



Pronaf Plan for Ciudad Juarez: International Crossing of Planning Models and Urban Transformation

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In the 1960s, the Mexican government promoted, through the National Border Program - ProNaF (Programa Nacional Fronterizo), a regional and urban planning initiative to face an economic openness in the northern border cities which aimed to detonate an integrated development model. Mexican architect Mario Pani and Taller de Urbanismo, drawing on the ideas of major interventions already operated in Mexico City, especially the Mexico's National University urban project (UNAM), developed the urban plans. As part of this program, was proposed the first urban plan for Ciudad Juarez that incorporated a global economic vision, and was built between 1962-1963 a modern urban center known as Zona ProNaF, which proposed to lay out the foundations for the modern city. A particularly interesting aspect is the developers concern to work with an "urban border proposal", considering it as a transitional space between the American city and the Mexican city, an urban center that will establish the primary gateway to a new international border crossing between the two countries. Based on emerging international planning concepts, the ProNaF plan introduced three main elements of urban transformation. The establishment of a modern urban aggregation system, which consists of a superblock and a specialized and efficient road system, was the main element in the process of morphological transformation. From here, there will be two basic strategies for shaping the city: the introduction of a civic center and an interpretation of the neighborhood units, defined by the "fraccionamientos" (neighborhood divisions). These two urban elements do not necessarily correspond to the fundamentals and principles established by the Modern Movement, but to the Anglo-Saxon urban tradition. The introduction of the superblock profoundly influenced the city's urban form, dominated by the traditional street grid, and implied the efficient city elements arrangement for a new urban life scale. The construction of a civic center, figured as the main component for community life. This neighborhood planning proposes a residential area, predominantly pedestrian, with a small central core. Thus, the city consists of the union of small and complete parts, seeking, at another scale, for the repetition of the city urban structure. The discussion submitted proposes a ProNaF-Ciudad Juarez study, analyzing three main elements of urban transformation in the planning history: the attempt to introduce the superblock, the civic center and the neighborhood unit.

KEY WORDS: Mexico-United States border cities, Latin-America's urban planning, modern urbanism, Anglo-Saxon planning models.