

ANGELOPOLIS TERRITORY OF VIRTUAL MODEL

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Abstract

The virtual city is no longer an internet affair where you can navigate between fantastic spaces and known sites invented by man.

Today the virtual city is a real physical site linked by the network, which is controlled by the big phone service providers offering the necessary connections and bank transfers, financial movements and even provide other services to administrate hotels, restaurants, hospitals, schools, universities and other franchise business

The contemporary urban development contemplates available spaces for the establishment of these virtual cities along companies, commerce, different bank entities, organizations, corporations and international institutions, offices among others in unbeatable places with all of the services provided, equipment, and transportation, which can be managed from the countries of origin of the owners companies which act as the business matrix.

In the same way that Rem Koolhaas explains the "Generic City", the zone of development called Angelópolis is one of the most exclusive commercial zones in Puebla city, México, and it was developed in the same manner as in the rest of the world that is, as an urban appendix, that normally invades nearby settlements next to the big city and is situated inside the metropolis limits in order to establish the physical and demographic continuity in this new sector with the rest of the city.

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These new urban districts developments are very much alike as others in the world, so the present paper explains the important characteristics of the Angelópolis zone and the relation with the exterior and virtual connections that are being now generalized among the planet.

Keywords: virtual city, metropolis, architecture

Introduction

Within the great amount of models for urban development and most recently there is always planning, a series of strategies for intervention on the part of the state, within the framework of the planning system available in each country, a city or rather an appendix of the city with the infrastructure and the services “of world-wide status” to mainly turn them cities competitive and creative, interconnected with the world for the free and expeditious development of economic, financial and commercial activities.

This type of city has been replicated everywhere containing principles and characteristics of the cities that served as model as the case of Manhattan, whose “components are European; but, kidnapped of its context and transplanted to a mythical island” (Koolhaas 1978), developing infrastructures and the more complex and sophisticated communications network that took step to the most modern fragment of the world in the first two thirds of the XX century.

Again and back from Europe this motivated the creation for new sectors in Paris and London where the districts of the “Tete of the Defense and The City” were impelled respectively and soon this same model replicated back everywhere. As seen in the models developed in Hong Kong, Shanghai, Singapore, Tokyo, Sidney, Istanbul, Seoul, Taipei, Beijing or Bangkok.

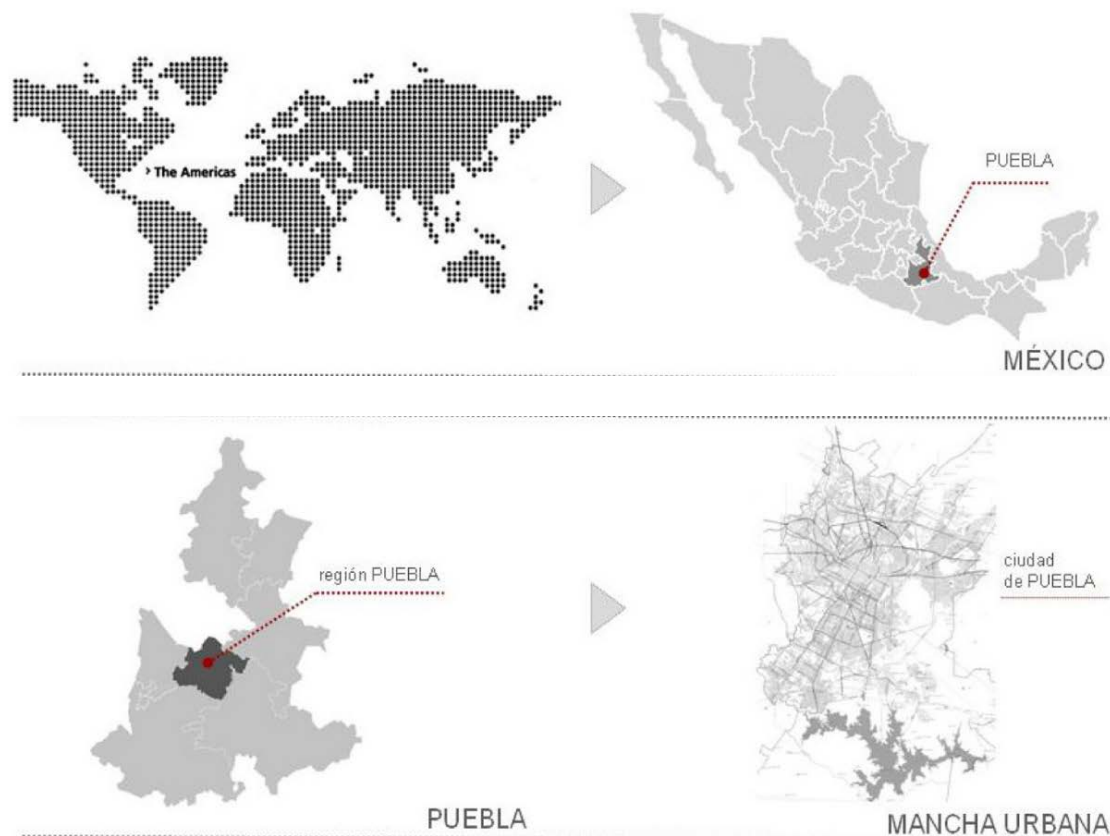
This model gave birth to the global city where the best opportunities are offered to make business, with open markets, little barriers for commerce, with access to information and technology, to foreign investments and the financial markets, with great life quality, very attractive cultural and fun centers with great processes of gentrification and cosmopolite behavior, being calm and safe cities.

