

UrbanLand Projects

Committed to social, economic and urban
development.
urbanlandprojects.com

SUSTAINABLE DEVELOPMENT

Housing, urban planning
and master plan. Design
for sustainable cities.

SMART INVESTMENT

Planning and research
projects and practical
alternatives for the field of
urbanism.



VIABLE PROJECTS

— LASTING, OPTIMAL AND SUSTAINABLE BENEFIT.

Involve the local community and act as a consensus builder.

At UrbanLand Projects we are committed to using all available resources, technology and information to develop and implement new urban systems and models, as well as to disseminate and build these new socio-cultural models.

We thus seek to improve the opportunities for social development and increase the financial returns of the people involved throughout the projects.

Our commitment is stable over time, seeking capital gains from investments and improving the social environment.

Our main objective is to achieve a successful implementation of efficient solutions for social, economic and urban development.

Therefore, at ULP we care about developing viable projects, strategically planned to achieve a lasting, optimal and sustainable benefit to the environment.

We provide investors with professional project management service. We evaluate the social and historical repercussions of these, as well as the economic and environmental externalities of the urban environment.

We always seek the continuous improvement of new concepts and strategies that generate higher performance and contribute to improving the level of social welfare.

We carry out planning and research projects and offer practical alternatives for the field of urban planning.

