



**WE ARE READY TO
TRANSFORM AND MODERNIZE
DIFFERENT AREAS OF THE CITY.**

**EMPRESA DE RENOVACIÓN Y DESARROLLO
URBANO DE BOGOTÁ D.C.**



THANK YOU
FOR CHOOSING US

“ We are a strategic ally in the revitalization of territories and in the development of urban projects.

The ERU is an industrial and commercial company of the State; leader in the Bogota market as a land and real estate bank”

JUAN GUILLERMO JIMÉNEZ
General Manager

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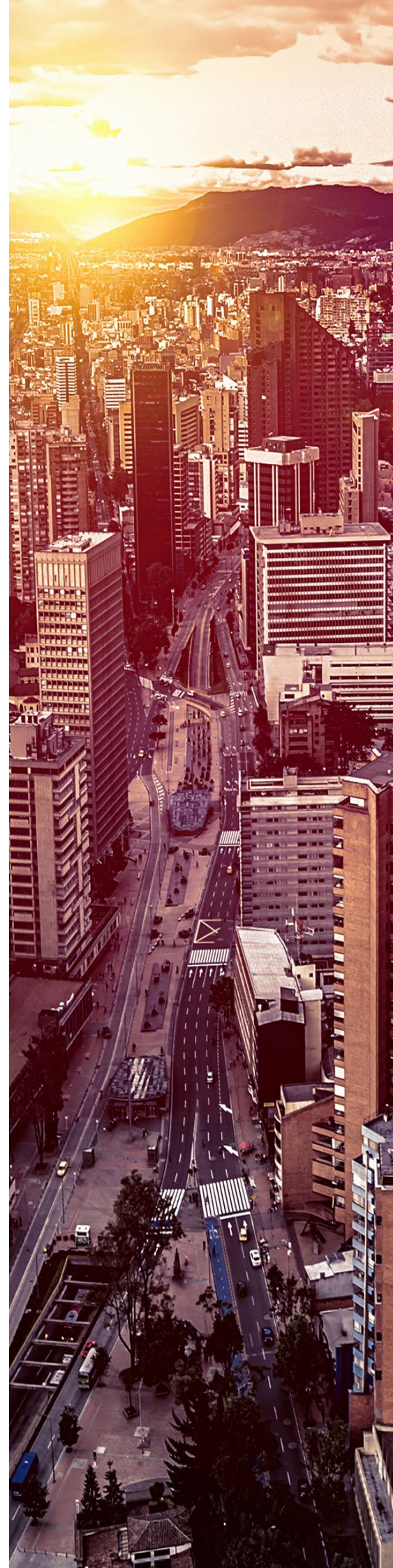
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01

THE COMPANY

1998

CREATION OF METROVIVIENDA

The company Metrovivienda, Empresa Industrial y Comercial del Distrito Capital was created as a land bank for the development of comprehensive projects and the promotion of Social Interés Housing (VIS) and Priority interest housing (VIP housing).

1999

CREATION OF ERU

The company - Empresa de Renovación Urbana D.C. is in charge of real estate integration or land readjustment and the execution of comprehensive urban planning for the recovery and transformation of deteriorated areas on urban soil.

2016

MERGER: ERU - METROVIVIENDA

The company Empresa de Renovación y Desarrollo Urbano de Bogotá was created via a merger through absorption of Metrovivienda and Empresa de Renovación Urbana D.C., with the aim of guaranteeing the environmental sustainability of the city and improving the quality of life of its inhabitants.

OUR HISTORY

ABOUT US

THE URBAN RENEWAL AND DEVELOPMENT COMPANY OF BOGOTA

23 years of experience in real estate project development

- An **industrial and commercial** state company.
- **100%** owned by Bogota and the citizens of Bogota.
- Belongs to the **housing sector**.
- **Land bank and real estate bank** of Bogota.
- Urban planning operator.



OUR HIGHER PURPOSE:

We develop urban projects and
regenerate land for a better city.

02

WHY SHOULD YOU WORK WITH US?