But as most of the cities and mainly the megacities of the first and the third world present high criminality indexes, insecurity, violence, with insufficient and bad equipped communication routes, with great turnpikes, infrastructural systems in the heat of deterioration or on the verge of collapse, with great urban problems, marginalization, dirt and poverty, and have had to create somewhat isolated districts to try to correct what it is not possible to be avoided even by implementing more public policies in these megacities.

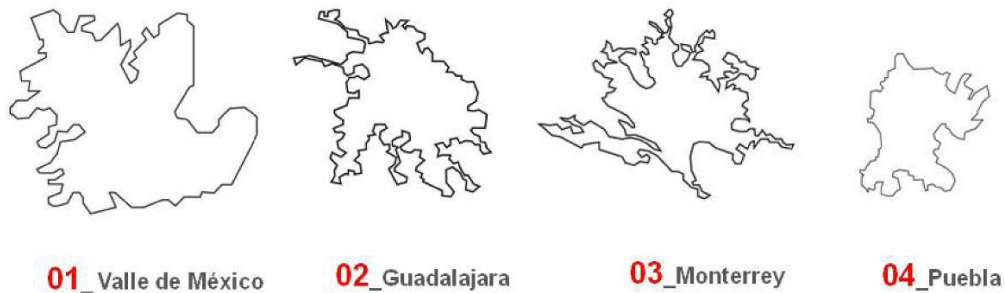
From the enclosed walled ghettos types of residential housing it then became a city or fragment of the city protected by a virtual wall with a certain accessibility restrictions, with the goal to create safe surroundings for trading, to make businesses, to obtain cultural experiences and for entertainment, where the value of glamour (Plaza Cerezo 2002), reinforces the best commercial centers, with the most exclusive boutiques, the best universities and hospitals, the accessibility to internationalized financial and banking centers, as well as equipment and services of the first level, that are supported by the development of informatic technologies.

Puebla City is situated in the high plateau central valley of México, surrounded by mountains. Puebla is the first and main city towards the south and southeast of the Mexican Republic, becoming an obligatory walkthrough for the transit of people and merchandise from and towards Mexico city. It occupies the 4th place of importance at a national level, although it is in the 9th place at the GDB (Gross Domestic Product) level with 3.2% contribution according to the information of INEGI in 2014 (National Institute of Statistics, Geographic and Information). The level of backwardness in the far away zones is pitiful and remains abandoned for the part of government programs. Due to the importance of the commercial activities in the 1990's the city acquired an intervention on infrastructure and services as well as for basic equipment in the form of urban development plans. Inside these there was considered anew zone of development in the metropolitan area of Puebla city, which is the reason of this text.

Figure 1. Puebla city, Mexico



Of the 59 metropolitan zones of the country, the one situated between Puebla-Tlaxcala occupies the 4th place with a population of 2,728 790 according to INEGI. In recent years Puebla has become an immigration zone according to 2010 census, counting 130,190 people coming to live in the city and surroundings in only one year. The most important migration comes from Mexico city, which prefer to establish in this new zone of development called "Angelópolis".

Figure 2. Puebla as the 4th metropolitan zone of importance

In the zone of Angelópolis a development of this fragment or appendix of the city has been created, as has happened in several other cities of the country and in many others around the globe, that although these are immersed in the metropolitan limits many of them have had to develop outside the municipal limits invading the neighboring municipalities.

All these micro cities follow the same pattern anywhere around the world, and are developed in the same way, as if reading a “booklet” not yet written but followed in all the cases.

The work that appears here describes the Angelópolis zone and its development becoming a generic city (Koolhaas, 2006) where the convergence in the configuration of this zone, actually has forced to undress the identity and has undergone a process of globalizing homogenization where there is a subtraction of the “substance of the physical, the historical, and the context of the real thing,” which could be transmitted to the rest of the Puebla city, its surroundings and its essence.

Precedents

Against the urbanization of the modern characterization, especially functionalism and zoning, also known as the American urbanism, several writings started to appear warning of the danger posed by modern principles concerning development and permanence in the big cities.

