



Strategic Plan Cancún 2030

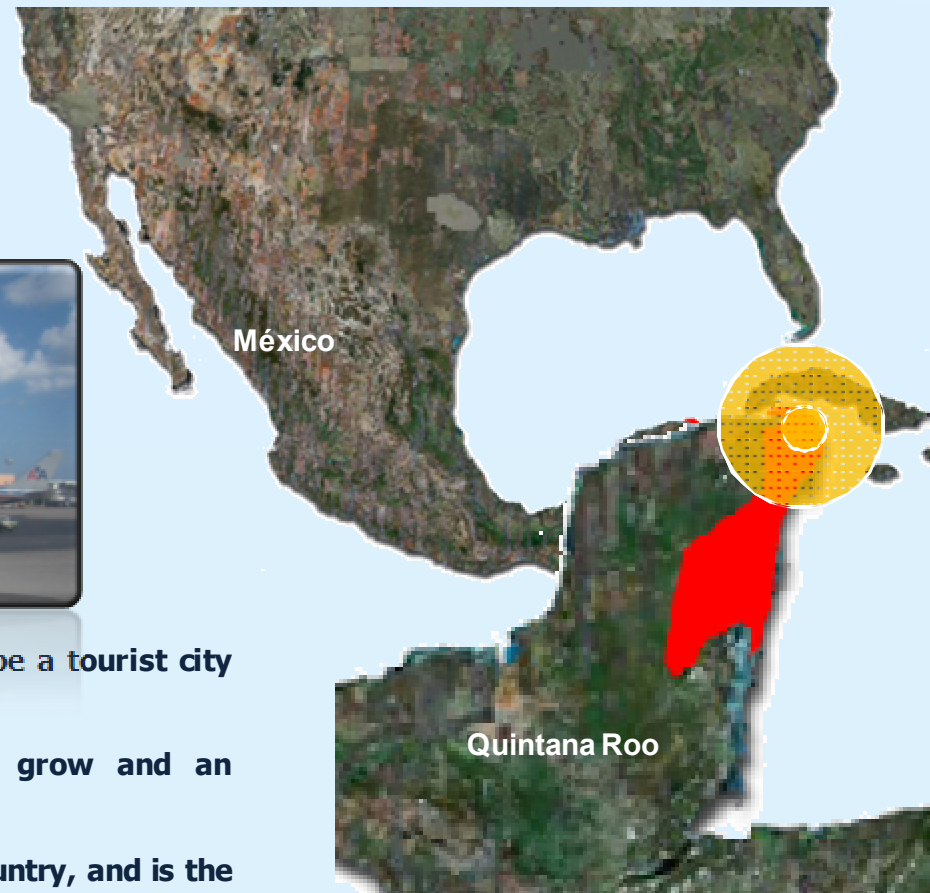
Arq. Eduardo Ortiz Jasso
Cancun, Mexico

22 September , 2008

Cancun - Network City



- In 1974 Cancun was constituted and planned to be a tourist city with a support village of 150 thousand inhabitants.
- Cancun is now the results of an accelerated grow and an uncontrolled urban sprawl.
- Also Cancun has the second large airport of the country, and is the number one on international flights, and now a day is improving its installations to become one of the most modern and best airports of the world.



North Caribbean Region Plan

“NETWORK CITIES”

- 3 New Cities
- Growth with control of existing cities
- New “support towns”