WHY SHOULD YOU WORK WITH US?

01

We develop urban projects aimed at social, environmental and economic sustainability.

02

We leverage business opportunities with a portfolio of profitable projects and services.

03

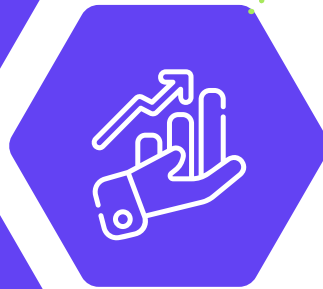
We possess ample experience in project formulation, structuring and development linked to institutional buildings and land management.

05

We have access to a number of channels that have been established at the Mobility Secretariat, the Metro, TransMilenio, the Administrative Department of the Public Space Ombudsman – DADEP, the Urban Development Institute – IDU, for the agile management of matters related to public space and mobility.

04

We work in coordination with public utility companies, the District Planning Secretariat and Urban Planning Offices (Curadurías Urbanas) to efficiently manage the standards required for each project.





03

IMPORTANT PROJECTS

The projects that best highlight the procedures performed by Empresa de Renovación y Desarrollo Urbano de Bogotá, have been founded upon the analysis of areas of opportunity, with the aim of intervening in different sectors around the city that require regeneration and revitalization, the formulation and adoption of partial plans, the structuring of business, and comprehensive social planning and land-use planning.

IMPORTANT PROJECTS

PROJECTS UNDER EXECUTION:

VOTO (PARRISH) NACIONAL LA ESTANZUELA



The epicentre of arts, culture, education and heritage, all in one place.

7 stages

Area: 14.4 hectares intervened.

Public space: 4,7 Ha.

Facilities: 34.132 m².

Commercial establishments and services: 59.094,45 m².

Housing: 3.712 units.



Currently in the stage of obtaining the necessary permits to begin works.



LOCAL TOWN HALL LOS MÁRTIRES (Stage 2)

- ▶ Client: Local Development Fund of Los Martires
- ▶ Agreement: 134/2016
- ▶ Area: 6.500 m² + 2.468 m² food court (APAUP).
- ▶ Value: \$36.051.0000.000
- ▶ Properties managed: 15.

THE BRONX – THE CREATIVE DISTRICT (Stage 1)

- ▶ Client: Fundación Gilberto Alzate Avendaño (FUGA).
- ▶ Agreements: 109/2019 – 164/2019 – 072/2019.
- ▶ Area: 35.000 m²
- ▶ Value: : \$176.000.000.000.
- ▶ Properties managed: 46.



Works started in March 2022.



