URBAN AGE
CITY TRANSFORMATIONS CONFERENCE

October 2013

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The Port Region Urban Development Company of Rio de Janeiro

Re-inhabiting the inner city,
Porto Maravilha, Rio de Janeiro

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Porto Maravilha
Urban Operation

Rio's Very Special Moment

2011 Rock in Rio

2012 RIO+20

2013 FIFA Confederations Cup Brasil 2013; Rock in Rio; JMJ Rio2013

2014 FIFA World Cup Brasil

2015 450th Anniversary of Rio de Janeiro

2016 Rio2016

Strategic Location

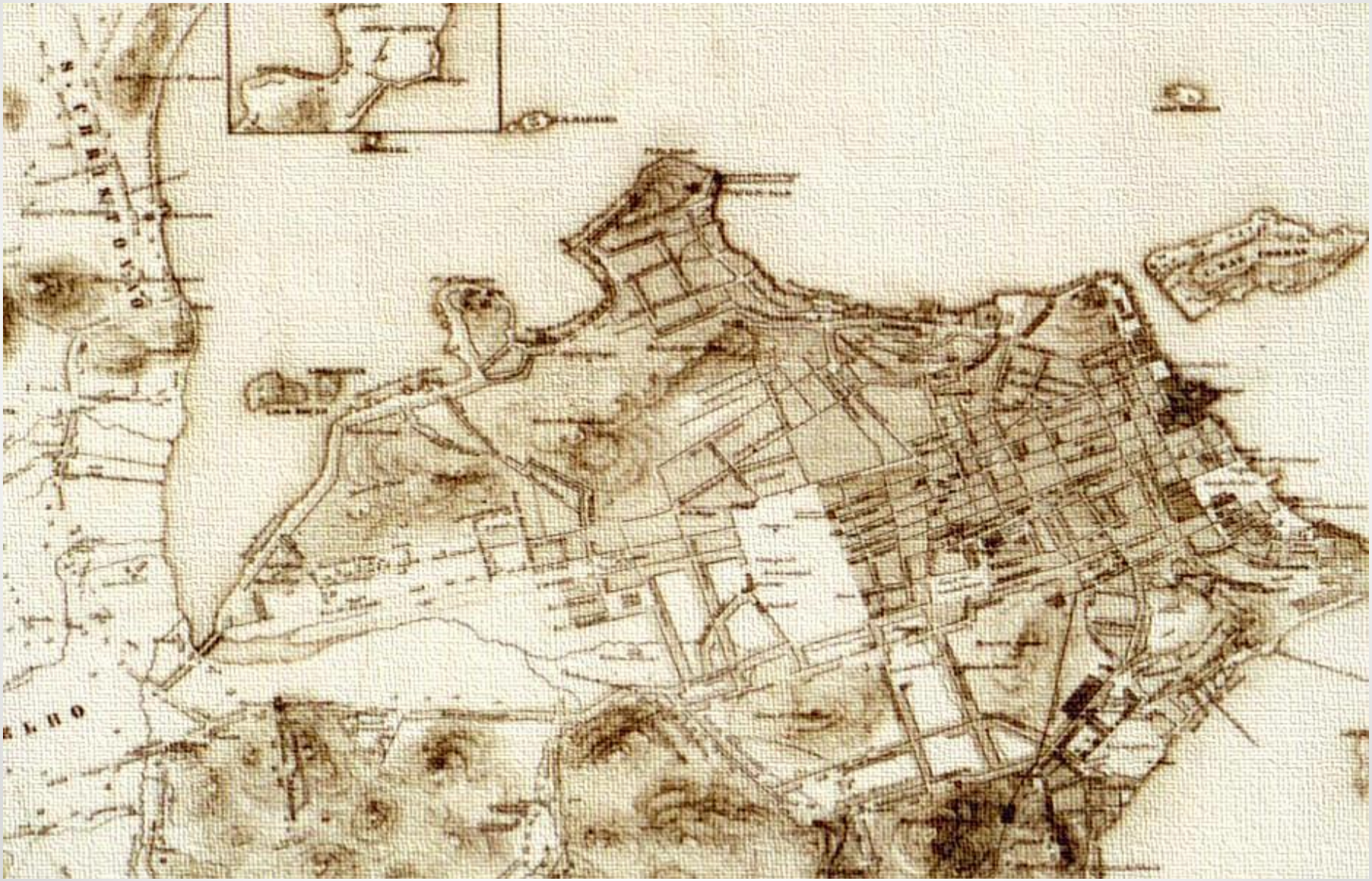
The Region In Numbers

Total Area	~5 million m²
Population (2012)	~32 mil (2012)
Human Development Index	0,775
Actively employed	~12 mil
Labor force	~30 mil

