



PEM2034
PLAN ESTRATÉGICO METROPOLITANO
Tijuana - Tecate - Playas de Rosarito

Agencia de Desarrollo
PEM 2034

Umbral de las Americas

November 9, 2017

Smart Border Coalition

“The threshold is the gateway entrance, the beginning, the beginning or the first step, in this case of Tijuana, Mexico and Latin America”



BAJACALIFORNIA
GOBIERNO DEL ESTADO



**AYUNTAMIENTO
DE TIJUANA**

Background

Alignment with PEM 2034

Axis:	Binational
Strategic Line:	Modernization of the Border Ports of Entry
Goal:	Transboundary Metropolis
Project:	Umbral de las Americas (Gateway of Americas)
Objective:	To dignify and redevelop the pedestrian access bridge and surrounding areas crossing over the Tijuana channel from El Chaparral POE to Revolution Ave.

Contest Arquine #16 “Umbral de las Américas”

- Alliance with Arquine Magazine for the purpose of Contest # 16 "Threshold of the Americas", 27 Nov 2013
- Recues for Proposal (RFP) From November 2013 to February 2014
- Objective
To integrate a Bank of Ideas and Solution to the problem of mobility, social and image of de area
- Review of Proposals
 - 425 proposal with participants
 - 32 proposals validated by the qualifying jury
 - 15 finalists

Award of Bid, April 2014

(<http://www.arquine.com/blog/concurso-arquine-no-16-umbral-de-las-americas/>)



Countries of origin and Participants

Argentina, Austria, Canada, China, Colombia, Costa Rica, Spain, Dominican Republic, France, Italy, Mexico, Peru, Portugal, United Kingdom, United States, Uruguay.

Contest Arquine #16 “Umbral de las Américas”

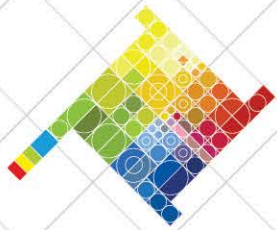
Workgroup Installation

Participation and support from CONAGUA, SIDUE, IMPLAN Tijuana, TOROLAB, CATAC, CICTAC, CMIC, ICBC, IMAC, CEART, UABC, INAMI, CONSEJO ESTATAL DE MIGRACIÓN

Goals

1. To integrate a Bank of Associated Ideas and Projects
2. Dissemination of the Contest
3. Advocacy and Sponsorship Management
4. Logistics of the Awards Event (Bid Contest)
5. Traveling exhibition in 8 cities of Mexico





