PLANS FOR THE URBAN REFURBISHMENT OF THE 22@BARCELONA DISTRICT

FEBRUARY 2005
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To ensure the best possible fit between the diverse functional programmes and their surrounding urban environment, and to avoid any possible disturbing effects on the existing uses and functions, the 22@ Plan does not initially specify detailed planning for each part of the territory, it is through the derived planning instruments that the final picture of the transformation of the different areas is developed.

Initially the 22@ plan provides for six areas to be developed by public initiative. The 22@ Barcelona corporation has drafted the respective planning in close collaboration with the Barcelona City Council Town Planning Department. The six areas in question - Llull Pujades Llevant, Perú-Pere IV, Audiovisual Campus, Parc Central, Eix Llacuna and Llull Pujades Ponent - cover a total surface area of 925,482 m², representing 47% of the total area to be transformed. The object is for the six areas to configure new elements of urban structure, thus acting as a motor to the transformation of the district as a whole and enabling the implantation of activities that will play a strategic role in establishing the new dynamics of the sector.

The 22@ Plan likewise provides for the planning areas not included in the above six areas to be developed by either private or public initiative. To ensure that such refurbishment meets the town planning, economic and social requirements of the different parts of the territory, it provides for different types of plans: plans covering one city block, plans covering plots of over 2,000 m², plans for consolidated industrial buildings, plans for buildings of interest and plans for consolidated housing fronts.

**PLANS APPROVED:**

- 39 plans approved (30 of private initiative)
- Over 50% of total land ordered
- 1,240,420 m² productive gross floor space
- 113,239 m² land for facilities and green space
- 2,262 social housing units
The refurbishment of this sector will create a new hub of activity, alongside Diagonal Mar and the Barcelona International Convention Centre.

The unitary planning of the three blocks that make up the Llull Street front ensures the representativeness of the area as a whole, and likewise frees up a large open space which connects the gardens of the centre of Poblenou with Diagonal Mar Park.

The block defined by Diagonal Avenue, Llull Street and Selva de Mar Street will house a large facility building to help consolidate the vitality of this new central hub.

**SCALE OF THE PROJECT:**

- **Total planning area:** 101,274 m² land
- **Production activity:** 121,594 m² GFS
- **Facilities:** 55,902 m² GFS
- **Social housing:** 277
- **Green spaces:** 15,746 m² land

**FINAL APPROVAL:** June 1st, 2001

**DEVELOPERS:** METROVACESA, GRUPO KANDA, AXA REIM, SERVIHABITAT XXI, BOUYGUES INMOBILIARIA.

**NEW COMPANIES AND INSTITUTIONS:** MONTBLANC.
The transformation of these six city blocks, next to the future Plaza de les Glòries cultural centre, seeks to create a series of points of reference, bringing together companies and institutions related to the audiovisual sector.

The overall planning of the territory allows for the majority of the economic GFS to be concentrated in representative buildings fronting on Diagonal Avenue, and permits the creation of large scale facility structures and green spaces, as well as over 400 new social homes.

The plan also provides for the refurbishment of heritage items, elements of historical or architectural interest (the old Ca l’Arañó, Can Framis and Netol factories, and the old Compañía de Autobuses de Barcelona Head Offices), which will coexist with the new spaces created around them.

The main core of the Audiovisual Campus is the Barcelona Media Park, a space of some 60,000 m² which brings together modern technical facilities and offices with research and technology transfer, university and continuous training, enterprise nursery services and residences for entrepreneurs, students and teachers who work in areas related to the audiovisual sector.

**SCALE OF THE PROJECT:**

- Total planning area: 106,338 m² land
- Production activity: 116,384 m² GFS
- Facilities: 107,721 m² GFS
- Social housing: 413
- Green spaces: 27,714 m² land

**FINAL APPROVAL:** July 20th, 2001

**DEVELOPERS:** UNIVERSITAT POMPEU FABRA, GRUP MEDIAPRO AND 22@ Barcelona(MEDIACOMPLEX), LAYETANA, GRUPO CASTELLVÍ, LA LLAVE DE ORO, INSO, PATRONAT MUNICIPAL DE L’HABITATGE.