Jane Jacobs wrote a premonitory book entitled: *the death and life of great American cities* (1961), which established four essential traits for life and survival of cities 1) high population densities and intense activities; 2) mixed use; 3) a compact and friendly urban tissue for pedestrians; 4) conservation of existing buildings against the modern euclidian zoning.

Robert Venturi in his book *Complexity and Contradiction in Architecture* (1966) and *Learning from Las Vegas* (1972) questioned the fragmented and autocratic nature of architecture and the modern planning declaring that “... main street is almost alright ...” placing the value of the main street with mixed use of commercial accent above the precepts of modern urbanism.

James Howard Kunstler in his book *The City in Mind* (2003), places the discussion of the contemporary planning, pointing as examples the cities of Atlanta and Las Vegas, then in his book *The Long Emergency* and the documentary *The End of Suburbia*, demonstrates the connection between planning models dependent on the automobile with the oil crisis and climate changes and foretells that at some point these suburbs will disappear and asks: “...what will be the physical, economic and social impact of their abandonment?” and finally in his book *The Geography of Nowhere* undertakes the contemporary landscape: “...we have created a

tragic suburban landscape with an architecture 'comic strip', useless cities, destroyed and desolate spaces where we live and work ...we have created a landscape of frightening places, and as a result we have become a nation of frightening people".

The urban planner and theorist Leon Krier from Luxembourg, showed the evils of modern urbanism with its dissected cities in sterile zones of a single use, which caused social, economic and cultural dysfunction, he always promoted the restoration of the traditional European city model.

Andres Duany and Elizabeth Plater-Zyberk, disciples of Krier, designed and built a town in Florida that was paradigmatic: the Seaside where they put into practice principles for sustainable development and contemporary urbanism, in the same way they founded together with colleagues in 1992 in the United States an association called "New Urbanism" (NU), a movement that promotes sustainable, equitable and predictable settlements under a traditional model of mixed use and respect for the pedestrian.

Figure 3. Seaside, Florida, built by Robert S. Davis and designed by architects Andres Duany and the Elizabeth Plater-Zyberk. Started in 1981



Rem Koolhaas in his book "The Generic City" (2006) argued that modern urbanization and contemporary urbanism had been stripped of their identity facing homogenization and similarity with the new cities of the world, that globalization had skirted to make similar or generic cities worldwide, remaining the physical substance of the historical, and the context, rather than what is done by new architects and urban planners. Such previous substance will be exhausted against the model of continuous population growth.

While it is true that the generic city began in the United States (Manhattan), it is so deeply rooted that these can be found in Asia, Europe, Australia and Africa and already their populations reaches over 15 million inhabitants, and while some countries are ashamed of these developments, others aspire to have a generic city, that places them at the level of these global apparently successful cities.

The generic city is crossed by cyberspace and is a place of distended and weak, small emotions, discreet and mysterious sensations, it is sedated, only seen from a sedentary perspective of individual "moments", distanced to create a trance of aesthetic experiences almost unknown.

This generic city is already perceived in third world cities, in the fragments or appendix of the city that have been developed in recent days and which the Angelópolis zone in Puebla is already appearing.

New City centrality

Angelópolis is an area that originated as a result of the inclusion of the development of the Angelópolis State Development Plan, implemented in 1993 by the Governor Manuel Bartlett, under his management during his six - year period, which was also the first that arose in Puebla state. The zone to be developed was referred to 14 municipalities of which Puebla and San Andrés Cholula (Cabrera, 2008) was directly involved because of the large territory contribution under that plan.

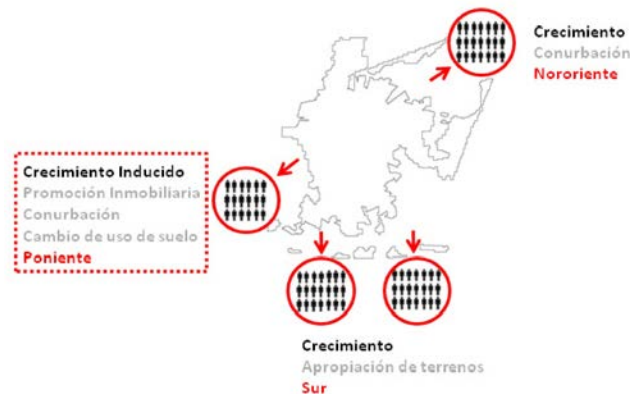
This region located on the south-west of Puebla city, is the one that has been consolidated in the last two decades, and has experienced a similar development that occurred in the cities of Mexico, Guadalajara and Monterrey, which through various urban development programs, they arranged a sector on the outskirts of the city, whose features make it stand out over the rest of the city, as is the case of the regions of Santa Fe, Zapopan and San Pedro Garza García respectively.

