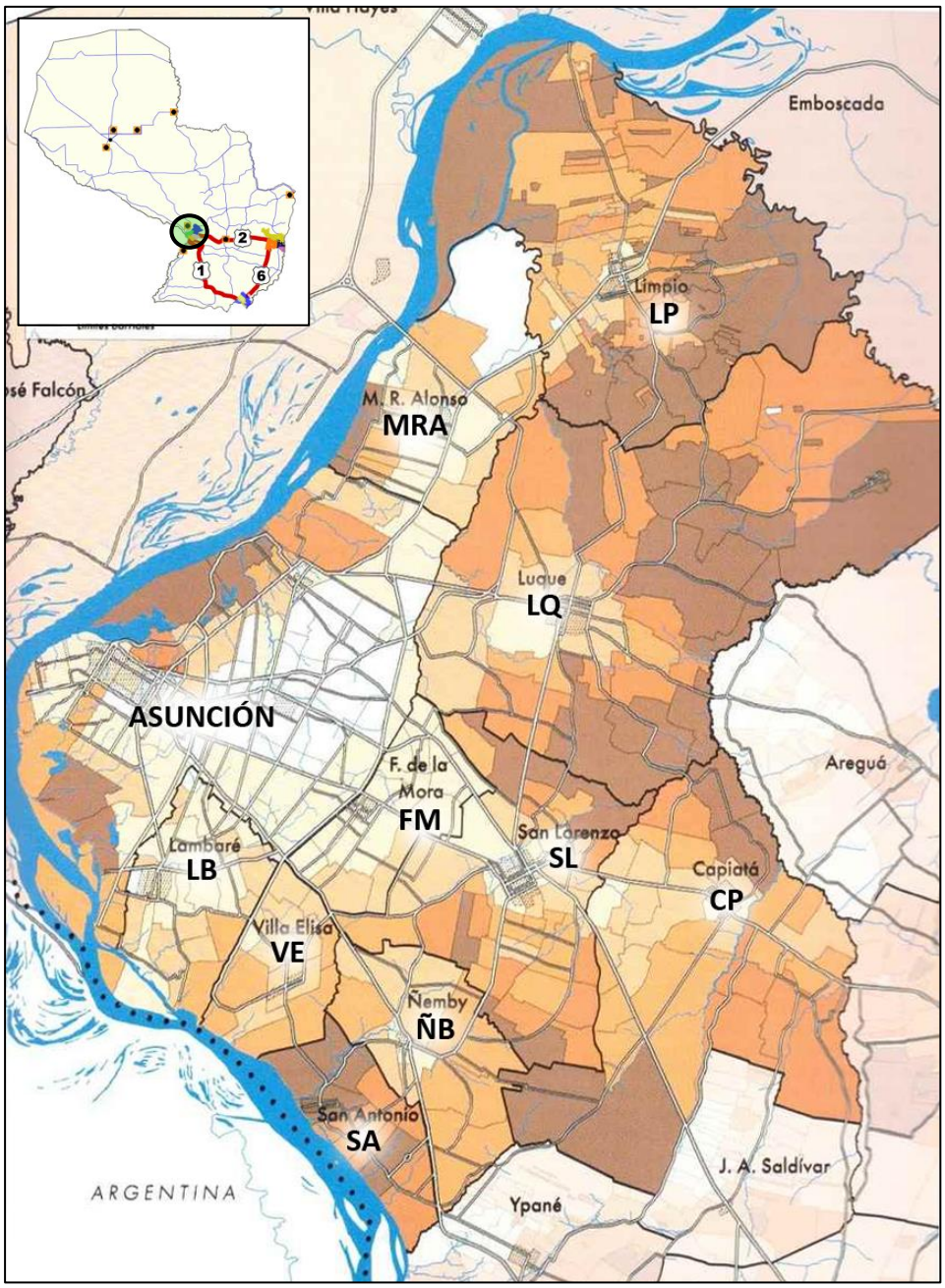
1) THE METROPOLITAN AREA OF ASUNCIÓN

Asunción and the Central Department (Gran Asunción in its most concrete definition) account for 70% of the national GDP, being the most productive and developed area in Paraguay. It is also home to the largest industrial, educational and cultural centers that provide services to services for the whole country. The Metropolitan Area of Asunción (AMA): In its most classic definition, it comprises Asunción together with 10 districts of the Central Department. These districts are divided into the EASTERN ZONE: Fernando de la Mora(FM), Capiatá (CP), San Lorenzo (SL), SOUTH ZONE: Lambaré (LB), Villa Elisa (VE), Ñemby (ÑB), San Antonio (SA), NORTH ZONE: Limpio (LP), Luque (LQ), Mariano Roque Alonso (MRA).



Reference

Area: 2582 km²
Population: 2 343 908 hab
Density: 907,79 hab./km²
PIB: 26 801 millones USD
PIB per cápita: 9.693 USD