We are especially focused on offering dynamic long-term planning solutions that provide a conceptual design to guide future growth and development. Offering our clients the return on their investment and citizens a better environment to live.

THE POWER OF DESIGN



— SMART COMMUNITIES

We determine the mix of uses and their physical relationship for an environment with a better quality of life.

We are convinced that urban design is fundamental for social and economic development, therefore we offer investors solutions to make the most of their projects and citizens better places to live.



MASTER PLAN FOR DEVELOPMENT

PHASE DEVELOPMENT AND IMPLEMENTATION, IDENTIFYING PRIORITIES FOR ACTION.

Our urban design proposal is based on public input, surveys, planning initiatives, existing development, physical characteristics, and social and economic conditions. It is about making the connection between buildings, social settings and their surrounding environments.

Feasibility study:

The feasibility study is an objective review of the options available for development. Includes findings, analysis, and conclusions from scoping and visioning exercises for a given site or downtown area.

Indicates whether the chosen site is suitable for the intended function, taking into account the financial, social and environmental aspects of each proposal.

Strategic Framework:

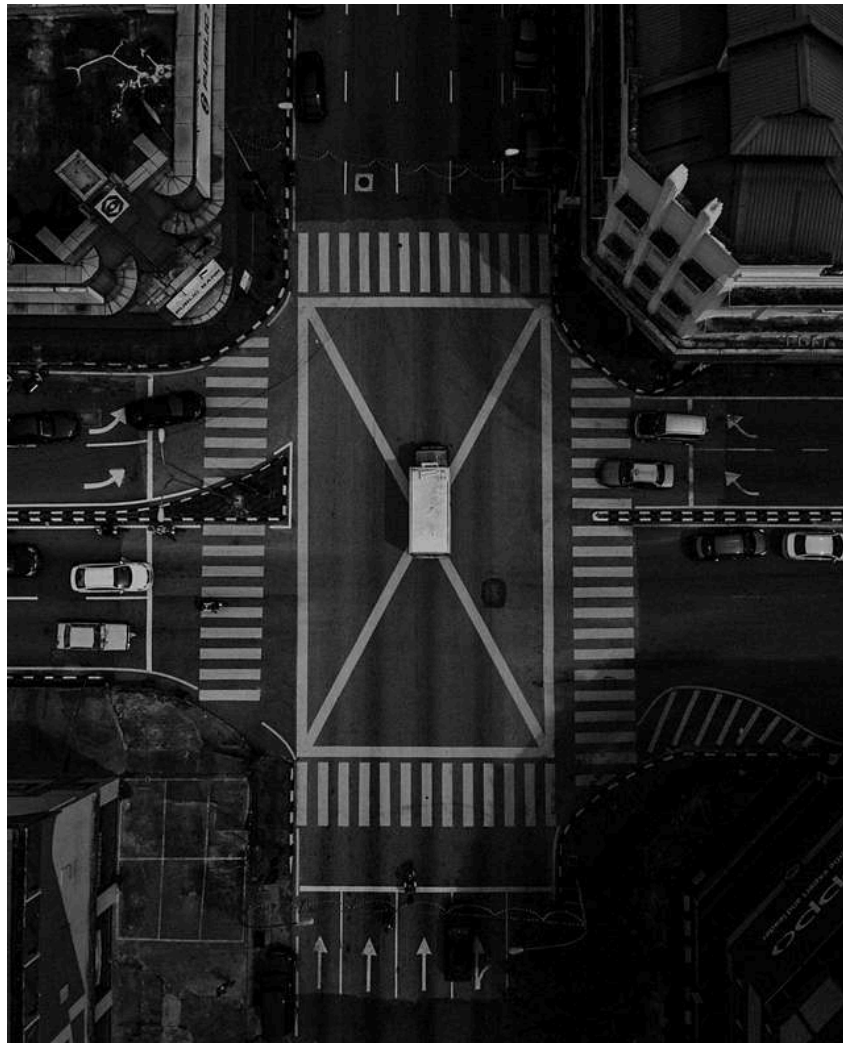
The strategic framework accompanies the master plan and sets the stage by establishing baseline information related to the physical, social, and economic context of the site and environment. This background information describes the location and dimensions of the site, topography, and existing uses.

