



**¡WE ARE THE WARRANTY  
FOR A BETTER CITY!**

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





**THANK YOU**  
FOR CHOOSING US

“Hand in hand and with the experience of allies from the public and private sectors, we articulate projects with citizens to cross the line from dream to reality, to make Bogotá a better city for everyone; with parks, public space, quality housing and inspiring surroundings.

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

**JUAN GUILLERMO JIMÉNEZ**  
General Manager

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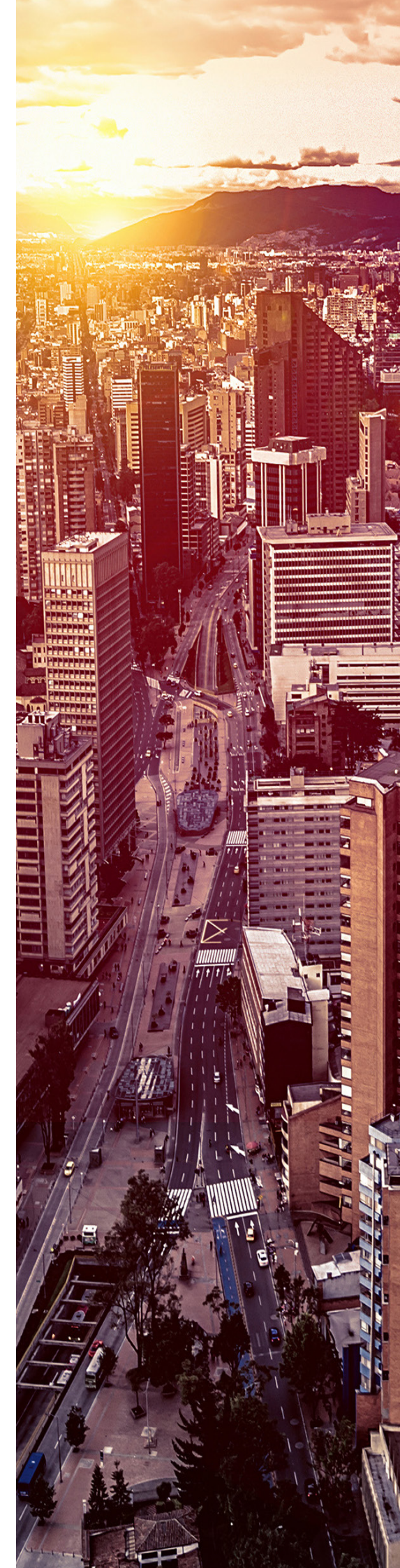
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# 01 ABOUT US

## BOGOTÁ URBAN DEVELOPMENT AND RENOVATION COMPANY

**23**  
years of experience in development  
of real estate projects.

- It is the result of the **merger between** Metrovivienda and Empresa de Renovación Urbana D.C.
- State **industrial and commercial** enterprise.
- **100%** owned by Bogotá and the people of Bogotá.
- It belongs to the **The District Secretariat of Habitat.**
- **Bank of land and real estate bank** of Bogotá.
- Urban operator.



### OUR PURPOSE:

We are the company in charge of developing  
urban projects in the District of Bogotá.

Our purpose is  
**to improve the city for all citizens.**



# 02 WHY WORK WITH US?

01

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

02

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

03

We have extensive **experience in the formulation, structuring and development of projects** for institutional buildings, partial plans and land management.

05

We have channels established before the District Mobility Secretariat (*Secretaría de Movilidad*), Metro, TransMilenio, the Administrative Department of the Public Space Ombudsman (*DADEP*) and the Institute of Urban Development (*IDU*); **for agile management on issues related to public space and mobility.**

04

We work in coordination with public service companies, the District Planning Secretariat (*Secretaría Distrital de Planeación*) and the Urban Curators (*Curadurías Urbanas*) **to efficiently carry out the regulatory management required by the projects.**





# 03 SERVICES

The Company offers its legal, technical, financial, administrative and human resource expertise. At the service of projects for the transformation and revitalization of the territory; based on its extensive experience in property management, formulation and management of planning instruments.



