

HÁ LIMITES PARA O CRESCIMENTO  
DO SETOR IMOBILIÁRIO?

**CONVENÇÃO**  
**SECOVI SP**  
2 0 1 1

# Public Private Partnerships



## Urban Innovation & Mobility







Planning



Owner's Representation



Development



Investment

# 5

most populated cities in:

## 1950

1. New York
2. Tokyo
3. London
4. Paris
5. Moscow

## 2010

1. Tokyo
2. Delhi
3. Sao Paulo
4. Mumbai
5. Mexico City

# FACT

No country has  
sustained economic  
growth without  
urbanization

# 10

*PROJECTED*  
most populated cities in:

# 2025

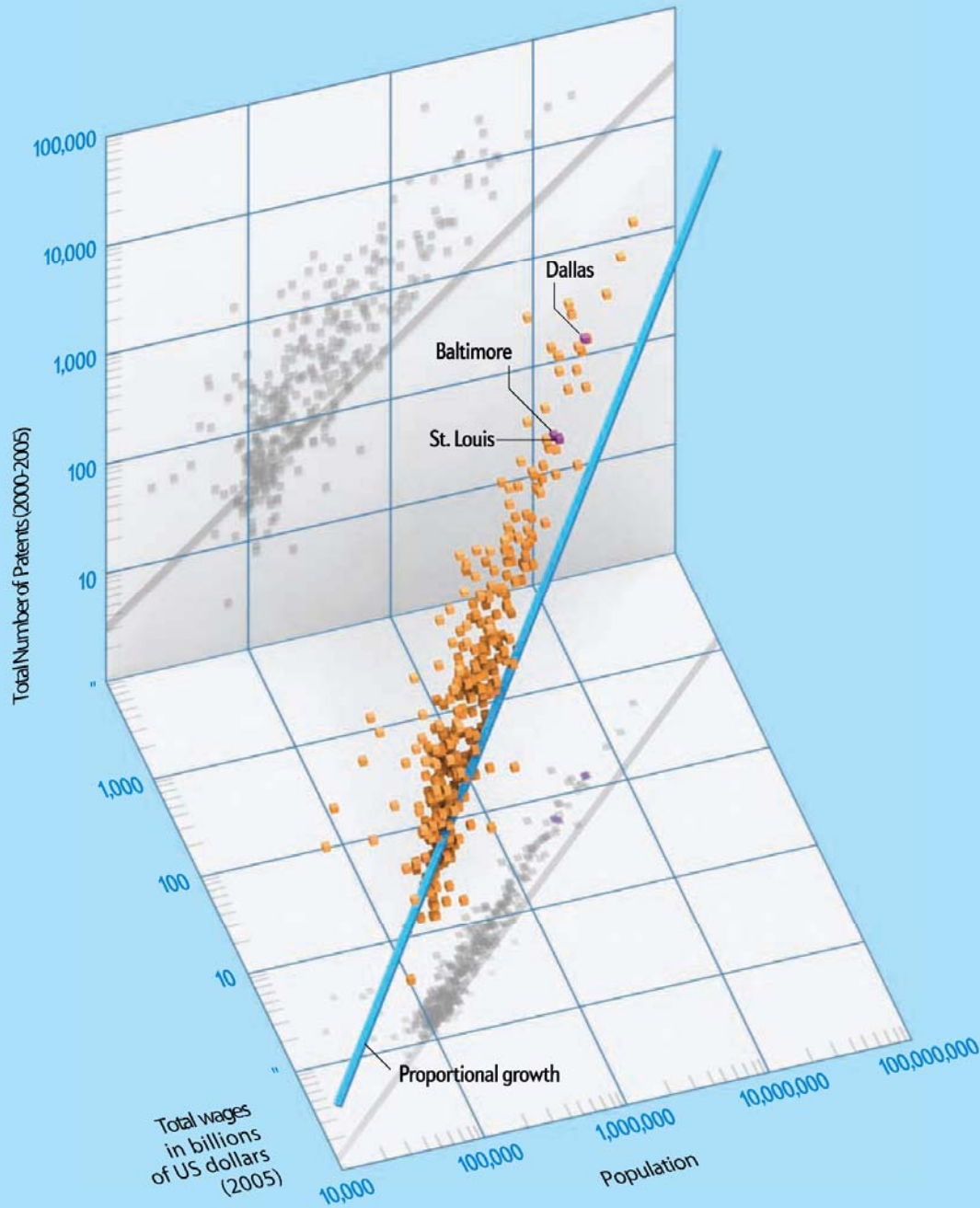
1. Tokyo
2. Delhi
3. Mumbai
4. Sao Paulo
5. Dhaka
6. Mexico City
7. New York
8. Kolkata
9. Shanghai
10. Karachi

# FACT

**227 Million =**  
The total number of  
people who have  
moved  
out of slums since 2000

*United Nations: Un-Habitat*





# FACT

**Greater Population =  
Greater Dividends**

On average, larger cities produce more wealth and innovation per capita than smaller ones do.

*Scientific America*

*U.S. Bureau of Economic Analysis  
U.S. Patent and Trademark Office  
Courtesy of D. Strumsky, J. Lobo*







**WHY HATE**



GREAT PROJECTS

SMART GROWTH

GOOD HUMAN CAPITAL

WHAT







Photo: sockeyed (Flickr)