Physical and Spatial Elements:

Once the feasibility study and strategic framework have been undertaken, the physical master planning process continues. Based on the first two phases, master plans establish and develop options for land use, which will then be translated into three-dimensional models to identify the resulting development needs, as well as costs and values. In summary, the spatial master plan should include elements such as mass, height, densities, orientation, grids and blocks (no architectural or style details), transportation systems, and open spaces (CABE 2008).

LONG-TERM PROPOSITIONS

CITY REGENERATION INITIATIVES
AND PROPOSALS FOR NEW DEVELOPMENTS



WE DESIGN FOR DEVELOPMENT

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"The architect must be a prophet ... A prophet in the true sense of the term ... If he can't see at least ten years ahead, don't call him an architect." - Frank Lloyd Wright.

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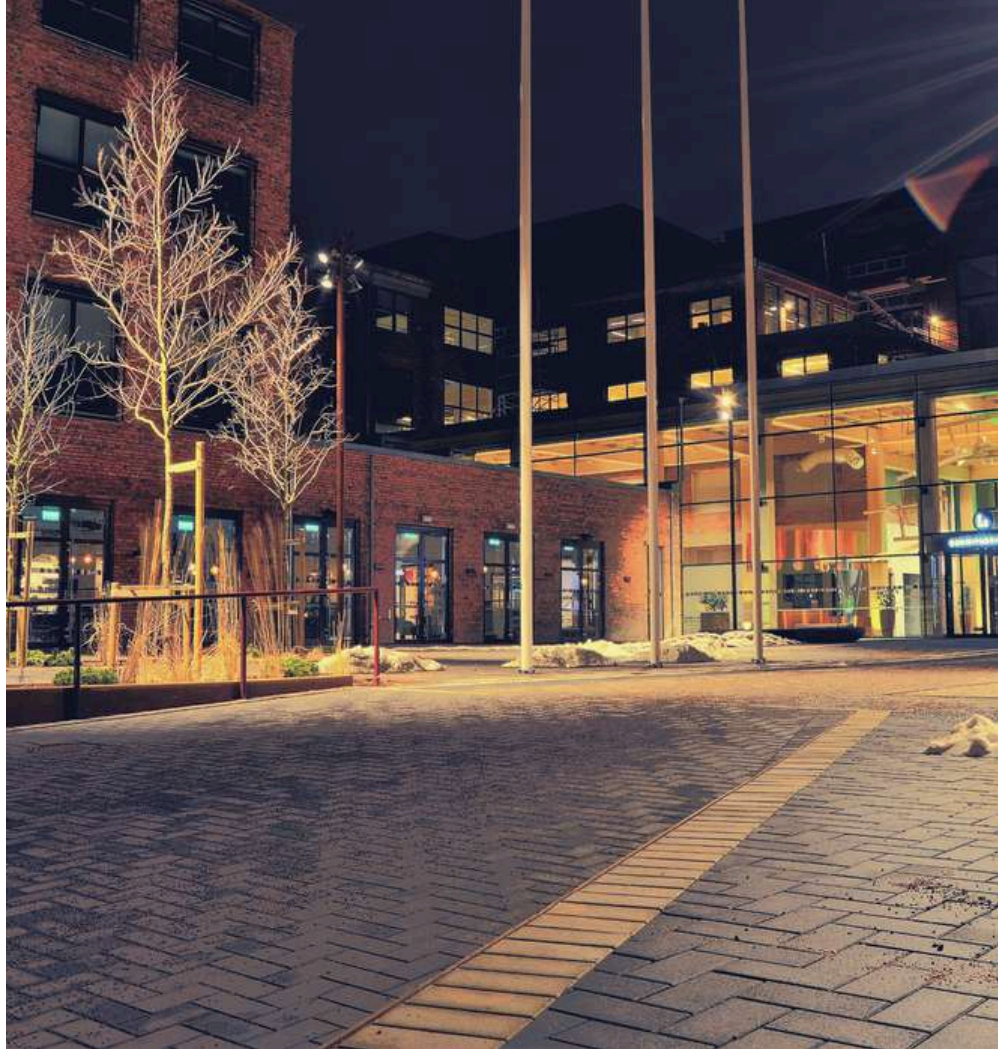
⊕ URBANLAND PROJECTS

BUT WHAT DEFINES THE CHARACTER OF A PLACE AND WHAT IMPACTS IT?

Character matters.

ACCORDING TO KEVIN LYNCH, THE CHARACTER OF THE NEIGHBORHOOD IS DETERMINED BY ITS HISTORY, CULTURAL IDENTITY, LANDSCAPE, AND ARCHITECTURE.

It is vitally important to know and recognize the vocation of a place in its urban aspect. For this reason, we work on strategies and actions linked to social contexts to ensure the correct integration of our developments with culture, infrastructures and urban systems. ⊕



We define the fundamental criteria on which the city should take shape.

Attractive financial returns on investments and capital gains for future generations, as well as improvement of the urban environment, higher quality of life, and notable social and cultural progress, are the contributions that UrbanLand Projects is making a reality.