## PROYECT MANAGEMENT

We organize and manage the resources, in such a way that the requested project is completed within the characteristics of scope, term and costs proposed from the structuring. Guaranteeing an integral execution of all the resources and results of the project.





## FORMULATION AND MANAGEMENT OF PLANNING INSTRUMENTS

We formulate strategic actions, partial plans and other instruments provided by law. And we manage them before the District Planning Secretariat and related entities, contributing to the ordering and planning of the city.

## SOIL MANAGEMENT

We lead the complete property acquisition based on comprehensive social management, in order to facilitate the execution of urban projects, for the benefit of the city.







## PROJECT STRUCTURING

We determine the best possible project on a plot of land, in accordance with the urban norm, the development potential, the characteristics of the market, the type of project, the technical, financial and legal pre-feasibility.

## APPLICATION OF FINANCIAL INSTRUMENTS FOR THE VIABILITY OF URBAN PROJECTS

We identify and offer the best possibility in the financing instruments required for urban planning projects and works. Evaluating the needs to meet the project objectives, efficiently and appropriately for the development of urban projects.





# 04 PROJECTS

The projects that most highlight the management carried out by the Bogotá Urban Development and Renovation Company are based on the analysis of opportunity zones. In order to intervene in sectors of the city that are susceptible to renovation and revitalization, formulation and adoption of partial plans, business structuring, comprehensive social and property management.

## PROJECTS

### VOTO NACIONAL LA ESTANZUELA


✓ Total execution of the project, property management, contracting of studies and designs, obtaining licenses and permits, as well as construction.



### ALCALDÍA LOCAL DE LOS MÁRTIRES (Stage 2)

- **Partner:** Los Mártires Local Development Fund.
- **Agreement:** 134/2016.
- **Area:** 6,526 m<sup>2</sup> distributed over 6 floors + 2,480 m<sup>2</sup> of new public space.
- **Value:** \$36,051 million.
- **Managed properties:** 15.
- **Status:** under construction.



 Epicenter of art, culture, education and heritage in one place.

**7 stages**  
**Area:** 14.4 hectares of Intervention.  
**Public space:** 4.7 Ha.  
**Facilities:** 34,132 m<sup>2</sup>.  
**Commerce and services:** 59,094.45 m<sup>2</sup>.

### BRONX DISTRITO CREATIVO (Stage 1)

- **Partner:** Gilberto Alzate Avendaño Foundation.
- **Conventions:** 109/2019 - 164/2019  
072/2019 - 124/2018.
- **Area:** 35,000 m<sup>2</sup>.
- **Value:** \$176 billion.
- **Managed properties:** 46.
- **Status:** in the stage of obtaining the necessary permits to start the work.




### CENTRO DE TALENTO CREATIVO (Stage 3)

- **Partner:** District Secretariat for Economic Development.
- **Agreements:** 2621/2017 - 299/2019.
- **Area:** 9,370 m<sup>2</sup> + 3,851 m<sup>2</sup> square (APAUP).
- **Value:** \$82.4 billion.
- **Managed properties:** 30.
- **Status:** with building license.



## PROJECTS

### COLEGIO LA MAGDALENA

 **Quality spaces for education.**

- ▶ **Partner:** District Secretary of Education.
- ▶ **Designed area:** 15,337 m<sup>2</sup>.
- ▶ **Academic spaces:**
  - 48 classrooms.
  - 18 complementary spaces.
  - 2 multiple courts.
- ▶ **Student capacity:** 1,680.
- ▶ **Value:** \$43,322,137,680.
- ▶ **Status:** under construction.