Area's workers	~10 mil
Elementary schools / Pre-schools	7
Daycare	5
Secondary schools	2
Health stations	1
Medical clinics / Hospitals	4

Porto Maravilha Area

1850 Port Area Map



The Landfill Area

Historical Relevance For The City

Isolation & Degradation

Low proportion of green areas (2.5%)
Places prone to chronic flooding
Degraded architectural heritage
Sewage released directly into drainage system, rivers and canal

Porto Maravilha: Breaking Paradigms

Porto Maravilha creates an array of legal and institutional instruments to bring change to Rio de Janeiro's Port Region

Breaking Paradigms

A new financial model, without resources of public budget
Investment in the historic heritage

A new concept of urban mobility
Demolition of more than 4 km of viaducts

Institutional & Financial Model

Urban Operation Consortium* as a funding mechanism

Real Estate Investment Fund handles sale of CEPACs and real estate

Tax benefits during initial project years

Public & Private Company manages the project

Urban revitalization through an administrative consortium (PPP)

* Legally instituted urban policy instrument for the revitalization of dagraded urban areas

Institutional & Financial Model

CDURP

The Port Region Urban Development Company of Rio de Janeiro (Cdurp)

Mission

"It is CDURP's mission to orchestrate initiatives that will fully integrate urban areas into the city and ensure all citizens their right to a sustainable city."

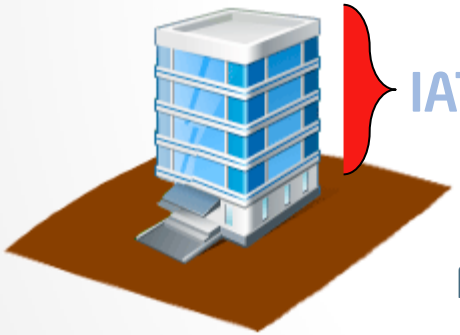
Role

Institutional & Financial Model

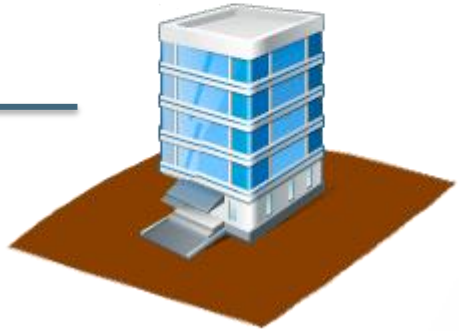
Urban Operation

- Changes in land use and increased construction potential for plots
- Collection of funds on increased construction potential through sale of CEPACs

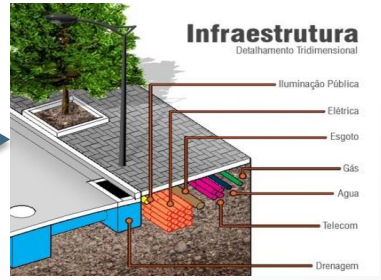
IAT 1 CEPAC must be purchased



IAT ≤ No charge



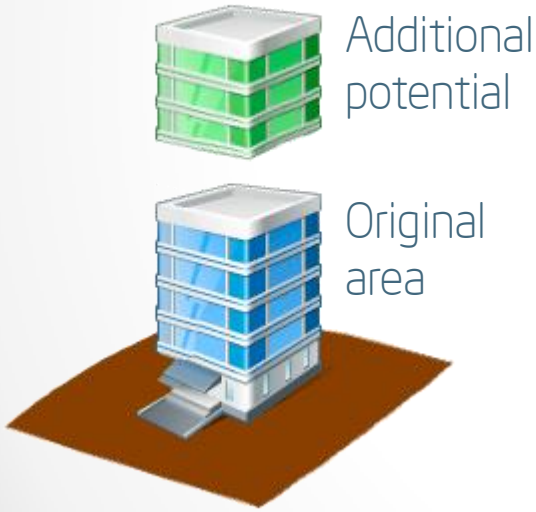
Funds collected through CEPAC pays for urban works and services



IAT – Land Use Index (portion of land that can be built on pursuant to current legislation)

Institutional & Financial Model

CEPAC



CEPAC is an acronym to describe the name, in Portuguese, of Certificates of Additional Construction Potential, that is, titles used to finance Urban Operations in Consortium, which recover degraded areas in the cities

The construction potential is the quantity of square meters that can be constructed on a given piece of land, represented in the square meters of area contained in the building's height and number of floors