With constriction license

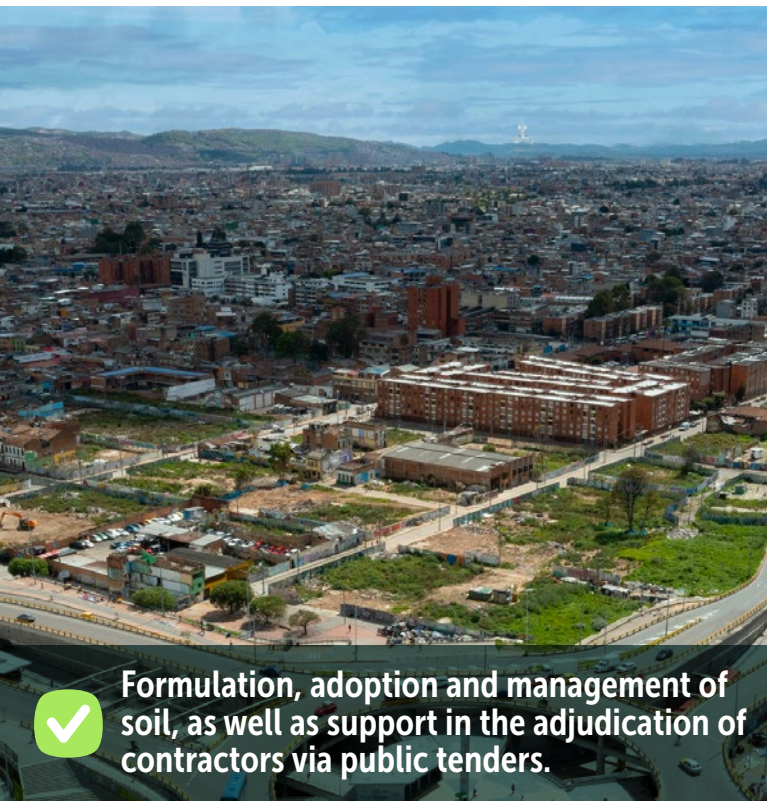


CREATIVE TALENT CENTRE (Stage 3)

- ▶ Client: District Economic Development Secretariat.
- ▶ Agreements: 2621/2019 - 299/2019
- ▶ Area: 9.600 m² + 3.851 m² food court (APAUP).
- ▶ Value: \$82.400.000.000
- ▶ Properties managed: 30.

IMPORTANT PROJECTS

PROJECTS UNDER EXECUTION



Formulation, adoption and management of soil, as well as support in the adjudication of contractors via public tenders.

SAN BERNARDO TERCER MILENIO



Bringing back the **residential vocation** of the area and recovering the social fabric.

- ▶ Area: 8.8 Hectares intervened
- ▶ Public space: 26,523 m².
- ▶ Commercial establishments: 5,000 m².
- ▶ Housing: 3,946 units.
- ▶ Properties managed: 320.
- ▶ Sports, recreation and cultural centre: 2,886 m².

HOSPITAL COMPLEXT SAN JUAN DE DIOS

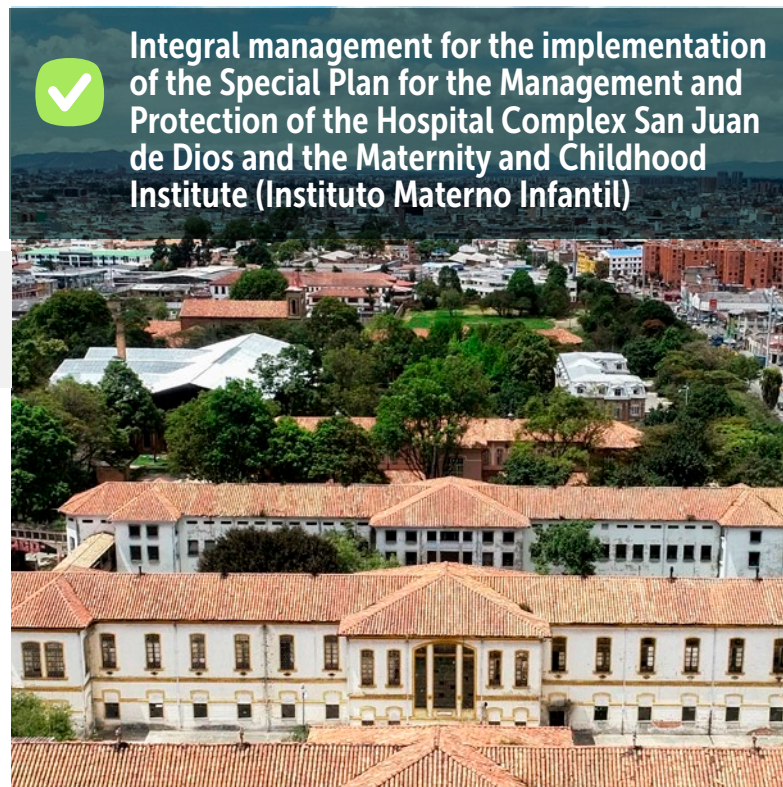


Recovering **heritage and memory** for the health of Colombians.

- ▶ Area: 13 hectáreas.
- ▶ 24 buildings.
- ▶ 17 buildings with a degree of comprehensive architectural conservation.
- ▶ **Action:** comprehensive management of the project – Special Plan for the Management and Protection of the Hospital Complex.