 **Comprehensive management.**

\*Representación gráfica

## PROJECTS

### LABORATORY AND RESEARCH BUILDING OF THE FACULTY OF ENGINEERING U. DISTRITAL

 **Quality spaces for professional training.**


- ▶ **Partner:** Francisco José de Caldas District University.
- ▶ **Built area:** 12,856 m<sup>2</sup>.
- ▶ **Value:** \$112,334 million.
- ▶ **Benefited students:** 7,160.
- ▶ **Laboratories:** 23.
- ▶ **Specialized classrooms:** 3
- ▶ **Software rooms:** 11.
- ▶ **Status:** under construction.



Technical, legal, administrative, financial and environmental assistance for the selection and hiring process of the delegated administrator for the construction and provision of the building.



### COLEGIO SAN FRANCISCO

 **We revitalize territories for the benefit of thousands of boys and girls**


- ▶ **Partner:** District Secretary of Education.
- ▶ **Designed area:** 2,732.3 m<sup>2</sup>.
- ▶ **Academic spaces:**
  - 15 classrooms.
  - 7 complementary spaces.
  - 1 multiple court.
  - 1 recreational terrace.
- ▶ **Student capacity:** 600.
- ▶ **Value:** \$12,523,809,985.
- ▶ **Status:** under construction.

 **Comprehensive management.**



**Manager and promoter of the Partial Plan.**

### TRES QUEBRADAS UG1

 **We reduce the city's housing deficit with new homes for vulnerable families.**

- ▶ **Allies:** Constructoras Marval and Bolívar.
- ▶ **Area:** 71 hectares of intervention.
- ▶ **Facilities:** 4.2 Ha.
- ▶ **Projected public space:** 8.3 m<sup>2</sup>.
- ▶ **Commerce:** 4.8 Ha.
- ▶ **Services:** 1.8 Ha.
- ▶ **Homes:** 9,222 VIS/VIP units.
- ▶ **Status:** in execution of studies and designs, as well as the approval of urban planning works.



## PROJECTS



Formulation, land management and award support through public invitation.

## SAN BERNARDO TERCER MILENIO



*We return the residential nature of the area and recover the social fabric.*

- ▶ **Allied:** Constructora Las Galias and District Secretary of Habitat.
- ▶ **Area:** 8.8 hectares of intervention.
- ▶ **Public space:** 26,523 m<sup>2</sup>.
- ▶ **Commerce:** 5,000 m<sup>2</sup>.
- ▶ **Homes:** 3,946 units.
- ▶ **Managed properties:** 338.
- ▶ **Sports, recreational and cultural center:** 2,886 m<sup>2</sup>.
- ▶ **Status:** In the process of property acquisition and titling of public space with DADEP (Administrative Department of the Public Space Ombudsman), to continue with the licensing stage.

## COMPLEJO HOSPITALARIO SAN JUAN DE DIOS



*We recover heritage and memory for the health of Colombians.*

- ▶ **Allies:** District Secretariat of Health, IDPC, Ministry of Culture and Government of Cundinamarca.
- ▶ **Area:** 13 hectares.
- ▶ **24 buildings.**
- ▶ **17 buildings** with a degree of comprehensive and architectural conservation.
- ▶ **Status:** 5 buildings in studies and designs, 5 emblematic spaces in the permit and license stage, 2 buildings under construction, 1 architectural complex in the structuring phase and maintenance works in progress.



Comprehensive management for the implementation of the Special Management and Protection Plan (PEMP).

## PROJECTS



Structuring of the business model.

## METRO STATION CALLE 26



It will contribute to the improvement of the sector by being an intermodal connection point and will contribute to the housing offer in the city center.

- ▶ **Allies:** TransMilenio and Metro.
- ▶ **Partial Plan Area:** 93,055.8 m<sup>2</sup> / 9.3 hectares
- ▶ **Projected public space:** 29,314 m<sup>2</sup> approx.
- ▶ **Housing units:** 3,052.
- ▶ **Housing buildability:** 167,985 m<sup>2</sup>.
- ▶ **Commercial building area:** 21,568 m<sup>2</sup>.
- ▶ **Buildability in services and dotational uses:** 117,086.4 m<sup>2</sup>.
- ▶ **Status:** it is under review by the District Planning Secretariat.

