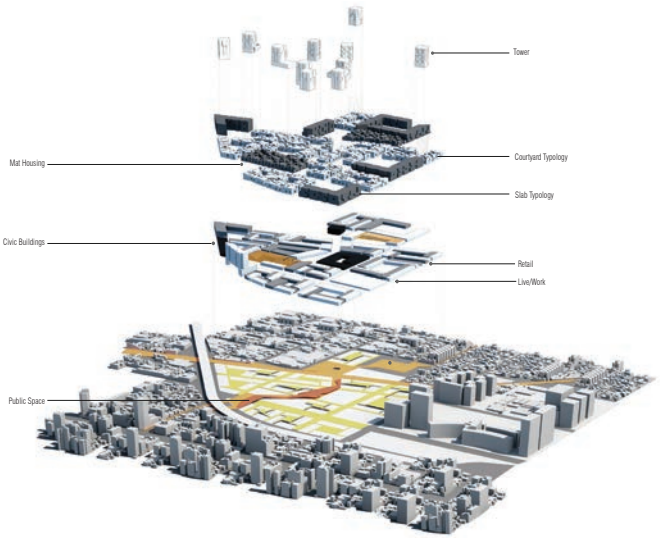
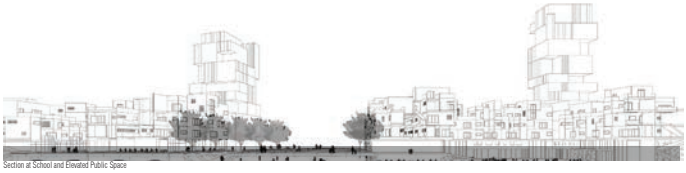


Conventional Planning

Infrastructure and public space Planning: Civic buildings and public ground

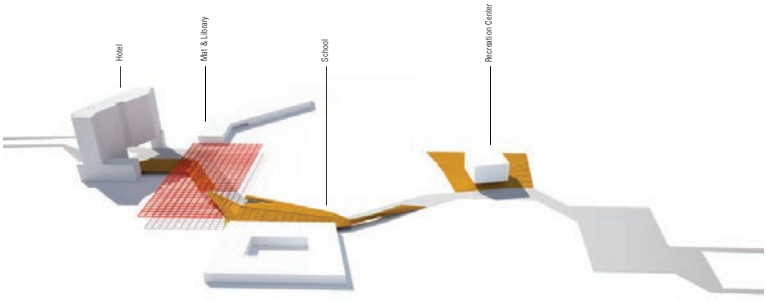
Section at Mat Housing and Library

Section at Recreation Center and Public Space



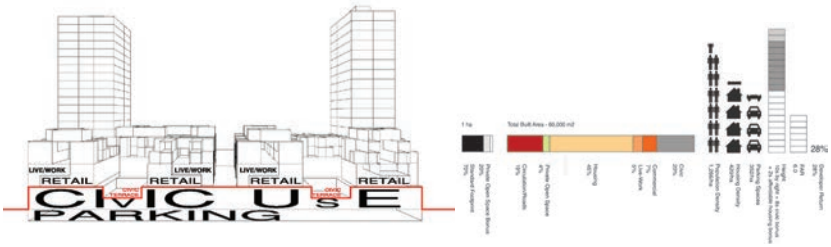
Section at School and Elevated Public Space

Activity Nodes
Civic programs define the edges of the public ground. These activity nodes create a variety of interactions between the civic programs and the public space. Each civic program has a distinct relationship with its site.



Density study, Conventional Housing Typologies: Mats, Towers, Slabs and Blocks

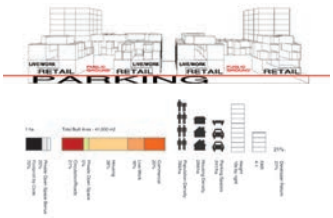
Hybrid: Civic + Market Rate + Social Housing + Retail + Live/Work
Incentive Zoning



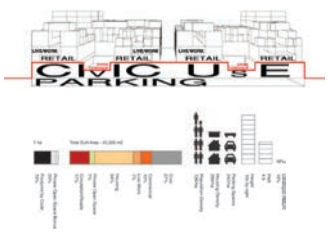
Hybrid Zoning Scenarios

Given the transitional nature of this neighborhood and in response to the problem of segregation in Mexico City, one of the main objectives of this project is to create incentives for developers to provide civic program, public spaces and low-income housing in combination with market rate development. The following zoning studies are scenarios that demonstrate possible zoning incentives for inclusion of such programs. The proposed zoning incentives allow for a higher density development, and build on the economy achieved through quantity. It is worth noting that this system is only feasible in urban centers where sale value of real estate far surpasses construction costs.

Market Rate Housing + Retail + Live/Work
Zoning by-right



Hybrid: Civic + Market Rate Housing + Retail + Live/Work
Zoning by-right



Hybrid: Market Rate + Social Housing + Retail
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