MAGNETIC HUB
Prototype for shorten the distance between Cd Juarez and El Paso
Intro
First Impression

The bond of the twin cities is becoming estranged due to the border policy and the drug war, this situation could be reflected on the binational socio-economic state and the urban development.
Cd Juarez is under decentralization.

Socio-economic: twin city economic structure is shifting from dual industry of tourism and manufacture to the single maquiladoras industry, that the single economic composition is not healthy for economic development. To pursue for the opportunities on jobs and crossing border, migrants from the south is gathering in Juarez without merging into the local culture. Which means segregation is happening in the city.

Urban decentralization: the city is expanding rapidly and suffering from decentralization because of the crime threats in downtown and job opportunities moving to suburban area. The poor infrastructure results in extending the commuting time on people's daily life and border crossing.
Problems on Site

- To meet the daily need for commuters, citizens move near Mercado.
- They stay in the suburban area with low life quality.
- Citizens are fleeting from the city centre.
- Migrants seek opportunities.
- Cultural gap / lack of belonging.
- Form the trading platform for used goods.

Vacant center

Migrant

Traffic

each problems with data

What is missing between the two cities?
Problems on Site

Vacant center
- Citizens are fleeing from the city centre.

Migrant
- To meet the daily need for commuters, citizens move near Maquiladoras.
- They stay in the suburban area with low life quality.
- Migrants seek opportunities: Cultural gap / lack of belongingness.
- Form the trading platform for used goods.

Traffic
- Suffering from the poor quality of facilities.
- Migrants seek opportunities: Cultural gap / lack of belongingness.
- Form the trading platform for used goods.

Stimulate the flow exchange between the two cities. Tourism industry reconstruction could be an option.

ACTIVATE THE FLOW
TOURISM

Vacant center
- Citizens are fleeing from the city centre.

Migrant
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Traffic
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- Form the trading platform for used goods.

Stimulate the flow exchange between the two cities. Tourism industry reconstruction could be an option.

ACTIVATE THE FLOW
TOURISM

What to pursue for the project:
- Solve the traffic jam through border.
- Improve private buses system.
- Better quality of road and bus stop.
- Formulate clear route and schedule.
- Transit system for citizens.

COMPLEX Prototype for shorten the distance between Cd Juarez and El Paso

Magnetic HUB / Xiaojie Huang / 4302346
Research
Mexico is one of the largest market

In 2011, with 13.41 million visitors, Mexico represented the second highest visitor market to the U.S. behind Canada and the fourth highest market in visitor spending, at $9.4 billion (15). The focus of this research study is a finite slice of this population group and its reciprocal, visitors to Mexico; yet this joint population—pedestrian crossborder travelers between the U.S. and Mexico—is large and substantially important to both Texas and the U.S.

### Top 10 Markets: 2014 International Visitation

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2014 Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Canada (-2%)</td>
<td>23.00 Million</td>
</tr>
<tr>
<td>2</td>
<td>Mexico (+17%)</td>
<td>17.07 Million</td>
</tr>
<tr>
<td>3</td>
<td>United Kingdom (+8%)</td>
<td>4.15 Million</td>
</tr>
<tr>
<td>4</td>
<td>Japan (-3%)</td>
<td>3.62 Million</td>
</tr>
</tbody>
</table>

### Top 10 Markets: 2014 International Visitor Spending

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2014 Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Canada (-4%)</td>
<td>$26.3 Billion</td>
</tr>
<tr>
<td>2</td>
<td>China (+14%)</td>
<td>$24.0 Billion</td>
</tr>
<tr>
<td>3</td>
<td>Mexico (+3%)</td>
<td>$18.7 Billion</td>
</tr>
<tr>
<td>4</td>
<td>Japan (+0%)</td>
<td>$17.7 Billion</td>
</tr>
</tbody>
</table>