## INTERNATIONAL WHOLESALE TRADE CENTER SAN VICTORINO



*¡A trade with strategic vision!*

- ▶ **Area:** 2.4 hectares.
- ▶ **Potential area:** 92,290 m<sup>2</sup>.
- ▶ **Public space:** 8,000 m<sup>2</sup>.
- ▶ **Access to the first line of the Metro and TransMilenio.**
- ▶ **Status:** in structuring.



Urban operator in the formulation of the norm, land management, social management, urban and real estate management, in association with the private sector.



## PROJECTS

# TRES QUEBRADAS UG2



**New homes for vulnerable families.**

- **Beneficiaries:** nearly 5,000 people.
- **Area:** 105,524.50 m<sup>2</sup>.
- **Dwellings:** 1,871. 796 VIP and 1,075 VIS.
- **Services:** 10,495 m<sup>2</sup>.
- **Retail:** 4,018.73 m<sup>2</sup>.
- **Status:** in structuring.



**Structuring of the business model.**

## PROJECTS

# CIUDADELA EL PORVENIR



**We reduce the city's housing deficit with new homes for vulnerable families.**

- **Homes:** 20,563 in 8 stages, including 1,212 apartments for popular housing organizations.
- **Total area:** 132 Ha.
- **Status:** in execution of Parque 5.



**Enabling land and urban works.**



**Comprehensive management of the construction project.**

# DISTRICT CINEMATHEQUE FROM BOGOTA



**The largest audiovisual center in Colombia.**

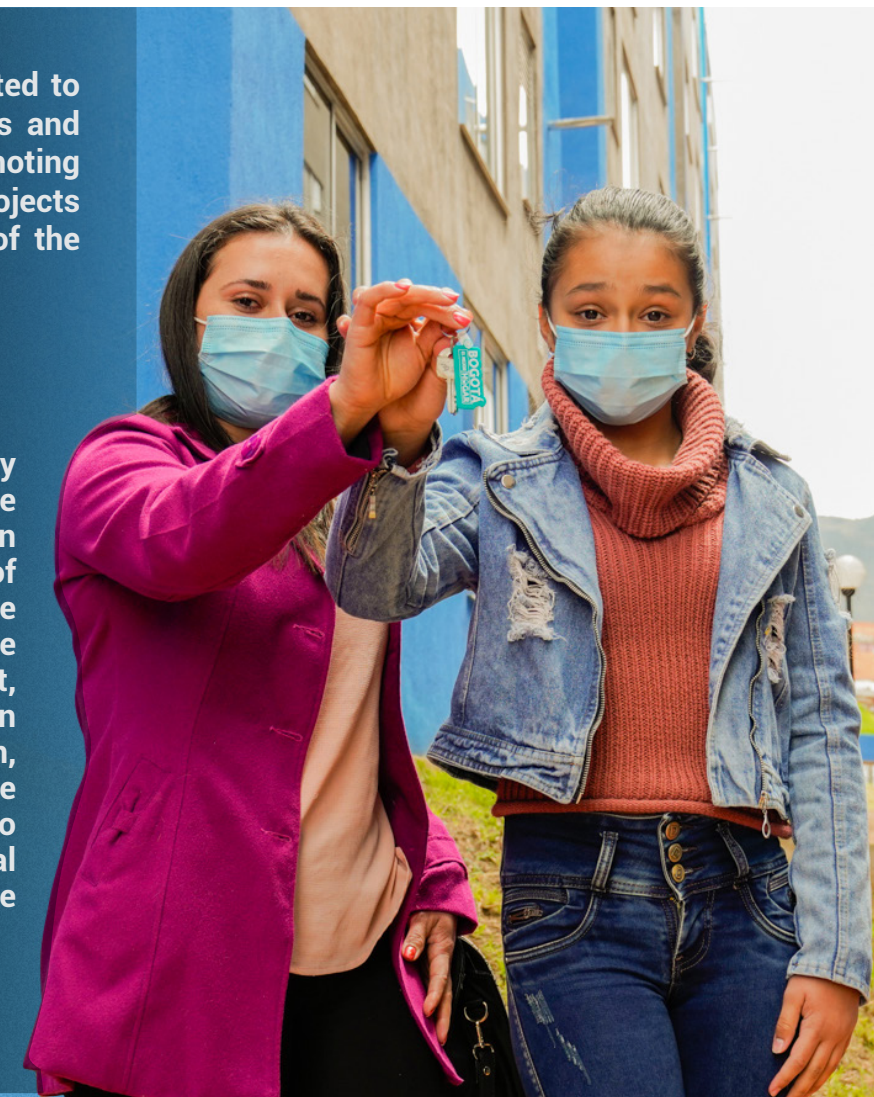
- **Allied:** District Institute of the Arts.
- **Agreement:** 1210200-295/2014
- **Area:** 8,500 m<sup>2</sup> of built area + 11,000 m<sup>2</sup> of public space.
- **4 movie theaters with capacity for 522 people.**
- **District investment:** \$55,000 million.
- **Status:** Completed.