Mobility

Vehicles: 1.700.000 und

Sin Movilidad	Con Movilidad
50,5%	49,5%
1.060.669	1.038.285

Demand

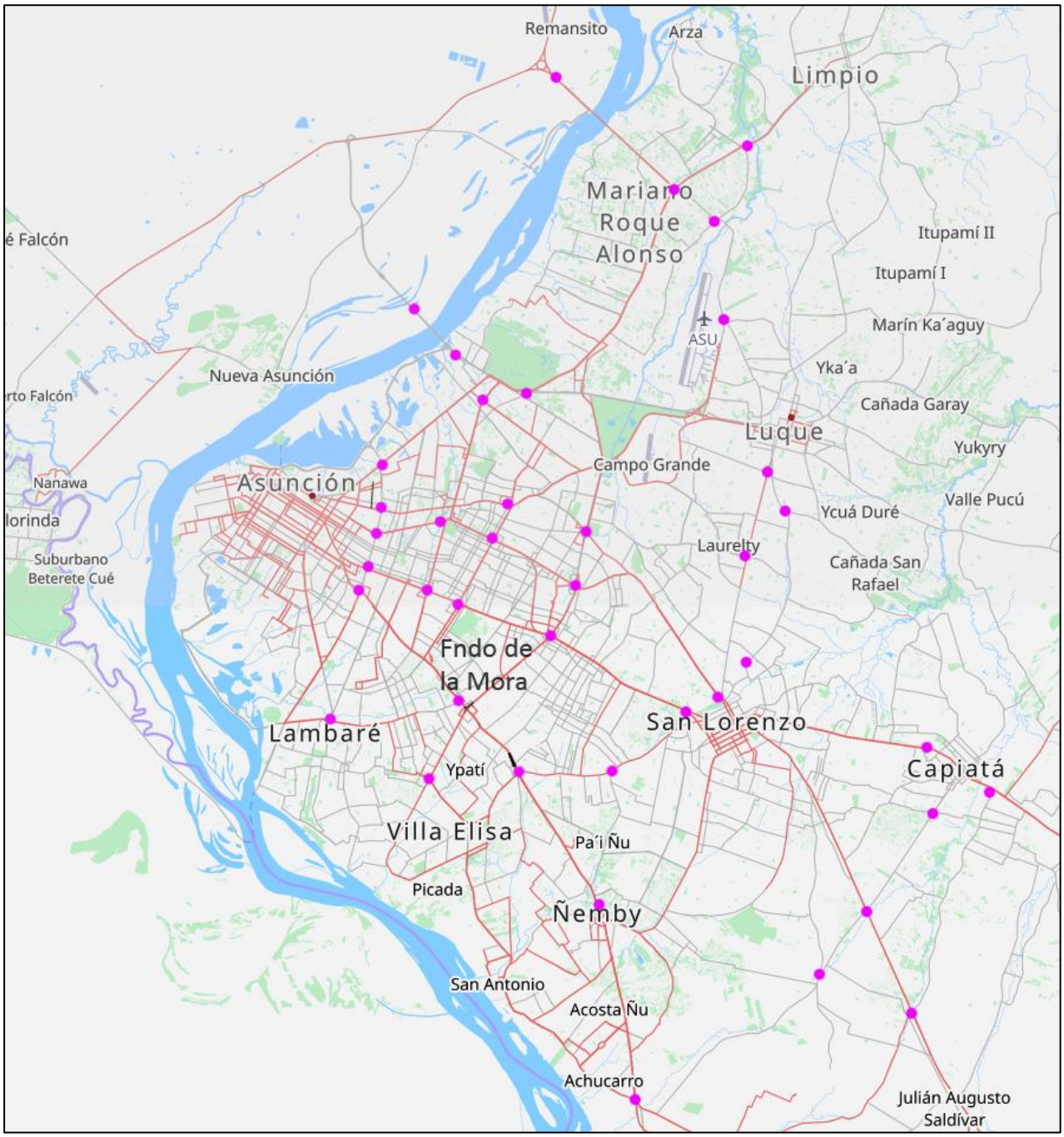
Transporte Demandante	A Pie Corto
81,2%	18,8%
842.827	195.458

Working: 51,4%
Shopping: 10,6%
Enterteinment: 8,1%
Accompaniment: 7,8%
Studies: 6,3%
Visits: 4,9%

Regarding electromobility, there are some 450 electric vehicles circulating in Gran Asunción, while another 50 are concentrated in inland cities such as Ciudad del Este and Encarnación. Most of the users are from the capital Asunción, while a minority live in the residential areas of Luque and Fernando de la Mora, close to Asunción.

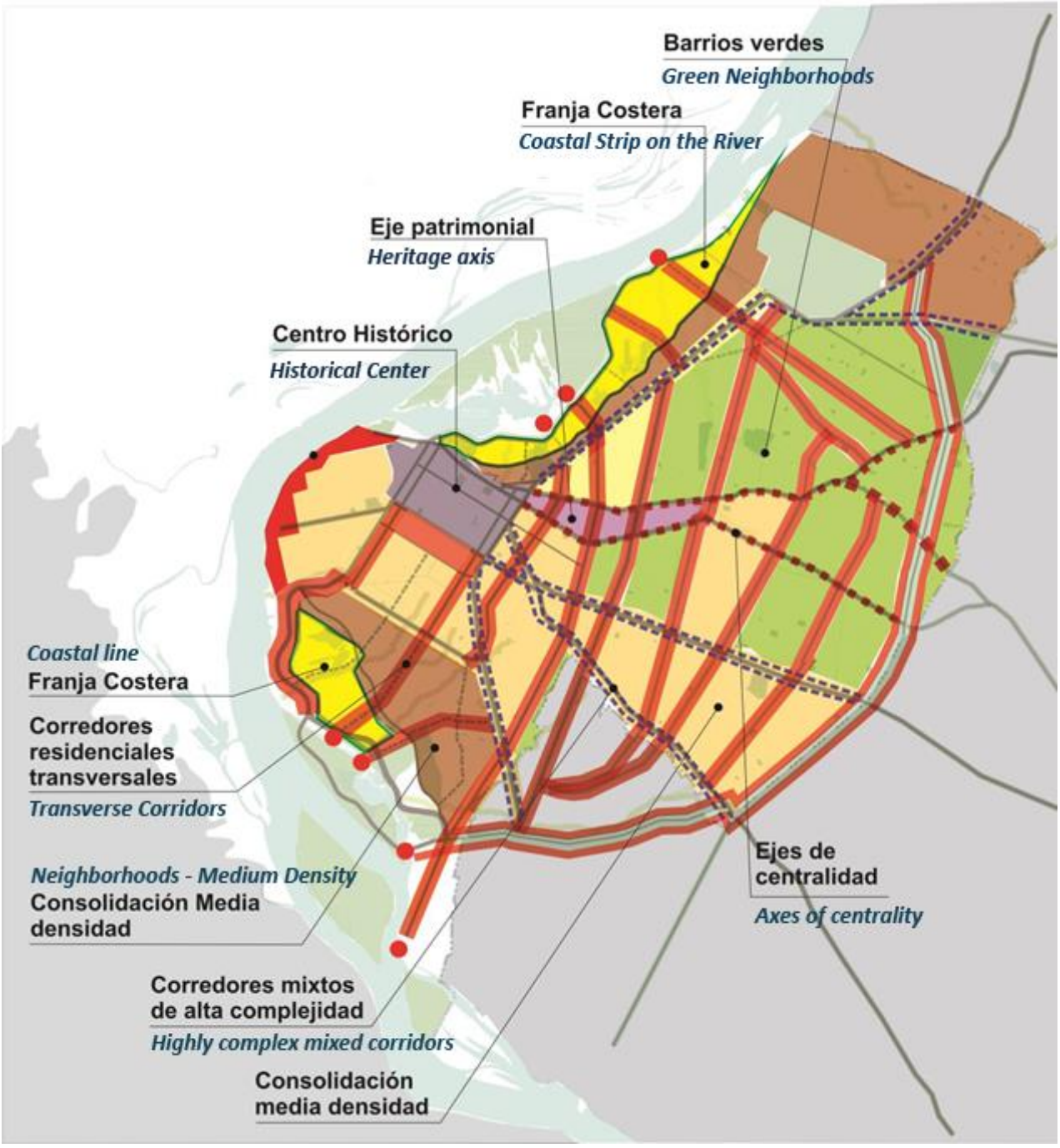
THE ROAD NETWORK OF GREATER ASUNCION, ASUNCIÓN + 10 MUNICIPALITIES

It is characterized by its radial shape: the main axes start from the center itself, that is, the historic center of Asunción, and head towards its southeastern, eastern and northeastern periphery, generally coinciding with the old routes.