The law that creates the Porto Maravilha Urban Operation defines a potential increase of construction, which varies according to the sector. To use the Additional Construction Potential the interested parties should purchase Cepacs

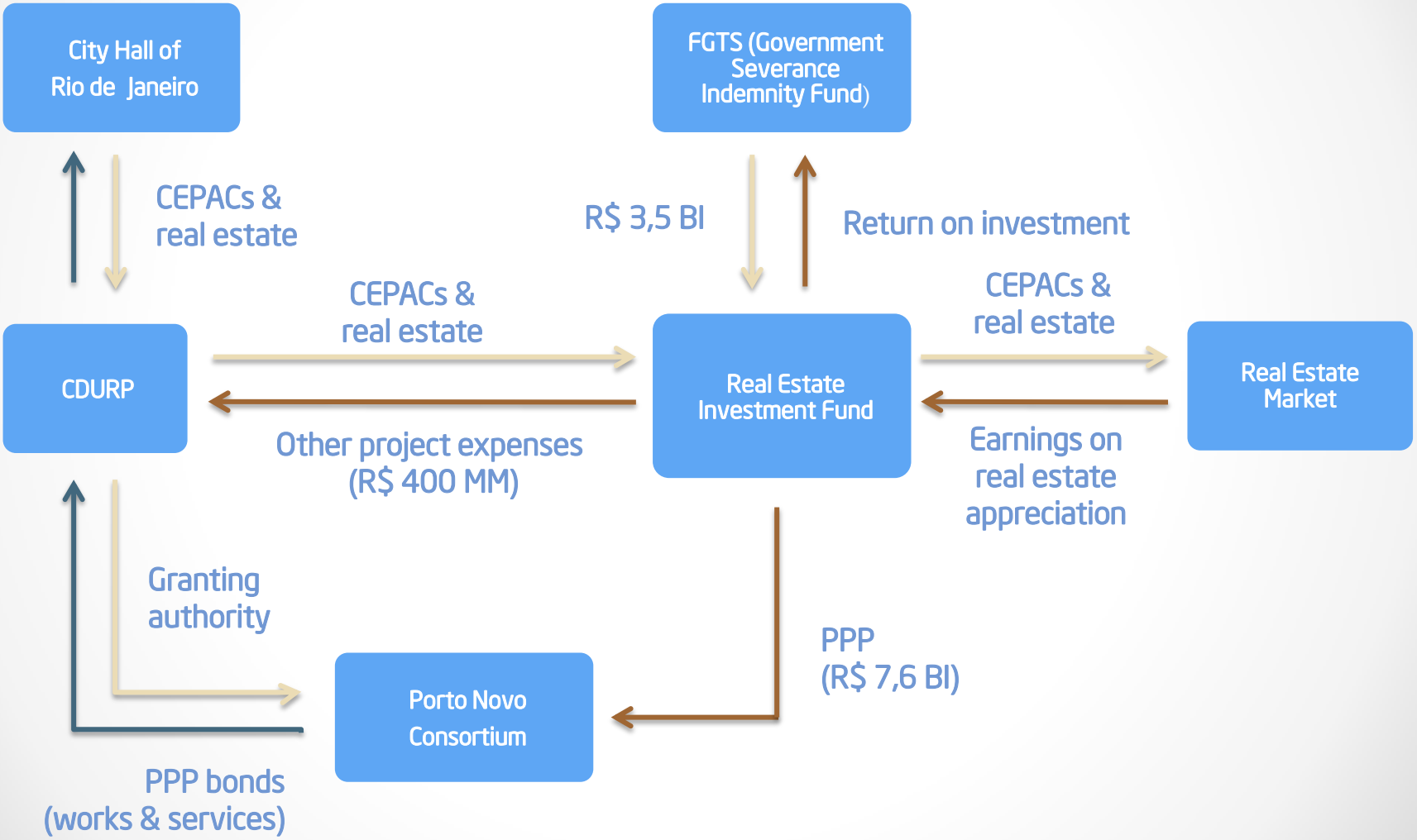
Institutional & Financial Model

The money raised by the sale of Cepacs pays for all the works and services of the Porto Maravilha Urban Operation in the 5 million square meters. In this way, the city does not outlay money for the works and also economizes on public services

The quantity of Cepacs of each undertaking varies with the location of the project and type of use. Fewer Cepacs are needed for residential properties than for nonresidential ones. In certain areas, the difference in quantity can vary as much as 50%. This encourages a mixed occupation while increasing the number of inhabitants

Three percent of the value raised through the sale of the Cepacs is mandatorily applied to the recovery of the region's historical and cultural heritage

