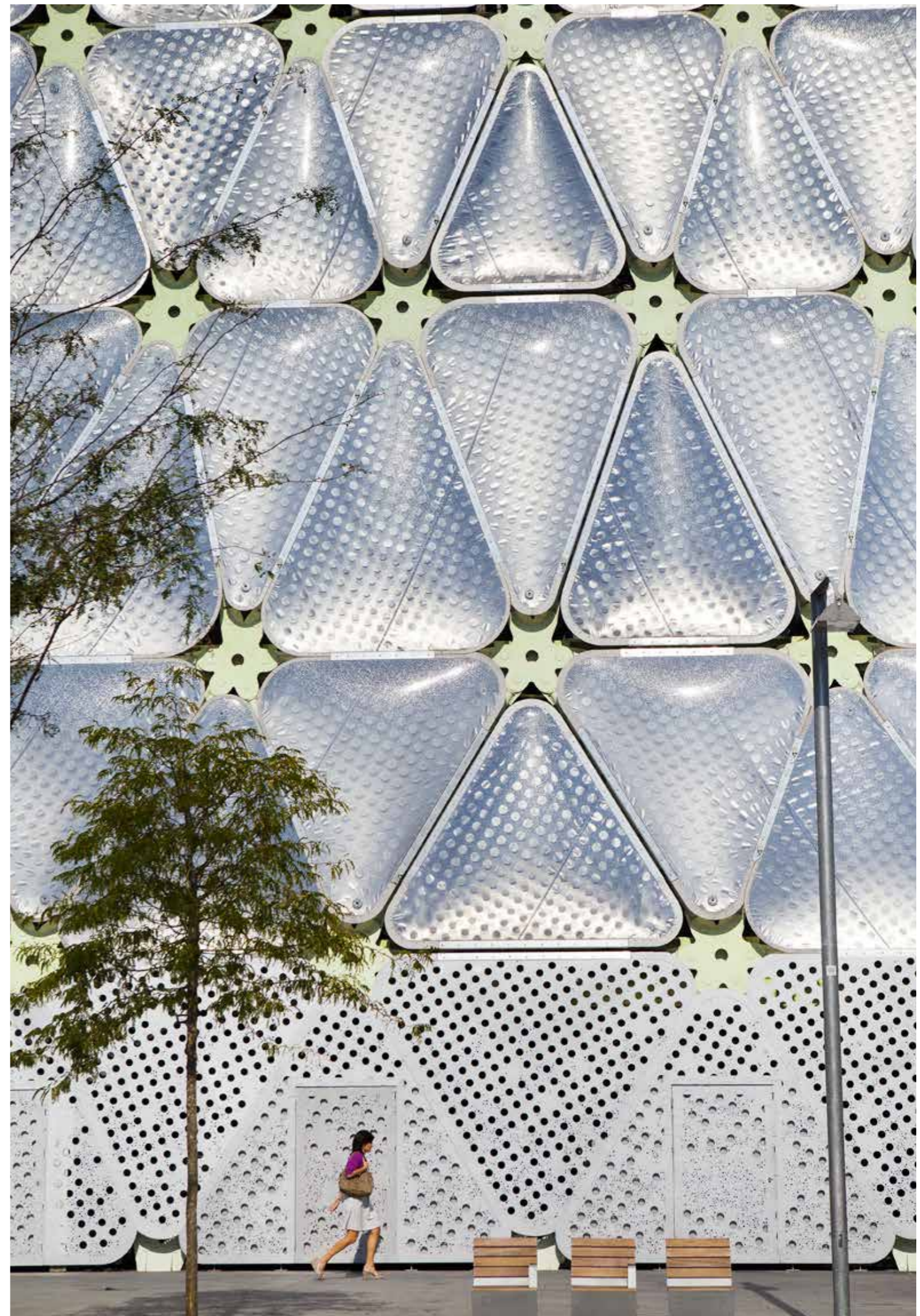
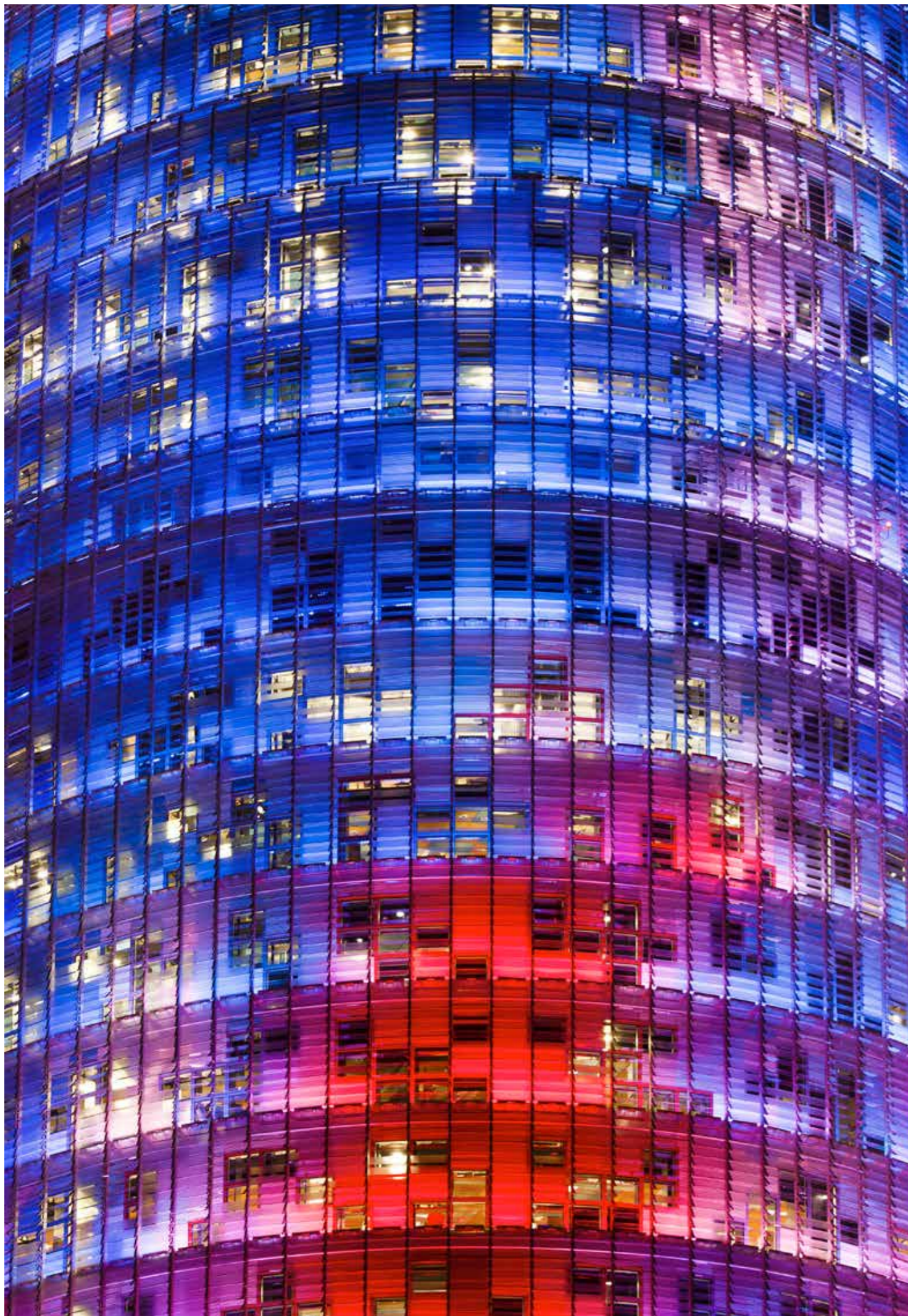
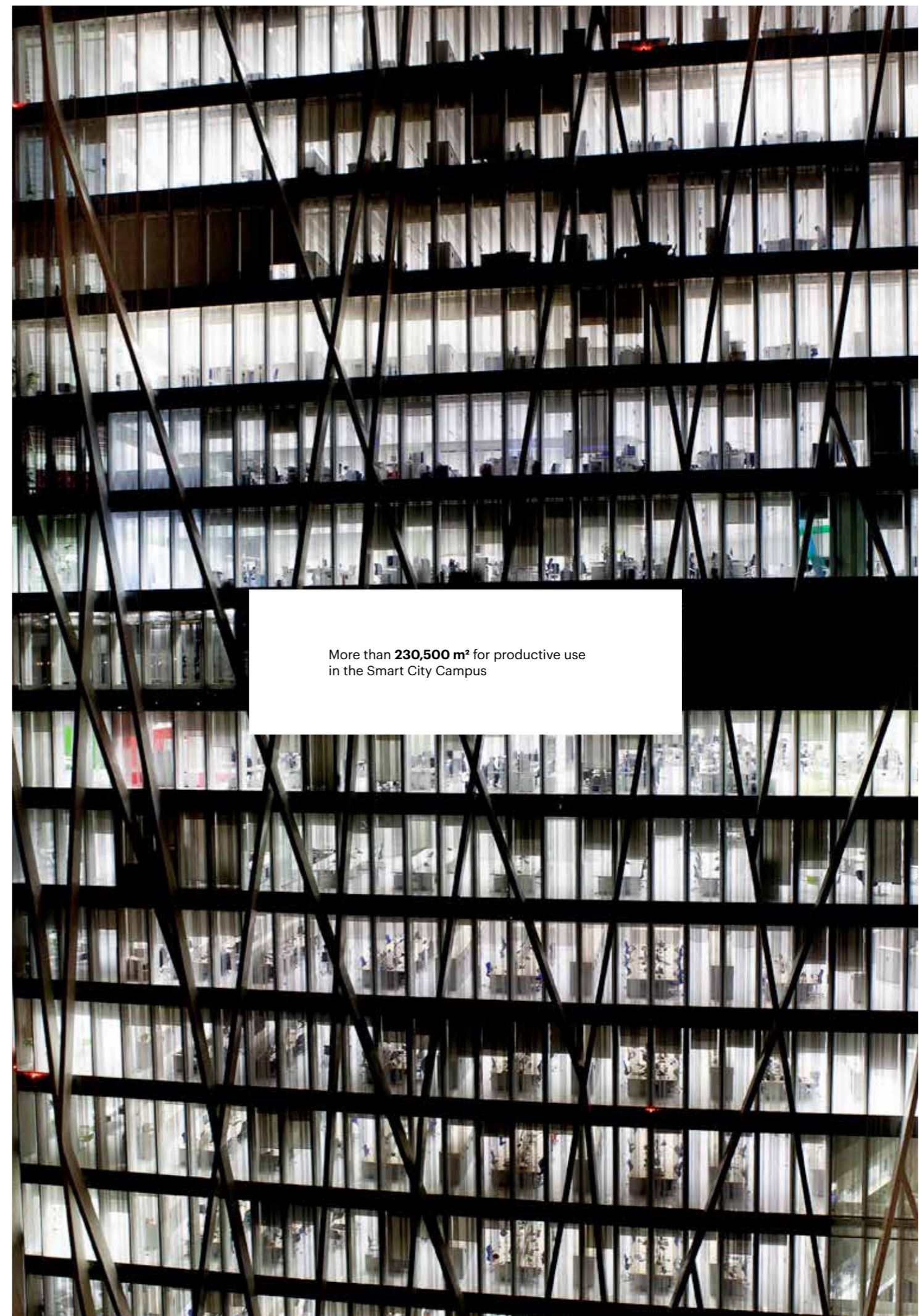
An aerial photograph of a city grid, likely New York City, showing a dense pattern of streets and buildings. A prominent green corridor, possibly a park or a planned greenway, runs diagonally from the bottom left towards the top right. A white rectangular box is superimposed over the center of the image, containing the text 'THE NEW CITY CENTRE' and 'THE @ DISTRICT'.