5.4.B. ASUNCIÓN, THE CAPITAL CITY

For the case of the capital, we will take into account the Regulatory Plain 2017 / 2022 where the urban landscapes are the first approximation from the Model to the zones into which the Municipal territory will be divided for the application of the indicators of land occupation and intensity as the indications on uses and activities by sector or zone.

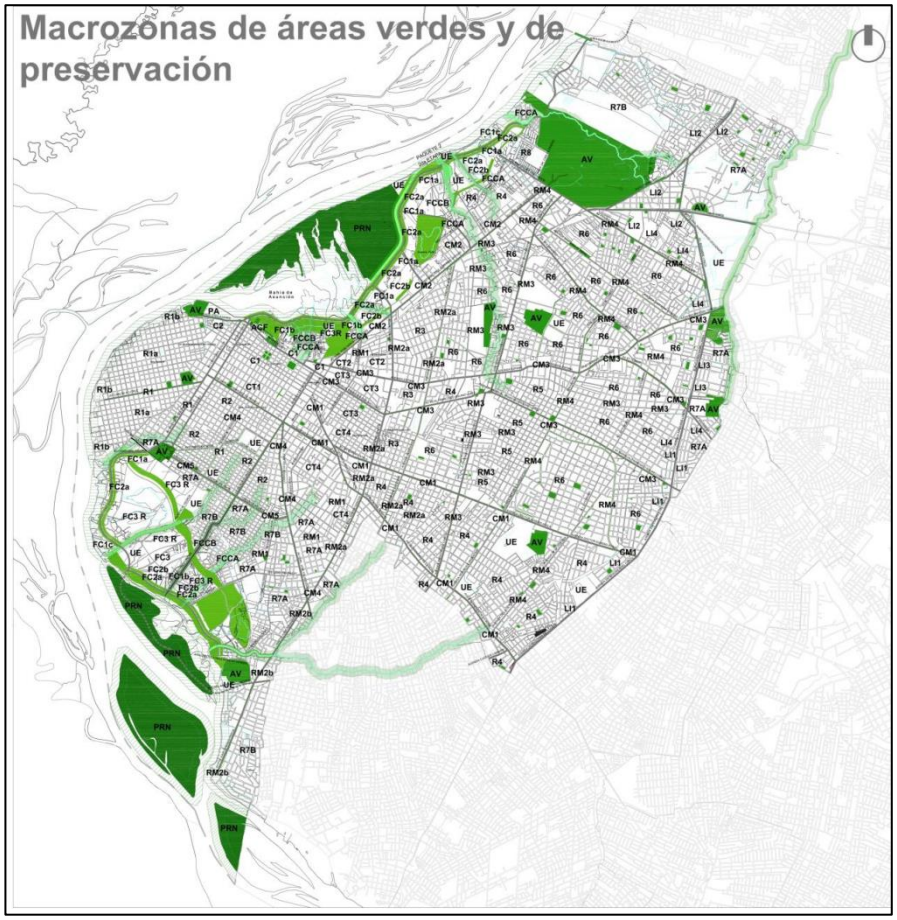


These basic urban landscapes have been grouped into Macrozones, which are groups of zones that, due to the characteristics of their uses, but mainly due to the landscape characteristics that are proposed. **In Asunción, 10 EV CHARGING points are proposed to 2027, 20 to 2030 and 30 to 2035.**

1. GREEN AREAS AND PRESERVATION MACRO-ZONES

This macro zone includes the set of public green areas, nature reserve parks, urban parks and the proposed linear parks associated with streams and bodies of water. It is the set of areas where the values of the natural landscape are concentrated, which after their eco-systemic and landscape qualities form the environmental matrix of urban base and in some cases of metropolitan scale of the territory of Asunción. These are areas of the city that basically cannot be built on, or where construction is regulated only for recreational purposes (sports, tourism, walking, etc.) or for preservation (interpretation centers, spaces to support wildlife protection activities, etc.).

As can be seen, there is a concentration of green areas and natural reserve park areas associated with the riverside, including the banks, islands and associated bodies of water. The protection zones of stream beds and bodies of water generated by the application of Law No. 3239/2007 are included, since the application-regulation of this law will generate adaptations on the urban areas it affects.



PARQUE ÑU GUAZU



BAÑADO SAN MIGUEL



COSTANERA NORTE Y SUR



CERRO LAMBARE



PROMOTION FOR PROPOSED CHARGING POINTS / IN SPAHISH /

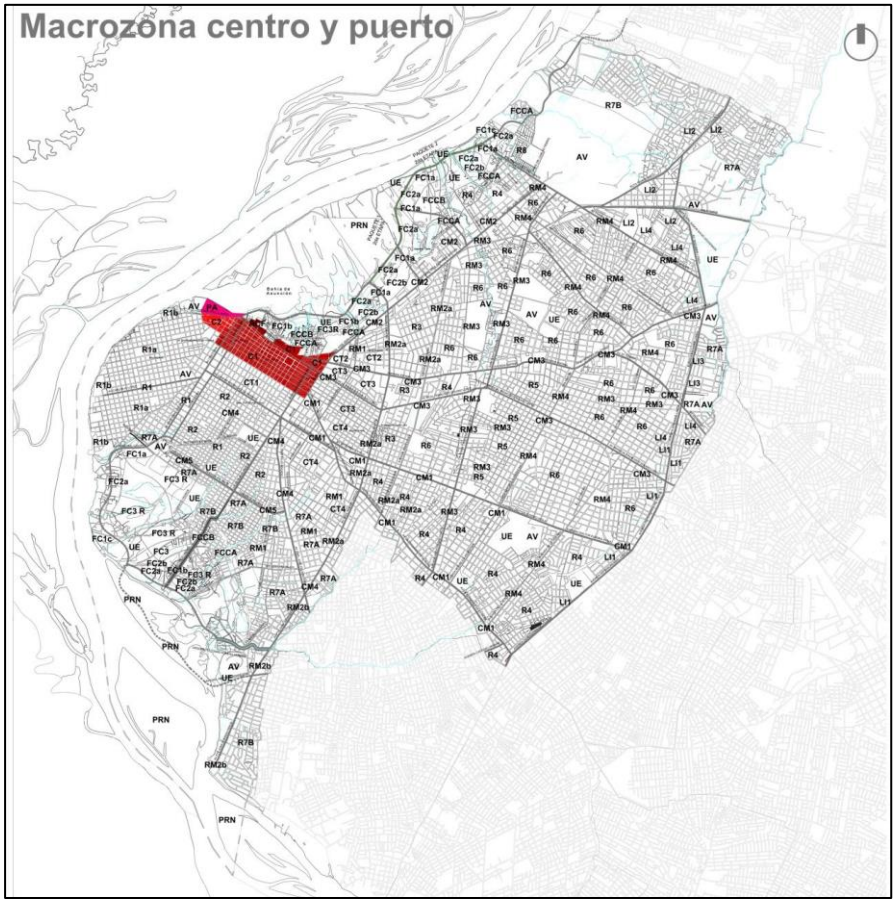
Parque Ñu Guazu	Ita Pyta Punta
Aeropuerto de Asunción	Club Mbigua
Parque Caballero	Parque Carlos Antonio López
Jardín Botánico	Parque Seminario de Asunción
Cerro Lambaré	Parque de la Salud de IPS