# Via Verde - Urban, Green, Affordable, Mixed-Income









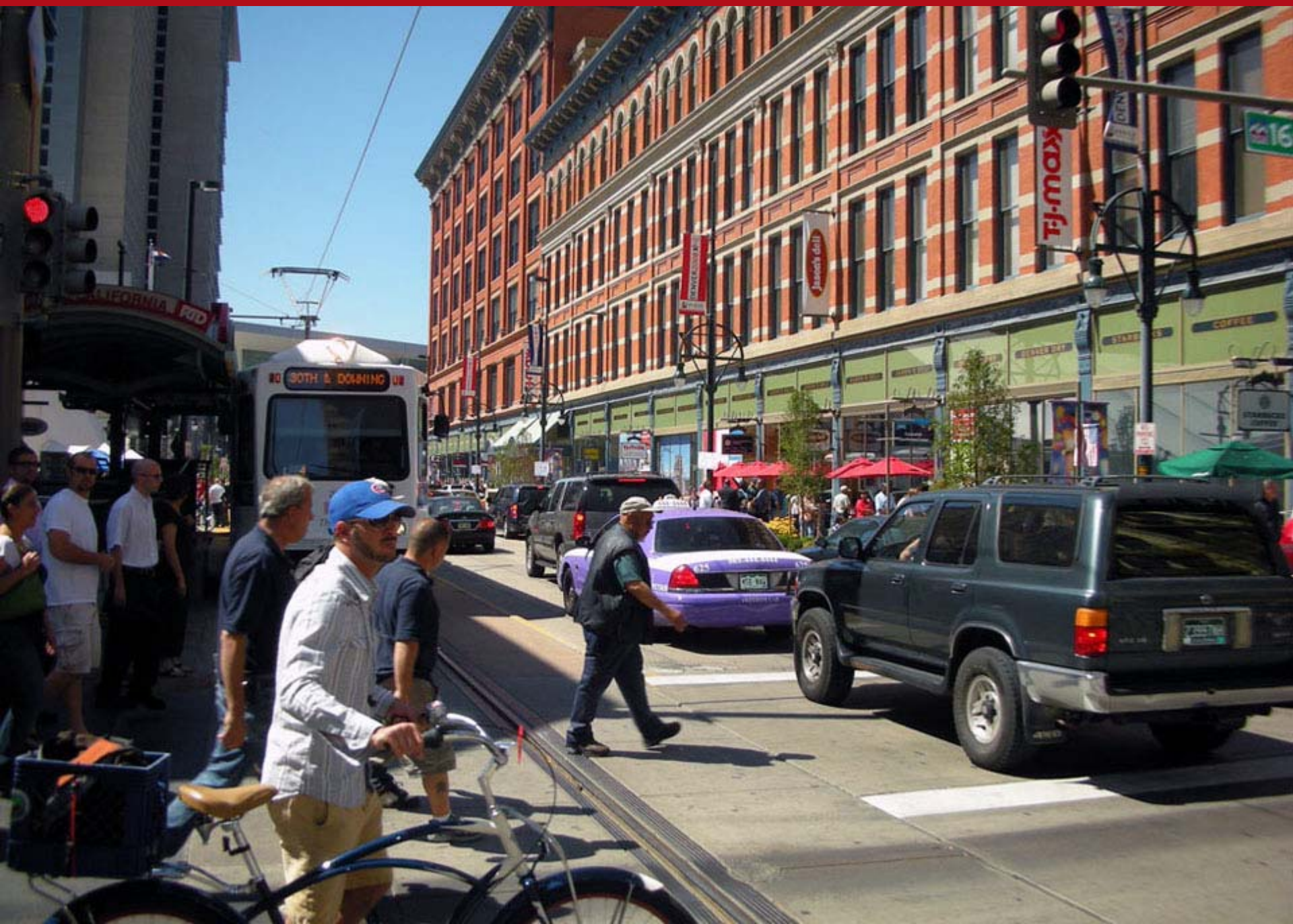










Photo: lisa\_bwnj (Flickr)





Photo: itdp (Flickr)





H ISBAR

Umsatz 200

h.tapot











FLEXIBLE  
COLLABORATIVE  
WORKSPACES

AFFORDABLE  
ARTIST  
WORKSPACES

PROGRAMMING  
EXHIBITIONS  
EVENTS SPACE

WORK + LEARN + EXPLORE  
COLLABORATE + CONNECT  
SHARE + PRODUCE + PLAY

=  $\frac{532 \text{ [blue] [green] [purple]}}{\text{NTBD}}$





Photo: Scientific American



**WHY**



LIVABLE PLACES

MARKET DEMANDS AND DESIRES

ECONOMY, ENVIRONMENT & EQUITY

WHY













Photo: Scientific American





Photo: Arup









Photo: [dbarchitect.com](http://dbarchitect.com)













Photo: village\_mouse (Flickr)





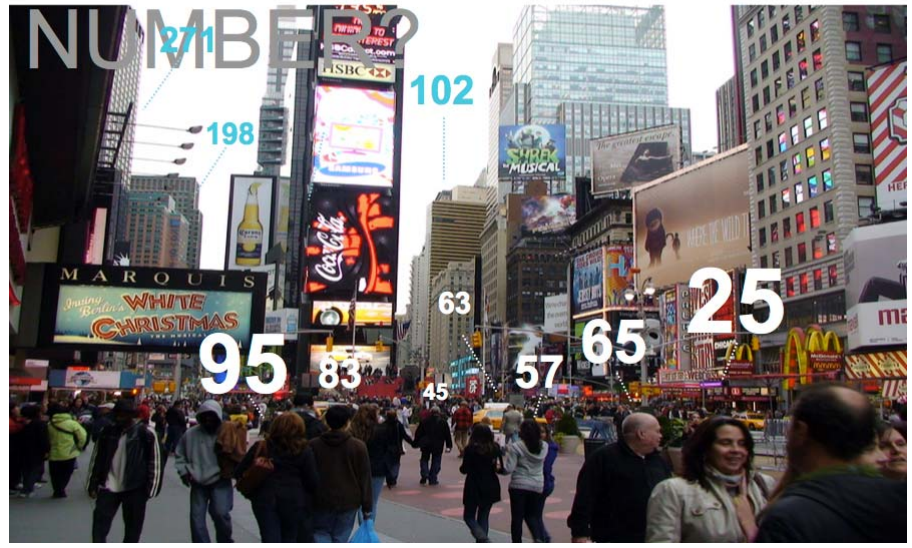




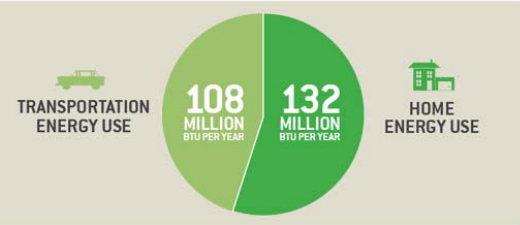
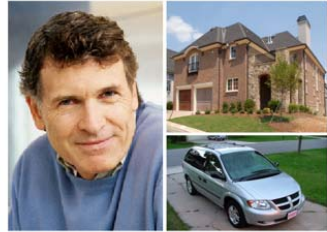
Photo: nylons and cake (Flickr)