**NEW COMPANIES AND INSTITUTIONS:** UNIVERSITAT POMPEU FABRA, INDRA SISTEMAS, MEDIACOMPLEX, EMAV.
The refurbishment of the sector creates a new hub of activity alongside the Poblenou Parc Central and Diagonal Avenue areas.

The overall planning ensures the permeability of the large central green spaces and interstitial open spaces. The new green spaces enhance and highlight the buildings of interest remaining from the old Can Ricart, Industrias Frigoríficas and Talleres Oliva Artés factories, and the historical remains of the County Irrigation Channel and Marquès de Santa Isabel Passage.

Under the Plan the most distinctive buildings will become municipal property and used for facilities to foster the cohesion of the new productive and residential uses and the traditional activities of the sector.

**SCALE OF THE PROJECT:**

- **Total planning area:** 109,720 m² land
- **Production activity:** 181,133 m² GFS
- **Facilities:** 25,266 m² GFS
- **Social housing:** 201
- **Green spaces:** 11,048 m² land

**FINAL APPROVAL:** October 29th, 2001

**DEVELOPERS:** GRUPO RICART, REALIA BUSINESS, SERVIHABITAT XXI
The opening of Llacuna Street to the sea creates a powerful hub of economic activity, facilities and services in the midst of an area of great social and business vitality.

Together with the Rambla del Poblenou and Marià Aguiló Street, the new hub forms part of a three-way system of high activity streets at the heart of the 22@ Barcelona district, constituting an itinerary between two important public spaces in San Martí district: Parc del Clot and Parc del Litoral.

The introduction of new spaces and uses permits the refurbishment and highlighting of representative heritage items of historical, architectural or social interest, such as the old Cànem and Can Culleres factories.

**SCALE OF THE PROJECT:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total planning area:</td>
<td>168,712 m² land</td>
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<tr>
<td>Facilities:</td>
<td>51,516 m² GFS</td>
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<tr>
<td>Social housing:</td>
<td>192</td>
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<tr>
<td>Green spaces:</td>
<td>16,631 m² land</td>
</tr>
</tbody>
</table>

**FINAL APPROVAL:** October 25th, 2002

**DEVELOPERS:** SENTIU PRODUCT, GRECO, BARCELONESA DE INMUEBLES, CONSTRUCCIONES PAI.

**NEW COMPANIES AND INSTITUTIONS:** ECOTÈCNIA, GAES, MED GROUP.
The refurbishment of the six blocks situated at the southernmost end of Pere IV Street permits the area to recover its historical dynamics, as well as creating a new centre of activities adjacent to Josep Pla Street, which joins the main facilities of the Besòs Sea Front and the future intermodal public transport exchanger at Sant Andreu-Sagrera.

The flexible nature of the town plan means that the new buildings may adapt to meet the specific functional and representative requirements of the initiative, and likewise permits the recovery and recycling of the most representative old industrial elements, such as the Ca l’Illa and d’Atesa buildings and the Ca l’Isidret way, to serve the new uses.

**SCALE OF THE PROJECT:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tr>
<td>Total planning area</td>
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<td>Production activity</td>
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<tr>
<td>Green spaces</td>
<td>3,537 m² land</td>
</tr>
</tbody>
</table>

**FINAL APPROVAL:** February 14th, 2003

**DEVELOPERS:** CONSORCI DE LA ZONA FRANCA

**NEW COMPANIES AND INSTITUTIONS:** GTD INGENIERÍA DE SISTEMAS Y DE SOFTWARE, IMPALA - NETWORK SOLUTIONS, TEDELCA - COMUNICACIONES, TECNOSIGNS, CHARMEX INTERNACIONAL, M3 MERCHANDISING, BLUE MOON, MECCO, SERVI GRUP ESTUDIO, COMECHA, LASSER, INESLAM, BARTHES & BOLD, INCONTRON, BLAI LIMOUSINES, INTER LEATHER, JOFEMAR, HUSTADT.
The Urban Amelioration Plan for the Llull Pujades Ponent sector is the most extensive refurbishment project of the entire 22@ area. It covers a total surface area of 318,160 m², that is, an area the size of 18 Eixample city blocks. The transformation work for the sector aims to return the old social vitality to Llull Street and Pujades Street, historically the main roadways entering Poblenou from Barcelona, and help make it a hub connecting the traditional town centre with the Poblenou Old Town.