These urban changes began to be implemented in the early 80 's of the twentieth century. In Mexico the first zone that was built was Santa Fe, located on the northwest of Mexico City, after the creation of an urban development plan in the early seventies, on a land which was used as garbage dump. After the removal of these dumpsites a boom manifested in the area, which forced the authorities to conduct the urban development plan called ZEDE Santa Fe (1987). By 1994 the regent of the DF and the national president, Camacho Solis and Salinas de Gortari respectively, prompted the eviction of the residents of the area to make way for the construction of the Santa Fe Mall and the Mexico-Toluca highway, gaining with this a much greater surplus value that, although over the years began to show a few shortcomings, its growth has not stopped.

In Guadalajara, Jalisco, something similar happened, the city experienced a remarkable growth extending to Zapopan, the neighboring municipality, where there is now installed some of the most privileged facilities of the metropolitan zone including cultural, educational, health, services, residential area, commercial, corporate and various public and private institutions.

The situation is repeated in the north of the country in the city of Monterrey, which is one of the largest metropolitan areas of Mexico as urban sprawl has spread to 12 municipalities, a situation that required the implementation of various urban development plans, and then came the creation of the Macro Plaza in 1983. Currently this region spreads with more strength to the municipality of San Pedro Garza García for which a plan with a vision towards 2030 was created.

Figure 4. Induced growth in the south of Puebla city.



Actions taken in the development zone of Angelópolis

In an attempt to try to compensate a little shortage of green areas, projects and actions undertaken by the present government try to provide green spaces, recreational areas, bike paths, and through the rescue and rehabilitation of city parks.

To implement control programs, regulation and improvement of cities there is the creation of global systems of public information for the digitized management and actions that allow the monitoring levels of energy consumption, pollution, volume of waste, critical states, consumption of water, waste levels of natural resources, physical risks, solid waste, mobility, transportation and urban planning, among others, which are being now implemented in cities around the world.

There are networks and / or international organizations conformed by various countries in the same region or global reach to help its members for making their cities and regions sustainable. It is about sharing digital information to implement measures aimed at reducing CO2 emissions, forming resilient, ecomóvil, biodiverse cities, with efficient and productive resources, with a green economy and intelligent infrastructure, allowing the coordinated actions between the different levels of government orders.

The smart city establishes a set of tools for evaluating the energy of the city, controlling emissions, air quality, atmospheric monitoring, and the measures to be taken for motor vehicles, as well as incorporating energy efficiency systems in the productive activities.

At a global scale it has been determined that smart cities will be those that ensure a sustainable and coherent mobility with urban development. It's not about placing people using buses in more buses, but the real challenge is people that is using cars make use of public transport, a problem suffered in this region and that occurs around the world, in fact there is really a very few number of cities that have approached to this goal, and without doubt these are regions that have sufficient economic solvency to implement such actions.

Intelligent mobility is an efficient and appropriate system designed for the city. The is a single longitudinal road in the Angelópolis zone, which is the axis on which development is established, and two other transverse roads to release all the traffic that accumulates; the problem is that this design is classic, and it does't provide exclusive lanes for massive public transport, creating road conflicts at certain times of day, where both private and public vehicles compete for a place in the road, trying to gain lost time in order to reach their destinations.

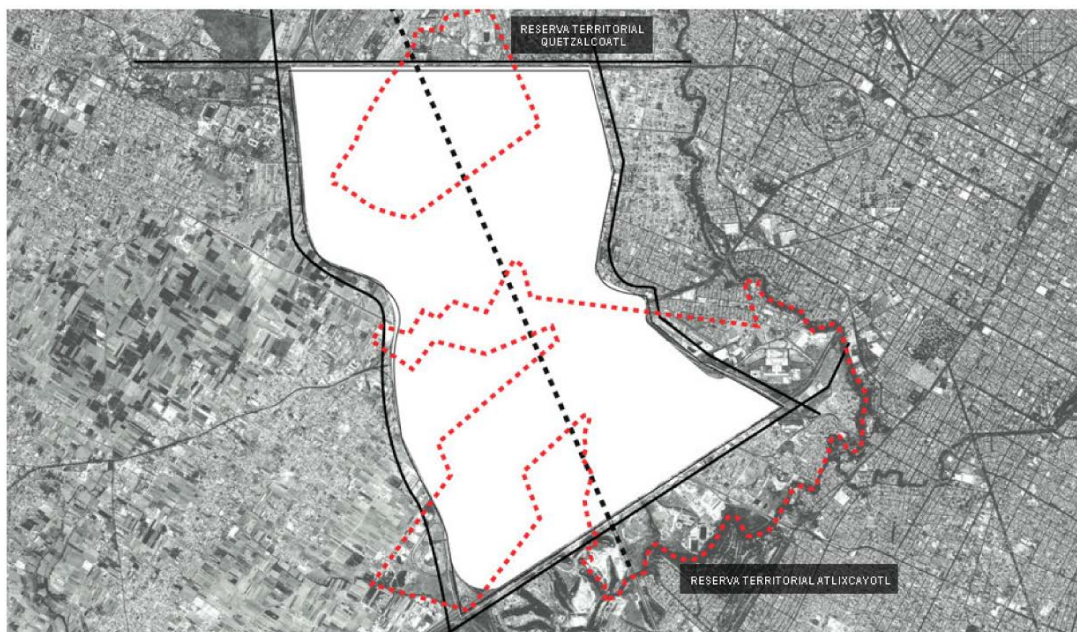
Brazilian architect Jaime Lerner, promoter of the green city in Curitiba, Brazil says that "all mobility systems either pedestrian, bicycle, bus, metro or car, can coexist as long as they do not compete for the same space".