# WHAT IS YOUR BTU



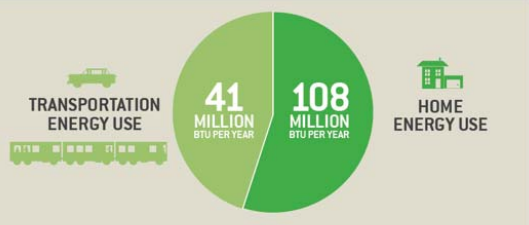
## CSD | SINGLE FAMILY DETACHED



**DAVID >>**  
 HOUSING TYPE:  
*Single Family Detached*  
 TRANSPORTATION:  
*Automobile*

**HIS BTU SCORE:**  
**240**  
 AMOUNT HE SPENDS ON ENERGY / YEAR:  
**\$5,595**

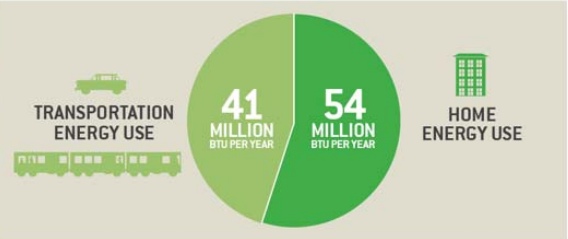
## TOD | SINGLE FAMILY DETACHED



**SHAWN & PATTI >>**  
 HOUSING TYPE:  
*Single Family Detached*  
 TRANSPORTATION:  
*Automobile and Transit*

**THEIR BTU SCORE:**  
**149**  
 AMOUNT THEY SPEND ON ENERGY / YEAR:  
**\$3,558**

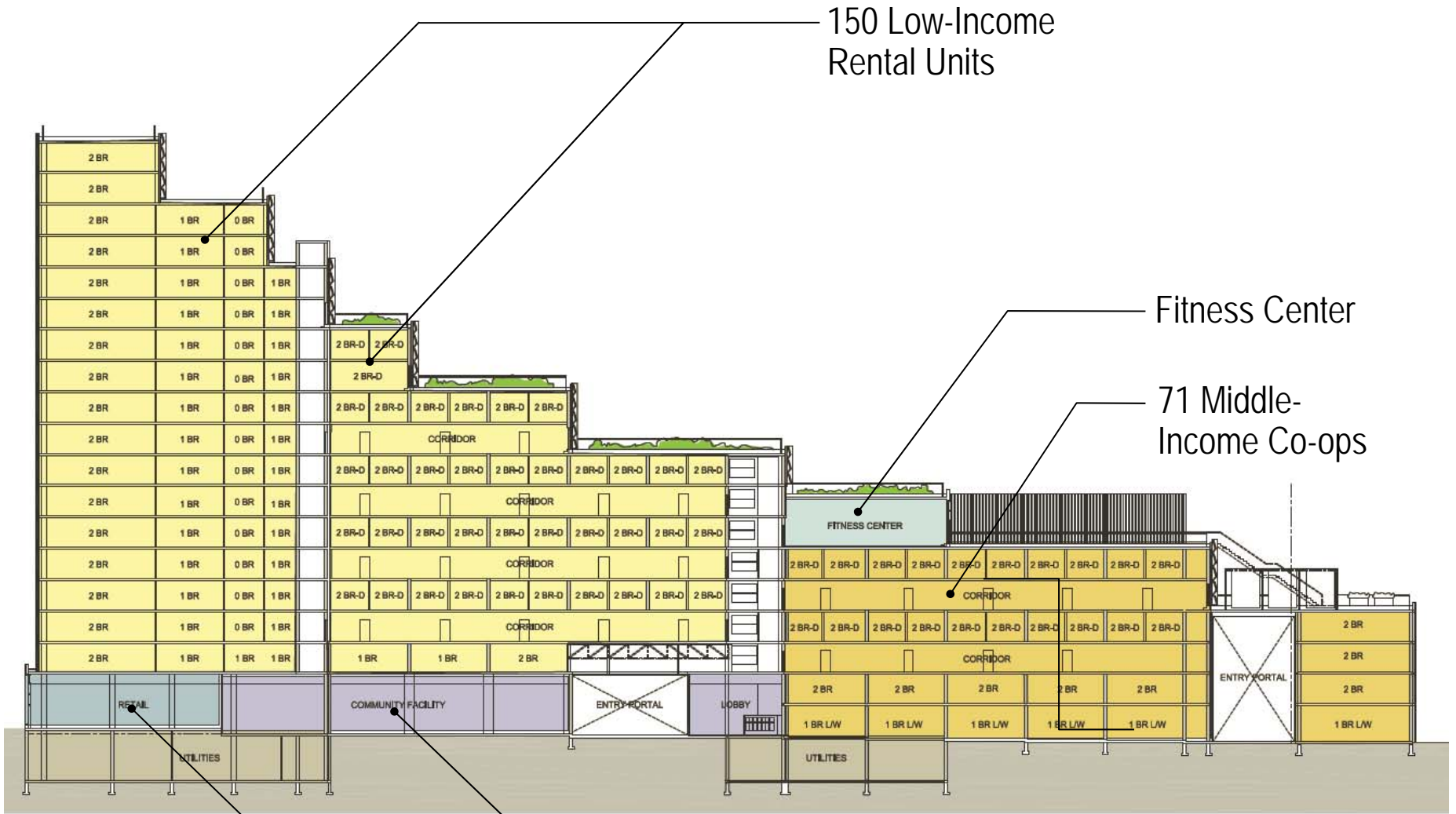
## TOD | MULTI FAMILY



**KAREN >>**  
 HOUSING TYPE:  
*Multi Family*  
 TRANSPORTATION:  
*Automobile and Transit*

**HER BTU SCORE:**  
**95**  
 AMOUNT SHE SPENDS ON ENERGY / YEAR:  
**\$2,079**





150 Low-Income Rental Units

Fitness Center

71 Middle-Income Co-ops

Health and Wellness Center

Healthy Food Store

Longitudinal Section  
A-200  
0' 16' 32'









