

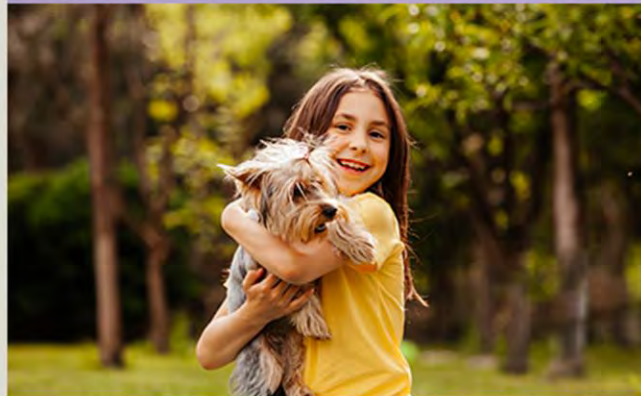
Gran Parque Condesa

GRAN PARQUE



CONDESA

DESCONECTA
PARA CONECTAR



2025

SITES CERTIFIED



EN EL  CORAZÓN
DE    VALLE
   CONDESA

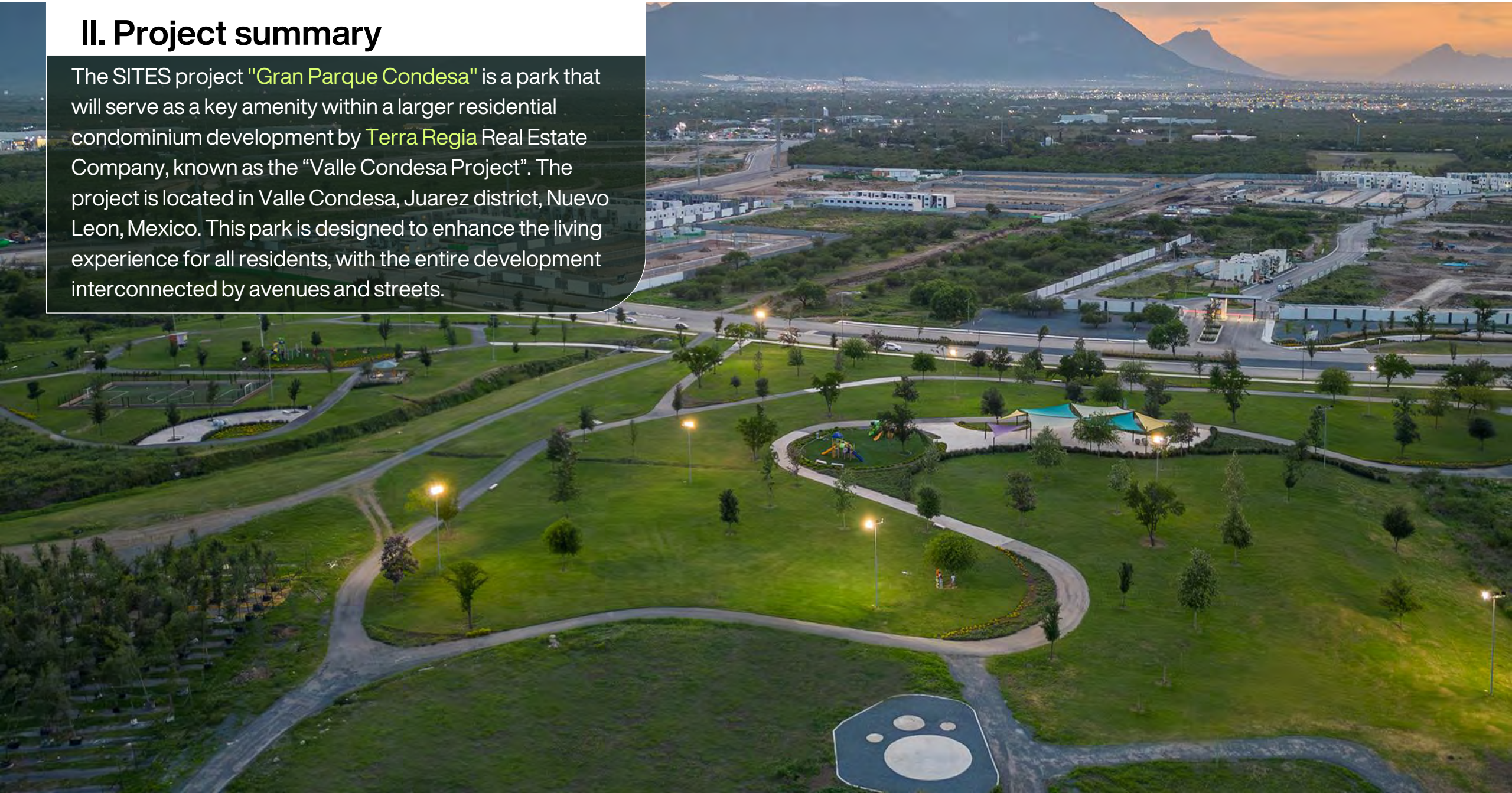
I. Project details

- Address: Juárez Municipality, Nuevo León, México
- Project Size: 154 784 sqm (38.25 acres)
- Project Type: Urban Park
- Former Land Use: Greenfield
- Terrestrial Biome: Shrublands and grasslands



II. Project summary

The SITES project "**Gran Parque Condesa**" is a park that will serve as a key amenity within a larger residential condominium development by **Terra Regia** Real Estate Company, known as the "Valle Condesa Project". The project is located in Valle Condesa, Juarez district, Nuevo Leon, Mexico. This park is designed to enhance the living experience for all residents, with the entire development interconnected by avenues and streets.