THE NEW CITY CENTRE
THE @ DISTRICT

A wide-angle, nighttime photograph of the Barcelona skyline. The city is densely packed with lights, and the mountains in the background are visible under a dark sky. The Torre Agbar, a distinctive bullet-shaped skyscraper, stands out prominently in the center, illuminated with vibrant blue and red lights. Other buildings and the city's lights create a warm, golden glow across the lower half of the image.

Located in the heart of Barcelona's technological district,
(in the Diagonal - Parc Central del Poble Nou - Pere IV sector),
includes important elements of the neighborhood's industrial
heritage.



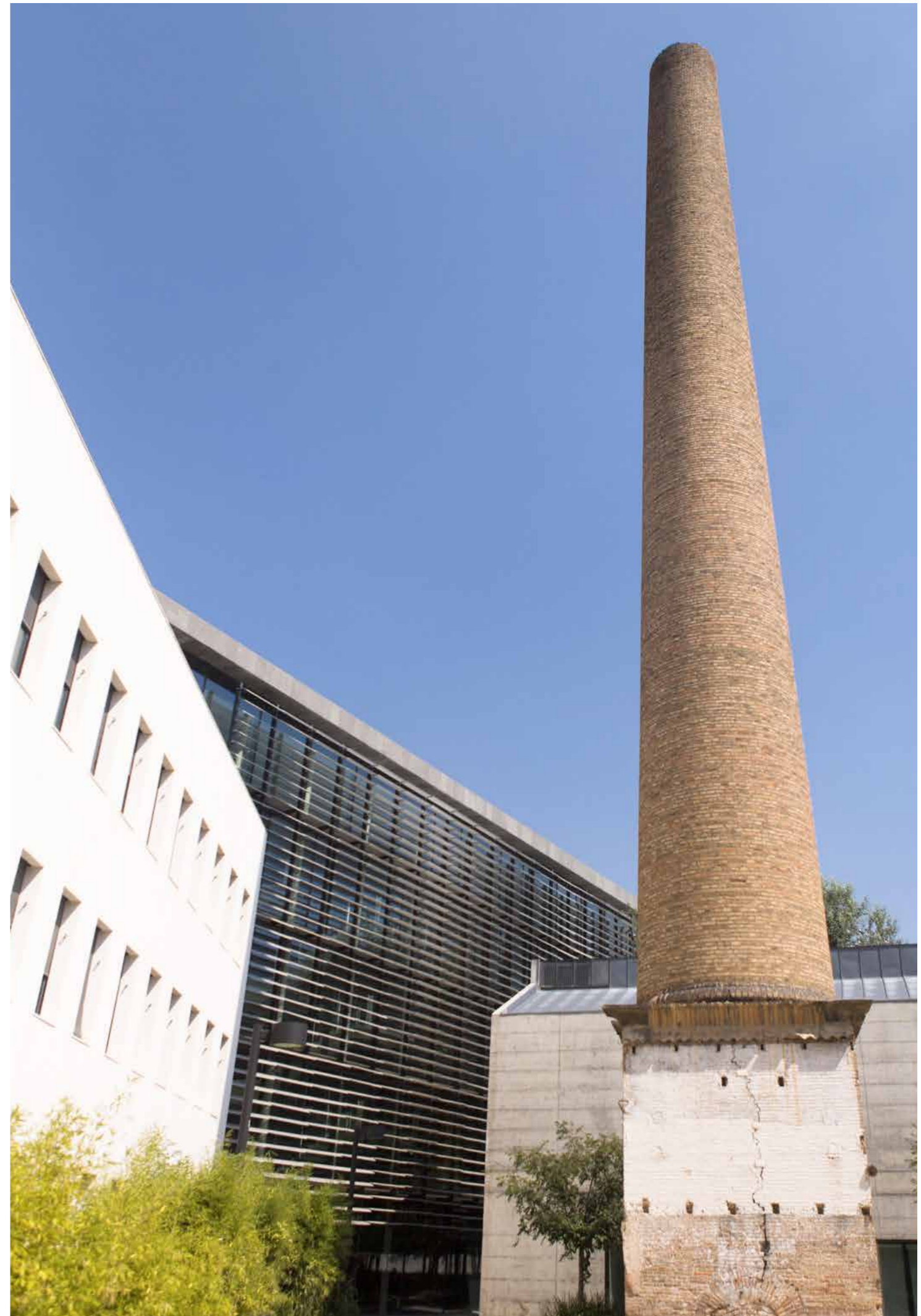


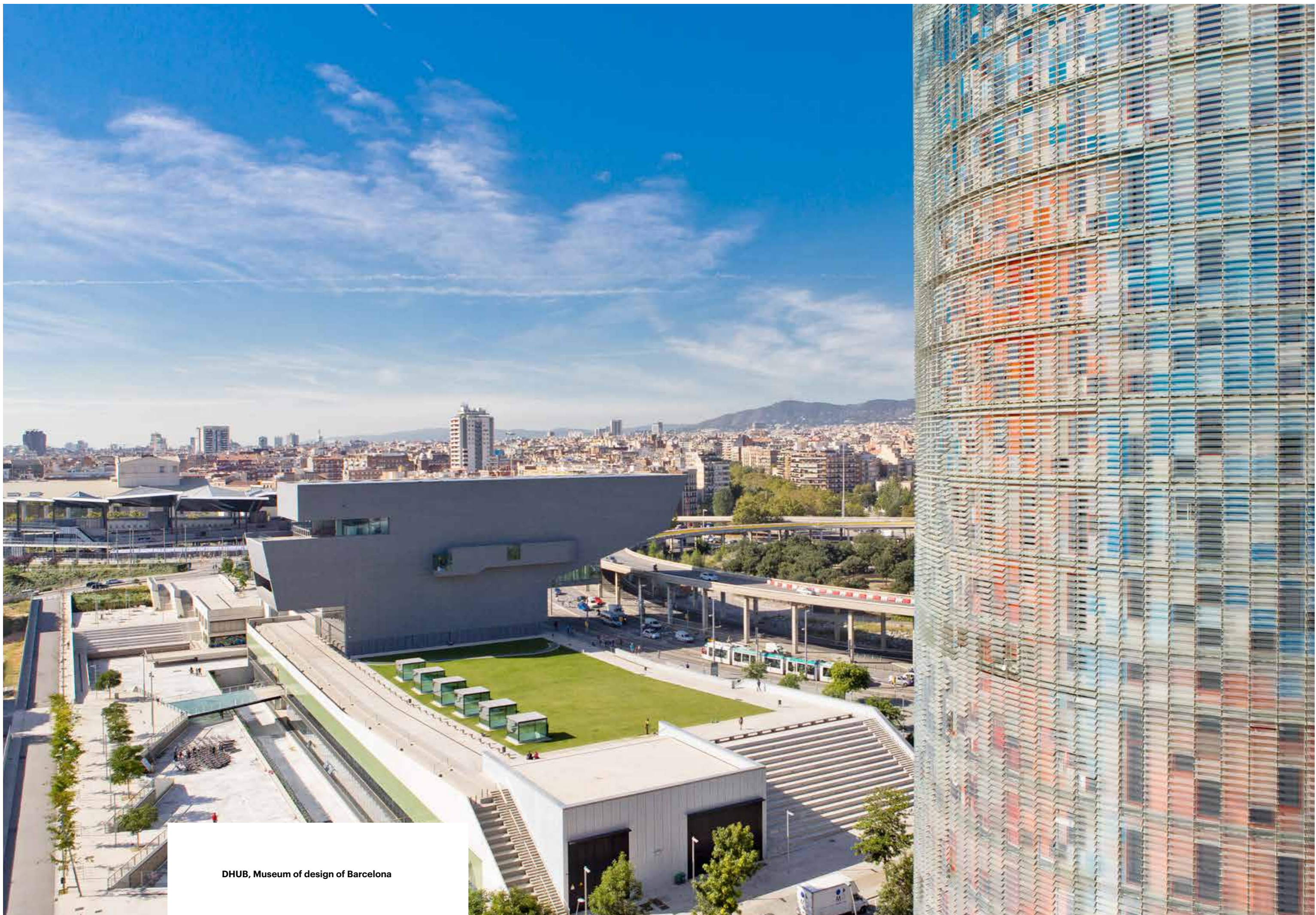
More than **230,500 m²** for productive use
in the Smart City Campus



The Smart City Campus will become a technological and productive centre of reference for **smart cities**.