Mexico, one of the largest market in 2011, with 13.41 million visitors, Mexico represented the second highest visitor market to the U.S. behind Canada and the fourth highest market in visitor spending, at $9.4 billion (15). The focus of this research study is a finite slice of this population group and its reciprocal, visitors to Mexico; yet this joint population—pedestrian crossborder travelers between the U.S. and Mexico—is large and substantially important to both Texas and the U.S.
EL paso JUarez is the second busiest border port along the us-mexico border

<table>
<thead>
<tr>
<th>Rank</th>
<th>Port Name</th>
<th>Port Code</th>
<th>Year</th>
<th>Personal Vehicle Passengers</th>
<th>Pedestrians</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CA: San Ysidro</td>
<td>2504</td>
<td>2015</td>
<td>25,646,073</td>
<td>7,056,022</td>
</tr>
<tr>
<td>2</td>
<td>TX: El Paso</td>
<td>2402</td>
<td>2015</td>
<td>19,982,407</td>
<td>6,847,689</td>
</tr>
<tr>
<td>3</td>
<td>CA: Otay Mesa</td>
<td>2506</td>
<td>2015</td>
<td>12,225,410</td>
<td>3,411,485</td>
</tr>
<tr>
<td>4</td>
<td>TX: Laredo</td>
<td>2304</td>
<td>2015</td>
<td>10,985,281</td>
<td>3,542,190</td>
</tr>
<tr>
<td>5</td>
<td>TX: Hidalgo</td>
<td>2305</td>
<td>2015</td>
<td>9,271,544</td>
<td>2,474,962</td>
</tr>
</tbody>
</table>
Target group research - Visiting purpose

Table 11.2 frequency in the amount of visitors adults and minors

<table>
<thead>
<tr>
<th>Number of adults</th>
<th>Percentage</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>51.8%</td>
<td>61.8%</td>
</tr>
<tr>
<td>2</td>
<td>27.4%</td>
<td>89.3%</td>
</tr>
<tr>
<td>3</td>
<td>5.7%</td>
<td>95.0%</td>
</tr>
<tr>
<td>4</td>
<td>3.6%</td>
<td>98.6%</td>
</tr>
<tr>
<td>5</td>
<td>0.9%</td>
<td>99.4%</td>
</tr>
<tr>
<td>6</td>
<td>0.2%</td>
<td>99.6%</td>
</tr>
<tr>
<td>7</td>
<td>0.2%</td>
<td>99.8%</td>
</tr>
<tr>
<td>8</td>
<td>0.1%</td>
<td>99.9%</td>
</tr>
<tr>
<td>9</td>
<td>0.1%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: own work on the basis of a diagnostic study on the agendas of tourism competitiveness in Ciudad Juárez, Chihuahua.

