AMARILLO
LAND USE AND SUSTAINABLE TRANSPORTATION
Land Use and Sustainable Transportation

• Urban growth is one of the major challenges of the 21st century.

• The notion of sustainable cities is a new approach to urban development in which there are no “ready-made” solutions;

• With great creativity, Bogota implemented Transmilenio (massive bus transportation with exclusive lanes in main highways);

• Transmilenio has been independently operated. However, its expansion and investment plan has been bounded to politically oriented decisions;

• Transmilenio and mass transportation systems in Bogota should have a long term public policy treatment, in order to provide them with an strategic and coherent growth for the city and its inhabitants.
Land Use and Sustainable Transportation

Buyer’s Decisions Influenced by Proximity to Public Transportation
Land Use and Sustainable Transportation

Buyers' Decisions Influenced by Proximity to Transport

*Galería Inmobiliaria Demand survey  August 2010*
# Land use And Sustainable Transportation

### Buyers Decisions Influenced by Proximity to Public Transportation

<table>
<thead>
<tr>
<th>MEANING OF DEVELOPMENT LOCATION</th>
<th>Total</th>
<th>Bogotá</th>
<th>Cali</th>
<th>Medellín</th>
<th>B/quilla</th>
<th>Ctga</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proximity to public transportation</td>
<td>56%</td>
<td>69%</td>
<td>14%</td>
<td>41%</td>
<td>27%</td>
<td>43%</td>
</tr>
<tr>
<td>Proximity to commercial areas</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>40%</td>
<td>30%</td>
<td>36%</td>
</tr>
<tr>
<td>Increasing price areas</td>
<td>22%</td>
<td>16%</td>
<td>31%</td>
<td>30%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Proximity to relatives</td>
<td>17%</td>
<td>18%</td>
<td>14%</td>
<td>12%</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>Proximity to office</td>
<td>16%</td>
<td>18%</td>
<td>18%</td>
<td>8%</td>
<td>30%</td>
<td>-</td>
</tr>
<tr>
<td>Good view</td>
<td>11%</td>
<td>9%</td>
<td>15%</td>
<td>12%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Proximity to kids' school</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>7%</td>
<td>-</td>
</tr>
<tr>
<td>Safer areas</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

# 748 406 143 155 30* 14*

*Galería Inmobiliaria Demand survey August 2010*
Land Use and Sustainable Transportation

Development decisions affected by location and availability of transportation. Proximity to Trasmilenio.
Land Use and Sustainable Transportation
Amarilo: Portfolio in Bogotá 2001
Land Use and Sustainable Transportation
AMARILLO: Portfolio Bogota 2011

Un espacio solo existe cuando alguien lo crea
Para nosotros construir es crear
Land Use and Sustainable Transportation

Granada 2008
Land Use and Sustainable Transport

Quintas del Portal - Usme 2008
Land Use and Sustainable Transportation

Ciudad Verde - Soacha 2010
Land Use and Sustainable Transportation

Ciudad Verde - Soacha 2010
Land Use and Sustainable Transportation

Ciudad Verde – Soacha 2011
Land Use and Sustainable Transport

Ciudad Verde 2011
Land Use and Sustainable Transport

Ciudad Verde 2011
Land Use and Sustainable Transportation

Mobility and Land Value
Land Use and Sustainable Transport

Capacity of Medium Income Buyers Expands toward North

Zone: Autonorte Calle 170
Sales Price: Col $ 2,000,000/m² (Us $1,000/m²)

MOVIMIENTO - $2,000,000/M2 2010

*Estudio de Demanda  Agosto 2010* GALERIA INMOBILIARIA
Land Use and Sustainable Transport

Capacity of Medium-High Income Buyers Expands Toward North

Zone: Autonorte Calle 127
Sales Price: Col $ 3.000.000/m2 (Us $1.500/m2)
Land Use and Sustainable Transport

Capacity of Medium-High Income Buyers Expands toward North

Zone: Autonorte Calle 170
Sales Price: Col $ 4,000,000/m² (Us $2,000/m²)
Thank You