2- PORT MACRO-AREA AND HISTORIC CENTER

By history, territorial, landscape and social relations, these three areas form a single whole. They are also strongly linked to the areas of the bay and the parks associated with the waterfront, but we have separated them from these because from the point of view of landscapes, these are clearly built. They include the areas of heritage concentration around the Government Palace and the historic center as well as the neighborhood of Loma de San Gerónimo and the old Port of Asunción, where environmental recovery and urban development are planned, with new buildings for administrative and governmental use, gastronomic and commercial areas and public promenades.

It is basically the set of areas with the highest concentration of heritage and with a landscape identity that, with some subtleties such as the San Gerónimo sector, has a clear and homogeneous relationship between the built elements and the public space. Basically it is a landscape of volumes aligned to the building line, narrow sidewalks, a possible reading of the base associated with the heritage buildings and a strong activity at street level.

IMPORTANT POINTS IN THE CONTEXT OF GEOGRAPHY, TRAFFIC, COMMERCE AND SERVICES



MICROCENTRO



EDIFICIOS DEL GOBIERNO



ACCESO AL CENTRO YGATIMI



ACCESO AVENIDA GRAL DIAZ



PROMOTION FOR PROPOSED CHARGING POINTS // IN SPANISH //

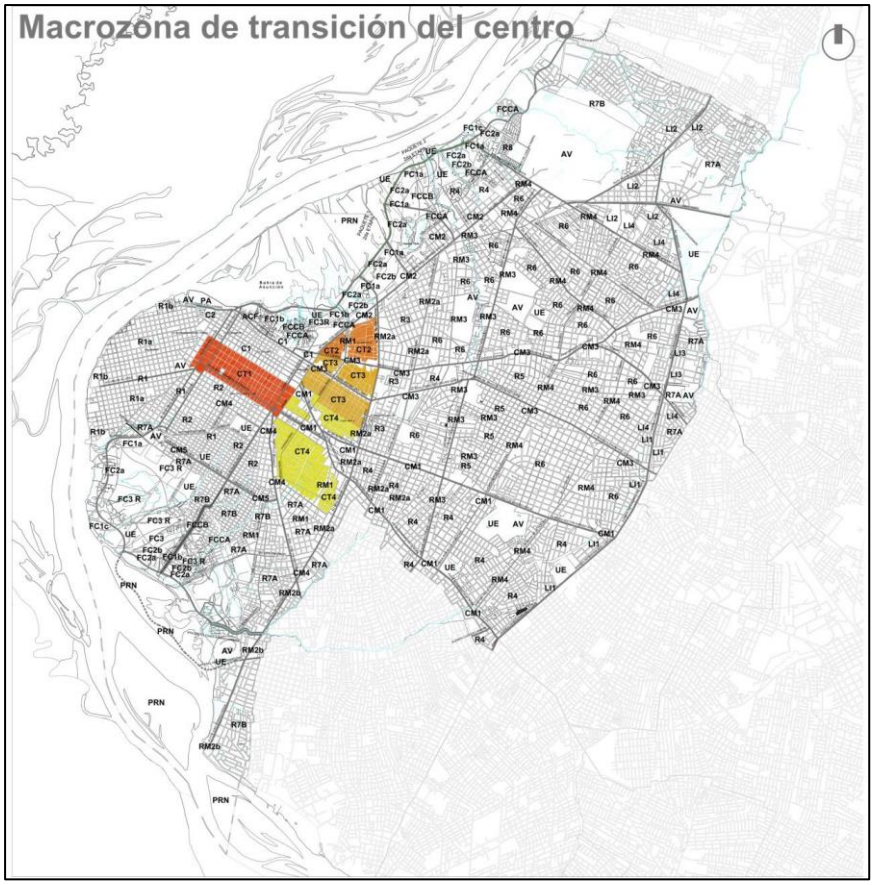
Plaza de la Democracia	Catedral de Asuncion
Plaza Uruguaya	Estacion de Servicio sobre Presidente Franco
Puerto de Asunción	Estacion de Servicio sobre Paraguayo Independiente
Barrio San Jerónimo	Plaza Italia, Ygatimi
Estacionamiento del Congreso	Mall Excelsior

3- DOWNTOWN TRANSITION MACRO ZONE

This macro zone is made up of the set of zones that act as an interface between those that make up the Historic Center and the rest of the areas of the city. This interface character is what makes them part of the same macrozone.

As an interface, they make the transition from the complexity of the center, taking many of its attributes and beginning to reduce complexity or density in some aspects and in others, even increasing the complexity of some activities which, due to the "historical" character of the macro-zone described above, may encounter limitations in the "center and port". It is a zone that also maintains relations with the previous one in terms of the conformation of the urban landscape but has already suffered alterations due to the appearance of high-rise typologies and changes in the relationship based on greater diversity in the public space (cross-section of streets, width of sidewalks, trees, etc.).