Financial & Institutional Model



Strategy

Urban
Revitalization
Real Estate
Development
Socioeconomic
Development

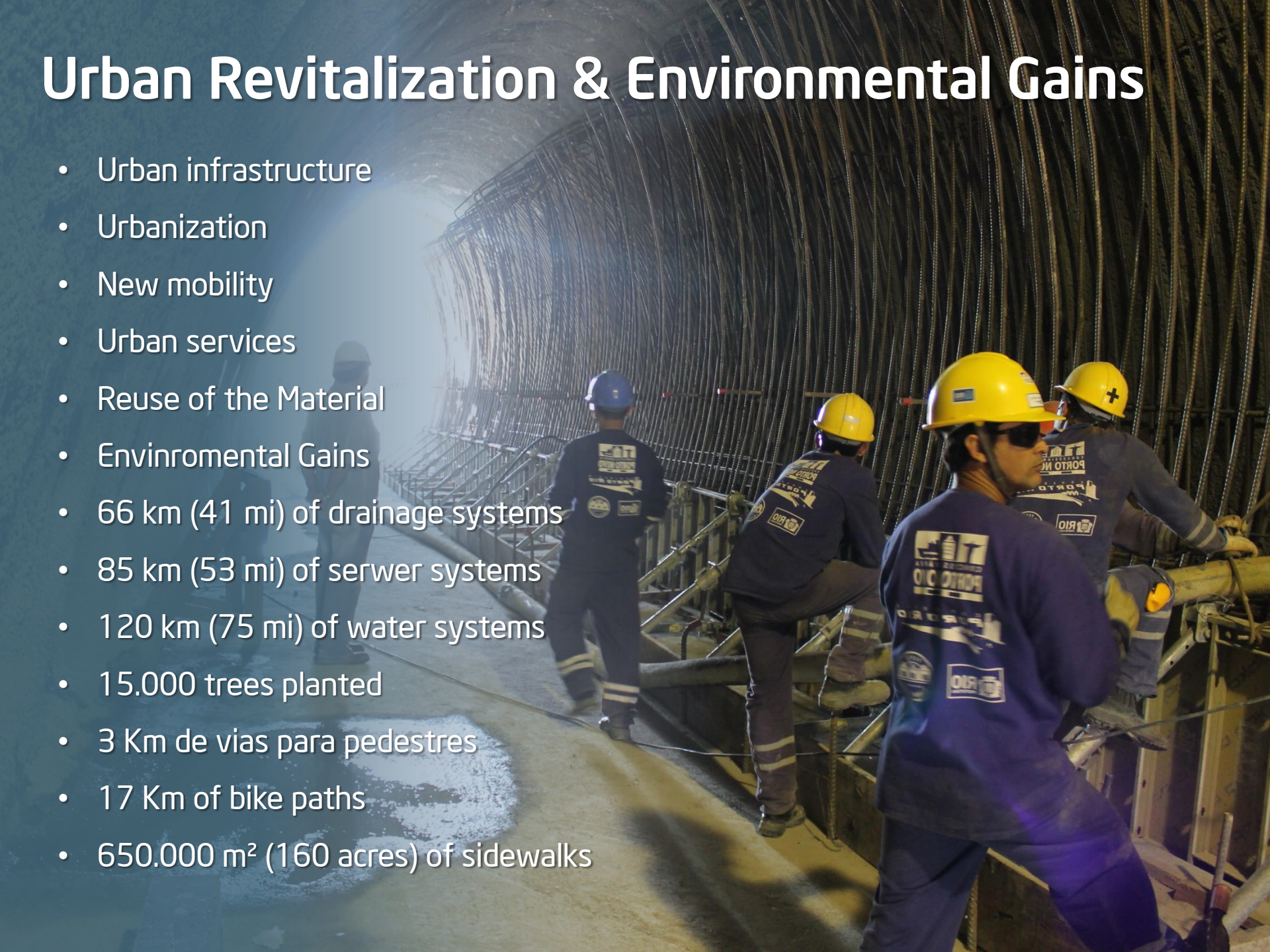
Urban Revitalization

Public-Private Partnership (PPP) in the form of an Administrative Consortium to perform works and services:

- Innovative experience in the management of public spaces
- Providing a variety of services that require different specializations
- Consortium remuneration is tied to performance
- Consortium provides advance funding for some investments
- The City (through CDURP) stands to gain from appreciation in the region

Urban Revitalization & Environmental Gains

- Urban infrastructure
- Urbanization
- New mobility
- Urban services
- Reuse of the Material
- Envinromental Gains
- 66 km (41 mi) of drainage systems
- 85 km (53 mi) of serwer systems
- 120 km (75 mi) of water systems
- 15.000 trees planted
- 3 Km de vias para pedestres
- 17 Km of bike paths
- 650.000 m² (160 acres) of sidewalks