This particular area of development is of note for the many functioning production activities it is currently home to, alongside a large number of residential buildings and a significant heritage of consolidated industrial buildings and other elements of historical, architectural or artistic interest, such as the traditional precincts of Can Trullàs and the Plata District, the old HQ of the Radical Republican Youth Movement and the old Can Waldes, Massó y Carol, Caldereries Feiner, La Favorita and La Asunción factories.

The plan provides for progressive, sustainable transformation and fosters the coexistence of new and old activities through the introduction of new spaces and uses aimed to favour the formal and functional recovery of the urban and business fabric. Likewise it offers incentives for the refurbishment of housing, and enables the reuse of industrial buildings and precincts of interest as facilities for both private and public use.

**SCALE OF THE PROJECT:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Area/Space</th>
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<tr>
<td>Total planning area</td>
<td>318,159 m² land</td>
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<tr>
<td>Production activity</td>
<td>236,662 m² GFS</td>
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<td>Facilities</td>
<td>26,295 m² GFS</td>
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<td>Social housing</td>
<td>263</td>
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<tr>
<td>Green spaces</td>
<td>10,725 m² land</td>
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</table>

**FINAL APPROVAL:** February 20th, 2004
REFURBISHMENT OF CITY BLOCKS
The transformation of this block permitted the telecommunications service company T-Systems, to build a new corporate building which, with a total surface area of 19,000 m², is the new workplace for over 1,000 Deutsche Telekom Group employees, previously scattered in different offices all over the metropolitan area.

The central strip of the block contains a green space and 7@ facilities, within which the new Barcelona Television studios are to be housed. The plan also provides for the refurbishment of some of the old industrial premises on the block, progressively replacing the outbuildings with new spaces for production and facilities.

**SCALE OF THE PROJECT:**

- **Total planning area:** 12,828 m² land
- **Production activity:** 26,374 m² GFS
- **Facilities (*):** 5,271 m² GFS
- **Green spaces:** 908 m² land

(*) Included in the Special Plan for the redistribution of plots ceded under 22@HS and 7@

**FINAL APPROVAL:** September 28th, 2001

**DEVELOPERS:** GRUPO CASTELLVÍ (ARTIBOX), CONSTRUCCIONS RIERA, 22@BARCELONA.

**NEW COMPANIES AND INSTITUTIONS:** T-SYSTEMS, BARCELONA TELEVISIÓ.
The full transformation of this block, previously occupied by industrial premises, provides for the construction of a four star hotel, 17,000 m² of new office space, 70 social homes with communal gardens, two shops and virtually 1,000 m² of green space.

The overall planning assesses the hierarchy of the streets of the block and sites the most representative buildings and public spaces to front on Cristóbal de Moura Street, the main axis of the triangle formed by Rambla de Prim, Pere IV Street and Diagonal Avenue.

Thanks to its high-tech facilities the hotel and office development called Tec22@ won the Quatrium 2004 award as the most innovative building of the year. The marketing of the development is at an advanced stage.

**SCALE OF THE PROJECT:**

- Total planning area: 12,492 m² land
- Production activity: 26,548 m² GFS
- Social housing *: 70
- Green spaces: 978 m² land

(*) Included in the Special Plan for the redistribution of plots ceded under 22@HS and 7@

**FINAL APPROVAL:** December 21st, 2001.

**DEVELOPERS:** NECSO INMOBILIARIA, PROHABITAT 2000

**NEW COMPANIES AND INSTITUTIONS:** GRUP ENCICLOPÉDIA CATALANA, VINCCI HOTELES, NECSO INMOBILIARIA, CAMPI I JOVÉ, GESCOBERT, BIMSA.
This refurbishment project replaces the old industrial premises on a block close to the Audiovisual Campus with buildings suited to the new forms of production, compatible with the adjacent housing, and helps revitalise its urban surroundings with new public facilities and green spaces.

The proposed plan sites the office block at the main hub of activity on Pere IV Street and the public spaces on Pallars Street, where there is more local activity.