Table 11.3 main reasons to visit Ciudad Juárez, Chihuahua

<table>
<thead>
<tr>
<th>Reason</th>
<th>Quantity</th>
<th>Percentage</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit family</td>
<td>531</td>
<td>43.4%</td>
<td>43.4%</td>
</tr>
<tr>
<td>Business</td>
<td>141</td>
<td>11.5%</td>
<td>54.9%</td>
</tr>
<tr>
<td>Make purchases</td>
<td>104</td>
<td>8.5%</td>
<td>63.5%</td>
</tr>
<tr>
<td>Professional Reasons</td>
<td>100</td>
<td>8.2%</td>
<td>71.6%</td>
</tr>
<tr>
<td>Perform the procedures</td>
<td>99</td>
<td>8.1%</td>
<td>79.7%</td>
</tr>
<tr>
<td>Only stop</td>
<td>81</td>
<td>6.6%</td>
<td>86.3%</td>
</tr>
<tr>
<td>Vacation/Leisure</td>
<td>70</td>
<td>5.7%</td>
<td>92.1%</td>
</tr>
<tr>
<td>Medical Reasons</td>
<td>58</td>
<td>4.7%</td>
<td>96.8%</td>
</tr>
<tr>
<td>Academic Reasons</td>
<td>9</td>
<td>0.7%</td>
<td>97.5%</td>
</tr>
<tr>
<td>Chupacabras Competition</td>
<td>7</td>
<td>0.6%</td>
<td>98.1%</td>
</tr>
<tr>
<td>Visit Friends</td>
<td>5</td>
<td>0.4%</td>
<td>98.5%</td>
</tr>
<tr>
<td>Church</td>
<td>4</td>
<td>0.3%</td>
<td>98.9%</td>
</tr>
<tr>
<td>Looking for employment</td>
<td>3</td>
<td>0.2%</td>
<td>99.1%</td>
</tr>
<tr>
<td>Charity</td>
<td>2</td>
<td>0.2%</td>
<td>99.3%</td>
</tr>
<tr>
<td>Funeral</td>
<td>2</td>
<td>0.2%</td>
<td>99.4%</td>
</tr>
<tr>
<td>Personal reasons</td>
<td>2</td>
<td>0.2%</td>
<td>99.6%</td>
</tr>
<tr>
<td>Let your child</td>
<td>1</td>
<td>0.1%</td>
<td>99.7%</td>
</tr>
<tr>
<td>Play soccer</td>
<td>1</td>
<td>0.1%</td>
<td>99.8%</td>
</tr>
<tr>
<td>Policy</td>
<td>1</td>
<td>0.1%</td>
<td>99.8%</td>
</tr>
<tr>
<td>Community Service</td>
<td>1</td>
<td>0.1%</td>
<td>99.9%</td>
</tr>
<tr>
<td>Transfer of a project</td>
<td>1</td>
<td>0.1%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Target group research - Visiting purpose

Cross-border travel trip purposes
1. Tourism, including shopping is the primary reason that Mexican nationals cross into the U.S.
2. Social visits is the next common reason that Mexican nationals cross the border into the U.S.
3. Work Commute as the third popular reason for Mexican nationals to cross the border into the U.S.
4. Education Commute
5. Other Trip purposes

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<tr>
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- Let your child
- Play soccer
- Policy
- Community Service
- Transfer of a project
Shopping habit of border crossing visitors

The characteristic of cross-border shopping is the result of either *utilitarian (economic/rational)* or *hedonic (pleasure or thrill-seeking)* motivations.

Utilitarian: Low price of goods and services
Hedonic: the enjoyment in the cross-border experience itself “returning with bags full of objects and minds with full of memories.”

Different motivations between shoppers from each side are more likely where there is a **strong socio-economic differential, as is the case between the U.S. and Mexico**.

**Mexican vs. U.S. shoppers**

Mexico: • High brand loyalty, price- and quality-consciousness;
  • Favorable views of U.S. products.

Images of pleasure and escape to a nicer environment - as a family activity
Reconnecting with friends and family in the U.S.
A faith in trust and order of the US system, being treated fairly by US

America: **Less expensive cost**

Good service and perceived **“authenticity” of Mexican service providers**
Great food
Laid back atmosphere
experienced their trip as an adventure - connected to Mexican culture through family or history
unconnected to the culture, but appreciative of it.
Shopping habit of border crossing visitors

**Market product - Food/ Low price goods/ Service/ Mexican cultural goods**

<table>
<thead>
<tr>
<th>Category</th>
<th>Products/ Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>Food, souvenir, tradition performance</td>
</tr>
<tr>
<td>Local citizens</td>
<td>Food, commodity, second hand goods, entertainment</td>
</tr>
<tr>
<td>Daily commuters</td>
<td>Fast food, light commodity</td>
</tr>
</tbody>
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Good service and perceived authenticity of Mexican service providers

Great food
Laid back atmosphere

Experienced their trip as an adventure - connected to Mexican culture through family or history

Unconnected to the culture, but appreciative of it.