IMPORTANT POINTS IN THE CONTEXT OF GEOGRAPHY, TRAFFIC, TRADE AND SERVICES



ACCESO QUINTA AVENIDA



ACCESO PETIROSSI



ACCESO FELIX BOGADO



ACCESO PROCERES DE MAYO



PROMOTION FOR PROPOSED CHARGING POINTS // INS SPANISH //

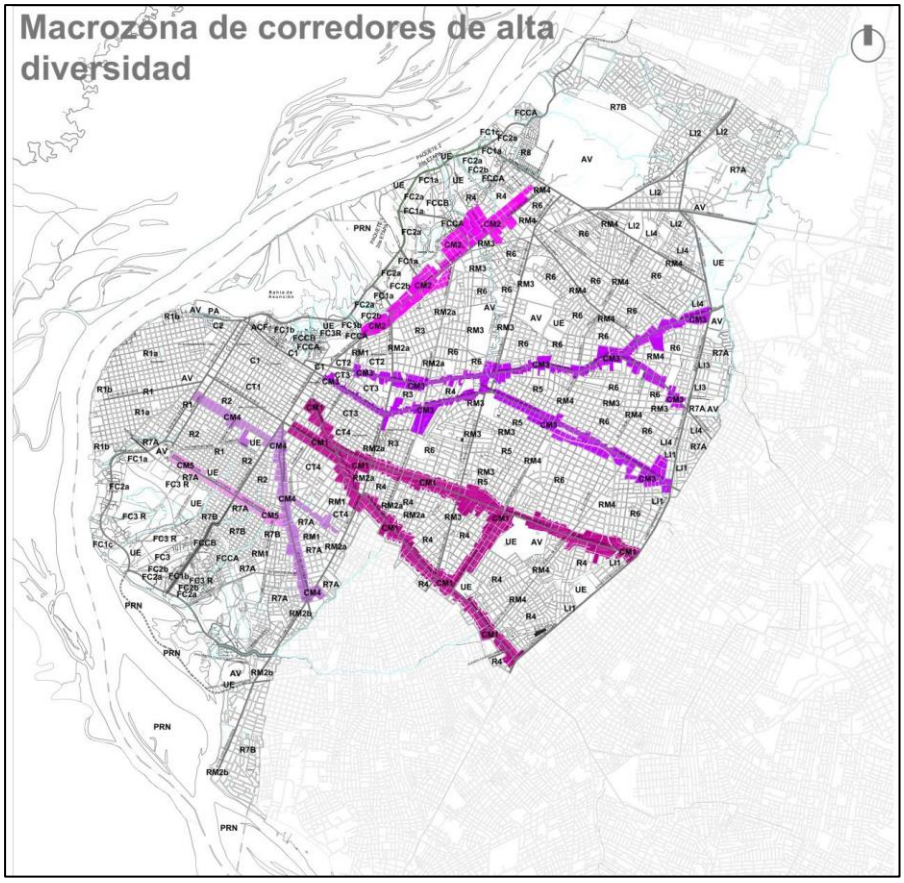
Quinta Avenida	Edificio del Ex Ferrocarril Central
Acceso Felix Bogado	Estacion de Servicio zona Peru y España
Acceso Petirossi – Eusebio Ayala (Superseis)	Espacio disponible en zona ANDE
Acceso Proceres de Mayo – Supermercado Real San Vicente	Plaza Batallon 40 Mariscal Estigarribia
Viaducto General Santos y Eusebio Ayala	Zona Peru y Petirossi (Estacionamiento)

4- MACRO ZONE OF HIGH PERIPHERY

This is the set of zones that are characterized by containing the historical connection routes of Asunción with the rest of the country. Due to these characteristics, a strong commercial and logistic presence, and in some places even industries, have developed in these areas throughout history.

This complexity has made them not only highly developed and complex axes, but also chaotic in terms of traffic. That is why these are the axes where the main elements of the Metrobus system are planned. Regardless of the realization or not of the Metrobus Project, there are other minor commercial and service belts, but no less important, such as FELIX BOLGADO, AVENIDA QUINTA and AVENIDA 26 PROJECTED, which can be intertwined between macro-zones, however, they have been gaining prominence in the city as spaces are generated, especially for logistics companies that are looking for new directions within the capital city.

IMPORTANT POINTS IN THE GEOGRAPHIC, TRANSIT, COMMERCE AND SERVICES CONTEXT



CINTURON AVENIDA ARTIGAS



CINTURON MARISCAL LOPEZ



CINTURON EUSEBIO AYALA



CINTURON FNDO DE LA MORA



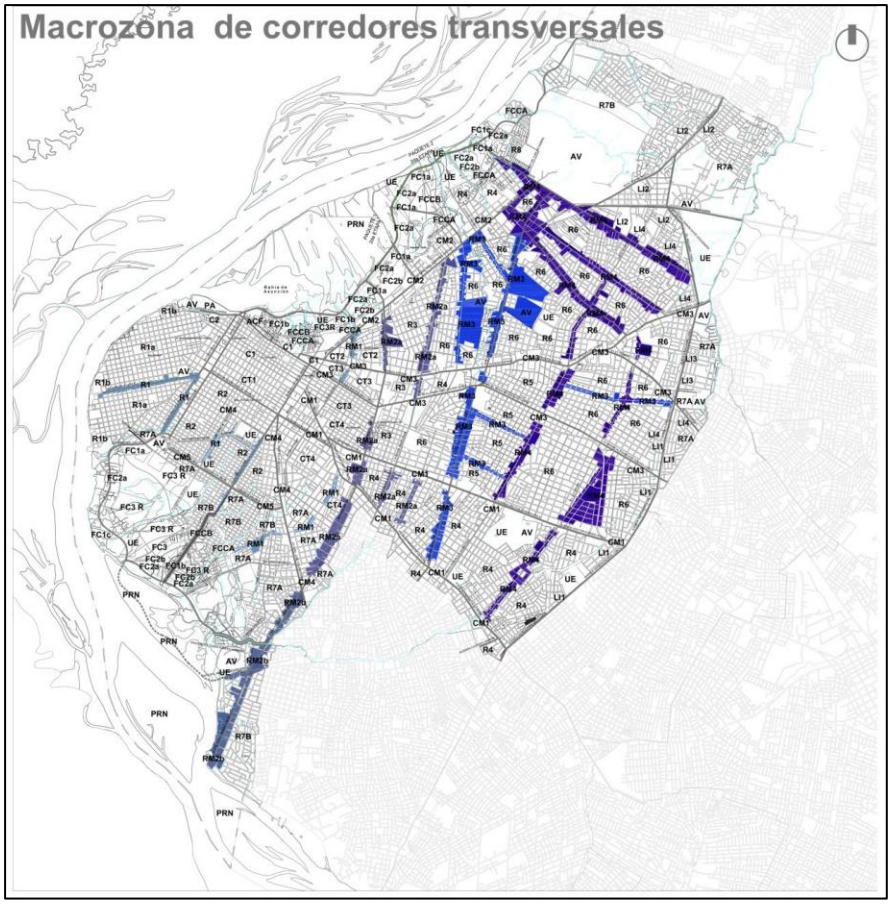
PROMOTION FOR PROPOSED CHARGING POINTS // IN SPANISH //

Estacion de Servicio Fndo de la Mora	Estacion de Servicio Marical Lopez y Brasilia
Terminal de Buses de Asuncion	Municipalidad de Asunción
Estacon de Servicio Gral Santos y Felix Bogado	Molas Lopez y Viaducto (Salida de Asunción)
Hipodromo de Asuncion, Fortis	IPS Central s/Choferes del Chaco
Shopping Multiplaza	26 Proyectadas, Zona Barrio Obrero

5- MACRO ZONE OF TRANSVERSAL CORRIDORS

This macro zone has been proposed as one of the indications of the Urban Model. It is not a macro zone like the previous ones that somehow arises from history or new developments in the capital city.

