

Achieving Quality of Life and Sustainability in Mexican Cities, the Case of the Housing Complex “Villa del Campo”, Tijuana, Mexico

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Abstract : Quality of life and sustainability in cities are among the most important challenges faced by designers, city planners and urban managers. The Mexican city of Tijuana has a particular dynamic in its demographics which has been accelerated by its border city condition, putting to the test the ability from authorities to provide the population with the necessary services to aspire for a deserving quality of life. In the recent story of Tijuana, we found that the housing policy and the solutions presented by private housing developers have not met the best living conditions for end users by far, thereby adding issues to current social problems which impact the whole metropolitan area, including damage to the natural environment. Therefore this research presents the case study about the situation of a suburban housing development near Tijuana named “Villa del Campo” and exposes the problems of this specific project (originally labelled as a “sustainable” proposal) demonstrating that, once built, the place does not reflect the quality of life that it promised as a project. Currently, this housing development has a number of problematic issues such as the faulty operating conditions of public utilities and serious cases of crime inside the neighborhood. There is no intention to only expose the negative side of this case study, but to explore some alternatives which could help solving the most serious problems at the place, considering possible architectural and landscape interventions within the housing complex to help achieve the optimal conditions of livability and sustainability required by their inhabitants.

Keywords : suburban, housing, quality of life, sustainability, Tijuana, demographics

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