With these projects, the ERU contributed to the improvement of opportunity zones and those identified as deteriorating, promoting renovation and urban development projects that contribute to the quality of life of the inhabitants and the city.



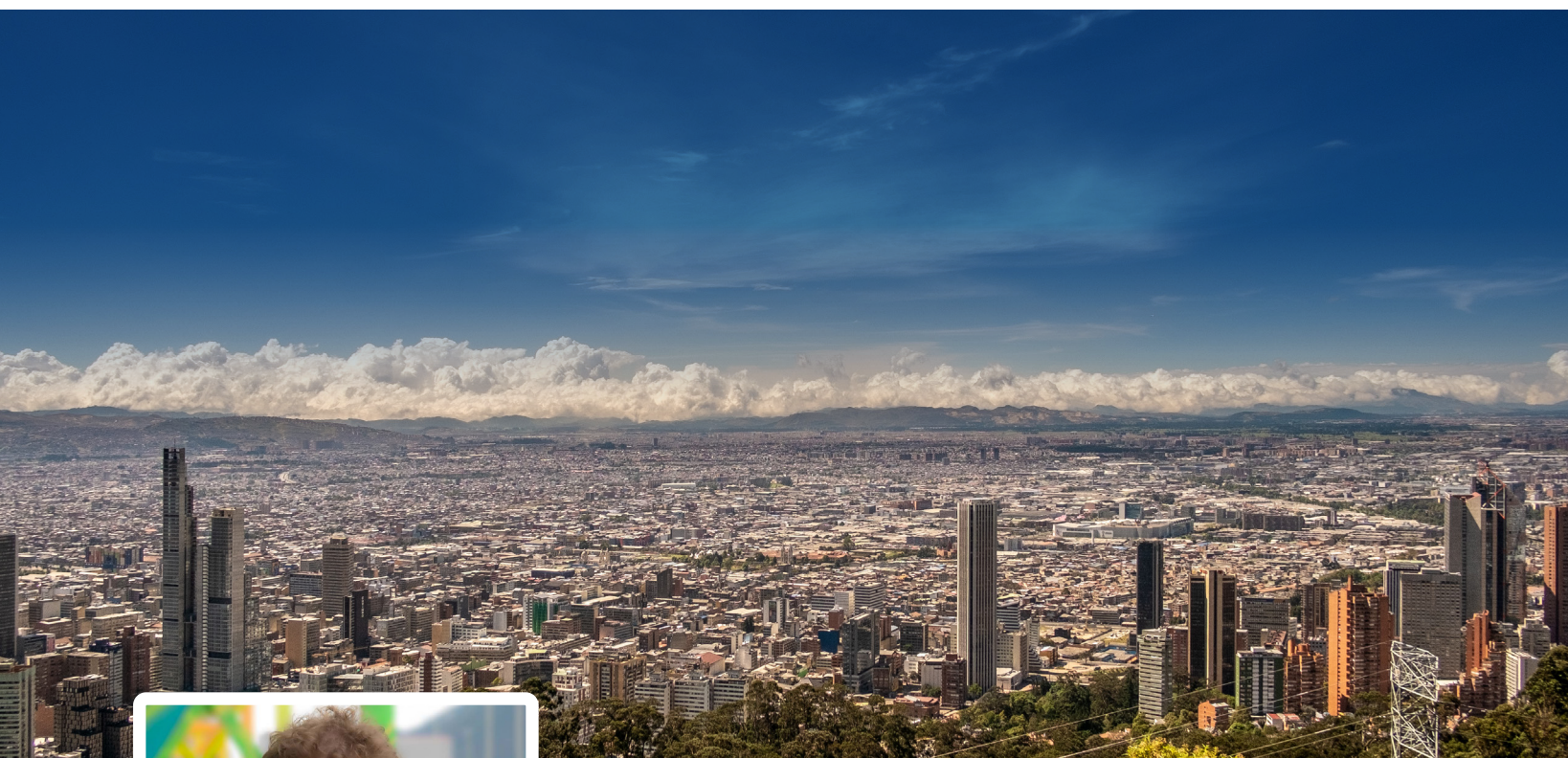
## TOGETHER WE BUILD

Among the pillars of the Company is the co-construction with the community for the revitalization of the city. Thanks to the design of pedagogical, creative and innovative actions, which allow offering the service of social management, promoting community participation incidentally. Through socialization, information and dialogue with the communities in the territory, to guarantee the social, environmental and economic sustainability of the Company.





# 05 TEAM



**JUAN GUILLERMO JIMÉNEZ**

## General Manager

Architect with a Master's Degree in Business Administration and studies on public-private partnerships.

More than 20 years of professional experience in management, structuring and directing public and private infrastructure projects.



**MAURICIO POMBO**

## Commercial Director

Architect with Specialization in Management of Engineering Projects and Technology of Intelligent Buildings. He has a track record in the direction of civil works plans, analysis and feasibility for the development of projects, architectural design of homes and offices.

More than 16 years of experience in the public sector, in charge of the administration, sale and property legalization of the Urban Development Institute (IDU).



**CARLOS ALBERTO ACOSTA**

## Project Development Deputy Manager

Civil Engineer with Specialization in Project Evaluation and Development.

More than 25 years in management, supervision and auditing of projects in the public and private sectors.