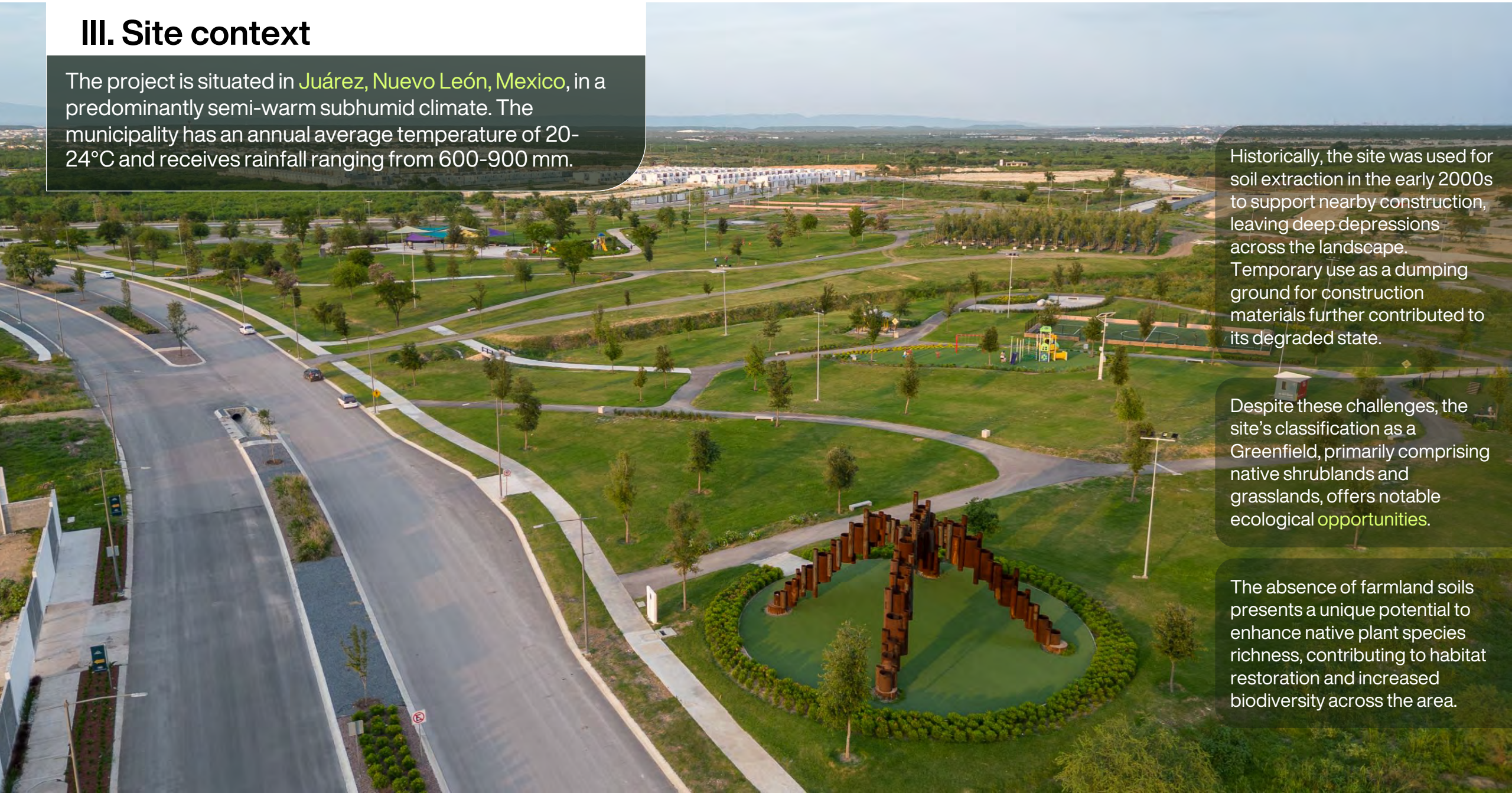
III. Site context

The project is situated in **Juárez, Nuevo León, Mexico**, in a predominantly semi-warm subhumid climate. The municipality has an annual average temperature of 20-24°C and receives rainfall ranging from 600-900 mm.

Historically, the site was used for soil extraction in the early 2000s to support nearby construction, leaving deep depressions across the landscape. Temporary use as a dumping ground for construction materials further contributed to its degraded state.

