

A CIRCULAR PARKING MANAGEMENT MODEL TO ENHANCE THE HABITABILITY OF PUEBLA'S HISTORIC CENTRE

Rotational parking scheme - Puebla, Mexico

1. DESCRIPTION

The scheme launched in 2022 by the city of Puebla regulates parking in the historic centre through a regulated rotation system. Its aim is to improve the use of public spaces, ensure their accessibility and create a circular financial model, in which the revenue collected is directly reinvested in the maintenance and improvement of the historic centre, prioritising pedestrian-friendliness and universal accessibility.

2. CONTEXT THAT MOTIVATED THE DEVELOPMENT OF THE PRACTICE

Prior to 2022, cars were double-parked, occupying public spaces for extended periods without paying fees, and restricting access for people with reduced mobility. This situation led to disorder, unequal use of space and negative impacts on economic activities and mobility.

3. APPROACH/METHOD

- **Stakeholders involved:** Puebla City Council, the Sub-Secretariat for Mobility and Road Safety within the Secretariat for Mobility and Infrastructure, and the Secretariat for Public Safety
- **Budget and financial model** based on revenue generated by the parking system, reinvested directly in public spaces in the historic centre of Puebla.
- Launch in 2022 – ongoing implementation and gradual expansion.
- **Key actions:**
 - Introduction of a regulated time-limited parking system (parking meters).
 - Designation of spaces for specific uses (people with reduced mobility, loading/unloading of goods, boarding/alighting of public transport users).
 - Creation of a fund financed by revenue from parking meters for local reinvestment.
 - Establishment of the Urban Brigade (8 staff members), an operational group within the town hall responsible for the regeneration, maintenance and improvement of the urban environment, mobility and safety in the town centre. It carries out ongoing paving, pavement repair and cleaning work to strengthen pedestrian infrastructure.



Alternate-side parking on the avenue

4. EXPECTED/IMMEDIATE/MEASURABLE EFFECTS

Measurable results

- The Urban Brigade is funded by the parking meter system currently deployed across an area of 2.69 km². The amount collected in 2025 totalled 5 million pesos (approximately 280,000 USD)

Immediate effects

- Improved organisation of parking and allocation of certain spaces for the installation of rest areas for passers-by.
- Increased vehicle turnover to meet demand in the area.
- Improved institutional coordination for the management of parking, mobility and the maintenance of public spaces.
- Development of spaces to ensure universal accessibility.

Expected outcomes

- Consolidation of a sustainable model for urban maintenance.
- Improved accessibility.
- Establishment of a local funding mechanism to ensure the ongoing maintenance of public spaces and the improvement of the living environment.
- Gradual extension of the model to new areas

5. KEY TAKEAWAYS

- Parking regulation can become a lever for sustainable funding for the maintenance and improvement of public spaces in historic centres.
- Reinvesting revenue locally makes the benefits of the system visible through concrete improvements to accessibility, pedestrian mobility and the quality of urban facilities.
- Beyond parking management, this approach contributes to better organisation of public space and a more equitable use of communal areas.



Map of metered parking zones in the historic center of Puebla.

FOR MORE INFORMATION :

<https://centrohistorico.pueblacapital.gob.mx/>