# NEWARK'S MASTER PLAN

**OUR CITY,  
OUR FUTURE**



**ECONOMIC DEVELOPMENT**

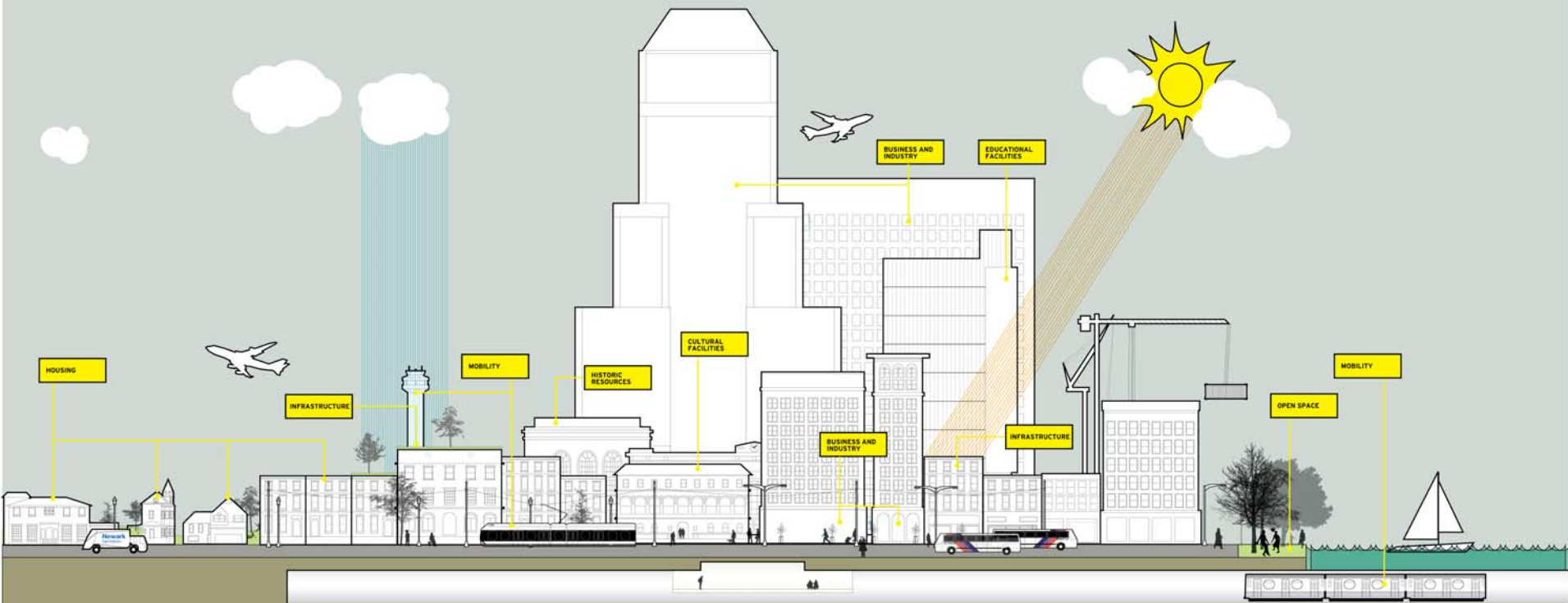
Jobs for Residents

**NEIGHBORHOOD ELEMENT**

Safe & Healthy Neighborhoods

**SUSTAINABILITY ELEMENT**

City of Choice





**HOW**



PUBLIC PRIVATE PARTNERSHIPS

TOOLS FOR SUCCESS

ROLES AND RESPONSIBILITIES

**HOW**





# plan NYC

UPDATE APRIL 2011



**A GREENER,  
GREATER  
NEW YORK**



The City of New York  
Mayor Michael R. Bloomberg

Photo: NYC.gov,  
L Magazine







# NEW HOUSING NEW YORK

Announcing a request for proposals to design and build **INNOVATIVE, SUSTAINABLE, and AFFORDABLE** housing in the South Bronx.



New Housing  
New York



New York City Department  
of Housing Preservation  
and Development



American Institute of Architects  
New York chapter



New York State  
Energy Research  
and Development





# Civic Engagement





INSIDE

How Does Your  
Neighborhood  
Stack Up?

NOW IS THE  
TIME TO PLAN  
OUR FUTURE!