Services

- Conservation & maintenance of road infrastructure, walkways, green areas and public squares
- Public lighting
- Urban cleaning services and household trash collection
- Maintenance of drainage network and sewers
- Support of mass transit network
- Installation and operation of bike racks
- Signage and maintenance of historical and cultural points of interest
- Citizen services

Infrastructure

Underground reorganization, more safety, effective services and good quality of life

Urban Mobilility

Fonte: Porto Maravilha.com.br

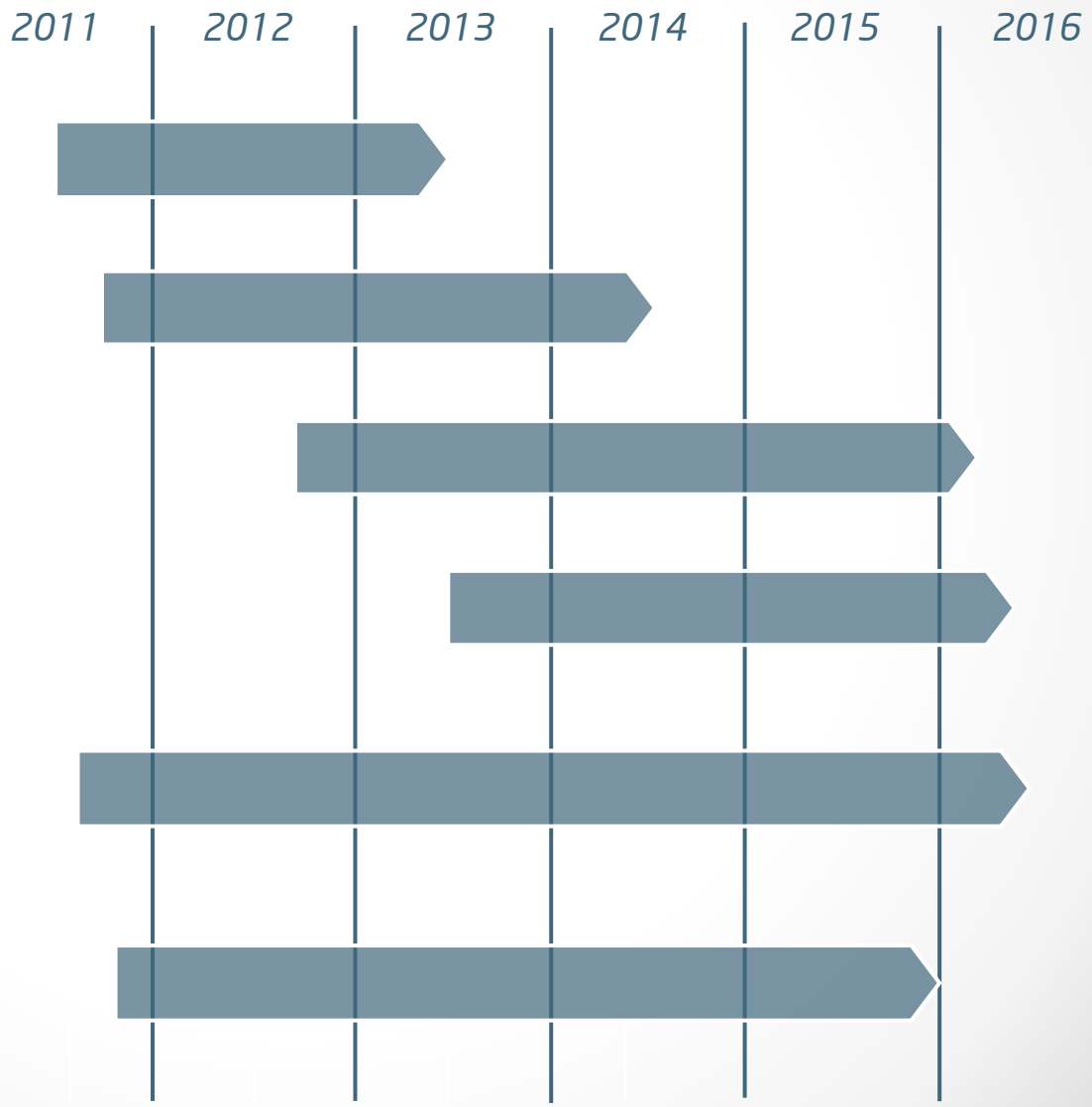
Works In Progress

Evolução das obras 04/2013

Fonte: Porto Maravilha.com.br

Works Schedule

- Binário Avenue — Surface streets and Saúde tunnel
- Binário tunnel
- Expressway — Surface streets and Exrpressway tunnel
- Demolition of Perimetral viaduct
- New urban infrastructure and new road system
- Urbanization of hillsides comunities

