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# The new harbor district

Barcelona opened to the sea

The New Harbor District is the most ambitious port and urban transformation of the world. It will consolidate new residential areas with the creation of a new neighborhood. "La Marina del Prat Vermell", already in full development and the transformation of part of the present area of the port into a new space for knowledge and business with services and commercial spaces, adding to the Nautical cluster that will concentrate in one area the third largest logistical port in the world, as well as the most important cruise ship port in the Mediterranean, including one of the most state of the art nautical engineering schools in Europe.

This area will be in one of the surrounding green zones of Barcelona, the Monjuïc Mountain, and it offers an investment opportunity to the world. Montjuïc has a new museum center with a cultural offering that augments the touristic potential of the city through the Paral-lel, that is the essence of Catalan culture.

Important projects

La Marina del Prat Vermell Can Batlló New Museum Center of Montjuïc El Morrot



La Marina del Prat Vermell	Can Batlló	Nev Cer
750,000 m <sup>2</sup>	81,500 m <sup>2</sup>	<b>71,</b>
Total surface area	Total surface area	Tota

#### ew Museum enter of Montjuïc

1,150 m<sup>2</sup> otal floor area El Morrot

200,000 m<sup>2</sup> Total floor area





# La Marina del Prat Vermell

The new eco-district of Barcelona

The new district of "La Marina" is located in the heart of the City of Barcelona. The new development will involve the transformation of existing industrial use areas into a mixed residential and tertiary environment connected with the city and with its own characteristics. It is therefore an opportunity to invest in a new neighborhood located in the center of the metropolitan area of Barcelona, one of the most powerful industrial and developed areas in Europe with over 3,000,000 inhabitants.

Investment opportunities

Housing Land for economic activities Clean industry Hotels

750,000 m<sup>2</sup> Total square meters

## 869,237 m<sup>2</sup>

Total residential construction

10,865 m<sup>2</sup> Potential units of housing

#### What is the current state of the project?

The Barcelona city council is promoting the entire transformation of an urban zone that up until now has had industry and its annexes as its main activity. In order to facilitate the process of transformation of remodeling this urban area the projects has been divided into 14 large sectors of development; each one of them is developed by the owners, with the advice, quality control and management of the Barcelona City Council.

Sector 10, one of the largest, is now undergoing development. The urban plan is complete and the first residential building is built, two more are in the process of attaining a building license, and a third is in the construction document stage.

The total potential for this Sector is 156,763 square meters of total construction, of which 60,384 square meters are for residential construction at market price, 41,736 are tertiary and the rest are subsidized.

In the overall project there are two more sectors that are at a phase of rapid consolidation. They are Sector 8 and Sector 14, both with municipal participation. Two other Sectors, numbers 3 and 9 are in the development study phase.

#### Lots available

#### Sector 8

74,530 m<sup>2</sup> Floor for residential construction

Sector 10

115,017 m<sup>2</sup> Floor for residential construction

#### Sector 14

96,830 m<sup>2</sup> Floor for residential construction

41,736 m<sup>2</sup> Floor for economic activities

27,045 m<sup>2</sup>

Floor for economic

activities

35,137 m<sup>2</sup> Floor for economic activities



#### What advantages does the project offer?

The neighborhood of "La Marina del Prat Vermell" has a project for the future endorsed by the City Council of Barcelona, a project that wants to attain a grand level of urban functionality and environmental sustainability. An area of almost 750,000 square meters has been re-planned with potentially 869,237 square meters of residential construction and 315,420 square meters of construction construction.



"La Marina del Prat Vermell" overview

sector 10



Regulation plan of La Marina del Prat Vermell

Calendar	2014-2018
Planned investments*	
Sector 8	
Total number of plots	8
Total floor area	101,575 m <sup>2</sup>
Residential construction	74,530 m <sup>2</sup>
Tertiary construction	27,045 m <sup>2</sup>
Estimated value of plots	
Value of urban land + building*	103 M€

#### Sector 10

Total number of plots	13
Total floor area	156,753 m <sup>2</sup>
Residential construction	115,017 m <sup>2</sup>
Tertiary construction	41,736 m <sup>2</sup>

153 M€

Estimated value of plots Value of urban land + building

(\*) Estimated market value

sector 10







# **Can Batlló**

A neighborhood awaited by the citizens of Barcelona

Created, as a textile colony in 1878, over time Can Batlló became a nucleus of warehouses and workshops rented out to various companies. The Barcelona City Council is heading up a project to revitalize the urban regeneration of Can Batlló, in the city of Barcelona. Through an agreement with the owner of the former factory complex, a total of 450 subsidized and 900 uncontrolled (at market price) housing units will be built, allowing for the urban transformation of this part of the city, with more than 134,000 square meters featuring housing units, green areas and facilities.