Integral management for the implementation of the Special Plan for the Management and Protection of the Hospital Complex San Juan de Dios and the Maternity and Childhood Institute (Instituto Materno Infantil)



IMPORTANT PROJECTS

PROJECTS UNDER EXECUTION



The approval of studies and designs has been finalized. We will start to execute urban planning works and real estate projects soon.

TRES QUEBRADAS UG1



Reducing the housing deficit in the city with **new homes for vulnerable families**.

- ▶ Area: 71 Hectares intervened.
- ▶ Public space: 11.05 Hectares.
- ▶ Facilities: 4,23 Ha.
- ▶ Commercial establishments: 2.22 Ha.
- ▶ Housing: : over 8000 VIS/VIP units.

LABORATORY AND RESEARCH BUILDING FOR THE FACULTY OF ENGINEERING UNIVERSIDAD DISTRITAL



High quality areas for professional education

- ▶ Built area: 12,856 m²
- ▶ Value: \$112,334,000,000
- ▶ Student beneficiaries: 7,160
- ▶ Laboratories: 23
- ▶ Specialized classrooms: 3
- ▶ IT rooms: 12



Technical, legal, administrative, financial and environmental services for the process of selecting and hiring the delegate administrator that will build and equip the building.

IMPORTANT PROJECTS

PROJECTS UNDER EXECUTION

LA MAGDALENA SCHOOL



High quality spaces
for education

- ▶ Designed space: 15,337 m²
- ▶ Academic spaces:
 - 48 classrooms.
 - 18 complementary areas.
 - 2 multipurpose courts.
- ▶ Student capacity: 1,680
- ▶ Value: \$50,112,000,000



Comprehensive management for the planning and procurement of works as well as their respective audits.



Comprehensive management for the planning and procurement of works as well as their respective audits.

SAN FRANCISCO SCHOOL



We regenerate territories
to benefit thousands of girls
and boys.

- ▶ Designed area: 2,732.3 m²
- ▶ Academic areas:
 - 15 classrooms
 - 7 complementary spaces
 - 1 multipurpose court
 - 1 recreational terrace
- ▶ Student capacity: 600.
- ▶ Value: \$14,947,000,000

IMPORTANT PROJECTS

PROJECTS UNDER FORMULATION AND OR STRUCTURING:

INTERNATIONAL WHOLESALE TRADE CENTRE SAN VICTORINO

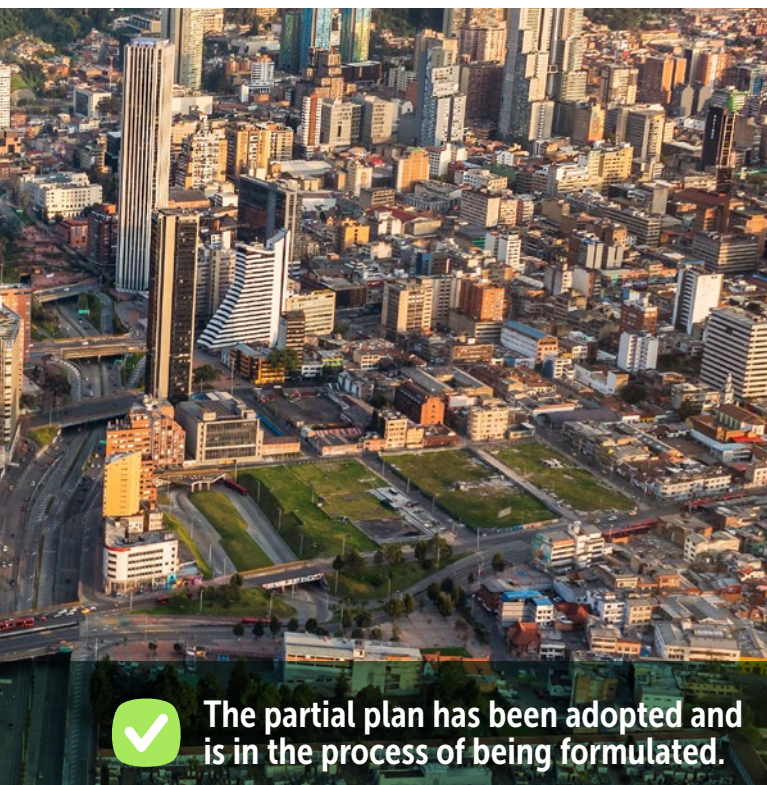


A commercial establishment with a **strategic vision**.