It is now a urbanized sector, but to become a smart city it is required to learn to face and properly resolve problems, considering climate change, against inequality, implementing new technologies, to achieve a compact and connected city, walkable, safe, multimodal scheduled and centralized, we must aspire to cities designed and governed holistically, only then we can achieve the goal of an intelligent city.

The development Angelópolis area in Puebla has entered this kind of urban changes, following the "booklet of competitive and creative cities", extending to areas that had survived because they were always cultivated land and had a high agricultural productivity, an because these land was identified by all urban development plans of both the city of Puebla and by the neighboring municipality, labeled as an "ecological reserve zone" with free areas with physical enviable characteristics, belonging to San Andres Cholula, until an expropriation decree was issued to wrest the land to the peasants and expel the residents of the area. At first under the pretext of building a paying road or highway, which immediately was granted, between the cities of Puebla and Atlixco, the respective expropriations were carried out and by 1993 the whole area was expropriated for the urban development to be held as "new urbanism" under a perfectly preconceived plan, with national and international advisors. For the sale of the lots a trust that sought to recover the investment in infrastructure and services that the government promoted was created, but as always only served to disguise fraudulent business and to enrich a few "investors and politicians".

All this legal process of dark business gave way to a development process, which changed the rural structure to urban, spreading along the Via Atlixcáyotl, an avenue that became the backbone for the development of the zone.

Figure 5 Atlixcáyotl Territorial Reserve.



The sector was boosted after the creation of two transverse roads which over the years became a fundamental part of site development, as well as being instrumental in the plan of invasion and expropriation of a common land for agricultural use addressed when "Atlixcáyotl Territorial Reserves" were formed.

The privileged conditions of Angelópolis, with all kinds of services and first class infrastructure that is available in the area, have generated an attraction for investors of local, national and even foreign origin, and now given to the task of developing large buildings, residential and commercial places and all kinds of buildings with pleasing architectural designs that makes this one of the most exclusive and prestigious strips of the city.

It is the area with more benefits in recent years and therefore It is the establishing site for shopping centers, private schools and government buildings, renowned hotels, car dealerships, private hospitals and the most prestigious residential neighborhoods in Puebla.

The type of architecture that develops in this area is global in nature, without identity and without any respect for nature and green areas. This has been implemented more than anywhere else, as mentioned by (Kunstler, 2010), the cult for the car above any other consideration, the urban layout is throttled, and the creation of remote residential areas of the city are encouraged, but these are isolated with a single use and extremely dilated.

The new urban developments have only contributed to deteriorate both natural and built environments according to Kunstler (2010), these actions are "... the biggest waste of resources the planet has ever experienced".

As mentioned, this urban development project was promoted by the government under the name "Urban Megaproject" with the firm conviction to achieve two purposes, one was to be a trigger for local development and social welfare and another one to promote the trading of land in the region towards the real estate sector to develop these housing, social facilities and commercial areas.

Figure 6. Zona de desarrollo Angelópolis (2014)



Facing the imminent growth of the city because of many factors such as population growth and depletion of living spaces available in the city of Puebla, there was the need to expand to the neighboring municipality of San Andres Cholula as an extension of the city itself, and this brought a long border legal dispute with the neighboring municipality, snatching this land and absorbing their royalty payments of property taxes, water, building rights, land use and others.

This type of intervention of urban character was not presented in the city since the decades of the 1950's and 1940'sy when residential development La Paz and San Manuel were planned.

With the arrival of investors, after the ease or gift from the government which granted the development in the area, urban growth went out of control, as it was intended in the program management, as market forces and promoter groups took place, they could not contain any intention of being overrun by urban regulation and planning referred to in that project.

Changes in land use and ease of use for a space detonated the interests of those involved, to sell to the highest bidder different properties, a situation in which the state government was directly involved.