The offices of the Pere IV Building are currently under construction and are scheduled to be opened mid-2006.

**SCALE OF THE PROJECT:**

- **Total planning area:** 5,628 m² land
- **Production activity:** 9,636 m² GFS
- **Facilities:** 1,941 m² GFS
- **Green spaces:** 193 m² land

(*) Included in the Special Plan for the redistribution of plots ceded under 22@HS and 7@

**FINAL APPROVAL:** February 15th, 2002

**DEVELOPER:** SERVIHABITAT XXI
The refurbishment plan for this block provides for the parcels not built on and obsolete industrial premises to be converted for new uses, thus favouring the refurbishment of the existing consolidated housing fronts and the industrial parcels to be preserved.

The overall planning maintains the existing perimeter lines and the regular building height of the Eixample city block, and concentrates the land for open spaces and facilities around General Bassols Passage, which it also widens in places. At the same time the plan preserves the singular, detached nature of the plots along Carlota de Mena Passage, providing for their overall refurbishment.

The first stage of the transformation of the block has permitted the construction of a building of over 7,700 m² on Icària Avenue, offering a hotel and business services. The new centre is equipped with leading edge technology and offers 180 hotel beds.

**SCALE OF THE PROJECT:**

- Total planning area: 15,352 m² land
- Production activity: 25,807 m² GFS
- Facilities: 3,327 m² GFS
- Social housing: 29
- Green spaces: 736 m² land

**FINAL APPROVAL:** October 25th, 2002

**DEVELOPERS:** VARIOUS.

**NEW COMPANIES AND INSTITUTIONS:** GRUP SUBIRATS BERENGUER
The transformation of the space previously occupied by the industrial facilities of LA Unión Metalúrgica is to permit the creation of two office blocks, an Apart-hotel and new facilities, green space and social housing.

The plan for this block is to permit the refurbishment of the lodge at the entrance to the old factory, built at the close of the 19th century, and equip the new production facilities with the very latest sustainable technology.

These new spaces are currently under construction and are scheduled for opening at the end of 2006.

**SCALE OF THE PROJECT:**

- Total planning area: 15,290 m² land
- Production activity: 21,491 m² GFS
- Facilities: 5,129 m² land
- Social housing: 24
- Green spaces: 740 m² land

**FINAL APPROVAL:** June 18th, 2004

**DEVELOPER:** HABITAT GRUPO INMOBILIARIO

**NEW COMPANIES:** HABITAT HOTELS
The refurbishment of this block is to permit the refurbishment of the historical Semillas Fitò building, dating from 1880, and the opening up of a stretch of Marroc Street running between Selva de Mar Street and Treball Street.

The overall planning provides for the consolidation of the facade along Pere IV Street with a new building for production activities, and the creation of new facilities, social housing and green spaces to favour the revitalisation of the immediate surroundings.

**SCALE OF THE PROJECT:**

<table>
<thead>
<tr>
<th>Total planning area:</th>
<th>5,417 m² land</th>
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<tr>
<td>Production activity:</td>
<td>11,020 m² GFS</td>
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<tr>
<td>Facilities:</td>
<td>408 m² land</td>
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<tr>
<td>Social housing:</td>
<td>12</td>
</tr>
<tr>
<td>Green spaces:</td>
<td>526 m² land</td>
</tr>
</tbody>
</table>

**APROVACIÓ INICIAL:** May 11th, 2004

**DEVELOPER:** ADIAR

**NEW COMPANIES:** SEMILLAS FITÒ
The refurbishment of an eminently industrial block, sited on Plaça de les Glòries, is to establish a set of new spaces for production, facilities and residence.

The new planning places the office space around interconnecting inner courtyards, with access from the surrounding streets, and thus favours the establishment of shops at ground floor level.

The newly created social housing and facilities are grouped next to the existing consolidated housing front, articulated together with a series of production facilities along a 20 metre wide passage.

**SCALE OF THE PROJECT:**

- **Total planning area:** 12,894 m² land
- **Production activity:** 31,452 m² GFS
- **Facilities:** 1,048 m² land
- **Social housing:** 52
- **Green spaces***: 1,504 m² land

(* The plan provides for the additional cession of green space by the Consolidated Housing Front on the same block.