- ▶ Area: 2.4 Hectares.
 - ▶ Potential area for development: 92.290 m².
 - ▶ Public space: 8,000 m².
 - ▶ Transport access to the first line of the Metro and the TransMilenio.
-



Structuring and execution of the process of hiring the developer.



The partial plan has been adopted and is in the process of being formulated.

METRO STATION CALLE 26



This will contribute to improving the sector, as it is an inter-modal connection point and it will benefit the housing on offer in the centre.

- ▶ Partial Plan area: 93,055.8 m²/ 9,3 hectares
 - ▶ Projected public space: approximately 29,000 m²
 - ▶ Proposed housing units: 3,055.
 - ▶ Development potential for housing Construction: 167,984.8 m²
 - ▶ Development potential for commercial Establishments: 22,756.6 m²
 - ▶ Development potential for services and Facilities: 118,430.2 m²
 - ▶ Total development potential: 309,171.6 m²
-

IMPORTANT PROJECTS

PROJECTS UNDER FORMULATION AND OR STRUCTURING:

TRES QUEBRADAS UG2



New homes for vulnerable families.

- ▶ **Beneficiaries:** close to 5,000 persons
- ▶ **Area:** 105,524.50 m²
- ▶ **Number of houses:** 1871
796 VIP y 1075 VIS
- ▶ **Services:** 10.495 m²
- ▶ **Commercial establishments:** 4,018.73 m²

PROJECTS EXECUTED:



Structuring the developer's selection process.



DISTRICT CINEMATEQUE OF BOGOTA



The biggest audiovisual centre in Colombia.

- ▶ **Client:**
District Institute of Arts
 - ▶ **Agreement:** 1210200-295/2014
 - ▶ **Area:** total built area of 8,500 m² + 11,000 m² of public space
 - ▶ **4 cinema screens** with a capacity of 522 persons
 - ▶ **District investment:**
\$55,000,000,000
- Action:** comprehensive management of the construction project for the District Cinema in coordination with IDARTES

IMPORTANT PROJECTS

PROJECTS EXECUTED:

CIUDADELA EL PORVENIR



Reducing the housing deficit in the city to create **new homes for vulnerable families.**

- ▶ Total housing in all areas: 20,757
- ▶ Built area: 40.000 m²
- ▶ Apartment area: 43 m²



Through these projects the ERU contributed to the improvement of areas of opportunity, as well as those identified as deteriorating areas, leveraging projects for regeneration and urban development that contribute to the quality of life of the inhabitants and the city.



BUILDING TOGETHER

One of the pillars of the company is: Co-construction with the community for the regeneration of the city, this is due to the design of educational, creative and innovative action, that allows the company to offer social management services, fostering community participation in a impactful way through consultation, information and dialogue with the communities in the territory, to guarantee the social, environmental and economic sustainability of the company.

04

OUR SERVICES

The Company offers its expertise in legal, technical, financial and administrative affairs, as well as human resources, to serve projects that seek to transform and regenerate the territory, based on its ample experience in property management, and the formulation and management of planning instruments.





01

FORMULATION AND MANAGEMENT OF PLANNING INSTRUMENTS

We formulate strategic actions, partial plans and any other instruments provided by law, and we process them before the District Planning Secretariat and related bodies, contributing to land-use planning and city planning.



02

LAND MANAGEMENT

We are leaders in the purchase of property from start to finish, including comprehensive social management, with the aim of facilitating the execution of urban projects, for the benefit of the city.