North Caribbean Region

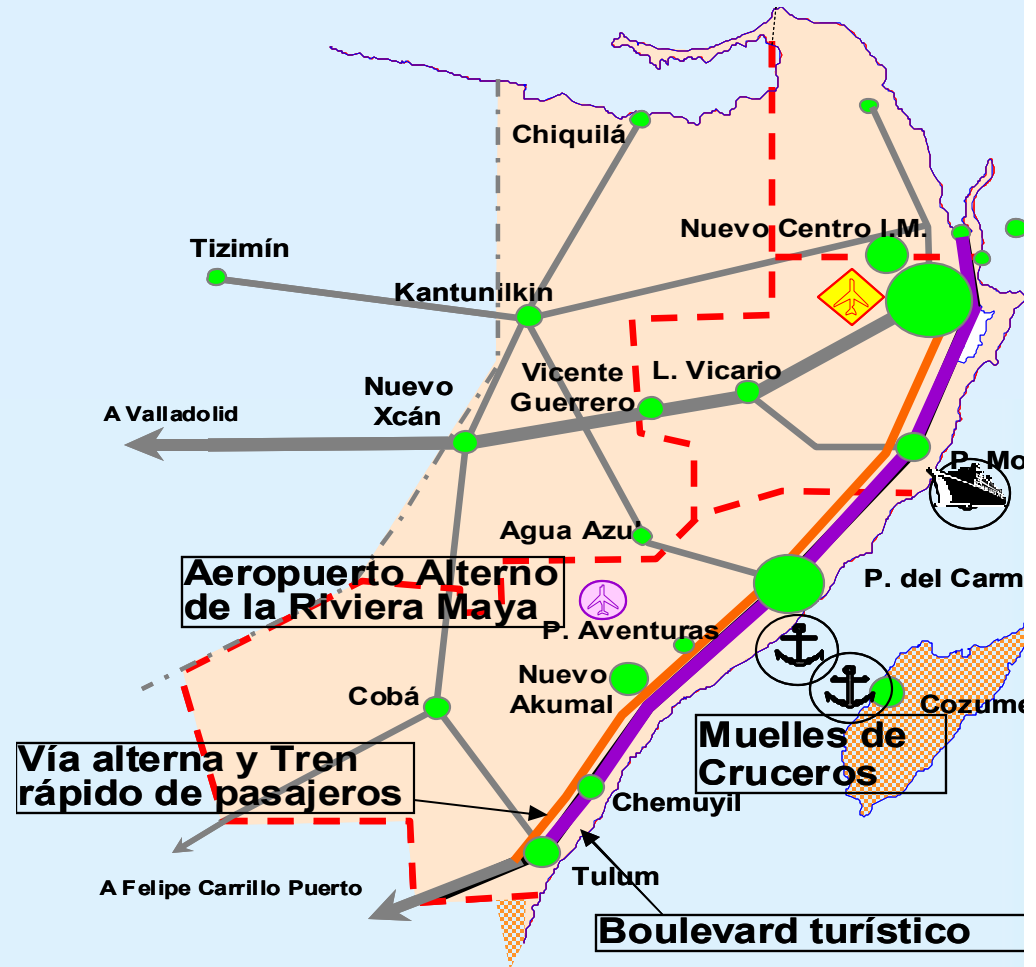
- Isla Mujeres
- Benito Juárez (Cancun)
- Solidaridad
- Tulum
- Cozumel