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- **Mexico:**
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  - A faith in trust and order of the US system, being treated fairly by US

- **America:**
  - Less expensive cost
  - Good service and perceived "authenticity" of Mexican service providers
  - Great food
  - Laid back atmosphere
Market as the trigger point in social interactions.
Public space is needed.
Attractions for tourists

- Museo Historico de Ciudad Juarez
- Bull fight arena
- Cathedral
- Monumento a Benito Juarez

Culture experience (Monuments)
Landuse
Main Destination for tourist

The downtown area of both cities.
Main Destination for tourist
The downtown area of both cities.
The connection is crucial
The method of entry to Juarez

Means of transport used to enter by the visitors of Cd Juarez, Chihuahua
Diagnostic study on the agendas of tourism competitiveness in Cd Juarez, Chihuahua, 2013

Ground transportation as the main method of entering Juarez.
The dropping number of entering to El Paso

![Graph showing the total annual persons crossing into El Paso by mode from 1995 to 2011. The graph indicates a decrease in the number of bus passengers, personal vehicle passengers, and pedestrians entering El Paso over the years.]
The waiting time of crossing border

![Graph showing waiting time for different lanes.]

**COMPLEX Prototype for shorten the distance between Cd Juarez and El Paso**

Magnetic HUB / Xiaojie Huang / 4302346
Congestion around the borders

- **Average 40+ Mins**
- **Average 45-50+ Mins**

**COMPLEX Prototype for shorten the distance between Cd Juarez and El Paso**

Magnetic HUB / Xiaojie Huang / 4302346
New public transport system

Break the border as two and connect the core area of the cities. "Shorten" the distance between two city centers.

Shorten the time to 15 Mins
What program is needed for tourism?

To design a prototype of urban complex as an attracting point of the city.

Which can stimulate the binational socio-economic interaction and revitalize the downtown area of both cities, which including a transport terminal to shorten the commuting time and a trading area to bind up the social gap in different level.

Rapid crossing system
The separation of border bring the unique chances - the waiting time of border would bring more potential customs to the site.

Market
With the customer composition of tourists and the locals, market can play the role of merging the gap with different social level. Also, market is the most active public function of the city itself.

Cultural experience
Recreation program could become the sufficient supplement for the market. Not only providing the attraction for tourists, also provide a active place for local people to stay.
Urban strategy

Transport

Market

Tourism

Customer

Products

Customer

Entertainment

Products

Entertainment

Cultural experience

Prototype for shorten the distance between Cd Juarez and El Paso

Magnetic HUB / Xiaojie Huang / 4302346
Cases Study - Typology

MARKET/RETAIL
- Ninot Market
- Mercat Encants
- Theaterplein
- World of Food
- Terraced Market Hall for
- 1111 Lincoln Road

TRANSPORTATION
- Bus station
- Bus Station of Trujillo
- New Central Bus Station
- Sarpi Border Checkpoint

RECREATION
- THE CINEROLEUM
- Folly for a Flyover
- THE PLAYING FIELD
- Fayetteville Festival Park
- Summer Cinema
- grotão fábrica de música

Prototype for shorten the distance between Cd Juarez and El Paso
COMPLEX
Magnetic HUB / Xiaojie Huang / 4302346
# Cases Study - Program

## MARKET/RETAIL
- Ninot Market
- Mercat Encants
- Theaterplein
- World of Food
- Terraced Market Hall for
- 1111 Lincoln Road

### SELLING AREA
- Ninot Market: 40%
- Mercat Encants: 40%
- Theaterplein: 40%
- World of Food: 40%
- Terraced Market Hall: 40%
- 1111 Lincoln Road: 40%

### LOGISTIC
- Ninot Market: 30%
- Mercat Encants: 30%
- Theaterplein: 30%
- World of Food: 30%
- Terraced Market Hall: 30%
- 1111 Lincoln Road: 30%