03

STRUCTURING PROJECTS

We determine the best project possible for a specific plot of land, in line with Urban Planning standards, development potential, market characteristics and the type of project, as well as technical, financial and legal pre-feasibility studies.

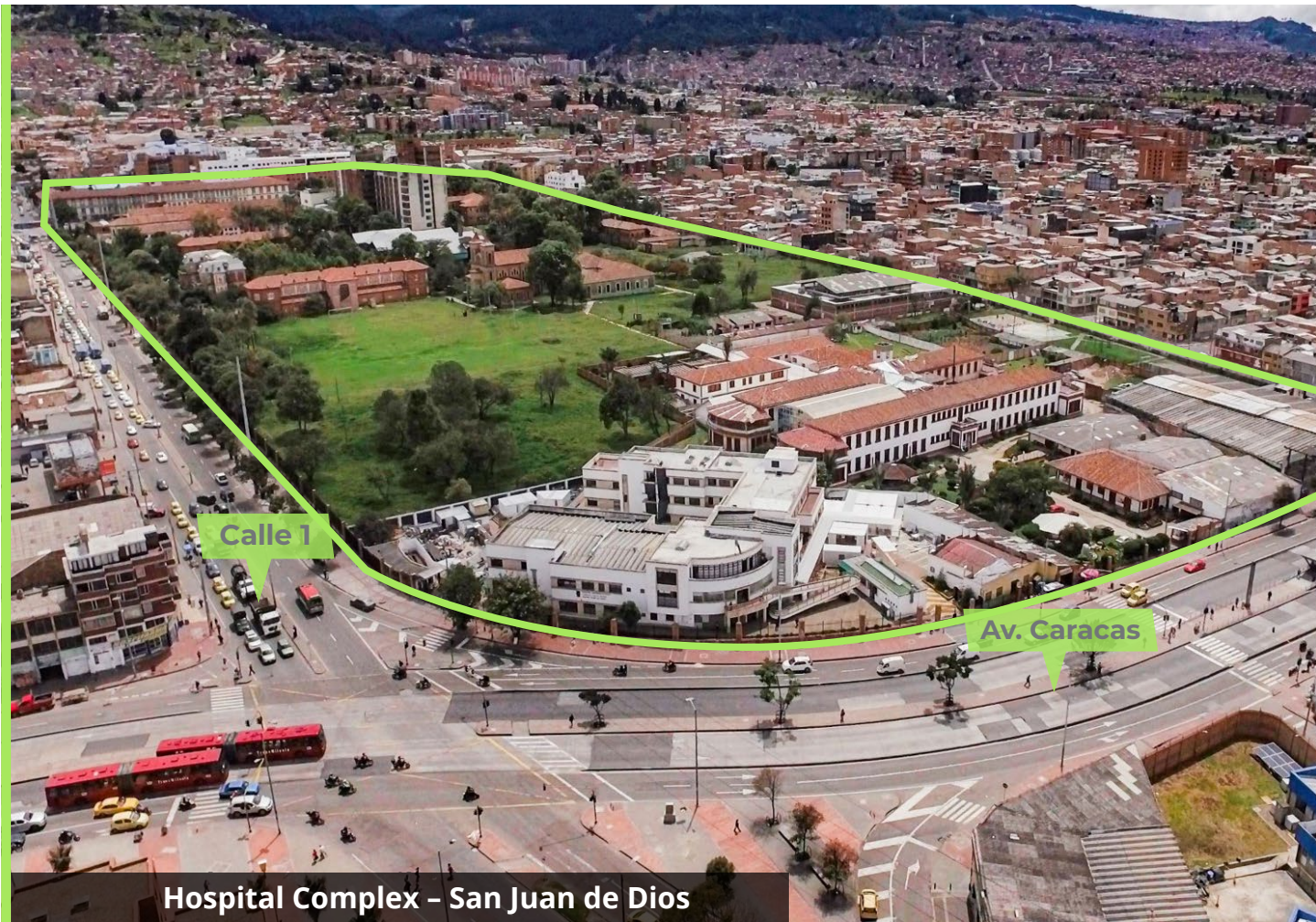


04

APPLICATION OF FINANCIAL INSTRUMENTS TO MAKE URBAN PROJECTS VIABLE

We identify and offer the best opportunities in relation to the financing instruments required for urban planning projects and works, we perform a needs assessment in a bid to comply with the goals of the project in a way that is both efficient and appropriate for urban project development.