Despite these challenges, the site's classification as a Greenfield, primarily comprising native shrublands and grasslands, offers notable ecological **opportunities**.

The absence of farmland soils presents a unique potential to enhance native plant species richness, contributing to habitat restoration and increased biodiversity across the area.



IV. Challenges and Solutions

The project encountered several **challenges** that were addressed through a collaborative approach among architects, engineers, landscape designers, urban planners, and accessibility experts.

→ Technical framework

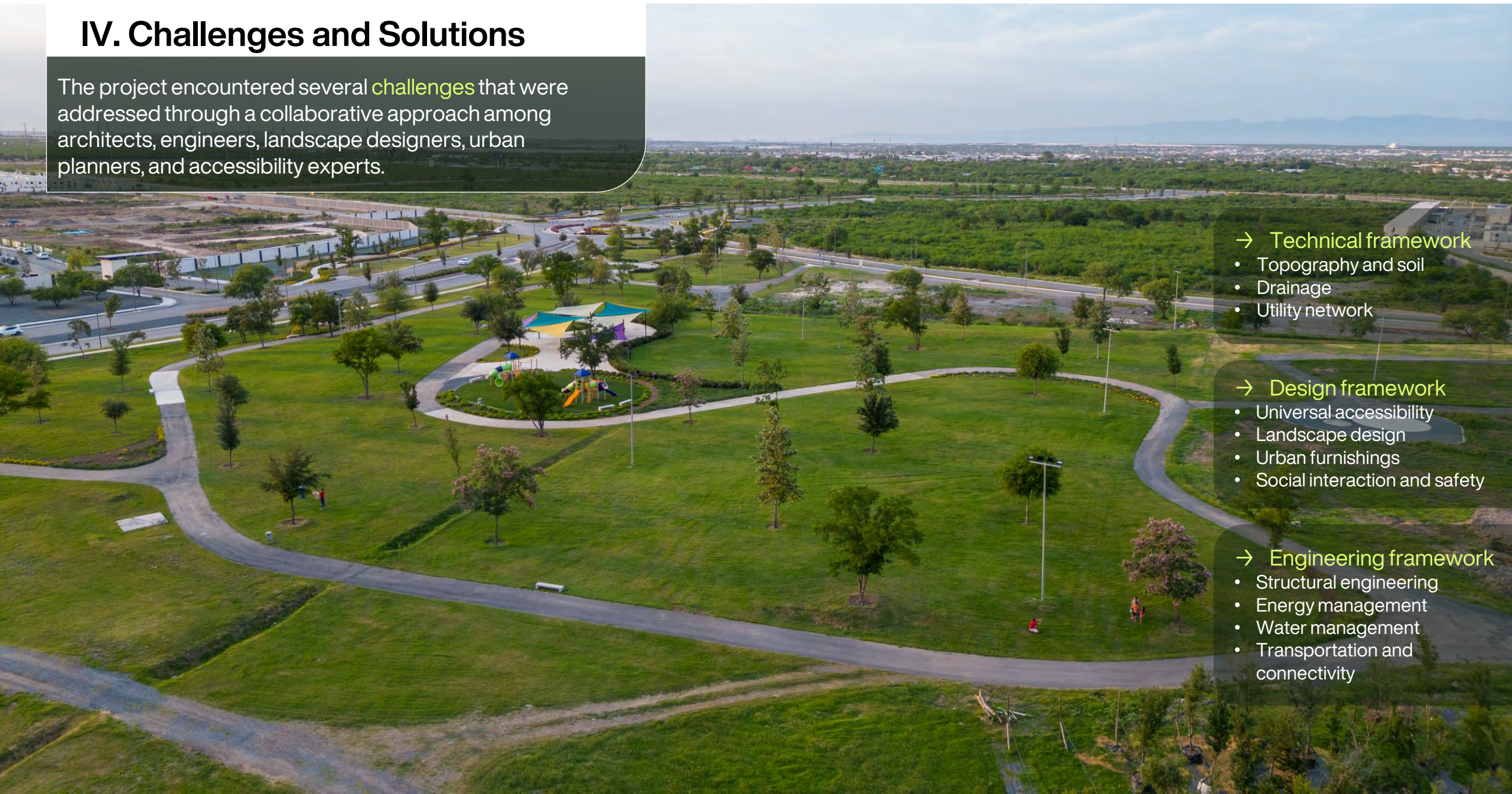
- Topography and soil
- Drainage
- Utility network