Public Creating a  
Shared Vision

DRAFT  
Portland Plan  
Handbook  
November 18, 2009





# Zoning Incentives Privately Owned Public Space

Photo: ask.com





Photo: chinlandtoday.com

# Public Upfront Investment in Infrastructure



# Transparency and Agreements

September 6, 2011

## Public/Private Partnership Toolkit: Affordable Housing Development



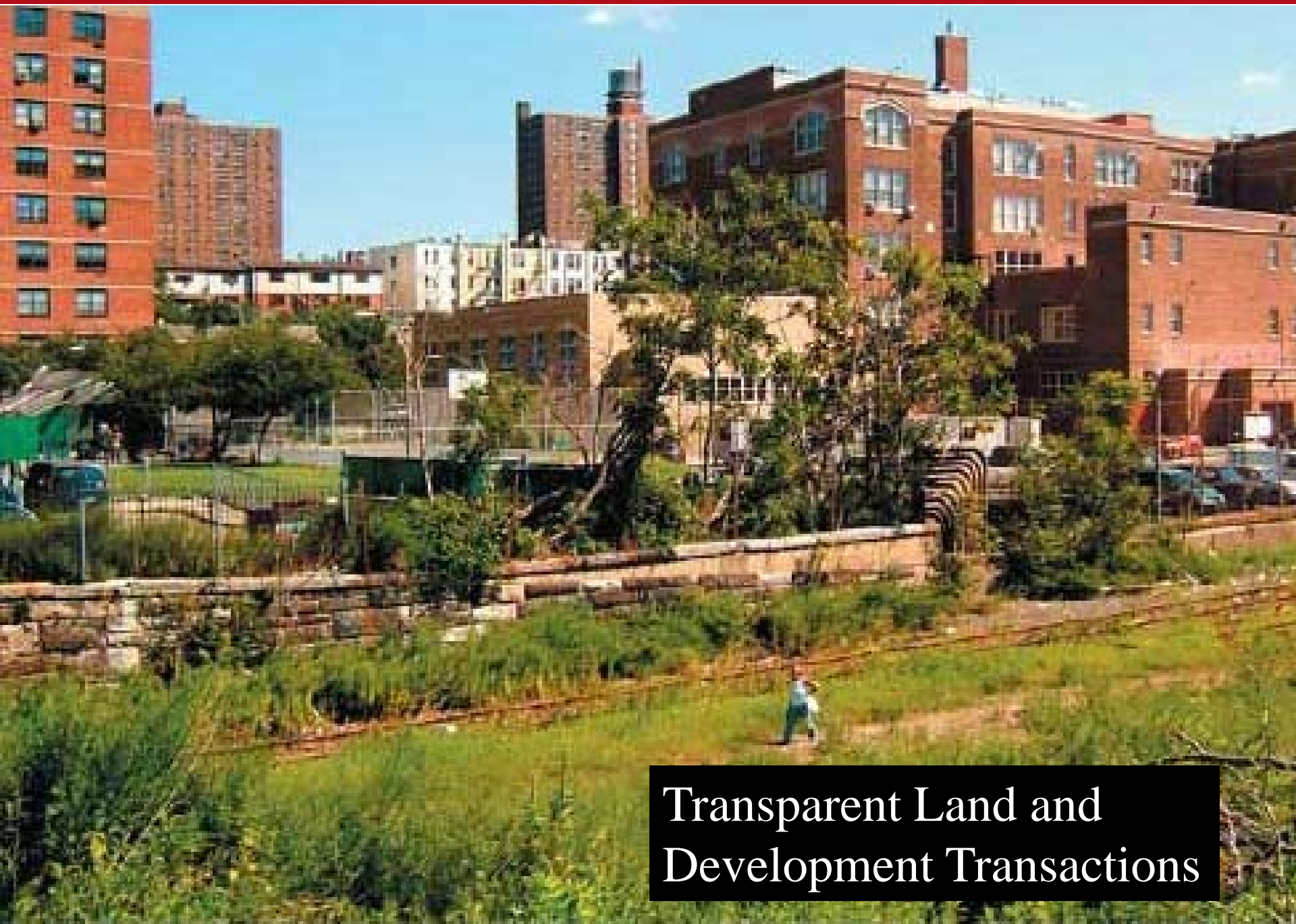
**Submitted to:**

Alessandro Vedrossi  
Diretor Executivo UN SP  
Brookfield Incorporações S.A.  
Condomínio Rochaverá Corporate Towers  
Av. das Nações Unidas, 14.171, Marble Tower - 14º andar  
Brooklin Novo, São Paulo, SP, 04794-000, Brasil