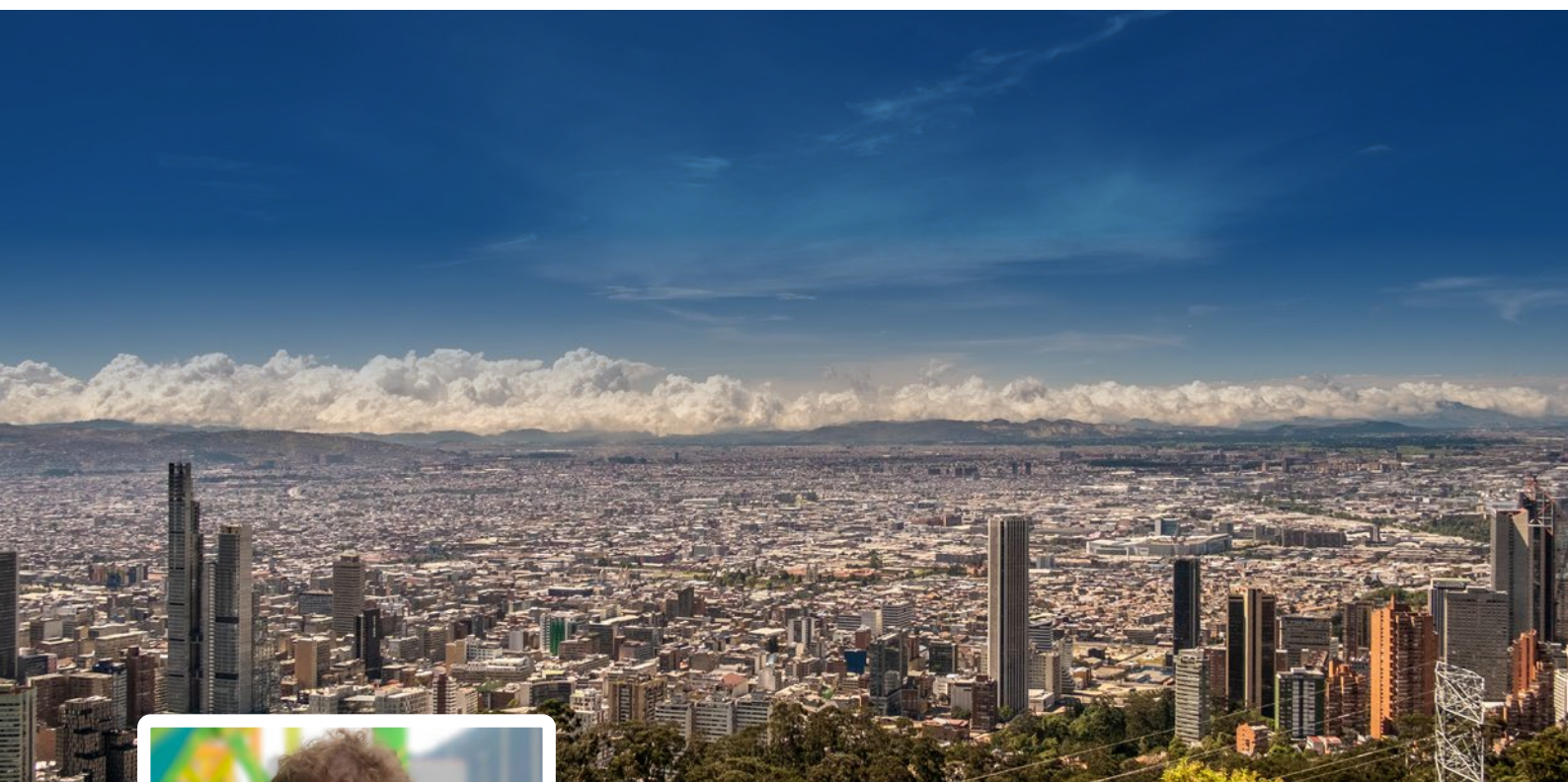
Hospital Complex – San Juan de Dios

05

PROJECT MANAGEMENT

We organize and administrate resources, ensuring that the project being requested is fully completed in line with the characteristics of the scope, time frame and costs, which are planned during the structuralization of the project - guaranteeing the comprehensive execution of all project resources and results.

05 OUR TEAM



JUAN GUILLERMO JIMÉNEZ
General Manager

Architect with a Master's in Business Management and studies in Public and Private Partnerships.

Over 20 years of professional experience in the management, structuring and steering of public and private infrastructure projects.



GERMÁN ANDRÉS SALGADO

Deputy Manager of Real Estate Management

Industrial Engineer specialized in Marketing Management and Senior International Management.

More than 20 years of experience in high-level positions for different private sector entities. In his career, he has had the opportunity to direct and participate in the structuring of real estate projects related to housing, commerce, offices, hotels, among others.

MAURICIO POMBO

Sales Manager

Architect with a specialization in Engineering and Technology Project Management for Smart Buildings. He has a background in leading civil Works plans, analysis and feasibility studies for project development, and the creation of architectural designs for housing and offices.

With 16 years of experience in the public sector, he has been in charge of administration, sales and land-use authentication at the Institute of Urban Development (Instituto de Desarrollo Urbano).

CARLOS ALBERTO ACOSTA

Deputy Project Development Manager

Civil Engineer with a Specialization in Project Development and Assessment.

Over 25 years of experience in project management, supervision and auditing for the public and private sectors.