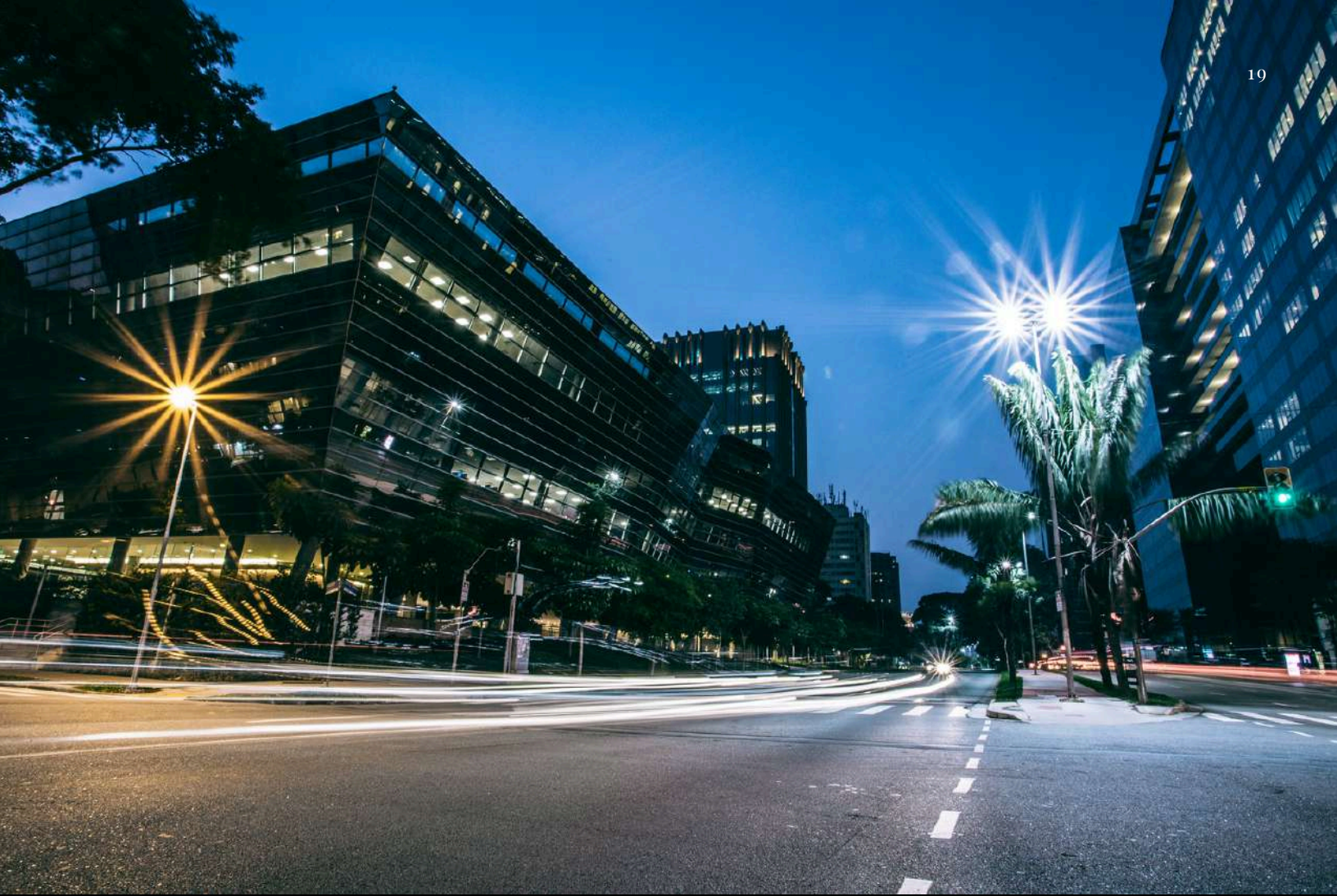
ULP projects are supported by social and economic research, as well as a valuable study of the history of the environment where they are located.

This support is also based on demographic, economic and statistical analysis. Estimates are carried out that lead to a better understanding of the market and the economic and financial environment.

These serve as bases to base optimal decisions investment.

In the world of real estate development and construction, certain conceptual breakthroughs are necessary to stay at the forefront. UrbanLand Projects is an organization that comes with a fundamentally new proposal and an optimal way of doing business. Provides society with a sustainable and lasting benefit.

These types of companies define a new category and typically become industry icons.



OPTIMIZE THE RETURN ON INVESTMENT AND CREATE A BETTER ENVIRONMENT TO LIVE.

We are experts in the design of projects and investment programming based on development cooperation. We distinguish the virtues and advantages, as well as clarify the aspects of the environment in which each project unfolds.

This makes UrbanLand Projects the perfect ally for investors seeking to optimize the return on their investment in urban developments with high social and economic impact.

We always seek to achieve the best returns from the available resources and we take care of the interests of all those involved in each project. We consider this to be crucial to achieve the goals of comprehensive community development.

Throughout the development process of each project in which we participate, we seek to clearly identify the problem to be solved, the effects, the causes that originate it, the means of solution, the actions to achieve the objective or desired solution and the definition of alternatives to solve the identified problem.

To learn more about UrbanLand Projects' work methodology, do not hesitate to contact our team. We are ready to listen and participate in new smart investment projects.

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Creating a better place to live.

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