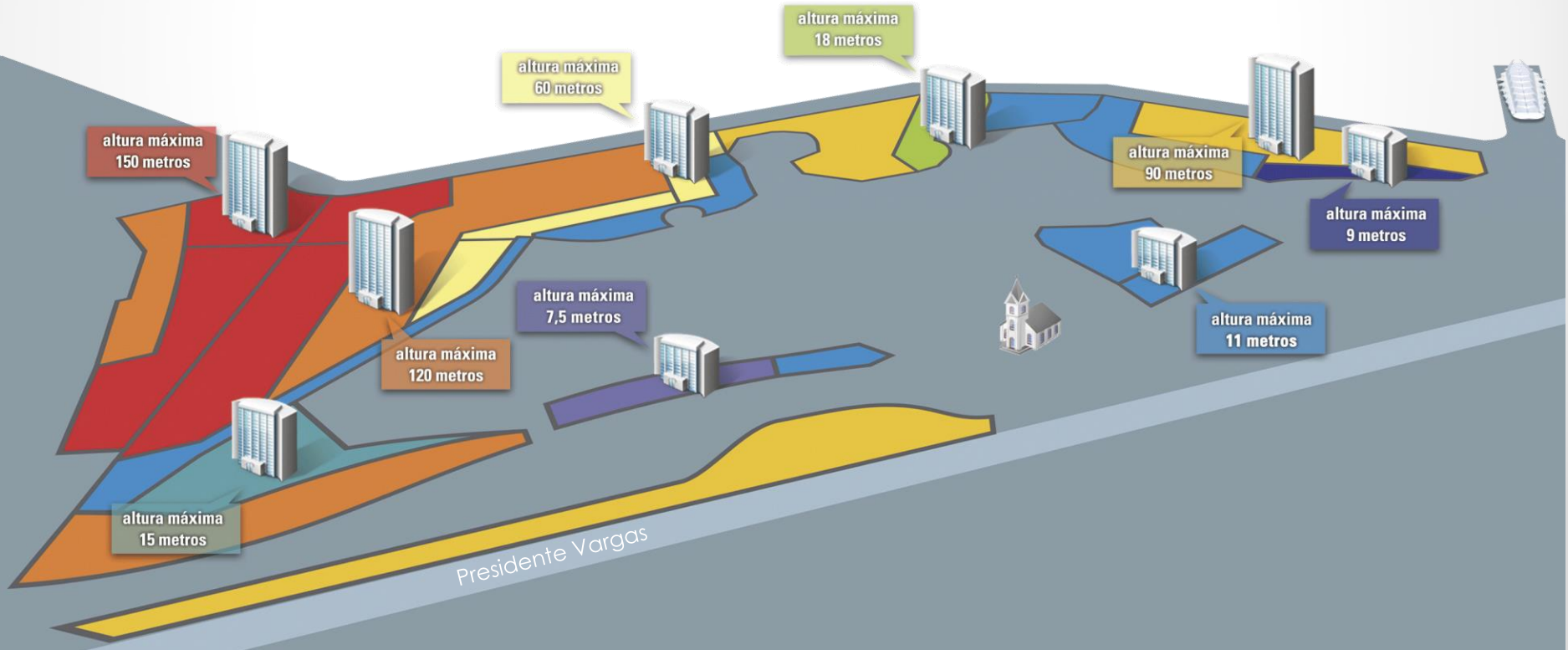


Real Estate Development

- Greater than 90% occupancy rate for comercial real state
- Residential property downtown and nearby sold in record time
- Shortfall of at least 8,000 hotel rooms to meet World Cup & Olympic demand
- Change of the real state development axis to downtown
- Change of the downtown concept

Real Estate Development

- For the construction of residential places and hotels the investor need less CEPACs than for the construction of comercial buildings