**ADRIANA DEL PILAR COLLAZOS**

## Director of the Property Management

Lawyer with Specialization in Administrative Law, Specialization in Contract Law and Master's Degree in Spain in Territorial and Local Planning.

More than 12 years of experience in property management, real estate and urban planning, in the public and private sectors.



**GIOVANNA SPÉRA**

## Deputy Manager of Urban Management

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

She has more than 20 years of professional experience in project conceptualization, formulation and design, in addition to urban issues and strategic planning.



# OUR ALLIES

*The Company has 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

In the same way, we have generated a relationship model with construction companies in the execution of real estate developments.

## Construction Companies:

Temporal Union

CONSTRUCTORA  
**BOLÍVAR**



**MARVAL**

**LAS GALIAS**  
CONSTRUCTORA

Constructora  
**NELEKONAR S.A.S.**  
1989 DISEÑO - CONSTRUCCIONES - COMERCIALIZACIONES

Likewise, in our role as a State Industrial and Commercial Company, we provide our services to both public and private entities.

## Clients:

 **Universidad de  
los Andes**  
Colombia

 **UNIVERSIDAD DISTRITAL  
FRANCISCO JOSÉ DE CALDAS**

SECRETARÍA DE  
**EDUCACIÓN**

 **C&G**  
Ingeniería y  
Construcciones

 **cimento**



With  
**urban**  
**renewal**  
we all win

**THANK YOU**  
FOR CHOOSING US





Las representaciones gráficas están sujetas a modificaciones de acuerdo con el desarrollo de los proyectos.

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*Empresa de Renovación y Desarrollo Urbano de Bogotá.*

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