**INITIAL APPROVAL:** January 25th, 2005

**DEVELOPER:** COPCISA INMOBILIARIA (LARIG)
REFURBISHMENT OF PLOTS OF OVER 2,000 M²
The refurbishment of three of the buildings of the old Galetes i Xocolates Solsona factory, built between 1900 and 1950, has given the Auna group a home for its centre for the development and implementation of CRM and IVR technologies in the 22@ District. The centre includes a router technology centre, voice equipment test and certification laboratory, as well as a centre for the development and implementation of smart networks.

**SCALE OF THE PROJECT:**

| Total planning area: | 2.114 m² land |
| Production activity: | 4.650 m² GFS |

**FINAL APPROVAL:** September 28th, 2001

**DEVELOPER:** GRUPO AUNA

**NEW COMPANY:** GRUPO AUNA
With the refurbishment of an industrial building previously used for the sale and repair of agricultural machinery and implements, Sedatex has found a home for its Textile Design Centre, right next to Plaça de les Glòries, where it has brought together its creative, marketing and administration departments all under one roof.

Part of the building is also home to the Pich-Aguilera Architecture Studio, offering a range of services that runs from energy and environmental consultancy services through to the calculation of new industrial production processes.

**SCALE OF THE PROJECT:**

- Total planning area: 3,346 m² land
- Production activity: 7,362 m² GFS

**FINAL APPROVAL:** February 15th, 2002

**DEVELOPER:** Sedatex

**NEW COMPANIES:** Sedatex, Pich-Aguilera Arquitectes
The refurbishment of an area of over 2,000 m² will permit the siting of the Bau Design School in a space of industrial architectural interest dating from the second half of the 19th century.

At the same time the plan provides for the old industrial outbuildings to be replaced with modern office buildings to be used for knowledge intensive activities, the new head offices of the engineering firm G.P.O..

**SCALE OF THE PROJECT:**

- Total planning area: 3,227.41 m² land
- Production activity: 7,100.30 m² GFS

**FINAL APPROVAL:** July 21st, 2004

**DEVELOPER:** ESCOLA BAU, ACTUACIONES Y DESARROLLOS TECNOLÓGICOS.

**NEW COMPANIES AND INSTITUTIONS:** ESCOLA BAU, G.P.O INGENIERÍA.
The transformation of the industrial areas sited on a parcel of over 2,000 m² is to permit the construction of a new hotel building.

The proposed planning respects the street alignment and creates a new green space in the interior of the block, where a new outdoor swimming pool is to be sited.

**SCALE OF THE PROJECT:**

<table>
<thead>
<tr>
<th>Total planning area:</th>
<th>3,057 m² land</th>
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<tr>
<td>Production activity:</td>
<td>6,725,4 m² GFS</td>
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<tr>
<td>Green spaces*:</td>
<td>310 m² land</td>
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</table>

(*) Deriving from the cession made by the consolidated housing front at Veneçuela Street 65-71

**INITIAL APPROVAL:**

December 1st, 2004

**DEVELOPER:**

GRUPO PREYCO 44 (PROMO CALYPSO)
REFURBISHMENT OF CONSOLIDATED INDUSTRIAL BUILDINGS
The refurbishment of a consolidated building, previously used for industrial purposes, has permitted the Liberty Insurance Group to establish its head offices in the 22@ Barcelona district.

**SCALE OF THE PROJECT:**

Total planning area: 1,745 m² land
Production activity: 8,248 m² GFS

**FINAL APPROVAL:**

July 20th, 2001

**DEVELOPER:**

AIG LINCOLN

**NEW COMPANIES AND INSTITUTIONS:** REGAL INSURANCE CLUB, LIBERTY SEGUROS.
The conversion of an old distribution warehouse, built in the 1970’s, into a modern, technological, flexible office building has enabled General Electric to bring together its eight, previously scattered, Barcelona offices under one single roof.