The result, as expected, reduced considerably the areas designed according to the program for green areas, but economic interest, corruption and other tricks of the authorities to avail themselves were an integral part of the changes, even the allocation of certain land use sectors were not respected, the construction of all types of interests for investors were allowed, repeating again and again and as a result the original idea of the program of land management was radically altered.

Table 1. Relation between expected and destined hectare

Land use	Expected hectare	Destined hectare	Percentage
Housing	520.26	429.22	-17.49
Roadways	263.36	111.08	-57.82
Commerce	69.70	155.52	+123.12
Green areas	162.38	137	-15.63

This also caused not to be built some works proposed in the plan as the case of the neighborhood center (CIPAC), the "Quetzalli College", a Water Treatment Plant and a Sports Unit, however the land was not free, because it was donated by the government to the Federal Electricity Commission (CFE) to install there pylons, which were not built and instead a couple of buildings of the same company were built, another part was donated to a particular who ordered the construction of the Angeles Hospital, another donation was to establish the Children's Rehabilitation Center Teleton (CRIT) and so on, beneficiaries were also Universidad Anahuac, Universidad Iberoamericana, Universidad de las Américas Puebla, private schools established its campus in Puebla, other institutions were the Mexican Red Cross and the Business Coordinating Council of Puebla.

Initially within the modifications made to the Urban Development Plan, the government considered three large areas to establish three universities, two private and one public, the Instituto Tecnológico de Estudios Superiores de Monterrey Campus Puebla (18.7 has.), the Universidad Iberoamericana Campus Puebla (18.05 has.) and the Benemérita Universidad

Autónoma de Puebla, respectively.; for the latter finally two areas were donated for the Faculty of Communication Sciences (5.2 has.) and the Complejo Cultural Universitario (15.3 has.).

For a city, or a global city area it is also required a good concept and the architecture developed within place, an architecture that handles elements that highlight achieving a good configuration of both the industry and the same city, where modern and developing area joins with the historic, where you can find complementary areas or branches of the great cities with it is internationally renowned brands and companies.

This means, as well as in almost all of the cities of the country, in Puebla there is no relationship between the historic center and the central axis of development, a problem of planning, because both spaces are working independently and in part due to economic and technological conditions.

The homogeneity of the city is of great importance and should not separate modern historical spaces; returning to the previous example, Puerto Madero is a place where corporate buildings, office buildings, homes, museums, art galleries, universities, banks, restaurants, cinemas and a nautical club coexist,, surrounded by large green spaces and nature walks, gaining value to the history of the place through existing natural spaces (Alustiza, 2007).

Real estate companies are largely responsible for these events, whose main product are the residential areas, but at this rhythm in a few decades overexploitation will generate problems of all kinds.

We should think on the harmonic and homogeneous spaces where interaction is possible in all involved sectors, representing great progress and the development of the city towards a global modernity.

To avoid reaching this circumstances, it is urgent a change in thinking and acting of policies, investors and the professionals responsible for the development of various projects, architects, engineers and planners, thinking about the progress and welfare of the population, without ignoring the issue related to environmental care and arrangement of green areas, parks and recreation centers within the development zone and generally of the city, searching for a favorable balance in all aspects, population, territory, city, environment and messy growth.

The urbanistic project

The Angelópolis zone that was visualized as a project that would provide solution and order to the growth and expansion of the city, somehow failed, the opportunity was lost to be that urban development detonator axis, where the key was to create an organizing area around the concept of a sustainable city, because of the inattention and inefficiency of the state to lead a project of this importance and hierarchy according to the new needs that a sustainable development demands, that is industries without smokestacks, economic and ecological transportation, job opportunities and study within the sector to avoid large journeys, appropriate energy saving technologies, recycling and reuse of wastewater and in general for environmental protection, reduction of urban traffic, pollution and noise, construction of cycle trails, generation of recreational and cultural spaces, enough green areas and parks, generating its own energy and in short everything that leads to an environmentally responsible urban development.

Figure 7 Urban vs rural reticulation scene.



The roads as backbones

Regarding the construction of the two main roads on this side of the city, they had great impact, beginning with the development of the Puebla-Atlixco highway, while producing the expropriation of large land adjacent to the road axis, excellent opportunity for sale by real estate agents, who took the opportunity and conditions for conducting illegal transfers and fraudulent sales, leading to a situation out of control for the government for this sector compared with what was originally proposed.

The improvement of the highway included moving the car tax booth about 5 kilometers in the direction of Puebla-Atlixco, from its original location, so this road became an important urban road which was called Via-Atlixcáyotl, and began the construction of schools, cultural facilities, universities, health, government buildings, commercial, residential, and corporate buildings, among others, and the best infrastructure services that distinguishes the zone from the rest from the city.

It usually happens that after the construction of a major highway as in this case the Via-Atlixcáyotl and to the south-west the Periférico ecológico, the other important road section,

became the object of new establishments and development occupying suburban space which over the years has been almost completely urbanized.