IMPORTANT POINTS IN THE CONTEXT OF GEOGRAPHY, TRANSIT, COMMERCE AND SERVICES.



CINTURON GRAL SANTOS



CINTURON BRASILIA



CINTURON CHOFERES CHACO



CINTURON LA VICTORIA



In this area, connected to the main belt that divides the capital city from the sub-urban areas of Greater Asunción, there are differentiated residential and logistic areas. Madame Lynch Avenue is the city's main TRANSVERSAL BELT and forms the fifth transverse ring that connects the southern, eastern and northern zones of Greater Asunción, as characterized in this study.

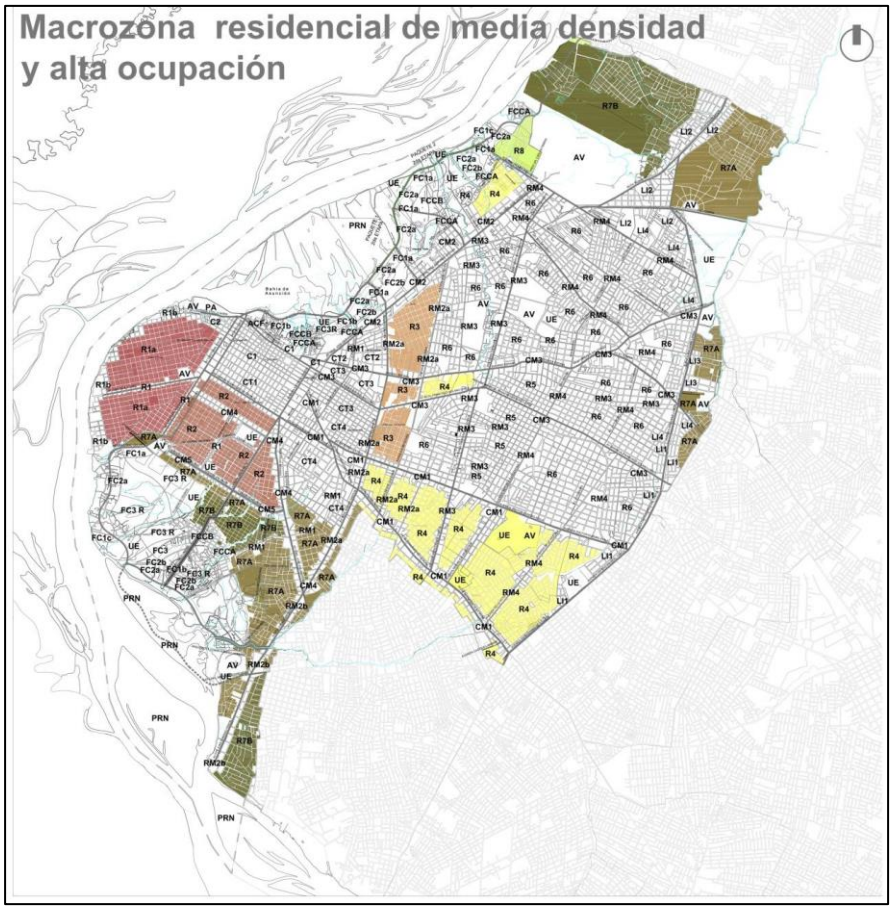
PROMOTION FOR PROPOSED CHARGING POINTS // IN SPANISH //

Aduana Ita Enramada	Patio del IPS Central Choferes del Chaco
Shopping El Pueblo General Santos	Espacio Publico – Avenida Stma Trinidad
Estacion de Servicio Kubitchek y Jose Asuncion Flores	Plaza Avenida la Victoria, Barrio San Pablo
Brasilia y Avenida Artigas	Autopista Botanico – Luque (De ida) – Conmebol
Choferes del Chaco y Fndo de la Mora	Autopista Botanico – Luque (De venida) – SND

6- MEDIUM DENSITY AND LOW OCCUPANCY RESIDENTIAL MACRO-ZONE

These are residential areas in urban areas where the completion and consolidation of a compact city landscape is promoted, with a tendency towards alignment on the front of the plot and with medium to high land occupancy. They range from social neighborhoods to middle and lower-middle class areas.

IMPORTANT NEIGHBORHOODS IN THE GEOGRAPHIC CONTEXT, OF ACTIVE SOCIO-ECONOMIC CLASS



BARRIOS SOCIALES



CLASE MEDIA-BAJA



From Artigas Avenue to the Paraguay River, neighborhoods of factory workers, meat packing plants, domestic jobs, stores and recycling are spread out. What happens to the old middle and lower middle class families in Asuncion is that "at present the city of Asuncion expels middle class population and receives poor population that occupies the river bank". The middle class was expelled to other municipalities, in the same proportion; due, on the one hand, to the impossibility of stabilizing within the productive apparatus and, on the other hand, to the high costs of living in the city (real estate taxes, electricity and water services, transportation, etc.). What is happening now in Trinidad has already happened, on other scales, in other neighborhoods such as Las Mercedes, Barrio Jara and Villa Morra. Formerly popular blocks became streets with electric fences, high walls and deserted streets.