**SCALE OF THE PROJECT:**

Total planning area: 1,121 m² land  
Production activity: 8,852 m² GFS

**FINAL APPROVAL:** September 28th, 2001

**DEVELOPER:** SERVIHABITAT XXI.

**NEW COMPANIES AND INSTITUTIONS:** GENERAL ELECTRIC, FORUM 2004.
The refurbishment of an old textile and carpet factory has permitted the Auna Group to site its new information technology research and development centre there, including: a B2B, B2C and electronic commerce platform technology research centre, a SAN, SAS and ESM data storage and technology R+D centre, a centre for the implementation of integrated WAN/LAN Voice-Data technologies, a centre for the development of systems monitoring platforms and a national data processing centre.

**SCALE OF THE PROJECT:**

| Total planning area: | 1.366 m² land |
| Production activity: | 5.745 m² GFS |

**FINAL APPROVAL:**

September 28th, 2001

**DEVELOPER:**

GRUPO AUNA

**NEW COMPANY:**

GRUPO AUNA
Transformation of an industrial building, built in 1965, into open-planned, technological spaces for new production activities.

**SCALE OF THE PROJECT:**

- Total planning area: 394 m² land
- Production activity: 2,158 m² GFS

**FINAL APPROVAL:** September 28th, 2001

**DEVELOPER:** FONAMENTS

**NEW COMPANY:** ALESSI TECHNOLOGIES
An industrial building, previously producing car accessories. Recently refurbished to house knowledge intensive firms.

**SCALE OF THE PROJECT:**

- Total planning area: 1,089 m² land
- Production activity: 5,007 m² GFS

**FINAL APPROVAL:**

October 29th, 2001

**DEVELOPER:**

ESTUDIOS Y SERVICIOS DE EMPRESA
Industrial building dating from 1976 and previously used as a car showroom. Converted into a 195 room four star hotel with meeting rooms and videoconferencing services.

**SCALE OF THE PROJECT:**

| Total planning area: | 1,239 m² land |
| Production activity: | 10,319 m² GFS |

**FINAL APPROVAL:** November 23rd, 2001

**DEVELOPER:** INDUSTRIAL JAUME BAULENAS

**NEW COMPANY:** EUROMAR HOTELS
Industrial building dating from 1960, facing on to Meridiana Avenue and Joan d’Àustria Street. It has been recently rehabilitated and now houses offices for different organisations and services of the Catalan Regional Government (Generalitat de Catalunya) Department of Agriculture, Livestock Breeding and Fisheries.

**SCALE OF THE PROJECT:**

- Total planning area: 692 m² land
- Production activity: 5,038 m² GFS

**FINAL APPROVAL:** April 11th, 2003

**DEVELOPER:** MRV INMOBLES

**NEW COMPANIES AND INSTITUTIONS:** INSTITUT CATALÀ DE LA VINYA I EL VI (INCAVI), PROMOTORA D’EXPORTACIONS CATALANES (PRODECA), CONSELL CATALÀ DE PRODUCCIÓ AGRÀRIA ECOLÒGICA (CCPAE), SERVEIS TERRITORIALS I SERVEIS INFORMÀTICS A BARCELONA DEL DEPARTAMENT D’AGRICULTURA, RAMADERIA I PESCA DE LA GENERALITAT DE CATALUNYA.
Old warehouse belonging to the mattress producer Flex, comprising three buildings dating from 1943 articulated around a central courtyard.

The whole ensemble has been converted into the headquarters of the firm Fotoprix, with a mix of offices, photographic laboratories, technical facilities and temporary accommodation for staff on training courses.

SCALE OF THE PROJECT:

Total planning area: 2,181 m² land
Production activity: 7,219 m² GFS

FINAL APPROVAL: July 17th, 2003

DEVELOPER: FOTOPRIX

NEW COMPANY: FOTOPRIX
Conversion of an ensemble of buildings, previously producing hide and leather, into open-plan office space for talent based activities.

**SCALE OF THE PROJECT:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Measurement</th>
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<tbody>
<tr>
<td>Total planning area</td>
<td>1,191 m² land</td>
</tr>
<tr>
<td>Production activity</td>
<td>3,304 m² GFS</td>
</tr>
</tbody>
</table>

**FINAL APPROVAL:**

April 6th, 2004

**DEVELOPER:**

HORITZÓ I MAR
Old textile stores being refurbished to house an apart-hotel.