- Total 5705 km²

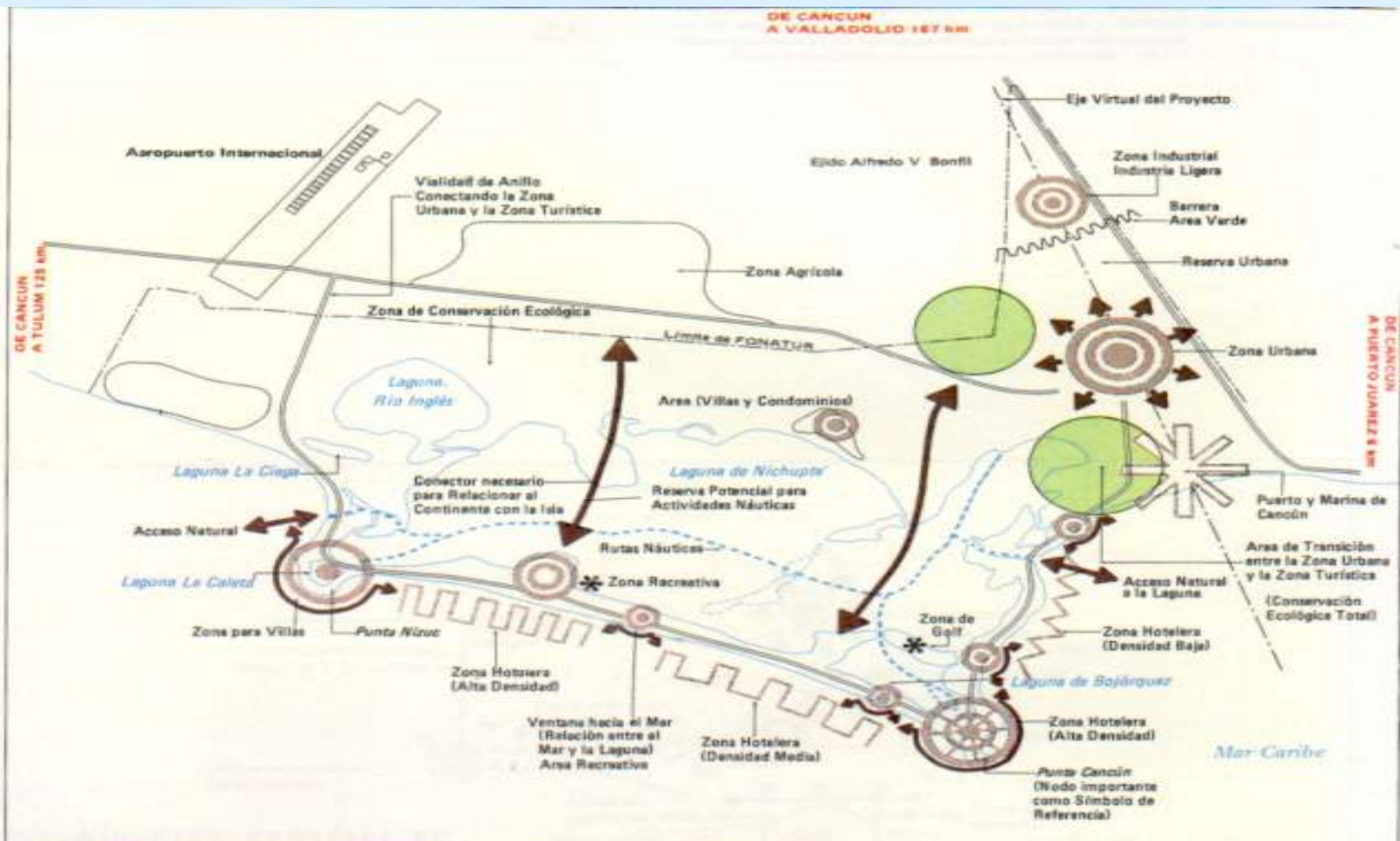


Infraestructure

- Turictic corridor of the Riviera Maya
- “Service road”
- Train from Cancún to Tulum.
- Expansion of Cancun Airport :
- New Airport i the Riviera Maya,
- Nautic Communication by the sea
- Port in Puerto Morelos
- Cruships Terminal in Cozumel