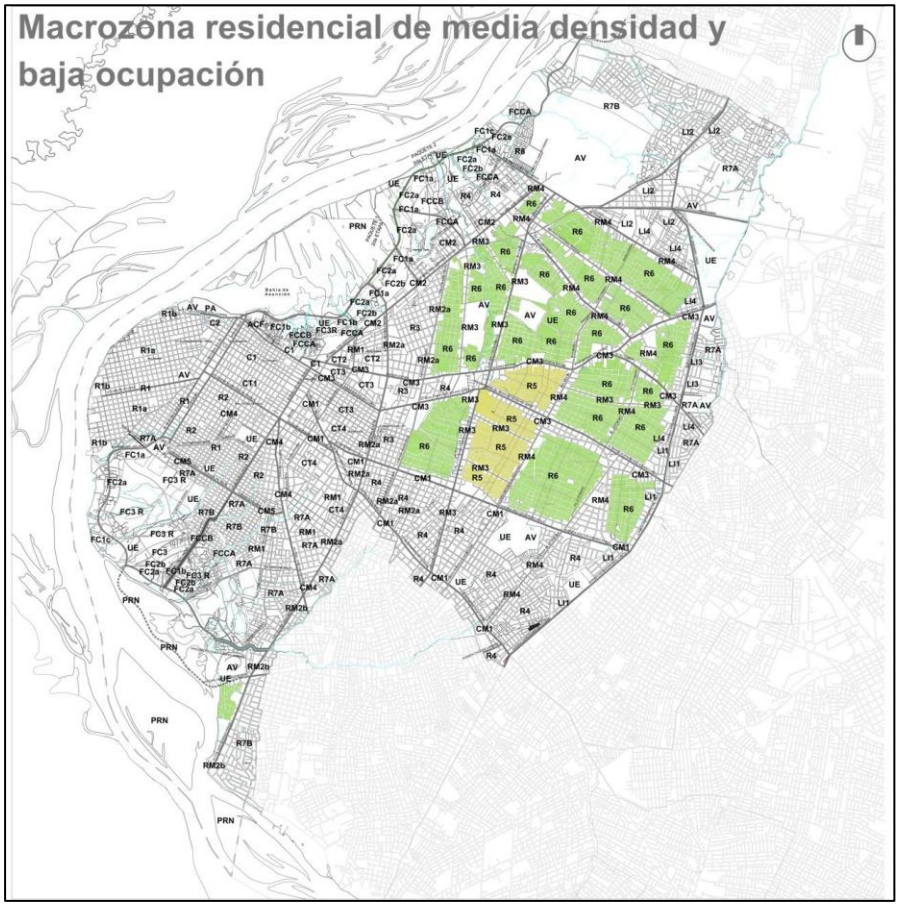
PROMOTION FOR PROPOSED CHARGING POINTS // IN SPANISH //

Aduana o Iglesia Barrio Sajonia	Barrio Mburicao, TSJE
Zona de Hospital Barrio Obrero	Zona Acceso a Loma Pyta por Botanico
Universidad Catolica Barrio Republicano	Fuerzas Armadas, Acceso Transchaco
Acceso Gral Santos y Costanera, Artigas	Estado Mayor Gral Santos y Mcal Lopez
Gral Santos MOPC – ATE	Av. Bernardino Caballero y 33 Orientales (Estac de Servicio)

7- MEDIUM-DENSITY, LOW-OCCUPANCY RESIDENTIAL MACRO-ZONE

Unlike the macro zone described above, the characteristic of this zone is that it currently resembles one with an occupancy rate similar to that of a garden city. The medium density is foreseen to absorb the residential demand in this highly valued area and not far from the center and the new neighborhood centers (such as what happens in Villa Morra on España Avenue or Marsical Lopez Avenue) as an alternative to housing in the metropolitan area where the new rich and the upper and upper middle class are agglomerated.

IMPORTANT NEIGHBORHOODS IN THE GEOGRAPHIC CONTEXT, OF ACTIVE SOCIO-ECONOMIC CLASS.



CLASE ALTA



NUEVOS DESARROLLOS



New developments combined with old and new residences are found in the Recoleta (660 USD/m2), Santo Domingo (660 USD/m2), San Jorge (660 USD/m2), Mariscal José Félix Estigarribia (620 USD/m2), Ykua Sati (610 USD/m2) and Madame Elisa Alicia Lynch (600 USD/m2) neighborhoods, in addition to the historic Herrera or Villa Aurelia neighborhoods.

PROMOTION FOR PROPOSED CHARGING POINTS // IN SPANISH //

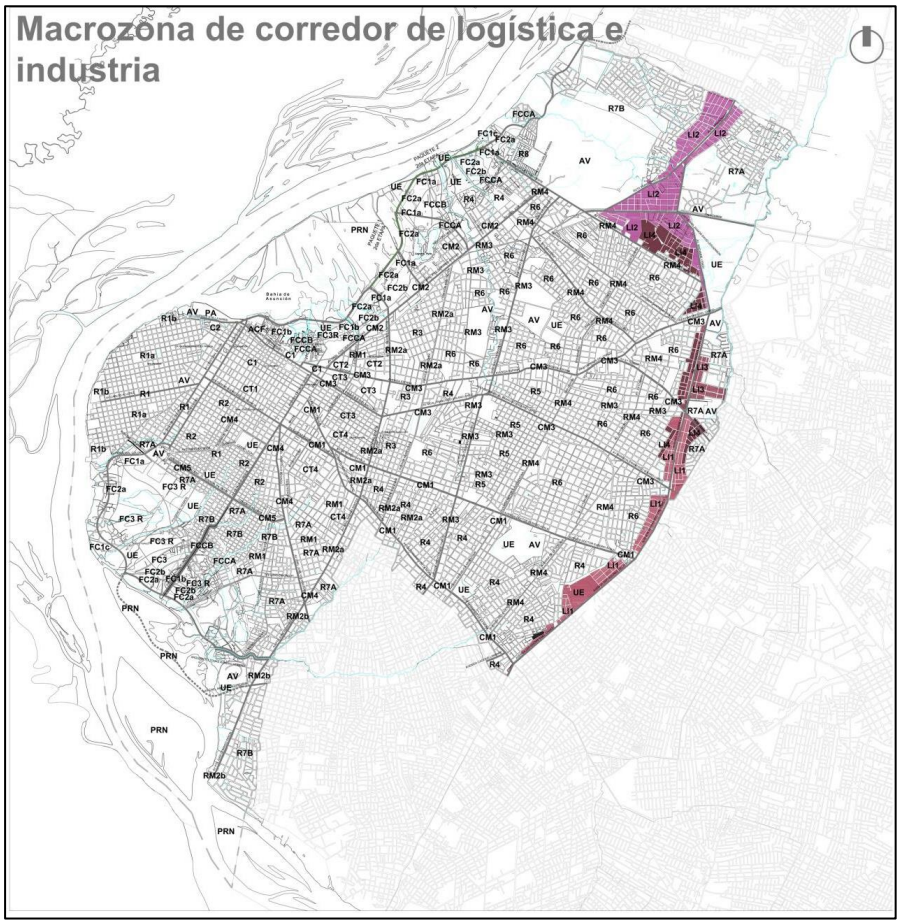
Plaza Mariscal Estigarribia, RI 5	Centro Paraguayo Japones
Zona Choferes y Mariscal Lopez, Recoleta	Hotel en Zona Molas Lopez c/Denis Roa
Quinta Ycua Saty	Avenida del Banco Central del Paraguay
Supermercado en Villa Morra (Superseis)	Shopping del Sol
Hipermercado sobre Boggiani	Hotel o Complejo Edificios sobre Sacramento

8- LOGISTICS AND INDUSTRY CORRIDOR MACRO ZONE

It groups all the eastern and northeastern cordon of the city that, associated to the corridors of Av. Aviadores del Chaco, Av. Madame Lynch and the Transchaco Route in whose surrounding blocks has been concentrated by history and demand the logistics and much of the industry of the city.