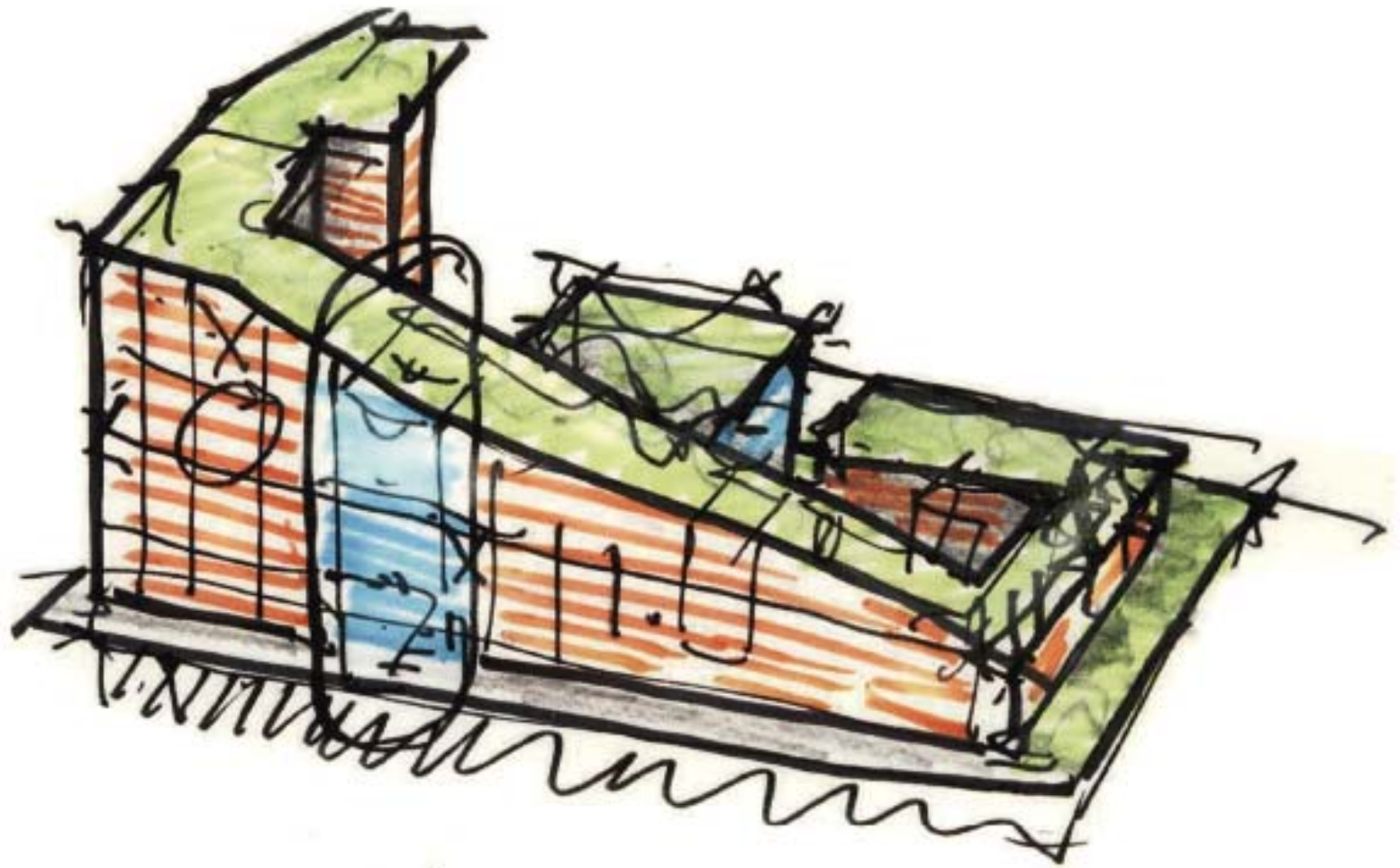
**Submitted by:**

Jonathan Rose Companies  
551 Fifth Avenue, 23rd Floor  
New York, NY 10176





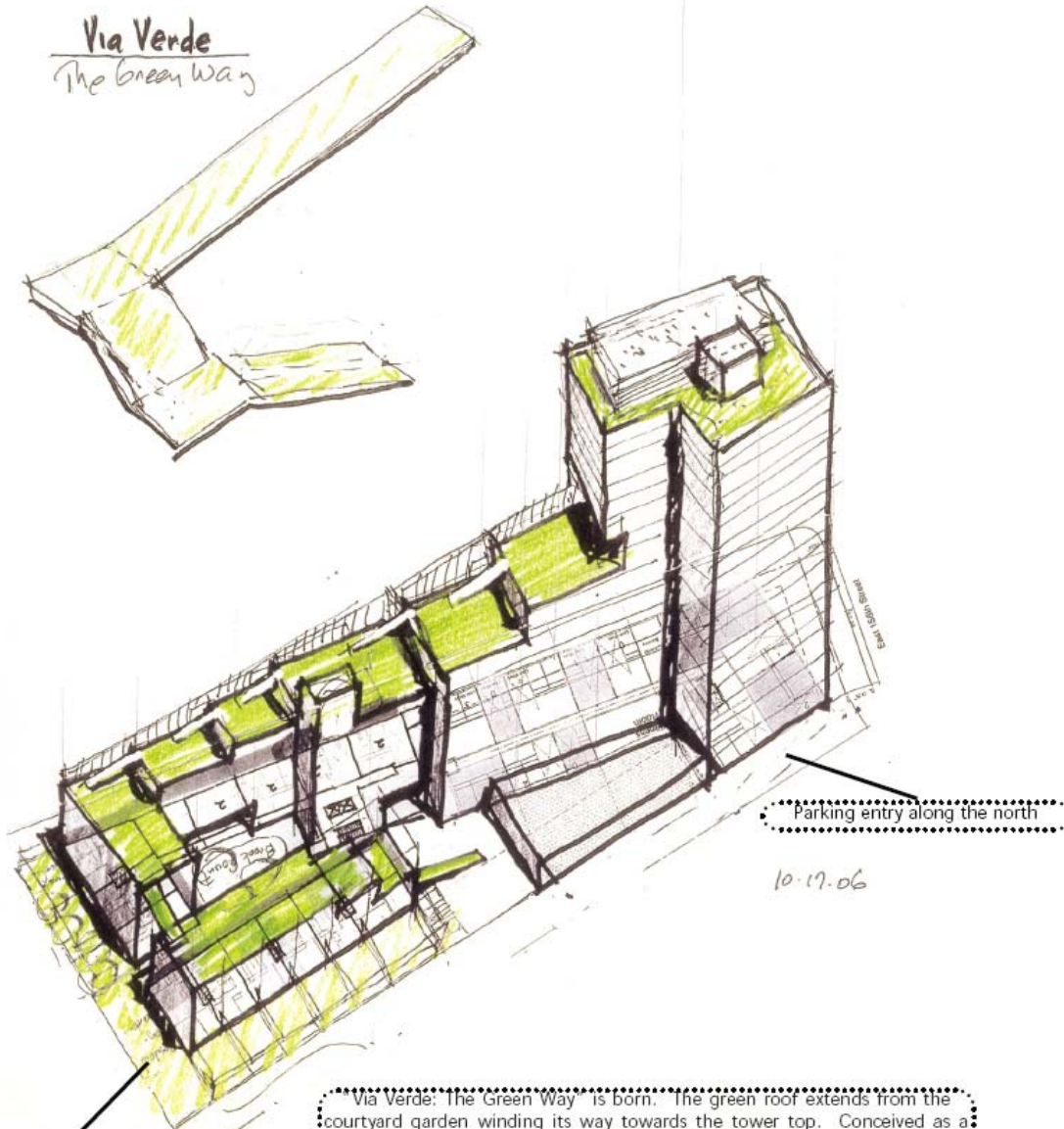
Transparent Land and  
Development Transactions







