

Several new industrial parks are in the planning process:

- fifty hectares in Tlajomulco, a southern suburb of Guadalajara, where the average price is US \$35 per square metre;
- fifty hectares in Zapopan, a western suburb of Guadalajara, where the average price is US \$50 per square metre; and
- three hundred hectares in Ciudad Guzmán, about one hour from central Guadalajara. At this location, the average price per square metre is not known, but it will be cheaper than the others.

The Ciudad Guzmán project is part of government efforts to decentralize industrialization, since good land is becoming scarce in the Guadalajara area. In Aguascalientes, where land speculation is less of an issue, some industrial parks have prices as low as US \$15 per square metre.

A PLAN FOR THE FUTURE

Guadalajara is soon to finish a 30-year urban plan, the first comprehensive plan in its history. It will incorporate strict but simplified zoning laws and realistic growth forecasts. Regulations to prevent corruption are also part of the plan, which is overseen by a committee called *Comisión de Planeación Urbana (Coplaur)*.

Guadalajara Chamber of Commerce Vice President, Hans E. Neufeld explains, that the objective is to bring about a pattern of orderly growth. "We want our city to grow," he says, "but we want to avoid the negative side-effects of a megalopolis [such] as Mexico City has become."

Jalisco's Secretary of Economic Promotion, Sergio A. García de Alba Zepeda, says that the state is implementing complementary measures. "We're beginning to plan for a decentralized state, thereby preserving Guadalajara and shifting wealth to the provincial districts. One example of this is the new industrial park in Ciudad Guzmán."

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