DHUB, Museum of design of Barcelona

The new city centre

The @ district

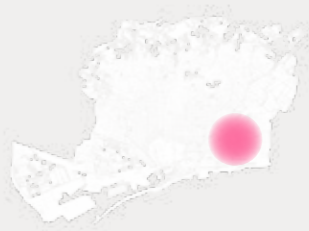
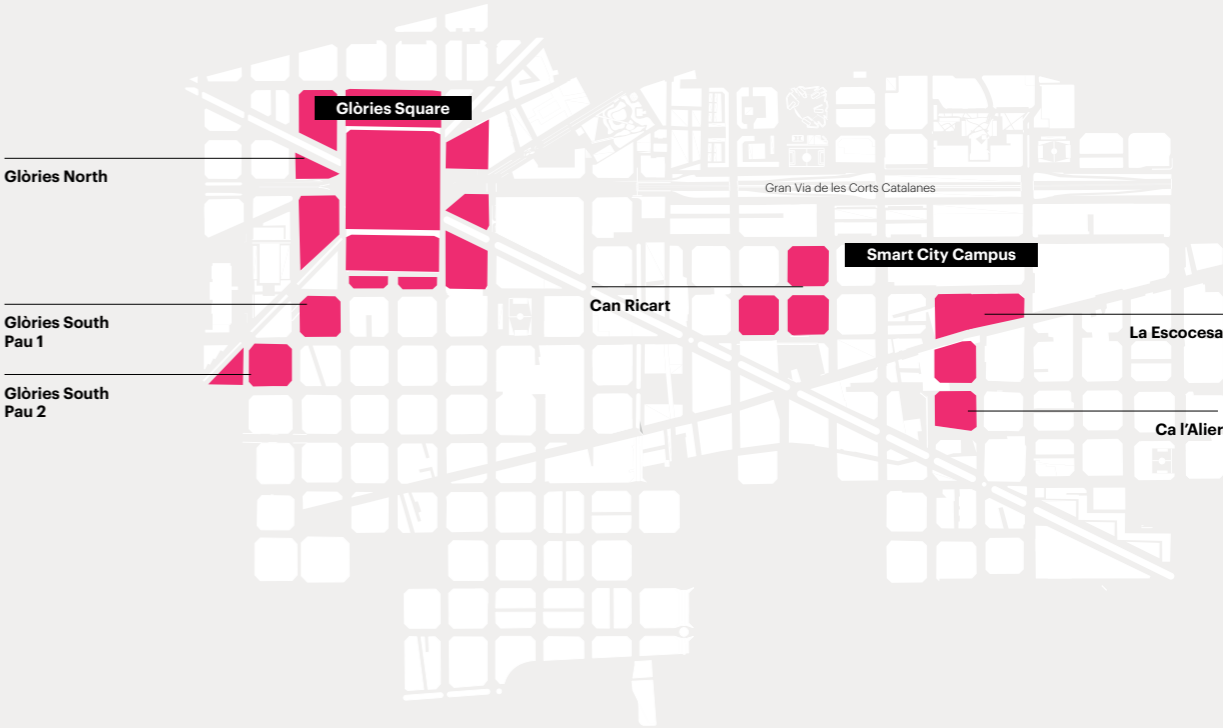
The new center of Barcelona will be organized along the largest urban park in the Mediterranean: A new residential center for leisure and business.

Barcelona is fomenting the transformation of the center of the city into a privileged area, the consolidation of a new residential park, economic activity surrounding the new cluster connected to intelligent cities (Smart City Campus), with a combination of infrastructure and land designated for services on concession, that will attract the largest companies in this sector, in order to share synergies and apply them to one of the greatest cities in the world.

Important projects

Glòries Square

Smart City Campus



Glòries Square			Smart City Campus		
Glòries North	Glòries South (PAU 1)	Glòries South (PAU 2)	Can Ricart	La Escocesa	Ca l'Alíer
378,019 m ² Total area	38,658 m ² Total area	16,800 m ² Total area	40,902 m ² Public and private land	9,959 m ² Public and private land	18,434 m ² Public and private land



Glòries Square

A new residential area at the new city center

The Glòries project will be the largest new urban park in Europe. Surrounded by the DHUB Centre for Design, the New Flea Market, the National Theatre and Auditorium of Catalonia, a new shopping centre and centre for business and hotels, it will become the new centre of the city of Barcelona.