81,500 m<sup>2</sup>

Total square meters

91,295 m<sup>2</sup> Total residential construction

1,118 Housing units

Potential units of housing

#### What is the current state of the project?

Land management has begun and there is a signed agreement between the City council and the main developer in order to drive this initiative and layout the lots for housing and infrastructure. Based on this agreement the City council will assume a part of the private costs in exchange for square meters designated for housing in this sector. 53,667 m<sup>2</sup> Potential space for housing at market price

**37,628 m<sup>2</sup>** Potential space subsidized housing

43,577 m<sup>2</sup> Area designated for open space

12,361 m<sup>2</sup> Ares designated to infrastructure

4,745 m<sup>2</sup> Area for roads





Regulation plan of Can Batlló

#### What advantages does the project offer?

We are talking about a neighborhood that exists thanks to a compromise involving all implicated parties to transform the area. In fact, in the past years, interventions of urban regeneration have been made in order to advance this project.



Can Batlló today

# Investment

Liberation of urban land to develop and build housing

Calendar

2013-2018

#### Planned investment\*

Total number of plots Total floor area	8 91,295 m²
Estimated value of plots	
Estimated value of building	150 M€
Estimated value of construction	99 M€
Total investment	249 M€

Investment return

5 to 6 years

(\*) Estimated market value

Project for Can Batlló



60%Free market housing40%Social housing





New Museum Center of Montjuïc

The most important museum district

The mountain of Montjuïc will play host to a grand cultural space grouped with s concentration of museums, a network dedicated to culture that takes advantage of the concentration of museum and cultural amenities of international quality.

Partners

MNAC, National Museum of Art of Catalonia Mies van der Rohe Foundation Trade Fair of Barcelona Caixafòrum-Fundació la Caixa Barcelona City Council **71,150 m<sup>2</sup>** Floor area

2,800 m<sup>2</sup> New Buildings

**32,00 m<sup>2</sup>** Buildings to renovate

**36,350 m<sup>2</sup>** Buildings to renovate



Projected uses

90% Museum

10% Complementary (services, restaurants, commercial) Investment costs\*

**99 M€** (1400€/m2)

**13,5 M€/year** Annual Value of development

9 M€/year Museums (1.5 M visitors x 6 €/ticket)

# 4,5 M€/year

Complementary (3€ visitor/day: ratio of daily tourist consumption of Barcelona)

(\*) Estimated market value





# **El Morrot**

The port city with port activities

After 30 years of work to redevelop the lines connecting Barcelona's coast to the east, a new regeneration opportunity is opening up in the El Morrot area. This space is currently restricted by the infrastructure to the west of Port Vell, where a number of initiatives and projects are being developed in the port area. These interventions allow us to reconsider the relationship between city and port as a meeting place between the urban fabric and the port system. New formal, programmed solutions are being explored to set out a framework for integration between port and city that does not involve sending port activities elsewhere but rather, once again, a mixed, hybrid approach that transforms the city into a hub for economic activity.

Partners

**Barcelona City Council** Port Authority of Barcelona **Grimaldi Cruises** 

200,000 m<sup>2</sup> Total surface area

#### What is the current state of the project?

Barcelona is gaining a new sea front by integrating its urban network around the Montjuïc area with the port, generating a new area of economic activity next to the largest logistical platform for cruise ships in the Mediterranean and the Nautical Cluster.

Projected uses

### 80.000 m<sup>2</sup>

40% tertiary

# 20.000 m<sup>2</sup>

10% Commercial

# 20.000 m<sup>2</sup>

10% Academic center and student housing

# 80.000 m<sup>2</sup>

40% Area designed for open spaces







# **Investment** Liberation of urban land to develop and build

Calendar

2014-2020

#### Planned investment\*

Cost of investment (Ferrovial/Roads infrastructures)	200 M€
Value of new uses	
Tertiary Comercial Academic and student housing	160 M€ 52 M€ 20 M€
Total investment	232 M€
Investment return	15 years

(\*) Estimated market value



40%	Tertiary
40%	Area designed for open spaces
20%	Commercial and Academic center
	and student housing