### PARKING
- Ninot Market: 30%
- Mercat Encants: 30%
- Theaterplein: 30%
- World of Food: 30%
- Terraced Market Hall: 30%
- 1111 Lincoln Road: 30%

## TRANSPORTATION
- Bus station
- Bus Station of Trujillo
- New Central Bus Station
- Sarpi Border Checkpoint

### PARKING
- Bus station: 15%
- Bus Station of Trujillo: 20%
- New Central Bus Station: 10%
- Sarpi Border Checkpoint: 30%

### DROP-OFF AREA
- Bus station: 20%
- Bus Station of Trujillo: 20%
- New Central Bus Station: 20%
- Sarpi Border Checkpoint: 20%

### TICKET OFFICE
- Bus station: 10%
- Bus Station of Trujillo: 10%
- New Central Bus Station: 10%
- Sarpi Border Checkpoint: 10%

### COMMERCIAL AREA
- Bus station: 30%
- Bus Station of Trujillo: 30%
- New Central Bus Station: 30%
- Sarpi Border Checkpoint: 30%

### WAITING ROOM
- Bus station: 30%
- Bus Station of Trujillo: 30%
- New Central Bus Station: 30%
- Sarpi Border Checkpoint: 30%

### BOARDING AREA
- Bus station: 25%
- Bus Station of Trujillo: 25%
- New Central Bus Station: 25%
- Sarpi Border Checkpoint: 25%

## RECREATION
- THE CINEROLEUM
- The Playing Field
- Fayetteville Festival Park
- Summer Cinema
- grotão fábrica de música

### STANDS
- The Playing Field: 60%
- Fayetteville Festival Park: 60%
- Summer Cinema: 60%
- grotão fábrica de música: 60%

### STAGE
- The Playing Field: 20%
- Fayetteville Festival Park: 20%
- Summer Cinema: 20%
- grotão fábrica de música: 20%

### DOCK
- The Playing Field: 20%
- Fayetteville Festival Park: 20%
- Summer Cinema: 20%
- grotão fábrica de música: 20%

### MULTI-FUNCTION
- The Playing Field: 20%
- Fayetteville Festival Park: 20%
- Summer Cinema: 20%
- grotão fábrica de música: 20%

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**COMPLEX** Prototype for shorten the distance between Cd Juarez and El Paso

**Magnetic HUB** / Xiaojie Huang / 4302346
The useful data from the cases

The basic percentage of ordinary market program:
30% parking area
30% logistic
40% selling area

For flea market / informal market, less logistic (storage) area is needed because of the flexibility of the sale process.

For supermarket, the logistic area almost have the same size with the selling area.

From the Mercat Encants, the basic unit of fixed stall is 2*2m to 2*5m (10 sqm)
And the key factor of stall size is the depth of the stall, 2m is enough for small stall (street side store, informal market)
4-5m is enough for ordinary store
the width of the store can be various.
From the World of Food, the basic cooking stall could fit in 1 or 2 parking plot.
3m-6m
that the informal stalls have the potential of merging with the parking lot.

Program of terminal: Buses Area, Passenger waiting area indoor and Commerce area
Bus unit: The current STA bus fleet varies in length from a 12.5m standard bus to an 18m articulated bus. A design width of 3.1m should be used when designing bus infrastructure. 3.60m in height
Organization of programs

Terminal as the backbone for entrance, Market as the bufferzone connecting the terminal and cultural area
Masterplan strategy
Site picking.

Plaza Misión de Guadalupe
Street view

Separated by busy roads. No public activities in the empty plaza.
Plaza Misión de Guadalupe is full of opportunities.

Pedestrian area is connecting the monuments and markets.
Plaza Misión de Guadalupe is full of opportunities.

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Pedestrian area
is connecting the monuments and markets.

Informal market
as the start point of the public space.
Plaza Misión de Guadalupe is full of opportunities.

Pedestrian area
is connecting the monuments and markets.

Informal market
as the start point of the public space.