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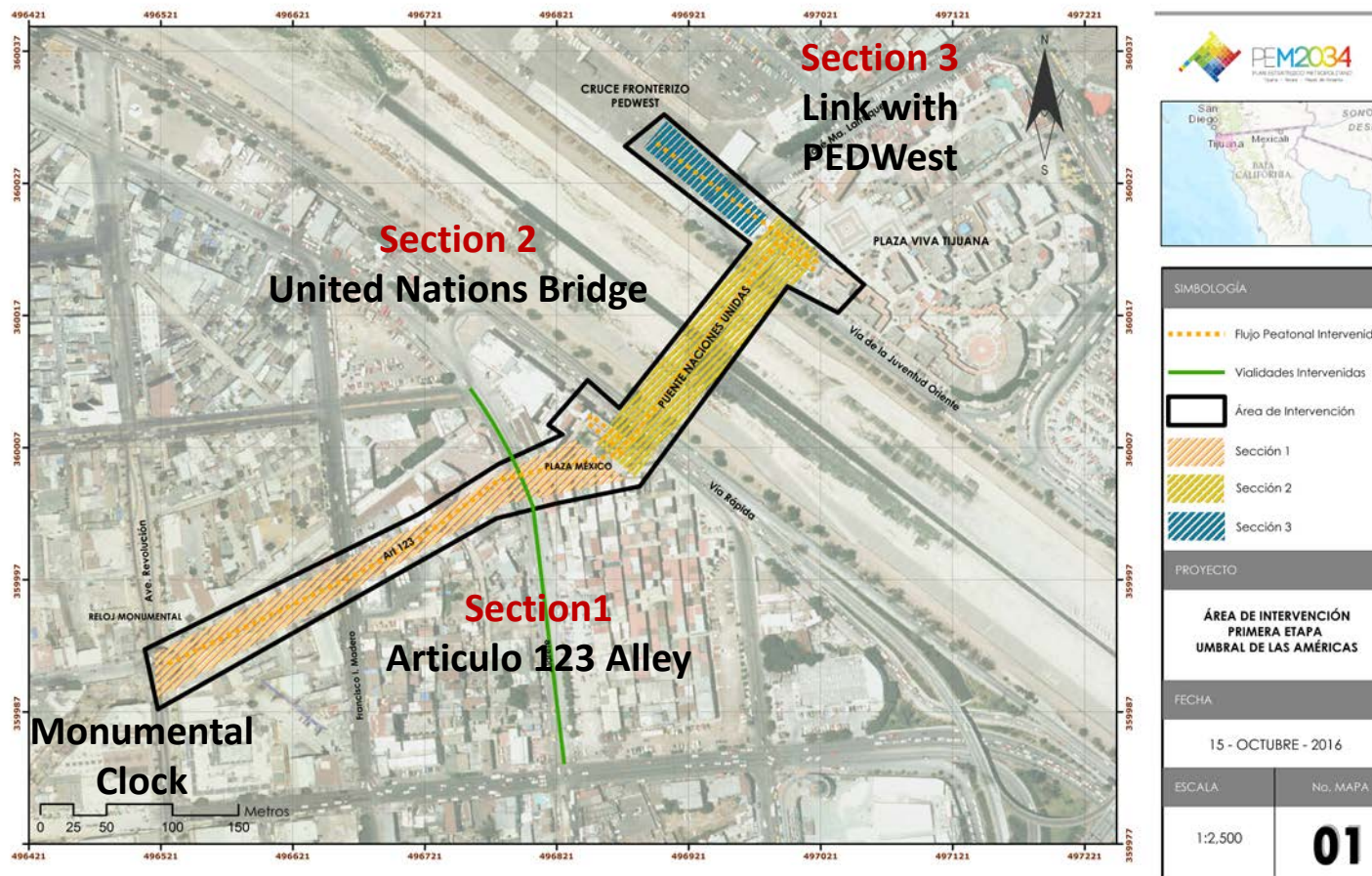
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Stages

1. Urban Renovation of the Article 123 Street Alley
2. Replacement and Modernization of the United Nations Bridge
3. Integration Access link to PEDWest

Phases of “Umbral de las Americas”

Area of Intervention



United Nations Bridge – Existing Condition

**Abandonment
and deterioration**



Conceptual Proposal United Nations Bridge

Guidelines

- Transformation from negative reference to positive reference
- **Living Room, NOT just Steps and walkway**
- Modernization of an iconic element
- Favoring mobility
Non-motorized



Invitation to Bids- Winning Proposal

- Project promoted as collaborative work between the State Government and business community
- Elaboration of the Studies and Executive Project for its enrollment in the Project Portfolio of the Investment Unit of the SHCP
- Issue of Invitation Contest, Jan 2017
- Integration of Technical Committee (SIDUE, SECTURE, IMPlan Tijuana, CATAC, CICTAC and CDT)