This new residential area around the new Glòries Park will consolidate a privileged neighbourhood, where nature and proximity to transportation are the dominant elements. It consolidates the meeting of three major avenues, the Diagonal, Gran Via de les Corts Catalans and the Meridiana; it integrates a transportation node underground with the Tram, the new orthogonal city bus lines and the bicycle lanes above ground.

It consists of a public area on the North side with private residential developments and with two private residential on the South side of the park.

433.477 m²

Total surface area

What is the current state of the project?

Awaiting the adjustment of the lot distribution of the urban planning to the new ordinance of the area in agreement with the results of the competition that will maintain the present balance of the neighborhood.

Glòries North

378,019 m²

Total surface

Glòries South (PAU 1)

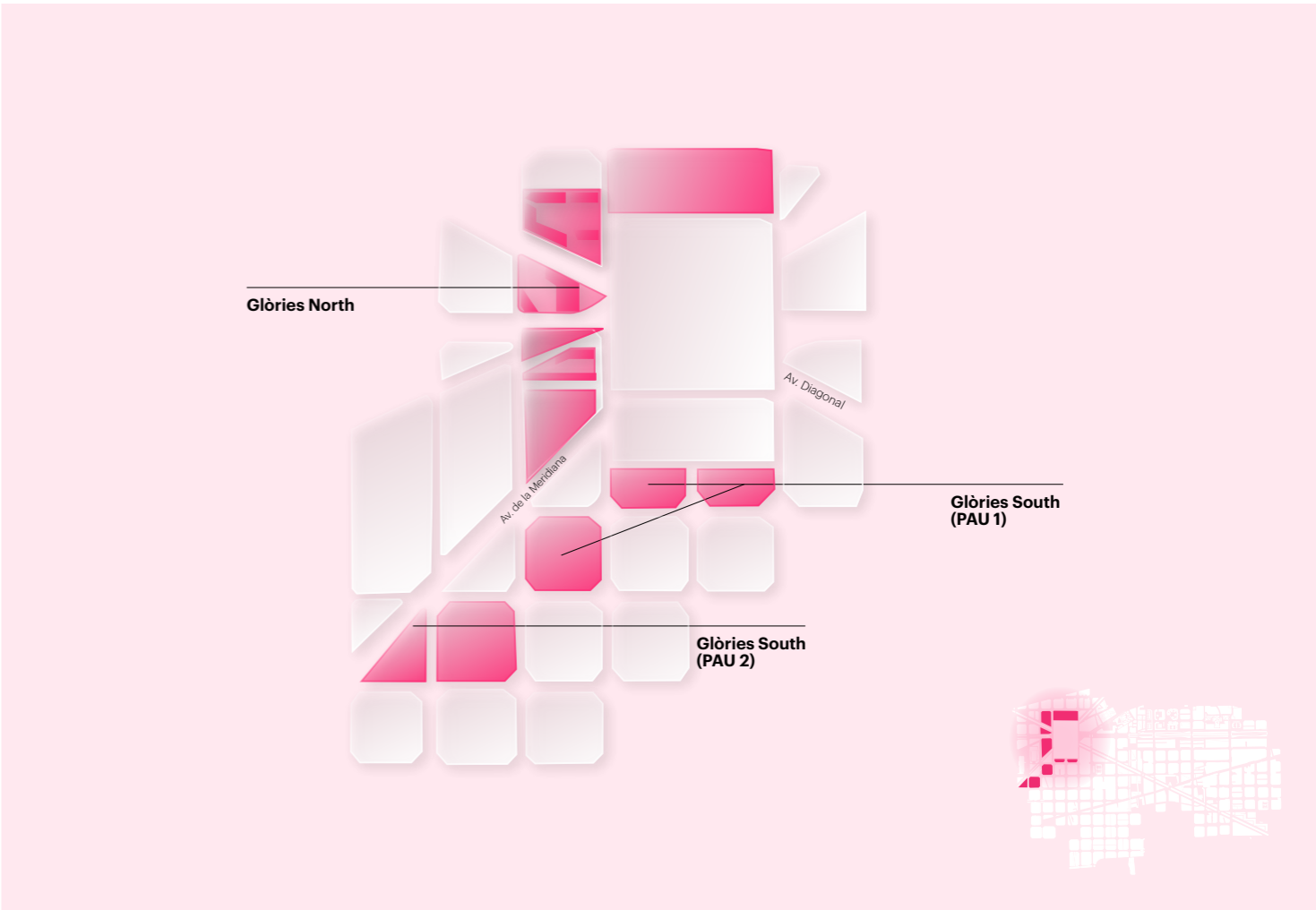
38,658 m²

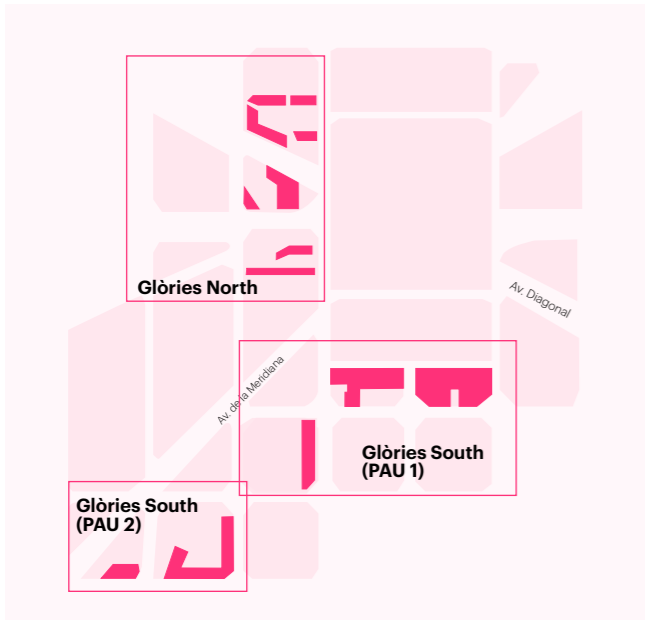
Total surface

Glòries South (PAU 2)