At that time because of the growth of the zone required construction of other roads as connection points around the different constructions and thus appeared: Boulevard del Niño Poblano, Cúmulo de Virgo avenue, Sol-Hidalgo avenue, Andrómeda, Municipio Libre, Kepler, Orión Norte y Sur, General Emiliano Zapata avenue, and finally the western arc of the peripheral ring, which was supposed to limit the development of Angelópolis, which never happened, was built. It is from this point and limiting to the highway Puebla-Atlixco, that began with the housing residential development, consisting of small type cluster divisions, with services and amenities of first class, so far, perhaps being the most important, the metropolitan zone called Lomas de Angelópolis, which was supposed to have a concept of "Self - Sufficient City, " which to date continues to grow without stopping.

Figure 8 Vialidades principales de la zona, Vía Atlxcáyotl y Periférico Ecológico (2014)



At the same time in the central line the commercial buildings, equipment and services started and other secondary streets were created where private buildings benefit from the infrastructure installed. It is in this space where the sector is freed from the captivity center of the straitjacket identity, which can be seen as changing according to your needs, which is a characteristic of the generic city (Koolhaas, 2006).

The role of government in the sector development

The reasons of the problems concerning the irregularity in urban settlements are many and the most important has to do directly with problems of corruption within government agencies responsible for territorial issues, breaking the rules and failing to follow building regulations, and

other series of illegal acts that are permitted in the middle of all these problems, hence the point of (Koolhaas, 2006) who says that the generic city is also a haven for the illegal.

The growth of the city depends on the willingness of urban land, this has been potentially reduced. In the study area and all the others is essential the substantial relationship between city and free territory, that somehow it is a brake for the development of the urban area, which grows uncontrollably and without regulating this situation. Once again should be implemented a development plan to reorganize the different growth sectors that ultimately will be reflected in the delimitation of the urban area.

As already discussed the development of the zone is characterized, among other things, for housing developments in the form of clusters, the clearest example is the case of Lomas de Angelópolis, causing a segregation of the urban area, restricting communication and socialization, both of the population and at the urban structural level. This situation is somehow a fault of the government authorities that have allowed this segregation in exchange of the economic benefits obtained from the investors who have achieved that status. It is very clear that access to this privileged space and services of the sector are outside the scope of certain settlements that are part of the same area, but they are in different economic circumstances with respect to the strip outside the Via Atlíxcáyotl, it is a problem of social differences that should not happen, in the sense of homogenization of urban structure working together, since each of the existing sectors are an integral part of the same city.

On the other hand many of the reasons that have pushed for the construction of clustered divisions, are directly the problems of insecurity and urban violence to which they are exposed, hence people was looking for a safer place with restricted access and 24 hours surveillance inside a walled space (new trend of housing developments) that almost always meet these conditions, gradually creating urban segregation as mentioned above.

The sector has not been developed in an integral way it is more a region that has gained a great value, which seeks to extract the greatest economic benefit in the short and medium term. It is a strip where settlements are preferably for the upper classes, where they feel more identified according to their social and economic status indirectly causing social exclusion. It is a sector that the governments devotes many resources to further enhance the area, devoting fewer resources to the rest of the other zones, however in this sumptuous investment it is hardly included a proper management of the environment and landscape, these being a factor of major concern.

There is no effective legislation, or specific instruments for spatial planning and urban development for authorizations and permits to be regulated, so that the buildings become low energy consumption, low water consumption, which do not emit pollutants, involving ecotechnical systems and selfsufficient, and in general that these include environmental protection measures.

For the development of the Angelópolis plan to be executed accordingly, besides the participation of the government, there was also encouraged the participation of public and private agencies as well as the community to achieve the proper development that was

intended, which over the years, as has been commented, it went out of control in the face of the multiple horizontal and vertical developments that were built, accelerating the pace of growth of the city in this sector.

It is evident that the community participation never worked, or maybe this community even tried, so the integral proposal faded away, naturally the lack of leadership and poor decisions of the authorities were an important factor in this uncontrolled process and of course the cooperation of everyone involved also had a lot to do, because they were concerned with other interests, especially the economic ones.

The Angelópolis zone is still in development and will continue to extend apparently to the southwest, as has been marked by the different establishments, especially housing development of Lomas de Angelópolis whose boundaries do not seem to end in the municipality of San Andrés Cholula. It is a situation that might compromise the urban structure even more than already is, if the authorities' don't implement some development proposals to regulate such a situation.

It seems that the development project was only a pretext to establish a new space in an isolated zone that sooner or later would detonate the commercial boom currently happening, looking to emphasize the city into other different aspects rather than their original historic ones, this is mainly occurring as can be seen in the establishment of shopping centers, educational institutions, business centers and more.