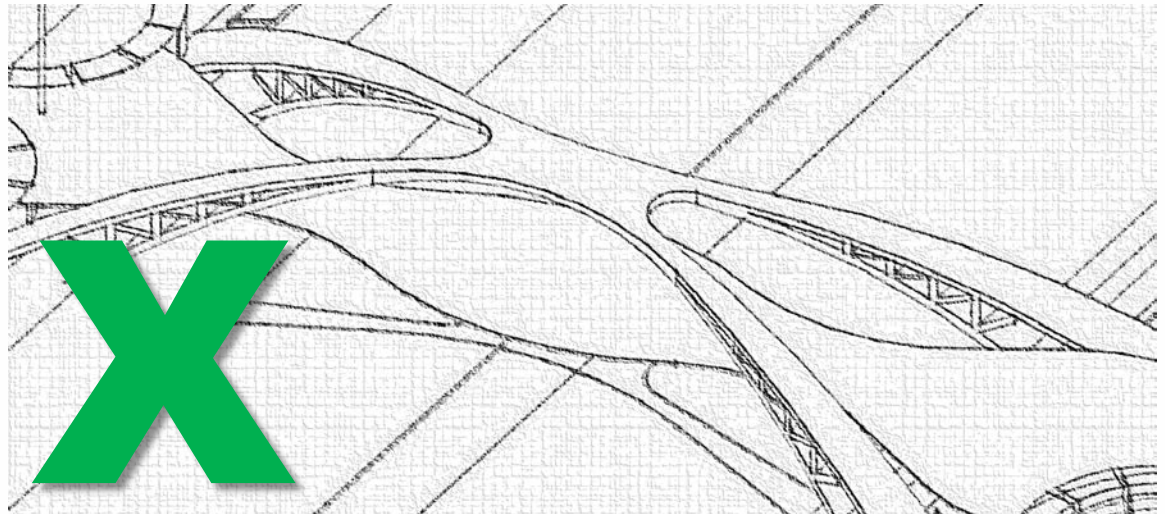


Bid Award

24 | Mar | 2017

Invitation to Bids - Winning Proposal

PROYECTO



Visión Del Proyecto

Crear una mejor calidad de la infraestructura e imagen urbana al peatón local y turístico, a través de un Plan Maestro integral, que de mayor identidad en La Región Transfronteriza Tijuana San Diego, creando un punto focal denominado Puente Naciones Unidas.

México is written with "X"