16,800 m²

Total surface



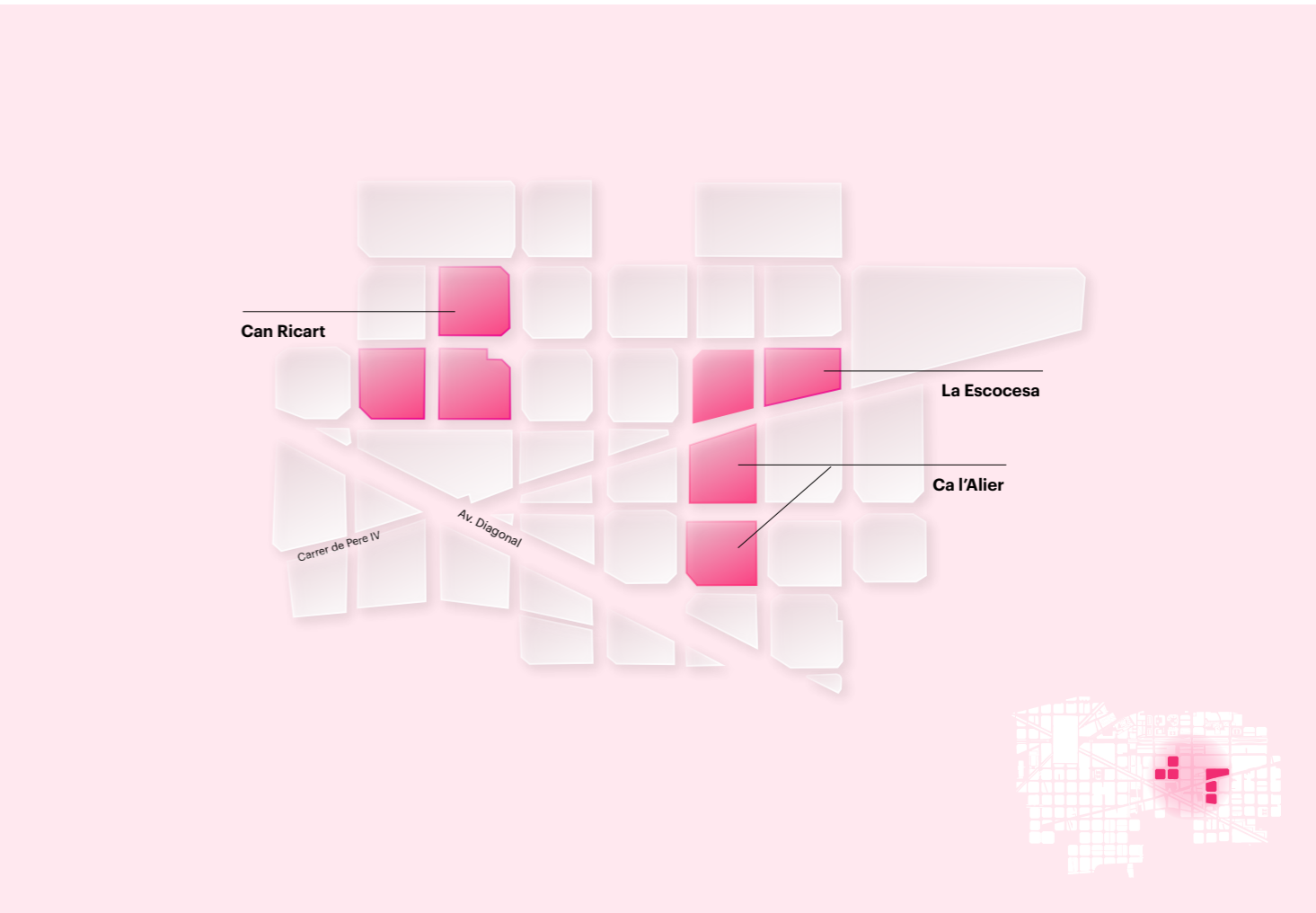


Regulation plan of Glòries Square

Calendar	2014-2018	
Planned investments*		
Glòries North		
Total surface area	378,019 m²	
Total residential surface area	81,000 m²	
Number of potential housing units	1,013 units	
Area uncontrolled housing	40,550 m²	169 M€
Area subsidized housing	18,000 m²	27 M€
Area subsidized housing (type2)	22,500 m²	94 M€
Area for free space	192,169 m²	
Area for infrastructure	33,645 m²	
Area for roads	140,686 m²	
Total investment		290 M€
Glòries South (PAU 1)		
Total surface area	38,658 m²	
Total residential surface area	65,319 m²	
Number of potential housing units	800 units	
Area uncontrolled housing	45,723 m²	191 M€
Area subsidized housing	13,064 m²	19 M€
Area subsidized housing type 2	6,532 m²	27 M€
Area for free space	21,547 m²	
Area for infrastructure	21,547,90 m²	
Area for roads	4,560,199 m²	
Total investment		237 M€
Glòries Sud (PAU 2)		
Total surface area	16,800 m²	
Total residential surface area	24,135 m²	
Number of potential housing units	227 units	
Area uncontrolled housing	15,805m²	66 M€
Area subsidized housing	4,166 m²	6 M€
Area for free space	9,909m²	
(4.988 with qualification 6c/7c)		
Area for infrastructure	4,988 m²	
Area for roads	2,962 m²	
Total investment		72 M€

(*) Estimated market value

(*) Estimated market value



The Smart City Campus

The technological and productive centre

In the @ district, Barcelona has consolidated a diverse, balanced, sustainable environment, in which the most innovative companies and universities coexist with housing, facilities and green zones.

On one hand, the area features the Smart City Campus, which will be home to companies, universities, entrepreneurs and research centers in ICT, ecology and urban-planning, with the aim of becoming a benchmark technology center for smart cities.

230,000 m ²
Floor area for productive uses
30,310 m ²
Floor area for facilities
46,100 m ²
Land for green areas and public spaces

What is the current state of the project?

The project includes both plans for which land management procedures have been completed and those where land is available for building, some with building permits already issued. At present, 66.42% of the land is publicly owned.

Investment