Transportation
Public transport on the main road, and private transport on the side road. The plaza is overtaken by parking.
Plaza Misión de Guadalupe is full of opportunities.

**Pedestrian area**
is connecting the monuments and markets.

**Informal market**
as the start point of the public space.

**Transportation**
Public transport on the main road, and private transport on the side road. The plaza is overtaken by parking.
New HUB for the surrounding context
Design strategy
The urban complex.
Project to the site
Project to the site

Fixed area for tourist and terminal.
Project to the site

Fixed area for tourist and terminal.
Project to the site
Organize the left over space with market and parking area.
Market and Parking
Organize the left over space with market and parking area.

A - Density

B - Liberate ground floor

C - Ingredient
Mercat Encants
Architects: b720 Fermín Vázquez Arquitectos
Location: Barcelona, Spain

Shading area can be the catalyst for activities in public space.

Parking structures share the similar module with trading activities.
**1111 Lincoln Road**  
Architects: Herzog & de Meuron  
Location: Miami, U.S.

Flexible strategy of different function use could enhance vigor in the site.

Program definition: the idea of providing the basic facility for people to occupy their own space and let the event and activities to form the place.

<table>
<thead>
<tr>
<th>Weekday</th>
<th>Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking</strong> 75%</td>
<td><strong>Parking</strong> 40%</td>
</tr>
<tr>
<td><strong>Market</strong> 25%</td>
<td><strong>Market</strong> 60%</td>
</tr>
</tbody>
</table>

**COMPLEX** Prototype for shorten the distance between Cd Juarez and El Paso  
**Magnetic HUB** / Xiaojie Huang / 4302346
Spatial Concept

Occupy the space

Prototype for shorten the distance between Cd Juarez and El Paso

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Spatial concept

Due to the climate characteristic and the character of Mexican vendors, the parking area could be used as the basic structure. While the parking could provide the shading area also create the basic space for the user to define their own space.
Design process
Design process
Design process
Design process
Design process
Design process
Design process
Master plan

Prototype for shorten the distance between Cd Juarez and El Paso

COMPLEX

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Proposal Program

To provide the potential transition between parking and public function.

**Border Crossing 8%**
- Pedestrians 170 m²
- Entering customs hall 80 m²
- 5 checkpoints 5*4 m²
- Restrooms 20 m²
- Leaving customs hall 30 m²
- 1 Checkpoints 4 m²
- Inspection rooms 2*10 m²
- Staff 100 m²
- Office spaces 2*16 m²
- Meeting spaces 1*20 m²
- Secure Storage space 2*20 m²

**Marketing 30%**
- Selling area 1600 m²
- Fixed stall 100*8 m²
- Flexible stall 1600 m²
- Supermarket 800 m²
- Logistic 1800 m²
- Storage space 600 m²
- Office spaces 10*20 m²
- Restroom 150 m²

**Cultural 20%**
- Cultural area 1400 m²
- View points 300 m²
- Backstage 100 m²
- Multifunction room 3*80 m²
- Restroom 30 m²
- Auditorium 600 m²
- Resturant 600 m²
- Kitchen 4*50 m²
- Eating space 4*100 m²

**Terminal 8%**
- Local bus 240 m²
- Boarding area 120 m²
- Retail 6*10 m²
- Border shuttle 435 m²
- Staff office 80 m²
- Ticketoffice 8 m²
- Office space 2*10 m²
- Meeting space 30 m²
- Waiting hall 190 m²
- Retail 30 m²
- Restroom 30 m²
- Seating 80 m²
- Boarding area 90 m²
- Shuttle bus parking bay 75 m²

**Parking 34%**
- Parking (local) 3900 m²
- Parking (market-30%) 1800 m²
- Parking (Terminal-30%) 300 m²
Proposal Program

Border control
Terminal+Bus
Community
Restaurant
Event space
Fixed stall
Logistic
Open stall
Parking