ADRIANA DEL PILAR COLLAZOS

Site Management Director

Lawyer with a Specialization in Administrative Law, a Specialization in Contractual Law and a Master's in Land-Use Planning and Local Planning, issued in Spain.

Over 12 years of experience in land-use management, real estate and urban planning, in the public and private sectors.

GIOVANNA SPERA

Deputy Manager of Urban Management

Architect and Urban Planner, with a Master's in Urban Planning and a Master's in Regional Urban Planning.

Over 20 years of professional experience in project conceptualization, formulation and design, as well as urban planning and strategic planning.

OUR ALLIES

Our Company has a number of strategic allies for the management and development of comprehensive urban projects:

DEPARTAMENTO ADMINISTRATIVO DE LA
**DEFENSORÍA DEL
ESPACIO PÚBLICO**

FONDO DE DESARROLLO
LOCAL LOS MÁRTIRES.

SUBRED INTEGRADA DE SERVICIOS
DE SALUD CENTRO ORIENTE E.S.E

FUGA

SECRETARÍA DE
DESARROLLO
ECONÓMICO

SECRETARÍA DE
SALUD

SECRETARÍA DE
PLANEACIÓN

SECRETARÍA DE
EDUCACIÓN

SECRETARÍA DE
MOVILIDAD

SECRETARÍA DEL
HÁBITAT

INSTITUTO PARA LA
**ECONOMÍA
SOCIAL**

INSTITUTO DISTRITAL
DE RECREACIÓN
Y DEPORTE

INSTITUTO
DISTRITAL DE PATRIMONIO
CULTURAL



MinVivienda
Ministerio de Vivienda

MinCultura
Ministerio de Cultura

We have also generated a model for our relationship with construction companies in the execution of real estate developments. Including:

Construction companies

Unión temporal



Additionally, in our role as an Industrial and Commercial State Company, we lend our services to both public and private entities.

Clients





Urban
Regeneration
makes everybody
a winner

THANK YOU
FOR CHOOSING US

The graphic representations are subject to be modified in accordance to the development of projects.

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