→ Design framework

- Universal accessibility
- Landscape design
- Urban furnishings
- Social interaction and safety

→ Engineering framework

- Structural engineering
- Energy management
- Water management
- Transportation and connectivity



V. Sustainable strategies

The park's features aim to create a harmonious space that not only serves the needs of current users but also preserves resources for future generations. The following sustainable elements underscore the park's commitment to resilience, inclusivity, and cost-effectiveness.



→ Sustainable and locally sourced materials

Durable, low-maintenance materials, such as recycled-content sculptures and concrete benches, were selected for use throughout the park. This approach not only minimizes the need for replacements, reducing waste, but also conserves natural resources. Additionally, approximately **73% of materials were regionally sourced**, supporting the local economy and significantly lowering the carbon footprint associated with transportation.

→ Universal access

The park is designed for universal access, featuring **gentle ramps, wide pathways, and interactive wayfinding maps** to ensure usability for individuals of all ages and abilities. This design fosters inclusivity and social cohesion, encouraging active use of green spaces among children, adults, seniors, and individuals with disabilities. By promoting physical activity and mental well-being, the park enhances the overall quality of life for residents.

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→ Native vegetation

The landscaping incorporates native plant species that require less water and maintenance, **reducing irrigation water consumption by 51%**. By selecting local flora, the park also supports biodiversity, creating habitats for local wildlife.

→ Energy efficiency

The sustainable solutions and accessible design enhance the park's economic viability by reducing long-term operational costs. The implementation of energy-efficient technologies, such as LED lighting for outdoor illumination and site equipment, has significantly **reduced energy expenses by over 60%**.

→ Integrated design team

A diverse team of experts was essential to this project's success. Architects, engineers, biologists, environmental consultants and community representatives collaborated to create a strategic plan that addressed all project phases, supporting our sustainability goals. A long-term maintenance and performance monitoring plan was also developed to ensure the site's lasting functionality.

VI. Benefits

Environmental, Social, and Economic Benefits

→ Environmental benefits

- Reduction of carbon
- Improved air quality and biodiversity
- Efficient water management

→ Social benefits

- Inclusion and community building

→ Economic benefits

- Lower maintenance costs
- Increased property value
- Health cost savings
- Job creation and economic growth



VII. Team

Developer **Terra Regia** Real Estate Company

→ Terra Regia Urbanization Team

Roberto Ramírez	Director of Urbanism
Magda García	Project Manager
Evelyn Quiroga	Urban Image Coordinator
Alexandra Tovar	Urban Image Designer
Salvador Vargas	Construction Coordinator
Manuel Valdéz	Territorial Planning Coordinator
Joaquín Reyna	Territorial Planning Designer
Miguel Bravo	Engineering Project Manager
Carolina Chávez	Engineering Project Coordinator
Araceli Rosete	Construction and Cost Control Manager
Carolina Villanueva	Construction Control Executive
Daniel Benítez	Maintenance Supervisor
Manuel Santos	Maintenance Coordinator

→ SITES Certification Consultant (LEAF)

Ana Lucía Granda	Consultants
Ariana Aponte	Consultants