**SCALE OF THE PROJECT:**

- **Total planning area:** 1,143 m² land
- **Production activity:** 6,214 m² GFS

**FINAL APPROVAL:** May 21st, 2004

**DEVELOPER:** MARXAN
SANCHO DE ÁVILA 52–58 BUILDING

Project to transform an industrial building into office space for new production activities.

**SCALE OF THE PROJECT:**

- Total planning area: 1,466 m² land
- Production activity: 12,422 m² GFS

**INITIAL APPROVAL:**

- May 25th, 2004

**DEVELOPER:**

- RENTAMAR

**NEW COMPANY:**

- CATALANA DE MARKETING TELEFÓNICO
Building housing industrial workshops, built at the end of the 1970’s. Shortly to be refurbished to house knowledge intensive firms.

**SCALE OF THE PROJECT:**

- **Total planning area:** 1,514 m² land
- **Production activity:** 6,370 m² GFS

**INITIAL APPROVAL:** January 25th, 2005

**DEVELOPER:** VEINTISIETE
UNCONVENTIONAL HOUSING IN INDUSTRIAL BUILDINGS OF INTEREST
The refurbishment of these old premises of the "Compañía de Industrias Agrícolas", first established in 1916, will permit the restoration of the old distillery, considered as a heritage site of architectural interest, and convert it into unconventional housing. The outbuildings are to be replaced by new spaces for talent intensive activities.

**SCALE OF THE PROJECT:**

- Total planning area: 4,040 m² land
- Production activity: 4,432 m² GFS
- Unconventional housing: 30 lofts
- Facilities: 1,737 m² GFS
- Green spaces: 944 m² land

**FINAL APPROVAL:** March 21st, 2003

**DEVELOPER:** PASSATGE DEL SUCRE
The refurbishment of the Can Gili Vell industrial precinct, one of the first flour mills established in Poblenou, will permit the restoration of its most emblematic elements – built between 1880 and 1900, and catalogued as Barcelona Architectural and Historical Artistic Heritage Sites.

The plan provides for the buildings of interest to be refurbished and converted into highly flexible unconventional "loft" type housing. At the same time the conversion of the outbuildings is to generate modern buildings for production activities, coexisting with new social housing, facilities and green spaces.

**SCALE OF THE PROJECT:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total planning area:</td>
<td>5,396 m² land</td>
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<tr>
<td>Production activity:</td>
<td>9,300 m² GFS</td>
</tr>
<tr>
<td>Unconventional housing:</td>
<td>56 lofts</td>
</tr>
<tr>
<td>Facilities:</td>
<td>347 m² land</td>
</tr>
<tr>
<td>Social housing:</td>
<td>16</td>
</tr>
<tr>
<td>Green spaces:</td>
<td>1,488 m² land</td>
</tr>
</tbody>
</table>

**FINAL APPROVAL:** December 22nd, 2004

**DEVELOPER:** RIOFISA
The old Massó y Carol Chemical Plant, known as “Vapor Llull”, has been converted into unconventional spaces, combining residential use and activities.

**SCALE OF THE PROJECT:**
- Total planning area: 1.629 m² land
- Unconventional housing: 18 lofts
- Facilities: 1.446 m² GFS

**FINAL APPROVAL:** December 22nd, 2004

**DEVELOPER:** COMUNITAT DE PROPIETARIS LLULL 133.
The project for the refurbishment of the old Can Gili Nou flour mill, built between 1877 and 1880, permits the restoration of the parts of historical and architectural interest, converting them into unconventional housing.

The plan provides for the construction of a new hotel building and 7@ facilities, and integrates the green spaces generated into the system of open spaces joining the La Plata District and the Parc del Litoral.

**SCALE OF THE PROJECT:**

- Total planning area: 4,840 m² land
- Production activity: 4,833 m² GFS
- Unconventional housing: 50 lofts
- Facilities: 1,404 m² GFS
- Green spaces: 1,301 m² land

**INITIAL APPROVAL:** October 4th, 2004

**DEVELOPER:** GRUPO KANDA (ALTA BADIA)
FACILITIES 7@
The Local Development Agency, Barcelona Activa, has refurbished an area close to Les Glòries Plaza, where it is to build its new corporate HQ, an Enterprise Nursery, an International Business Space and a New Occupations Space.