Customer
Products
Entertainment

Local Bus rapid transport
Bus bay
Transit hall
Retail
Parking space
Recreation

Border express
customer
Products
Entertainment

TRANS
CULTURAL
MARKET
PARKING

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Program location

Underground terminal
Program location

Good access to market
Program location

Close to monument, view of the city
Program location
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Axonometry

**Top Level**
City View Bar

**Parking Deck Level**
Parking area
Viewing Points

**Mezzanine**
Workshop
Out Door Bar
Auditorium

**Ground Level**
Food Court
Daily Grocery Market
Flea Market / Performan Space
Craft Market
Tourist Information Point
Busstop

**B1**
Terminal
Border Control
Sunken Plaza
Supermarket
Logistic Area

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Private Circulation

Top Level
City View Bar

Parking Deck Level
Parking area
Viewing Points

Mezzanine
Workshop
Out Door Bar
Auditorium

Ground Level
Food Court
Daily Grocery Market
Flea Market / Performan Space
Craft Market
Tourist Information Point
Busstop

B1
Terminal
Border Control
Sunken Plaza
Supermarket
Logistic Area

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Vehicle Circulation

Top Level
City View Bar

Parking Deck Level
Parking area
Viewing Points

Mezzanine
Workshop
Out Door Bar
Auditorium

Ground Level
Food Court
Daily Grocery Market
Flea Market / Performan Space
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B1
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B1
Terminal
Border Control
Sunken Plaza
Supermarket
Logistic Area

Prototype for shorten the distance between Cd Juarez and El Paso
Parking deck divides two parts

Above: Parking
Underneath: Activities
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Prototype for shorten the distance between Cd Juarez and El Paso

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Tourist pedestrian experience
Underground Terminal

The sunkun plaza can provide a resting space for both tourists and local people right after the border trip.

In the plaza there are supermarket, cafe and daycare programs that fulfill the basic daily need for local people efficiently.

Direct connection with parking deck.
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Tourist pedestrian experience
Groundfloor Market

Follow the stairs, reaching the food market that can serve the Breakfast and Lunch for the tourist.

Most of the market is under the shading of the parking deck, which is suitable for the desert climate.
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Tourist pedestrian experience
Flea market

Left over enough space for temporary activities.
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Vehicle experience

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Parking Entrance

Main entrance from the south.

Got a completed view of the climbing shape of project.
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Vehicle experience
Function Box

Along the parking lane, there are several spots with spectacular city view and different active functions.
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Flexible Program
Part of the parking deck could transfer into temporary active spaces.
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Viewing Point over the city

The highest point of the building provides the best city views in the surrounding area.
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Technical design
Structure

Bridge structure - The piers and beams support the parking deck to achieve the column free space for parking.
Low cost structure - the concrete blocks and fabric provide shading.
Frame structure
In Situ Concrete Floor
Piers and Beams
Precast Concrete slabs

More shading, less columns
Precast Concrete slabs

More shading, less columns

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Precast Concrete slabs
Concrete Blocks
Fabric for shading
Inspiration

Light, cheap, recycle, easy to install.

Fabric for shading in Mexican outdoor market
Flexible, good for parking vision

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Facade analysis

Surrounding monuments are made from brickworks

Museo de la Revolución en la Frontera
Antigua Garita de los Metales
Facade analysis
Surrounding monuments are made from brickworks

Museo de la Revolución en la Frontera

Antigua Garita de los Metales
Climate concept
For desert area

Partly bury underground
Wide Roof to provide shading
Porous facade for ventilation and shading
Chiney effect to help ventilation
explain every part with picture
explain with the concrete blocks and fabric on top

Porous facade

Parking on top

Semi-outdoor

Underground indoor space

Underground outdoor space
Climate
Parking deck as the buffer area

- PARKING
- MARKET
- SUNKEN PLAZA
- BUFFER
- INDOOR

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Detail

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