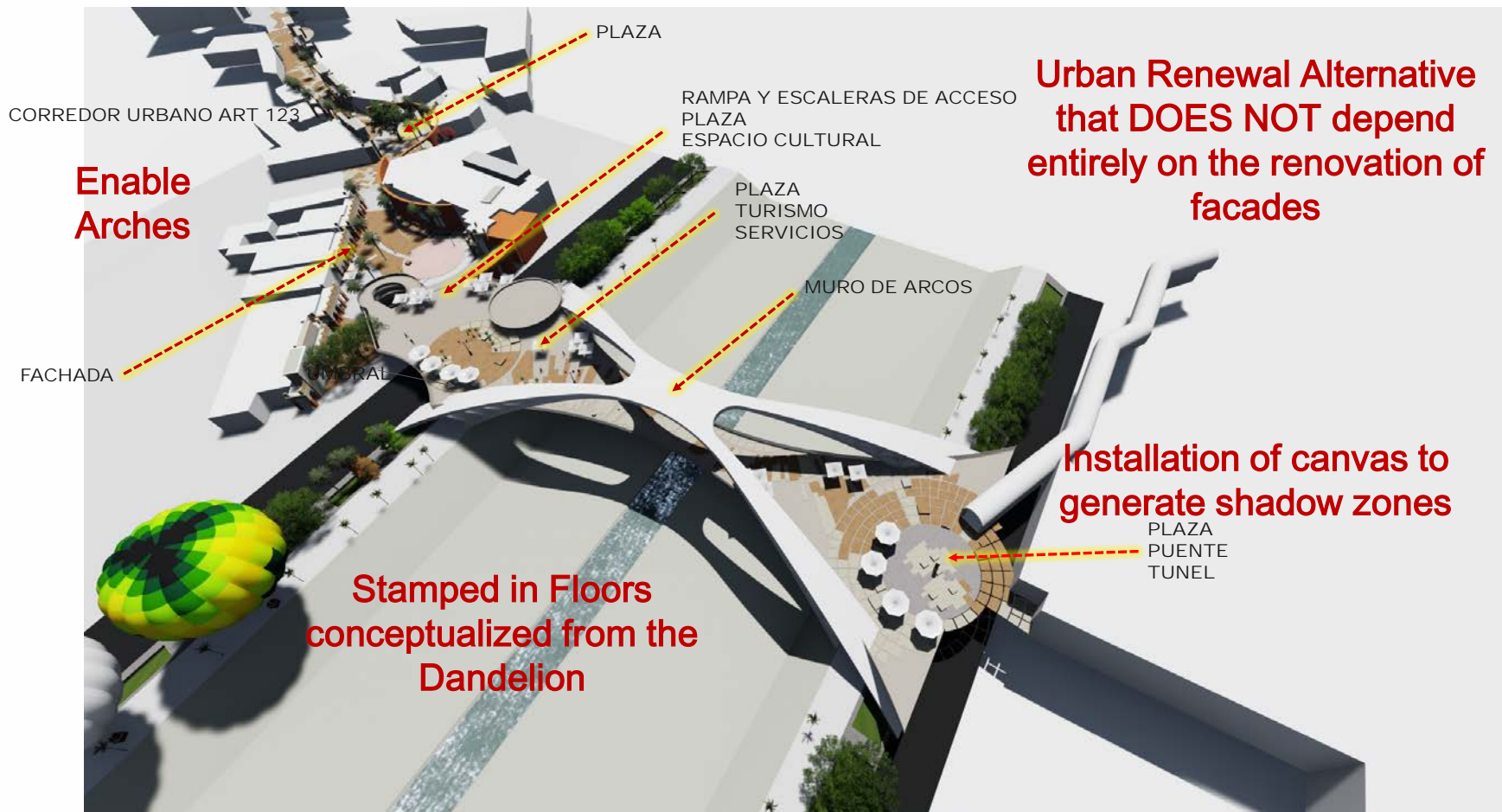
Invitation to Bids - Winning Proposal

1.1 BOSQUEJO DEL PLAN MAESTRO UMBRAL DE LAS AMERICAS



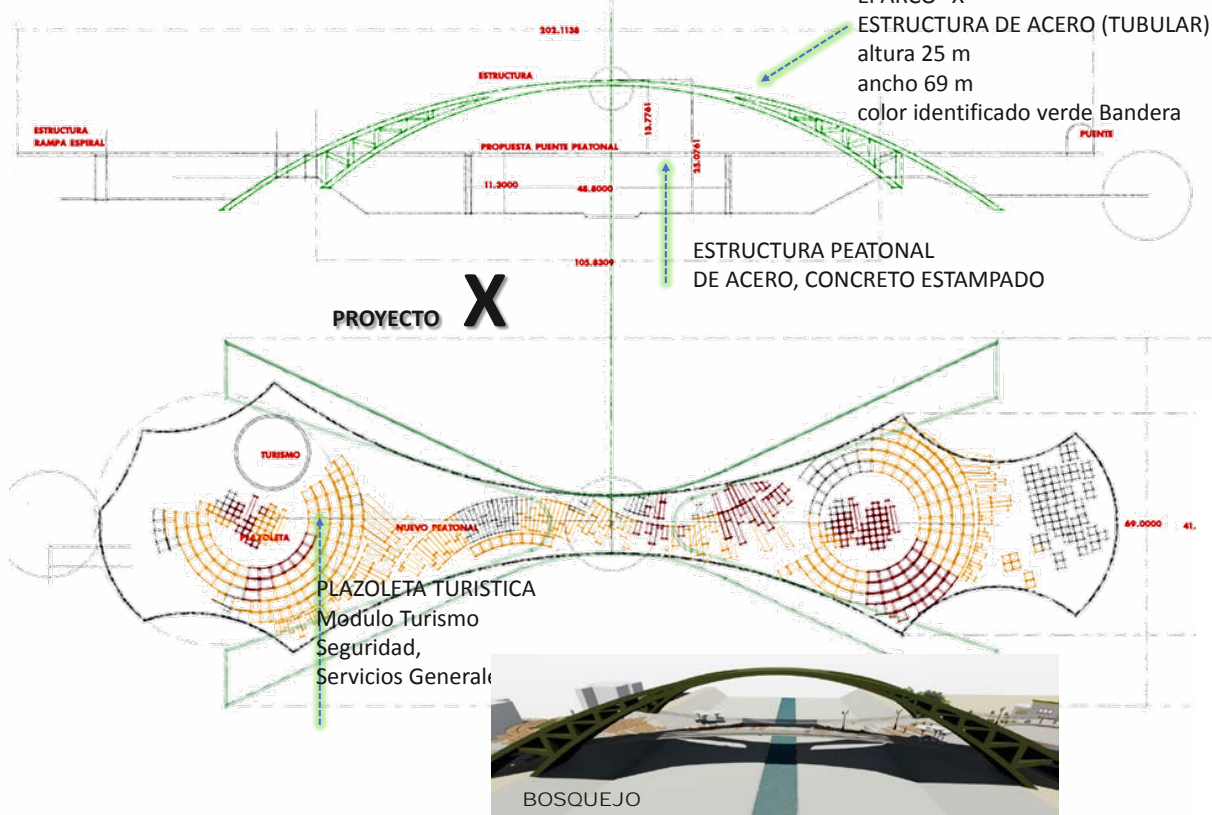
Conceptual Scheme of the Master Plan

Invitation to Bids - Winning Proposal

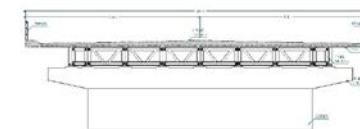
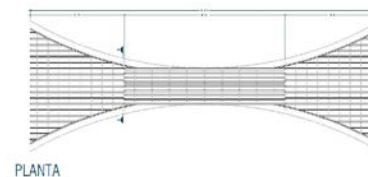
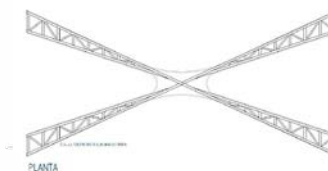