Investment and trading

The zone of Angelópolis, to achieve this it is required a lot of control, organization and work of urban character, positioning areas of interest to really become an attractive place to visit and not only depending on commercial areas.

It is also through the media and especially with the support of the internet, that can be known what is built in other countries, what is fashionable, and in this way is how these interesting architectural designs reach the generic city resulting in despicable copies of other buildings (cloned architecture) located in the most important cities around the world with an advanced development, but for the local community it is interesting as they don't know the origin of these projects.

Finally, we must add that the city or a sector of the same city in development, which is considered to be of high value must not only be focus for investors, products, information, consumers or have the latest technology, among other benefits but must also have the power to export things that are from the local community as products, services, culture, broadcasting the place to be known to the world, which today is easier thanks to technology and media communication that reach almost every corner of the world, thus becoming, a competitive global sector.

The Modern cities are characterized by high consumption of land, water and energy, but there is no implementation of an awareness of energy saving, consumption reduction, recycling, care of natural resources and all other factors that contribute to the maintenance and care of the environment.

Anywhere in the world has become a very important issue the conservation of the natural heritage, so planned developments should necessarily contemplate areas for parks or gardens and application of green technologies (water treatment, cleaning rivers, defined and authorized landfills, recycling and reuse, etc.) creating environmental awareness among the population, actions that will be reflected in the quality of life of society, social welfare and the image of the city.

Currently the issue of the environment should be taken with great interest in large metropolitan areas, it is common that lack of projects that help counteract this problem, and the lack of natural reserves. Globally major cities have begun to implement in their buildings technologies to reduce energy consumption, they have seen the empowerment of green areas, water treatment, generating its own energy and other techniques showing concern for the environment.

Regarding the Angelópolis zone there is still time to think of measures for a responsible environmental management, starting with the implementation of a council for the Environmental Urban Plan that is responsible for the management and development of such projects but also to put into practice these properly, with references highly available and knowledge on the subject, obviously supported and backed by municipal and state political union in addition with the collaboration of the public to access and approval of the implementation of any of the proposed projects, reflected in a process of positive transformation in the urban theme.

It can be seen how this uncontrolled growth has been dismantling the existing urban fabric and ending with the well-founded architecture, the presence of large buildings created hardly taking into account the harmful or negative effects they generate much less the implementation of technologies associated with the reduction of such effects or the use of ecologic instruments that contribute to energy saving and environmental care.

The sector will continue to grow so it is important to take into account the environmental issue, because neither the government nor the investors are aware of this problem, because it is becoming an emergency situation not only in Puebla but also worldwide. The demand for space, as mentioned before, is very high and the interest prevailing over the environmental consciousness are those relating to economic interest, that is to say, developers are more concerned about how to recover and get more economic gain of the investment made, and as can be imagined this situation will end up impacting the quality of life of the population and among other things, also end up affecting the urban image.

Independently of the irregularity in the settlements, the Angelópolis zone is a sector that, despite the great development that are carried out, there are no good policies for the implementation of sustainable elements, although resources exist, there are hardly spaces contemplating this important factor and this is of great concern not only at the local level but also global.

The sustainable resources are the ones that makes a city to stand out, so to be at the level of recognized cities worldwide that are noted for their level of development in many ways, it is time that the strip that occupies the Angelópolis zone begins this implementation, within the multiple

developments related to the collaboration of environmental care and not only to seek economic benefits.

Final discussion

The scattered and sparsely metropolitan cities of recent days have grown too much and suffered of many urban transformations, which have required municipal areas of the surrounding to solve their services and also are following guaranteed models of intervention through strategies of intervention of the state under a system of planning and urban projects to develop specific plans and all sorts of planning instruments for certain areas to make them competitive and creative cities.

The state strategy has been to facilitate in the first place, spaces for commercial activity for all social and economic groups, and where the architecture is associated with foreign capital, but without suitable control or regulated and ordered growth of the city.

Moreover, there is still time to correct things towards the re composition, with the firm intention of achieving an expansion with an image and contemporaneity in the globalization process in which we live through the implementation of new development programs that take into account all factors related to the green zones, good public transportation, recycling, good energy use, walkable areas, variety and effectiveness of accessible public spaces, proper balance, compact cities, greater social contact along with privacy (individual) improved, cleaner cities, greener and silent, efficient, beautiful and desirable , because a contemporary sector cannot be the only factor or example for the construction of different or new architectural or urban theory.

The cities or cities appendices for development follow the same pattern of the great metropolis, hence the generic term, because it is where contemporary architecture is housed, with big skyscrapers and colorful and great designs and complex forms, they become the most important financial and commercial centers, acquiring the best value and prestige. Angelópolis zone is still in development but is in the process of becoming a generic city, because for the past two decades has been the most developed region that has become the most important sector of Puebla.

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