CANCUN MASTER PLAN 1970



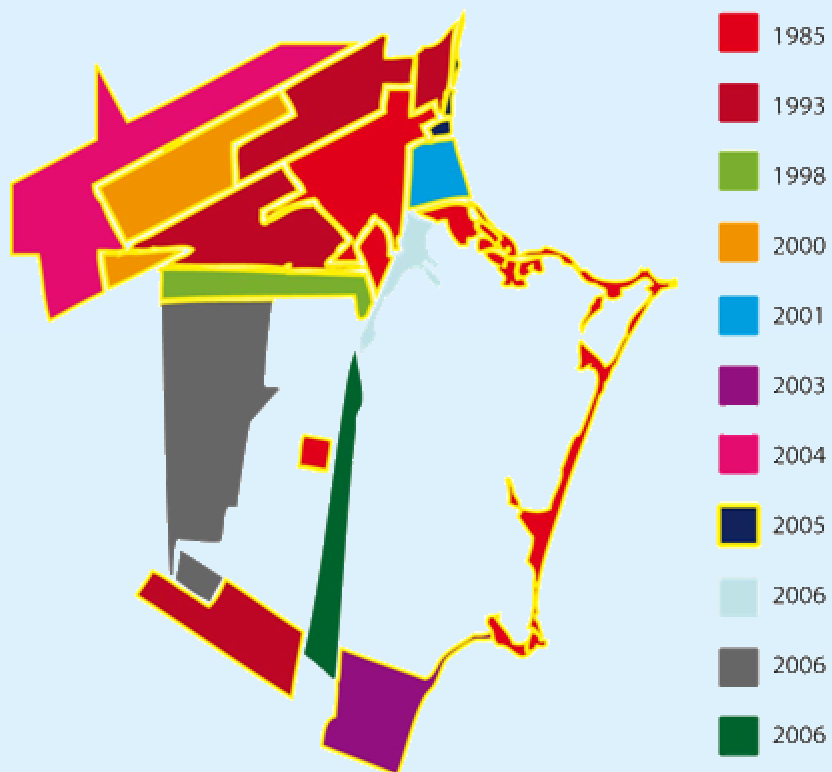
FRONTE MUNICIPIO ISLA MUJERES
FRONTE MUNICIPIO BENITO JUÁREZ



Instituto de Planeación de Desarrollo Urbano
IMPLAN
Municipio de Benito Juárez

CANCÚN 2008

Diagnostic development pattern



**OLD PLANNING MODEL BY
PARTIAL PLANS = "PARTIAL VISION OF THE CITY"**



A diagnosis was made to analyze the circumstances what will give us more consistency to a possible scenario, and also clarifies the threats and opportunities of the region.

Mobility



Difference between living area and former irregular area

the service city for the middle class with large green areas and services on walking distances, and the colony for the working class with hardly green areas and without services.



Integrated Solution:







Strategic Plan Cancun 2030

- ✓ Published in June 2007
- ✓ Impression of 3000.
- ✓ It is a general guide which permits us to emphasize other planning instruments like:
 - The master plan for urban development
 - The urban mobility plan
 - The housing plan etc.

"THE GUIDE FOR PHYSICAL, ECONOMIC AND CULTURAL TRANSFORMATION"

The Plan Distinguishes Itself Because Of Counting With The Next Levels:

-  **INTEGRATED PLANNING**
-  **SUSTAINABLE PLANNING**
-  **PARTICIPATIVE PLANNING**
-  **CONTINUITY IN PLANNING**
-  **PLANNING WITH A LONG TERM VISION**

Structure Of The Plan



The institute has promoted the biggest process of public participation and conciliation ever realized in Cancun's history which started with creating a shared vision



Highly Participative of the sectors of the society



Thematic Lines



Environment



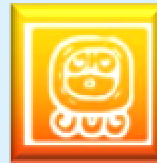
Urban territorial land use planning



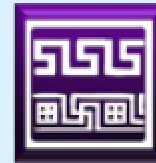
Urban Mobility



Tourism and economic development



Development and social Incorporation



Education, culture and identity



Management and institutional development

Assembling the City by creating Networks:

↔ "Connectivity" Mass Transport System

↔ "Connectivity" Road Network

Green Corridors & Parks

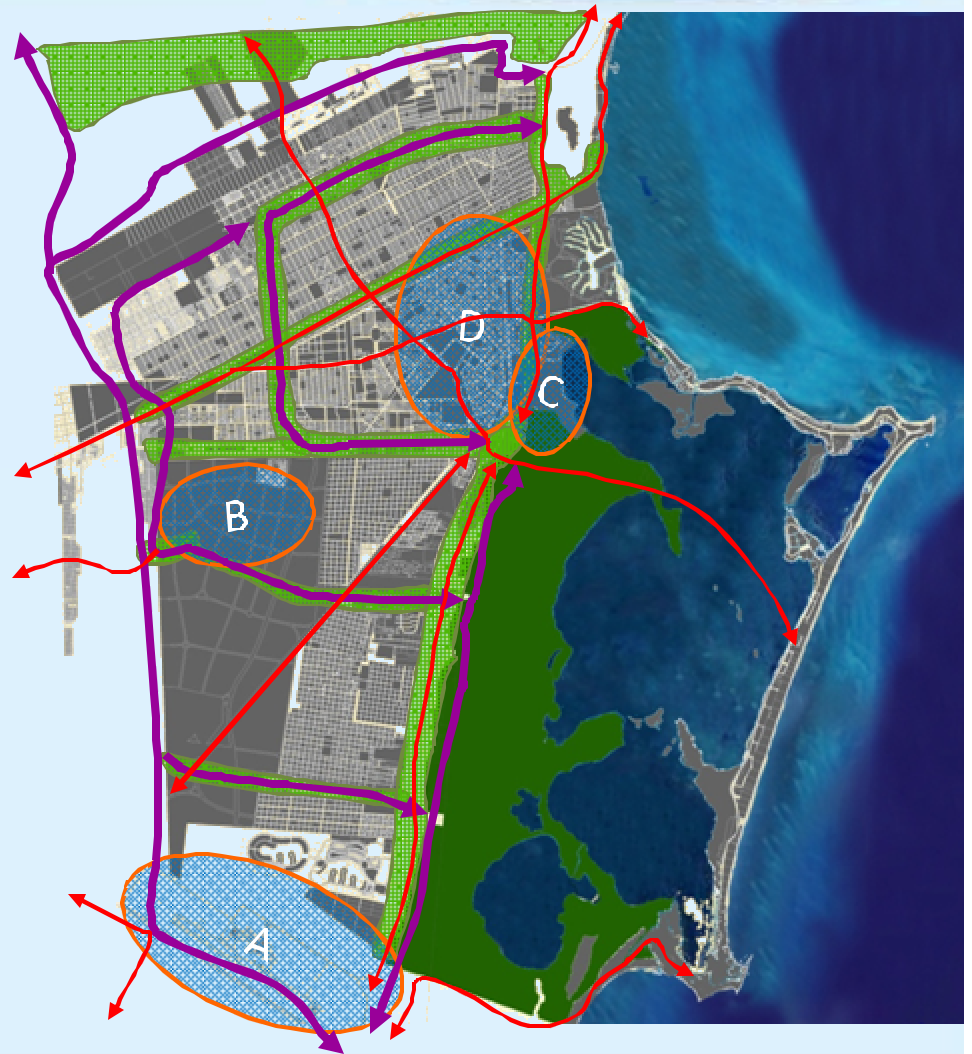
○ Social-Spatial Change
(increase the density to avoid sprawl)

a) Airport City

b) Administrative & Business

c) Recreation & Cultural District

d) Revitalización of Main Square



"Connectivity" Mass Transport System

"Connectivity" Road Network

Green Corridors & Parks





The Vision For Cancun 2030:

“CANCUN IS THE TURISTIC & LOGISTIC CAPITOL OF THE CARIBBEAN, WITH DIVERSIFICATION AND EXCELLENCE IN THE SERVICES, IS A GLOBAL CITY, WITH CONVENTION CENTERS AND CULTURAL ACTIVITIES”



**"URBAN TRANSFORMATIONS ARE
OPPORTUNITIES FOR INTEGRATION"**

**Arquitecto Eduardo Ortiz Jasso
Cancún, México**