Investment is yet to be determined depending on the structures to be erected. Building costs are estimated to be 1,500 euros per square metre.

Investments will be dedicated
Purchasing land and/or obtaining the 'Right to Build' under planning regulations, the construction of technological and productive buildings in the Campus area and urban development works linked to the project area.

Can Ricart	
29,497 m ² Public land	11,405 m ² Private land
La Escocesa	
3,706 m ² Public land	6,253 m ² Private land
Ca l'Alíer	
6,207 m ² Public land	12,227 m ² Private land



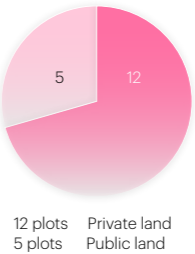
What advantages does the project have?

The Smart City Campus location in the 22@ district is a setting with cutting-edge technological infrastructures where highly innovative companies, research centres and universities coexist with housing, public facilities and green areas. It offers space for the establishment of companies, universities, entrepreneurs and research centres dedicated to ICT, ecology and urban planning, as well as auxiliary facilities. The project aims to attract activities related to smart cities through the creation of a cluster that will boost business cooperation at local and international level and counts on the participation of the public sector.

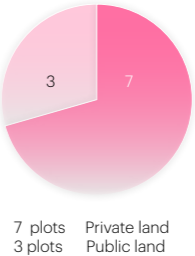
Calendar	2014-2018
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Planned investments*

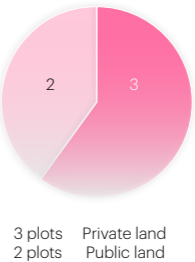
Can Ricard	
Total number of plots	12 private 5 public
Public land Floor space	29,497.10 m² 160,259.73 m²
Private land Floor space	11,405.98 m² 81,976.10 m²
Investment cost	17 M€
Rentability market value	30 M€



La Escocesa	
Total number of plots	7 private 3 public
Public land Floor space	3,706.84 m² 8,284.21 m²
Private land Floor space	6,253.11 m² 45,860.14 m²
Investment cost	9 M€
Rentability market value	16 M€



Ca L'Alíer	
Total number of plots	3 private 2 public
Public land Floor space	6,207.61 m² 14,471.70 m²
Private land Floor space	12,227.22 m² 26,917.25 m²
Investment cost	18 M€
Rentability market value	31 M€



Public land Floor space	39,341.55 m² 183,015.64 m²
Private land Floor space	19,886.31m² 154,753.49 m²
Total land area	59,227.86 m²
Total floor space	337,769.13 m²

(*) Estimated market value