Via Verde  
The Green Way

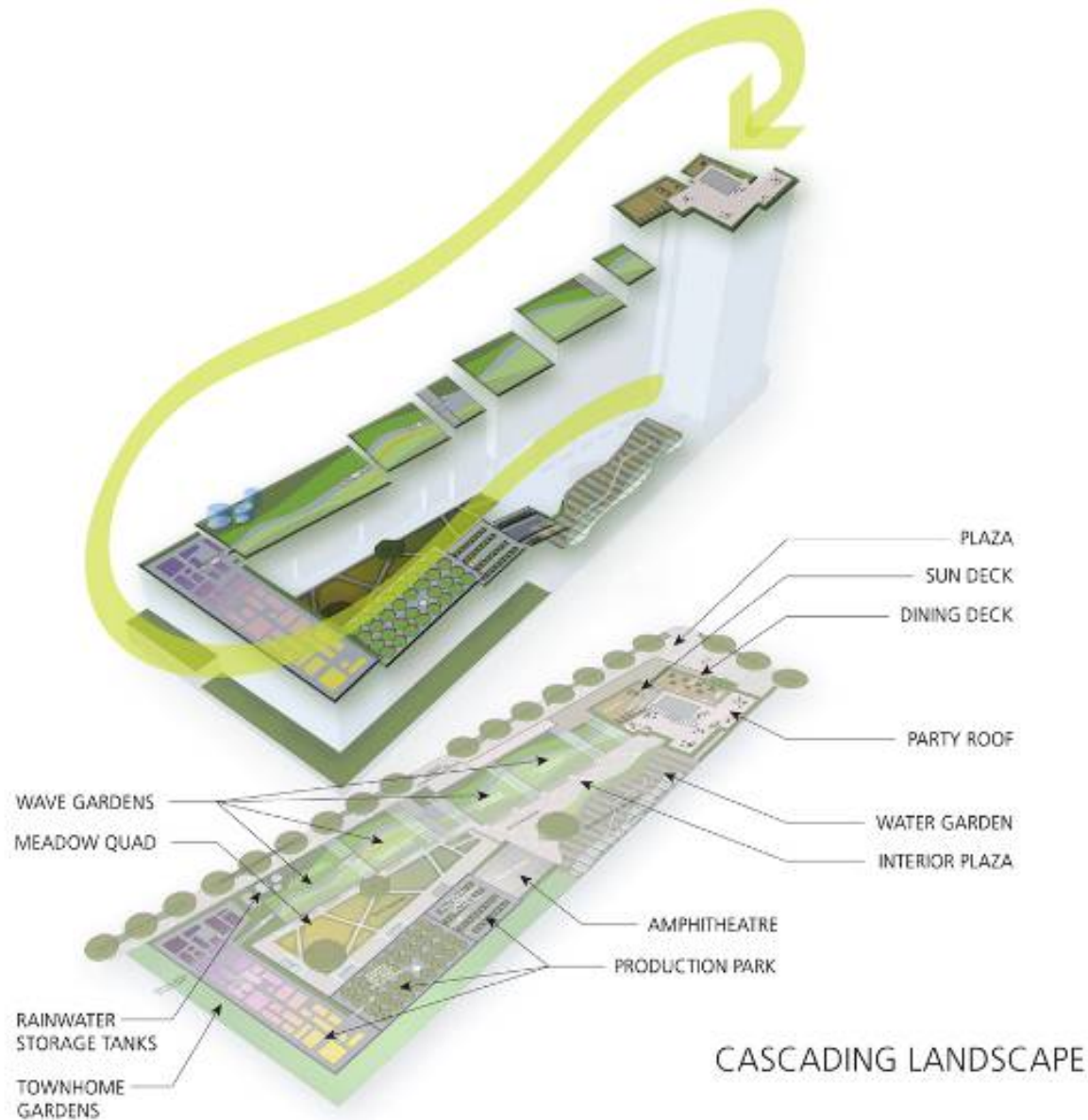


Communal garden still on the south side

Via Verde: The Green Way is born. The green roof extends from the courtyard garden winding its way towards the tower top. Conceived as a journey atop the project, landscape plans would later develop into an amphitheater, tree stands, urban farm plots, a native plant species field, and park spaces.