Real Estate Development

More than 70 Projects Under Analysis Or Approved

Perímetro Porto Maravilha

Fonte: Porto Maravilha.com.br

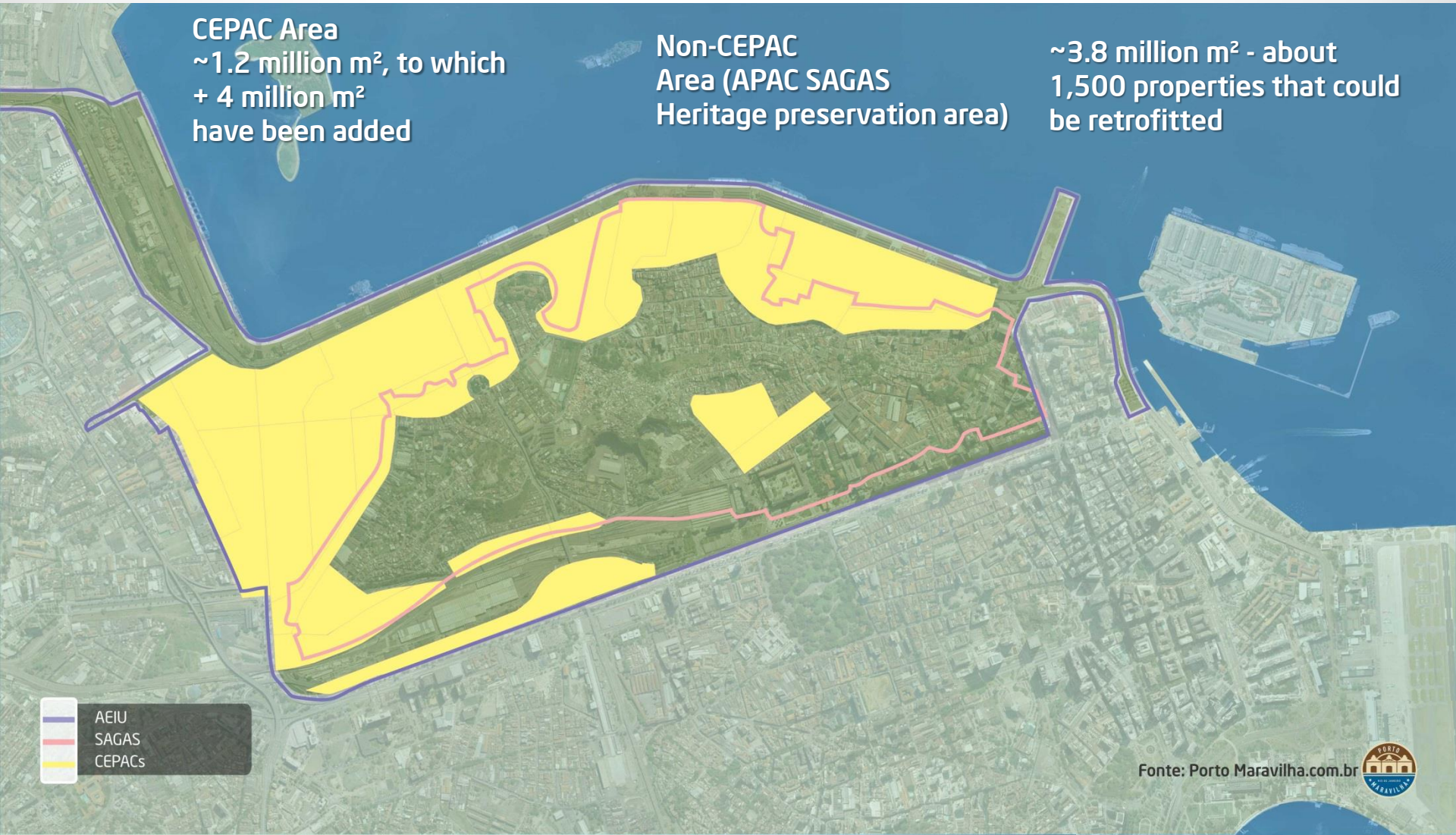
Real Estate Development

Trump Towers Rio
Avenida Francisco Bicalho

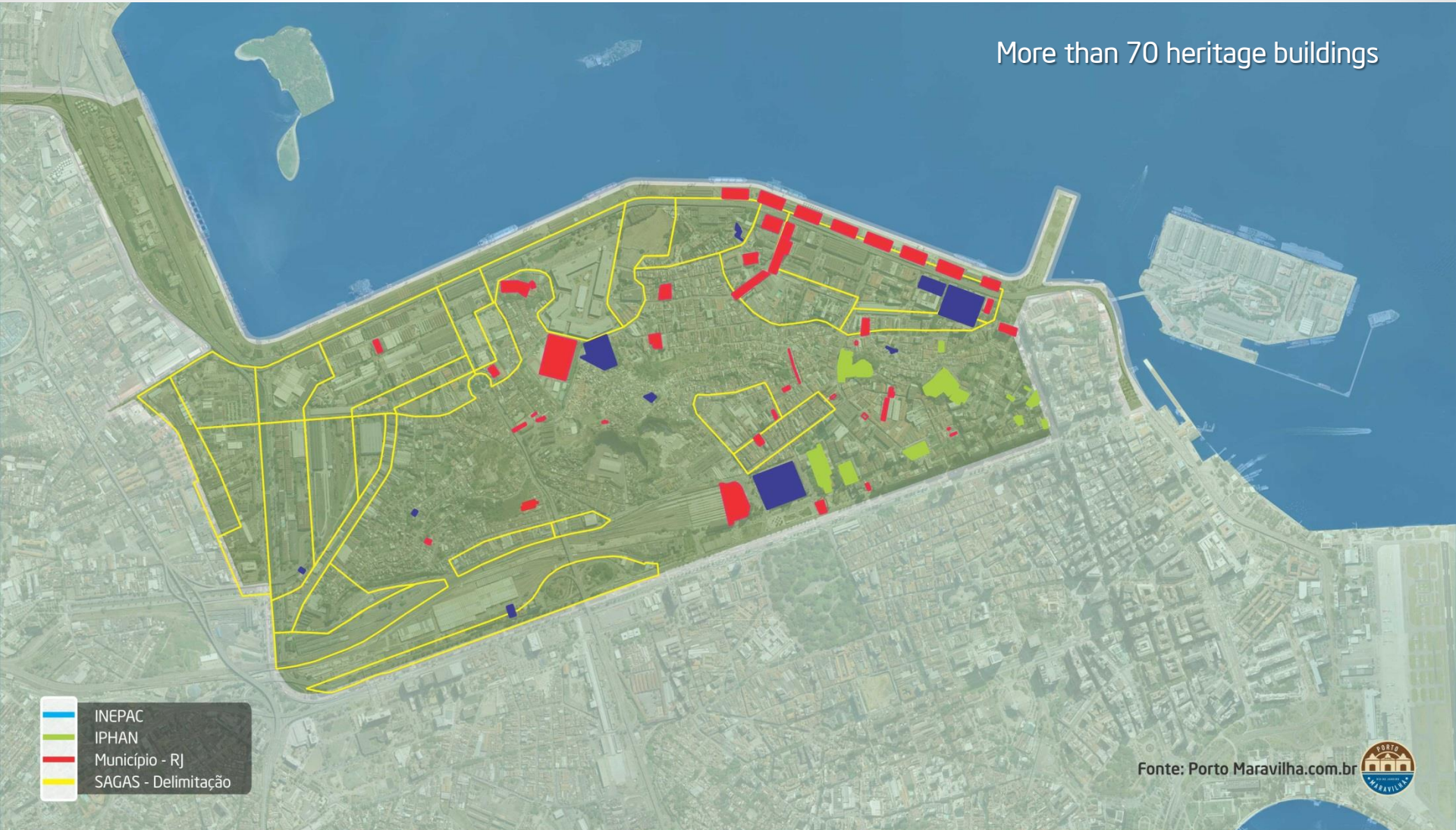
Pátio da Marítima
Avenida Rodrigues Alves

Porto Atlântico
Avenida Professor Pereira Reis

Place of Opportunities



Heritage Sites



Real Estate Development and Sustainability

- Specific parameters for setbacks
- Natural lightning and ventilation
- Savings in water consumptionand water reuse
- Energy savings and/or local generation of clean energy
- Use of environmentally certified building materials
- Easy access and use of bicycles

Socioeconomic Development

Restoration course

Socioeconomic Development

CIDADÃO

Main lines of action

Porto Maravilha Cidadão

- Housing and slum upgrading
- Job creation
- Professional training and retraining
- Promoting entrepreneurialism
- Education for citizenship
- Production and dissemination of knowledge

Socioeconomic Development

Three percent of the value raised through the sale of the Cepacs is mandatorily applied to the recovery of the region's historical and cultural heritage

Valongo and Imperatriz Wharves

Hanging Garden of Valongo

São Francisco da Prainha Church

Pedra do Sal

Socioeconomic Development

CULTURAL

Main lines of action

Porto Maravilha Cultural

- Protecting and celebrating memory and cultural expressions
- Celebrating intangible cultural heritage
- Uncovering the region's memory and sharing the knowledge
- Recovering and restoring tangible artistic and architectural heritage
- Leveraging tangible and intangible heritage as an economic resource while respecting the principles of integrity, sustainability and social inclusion and social development

Integrated, Inclusive Urban Space

Integrated, Inclusive Urban Space

Virtuous Circle

A city for everyone

Change Is On The Way!

www.PortoMaravilha.com.br