Housing is not prohibited in this sector, but industrial or logistics uses are encouraged, with housing being relegated from the area's priorities. Unlike other zones where certain uses may be considered inconvenient, in this zone they are allowed. This macro zone is the one that absorbs most of the city's economic activities associated with manufacturing and logistics, taking advantage of its advantages in terms of mobility support for cargo and lower impacts due to contact with other uses (especially residential).

IMPORTANT NEIGHBORHOODS IN THE GEOGRAPHIC CONTEXT, OF ACTIVE SOCIO-ECONOMIC CLASS



PARQUES LOGISTICOS



MERCADO DE ABASTO



PROMOTION FOR PROPOSED LOADING POINTS, LAST-MILE TRUCKS ONLY // IN SPANISH //

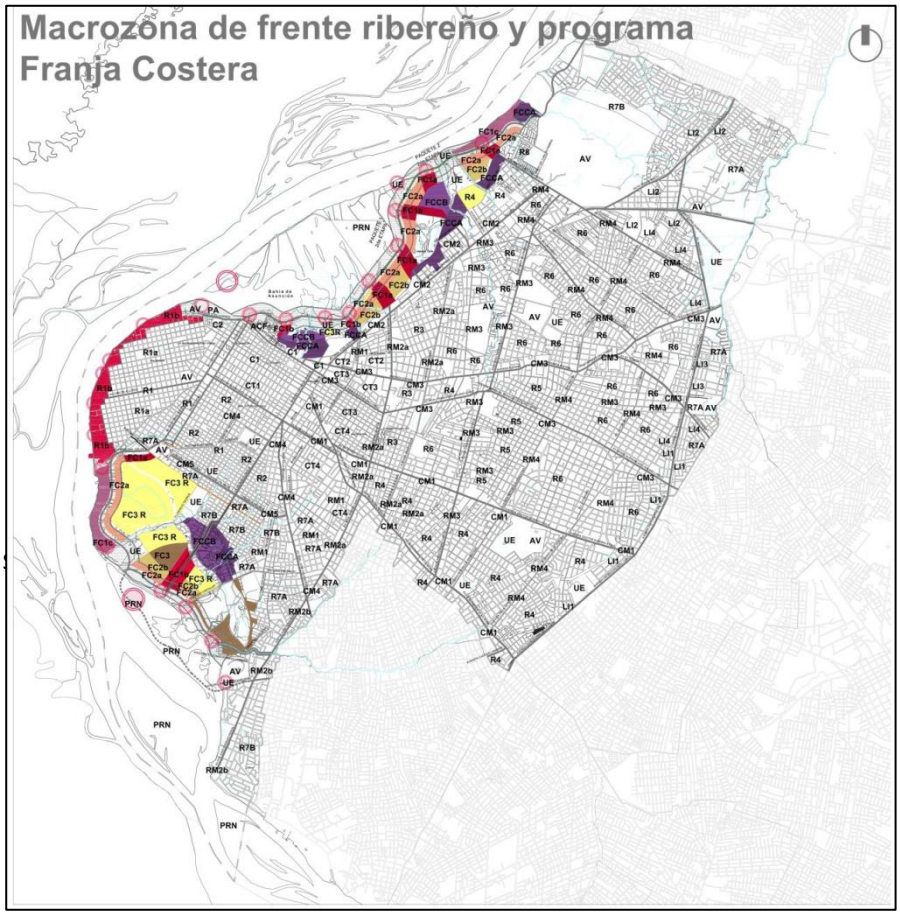
Mercado de Abasto	Espacios en Frigorificos
Mercado Cuatro (Espacio Nocturno)	Jardin Botanico
Parque Logistico Costanera Norte – La Costa	Hiperseis Luisito Madame Lynch y Mcal Lopez
Zona enfrente de Ñu Guazu (Espacio Idesa)	Acceso Traschaco Loma Pyta (de ida)
Hipodromo de Asunción, Fortis	Acceso Traschaco Loma Pyta (de vuelta)

9- WATERFRONT MACRO ZONE AND COASTAL STRIP PROGRAM

This is the sector of greatest transformation of the city and its configuration is strongly related to the ideas and results obtained from the Coastal Strip Project and other operations on the waterfront, mainly in the Ita Pyta Punta and new tourist poles of great activity and traffic.

Asuncion, centrally, the conformation of a woven territory, new centralities or attractors on the waterfront. These attractors should be spaces of social, cultural and economic dynamics and range from new public open spaces to high value real estate developments. In Ita Pyta Punta, the recovery of industrial and landscape heritage is proposed. Very close to them, the government buildings that will use the waterfront as part of their daily activity.

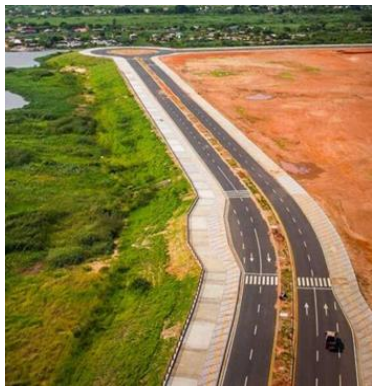
POINTS IN THE GEOGRAPHIC CONTEXT OF TOURIST, COMMERCIAL AND INDUSTRIAL ACTIVITY.



COSTANERA NORTE



COSTANERA SUR



PROMOTION FOR PROPOSED CHARGING POINTS // IN SPANISH //

Costanera Norte P1	Costanera Sur 1
Costanera Norte P2	Costanera Sur 2
Costanera Norte P3	Costanera Sur 3
Costanera Norte P4	Costanera Sur 4
Costanera Norte P5	Costanera Sur 5