# Inter-Relation Between Site, Building Systems, and Development Program

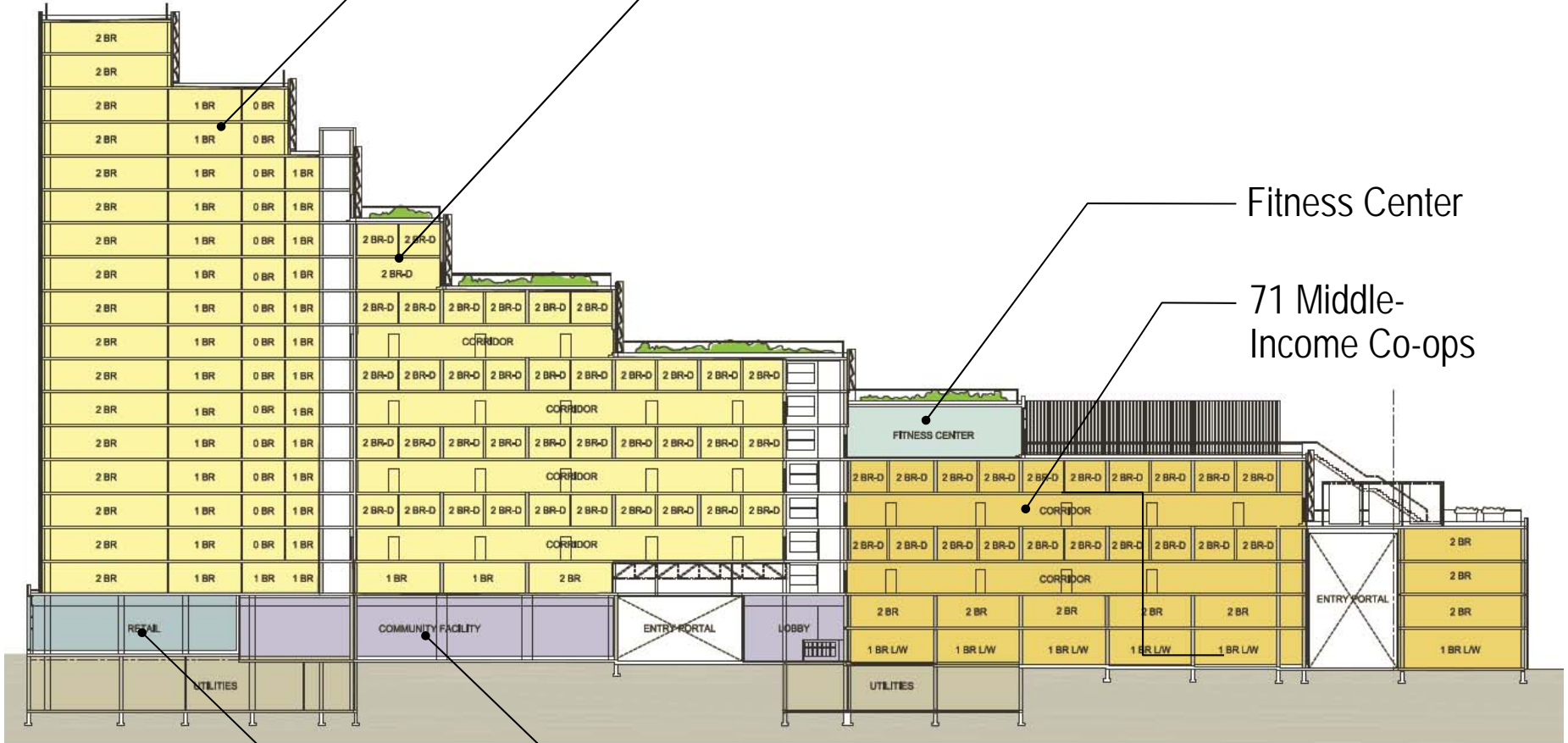




150 Low-Income Rental Units

Fitness Center

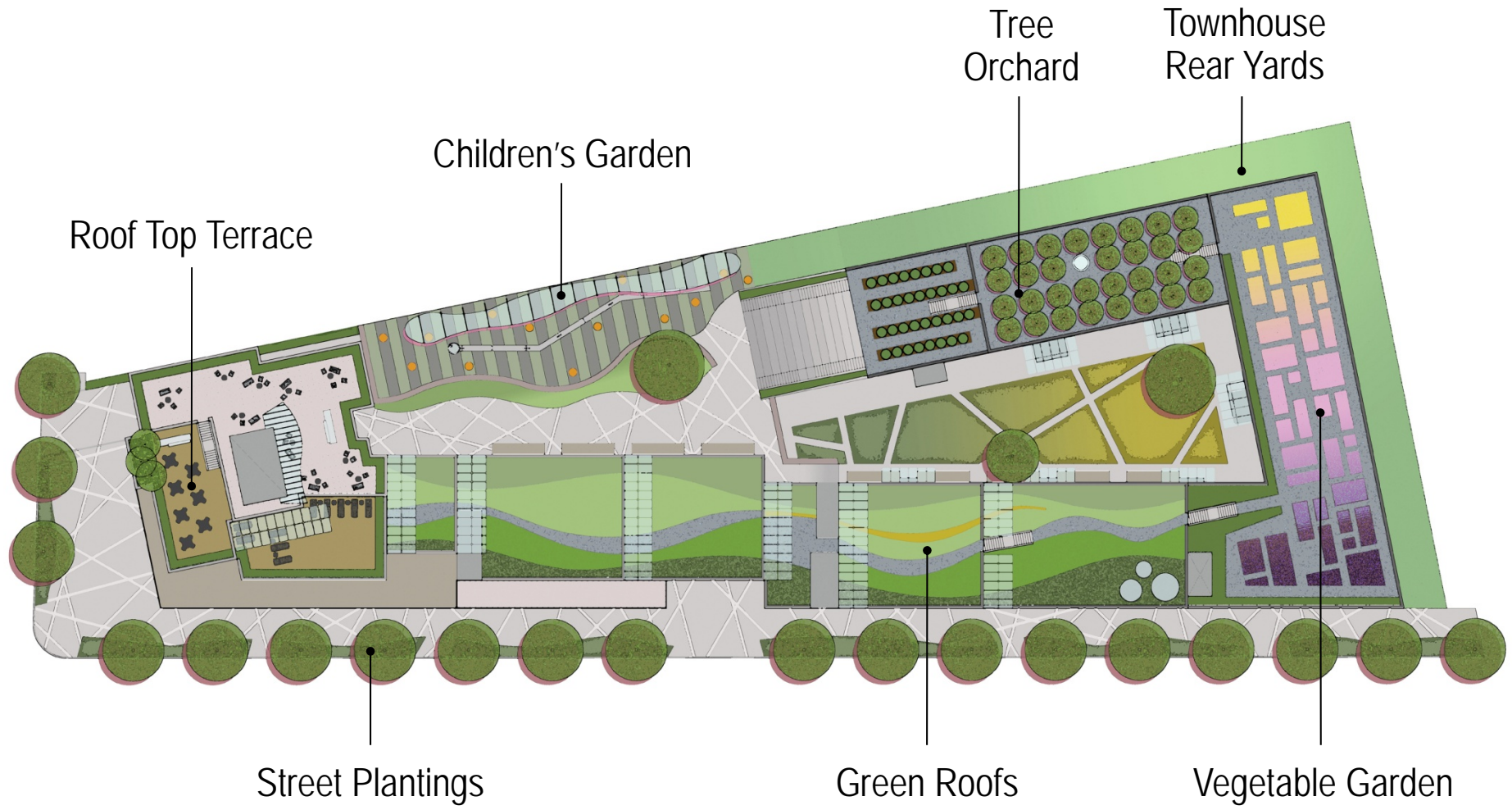
71 Middle-Income Co-ops



Health and Wellness Center

Healthy Food Store

1 Longitudinal Section  
A-200  
0' 16' 32'











# Via Verde – Urban, Green, Affordable, Mixed-Income





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DO SETOR IMOBILIÁRIO?



Daniel Hernandez  
*Managing Director*



Jonathan Rose Companies