Invitation to Bids - Winning Proposal

1.2 ESQUEMA CONCEPTUAL PUENTE NACIONES UNIDAS



ESTRUCTURA METALICA



TODA LA SUPERESTRUCTURA ES SOLUCIONADA CON TUBERIA

Steel Structure with Cover Tightened to support the enlargement

Invitation to Bids - Winning Proposal



PLAZA Gathering Place



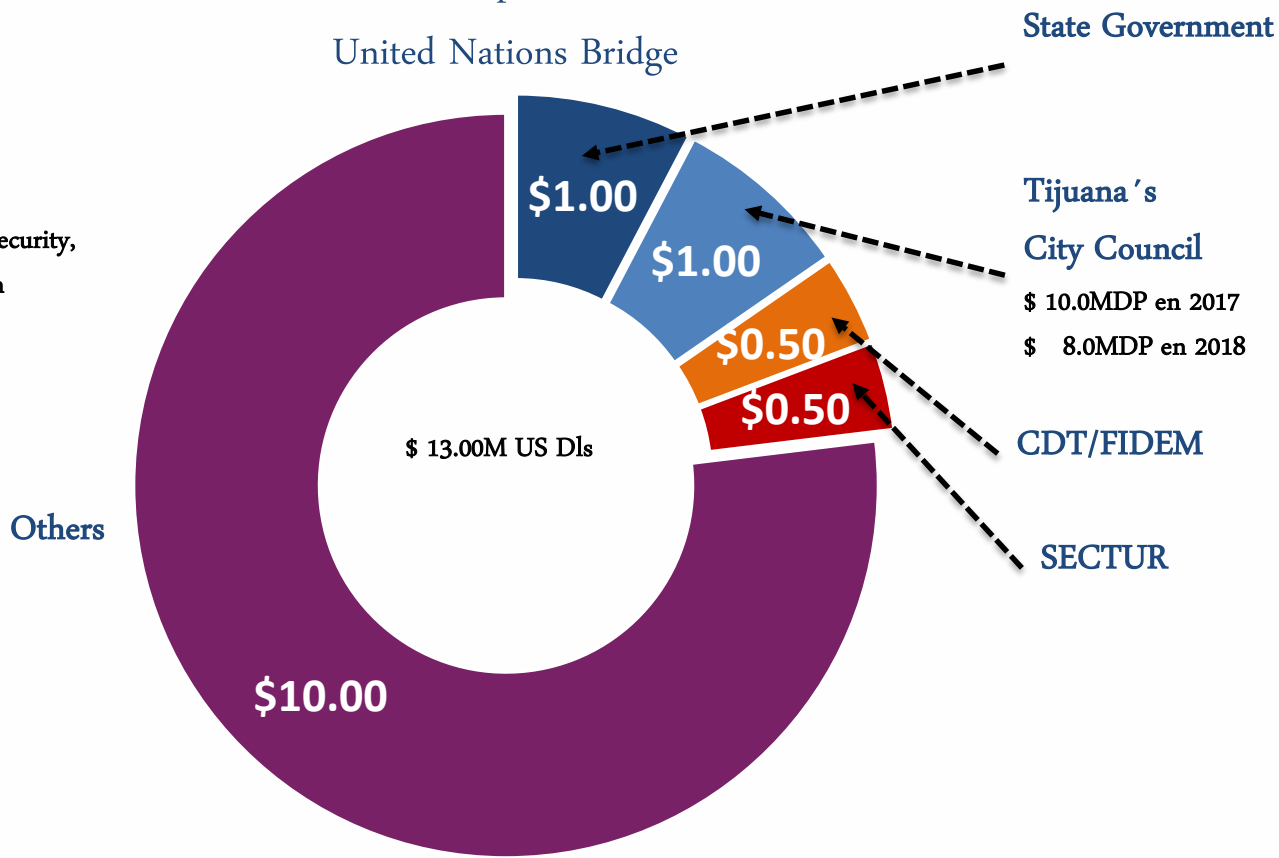
Investment needs

Concept	Timeline	Investment Pesos	Investment US Dls.
Preliminary Studies and Executive Project	5 months April to August 2017	\$ 2.3 MDP	\$ 127 mil US Dls
On-Going Studies - Cost Benefit Analysis - Financial Study - Urban Impact Study	2 month 2.5 months 1 month	\$ 1.5 MDP	\$ 83 mil US Dls
Section 1 Article 123 Street Alley PRODERMAGICO 2017	8 months	\$ 21.0 MDP	\$ 1.17M US Dls
Section 2 United Nations Bridge Co-investment	12 months	\$ 230.0 MDP	\$13.00M US Dls

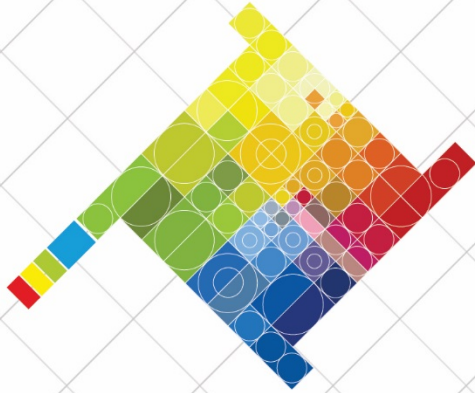
ADMINISTRATION TRUST

Modernization 's Input for Construction

- Leader: SECTURE
 - Builds: SIDUE
- Trust remains to ensure the security, maintenance and conservation



Amounts in millions US dollars



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THANK YOU



CDT | Consejo de Desarrollo
Económico de Tijuana



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