In order to foster synergies between young entrepreneurs and consolidated businesses, the project includes an office block for knowledge intensive institutions and firms, developed by Servihabitat XXI.

**SCALE OF THE PROJECT:**

- Total planning area: 6,699 m² land
- Production activity: 7,540 m² GFS
- Facilities: 8,589 m² GFS

**FINAL APPROVAL:** December 21st, 2001

**DEVELOPERS:** BARCELONA ACTIVA, SERVIHABITAT XXI

**NEW COMPANIES AND INSTITUTIONS:** BARCELONA ACTIVA, LOCALRET, BARCELONA EMPRÉN, AGÈNCIA CATALANA DE PROTECCIÓ DE DADES, AMERICAN EXPRESS, RODAMCO EUROPE, MAAF, CASER, SUD AMÉRICA, CELLER PAWLOWSKY, DIFFEREND GAMES, STE CONSULTING, BETA CONKRET, SERTEC SOLUCIONES INFORMÁTICAS, PROBET 2000.
Informació i Comunicació de Barcelona, the company that manages the municipal Barcelona Television TV channel, is completing the move to its new head offices, sited on a block close to the Audiovisual Campus.

The new facilities are partly housed in an old industrial building hosting production, broadcast and administration, and partly in a new building in the middle of the block housing the film sets.

**SCALE OF THE PROJECT:**

- **Total planning area:** 977 m² land
- **Facilities:** 3,000 m² GFS

**FINAL APPROVAL:** August 26th, 2002

**DEVELOPER:** 22@ Barcelona

**NEW COMPANY:** INFORMACIÓ I COMUNICACIÓ DE BARCELONA
The Barcelona Activa Workshop School has refurbished the old Can Jaumandreu textile mill to serve as a training and new technology information centre.

Next to this historical industrial building, Espais Promocions Immobiliàries is constructing two buildings to house the new main offices of the Open University of Catalonia and diverse knowledge intensive firms working in areas related to the university and local development agency.

**SCALE OF THE PROJECT:**

- **Total planning area:** 6,621 m² land
- **Facilities:** 13,430 m² GFS

**FINAL APPROVAL:**

December 20th, 2002

**DEVELOPERS:**

BARCELONA ACTIVA, ESPAIS PROMOCIONS IMMOBILIÀRIES

**NEW COMPANIES AND INSTITUTIONS:** BARCELONA ACTIVA, UNIVERSITAT OBERTA DE CATALUNYA
The Parc Barcelona Media is the main motor of activity for the strategic Audiovisual Campus and is a paradigmatic example of the implementation of the model of dynamic innovation known as the "Triple Helix" Model, based on bringing together Science, Technology, Public Administration and the Corporate World.

The facilities, covering a total surface area of 60,000 m², will be home both to modern technical and office space for companies related to the audiovisual sector and to spaces and services related to university and continuous training, research and technology transfer, audiovisual enterprise nurseries and residences for students, teachers and entrepreneurs.

The Pompeu Fabra University is currently refurbishing the old Ca l’Arañó textile mill to serve as the main building of the new Communication Campus. Construction of the new buildings for the campus will begin this year and the premises are scheduled to be operative by mid-2007.

**SCALE OF THE PROJECT:**

- **Total planning area:** 13,151 m² land
- **Facilities:** 42,600 m² GFS

**FINAL APPROVAL:** December 22nd, 2004

**DEVELOPERS:** GRUP MEDIAPRO AND 22@ Barcelona (MEDIACOMPLEX), UNIVERSITAT POMPEU FABRA.

**NEW COMPANIES AND INSTITUTIONS:** UNIVERSITAT POMPEU FABRA, MEDIACOMPLEX
REFURBISHMENT OF CONSOLIDATED HOUSING FRONTS
The transformation of this Consolidated Front, comprising four apartment blocks, will permit the refurbishment of the semi-abandoned buildings at no.s 67 and 69 Veneçuela Street. It also will create 10 new social homes, in addition to the six already there, and will help regularise the height of the block as a whole.

**SCALE OF THE PROJECT:**
- Total planning area: 951 m² land
- Total housing GFS: 3,989 m² GFS
- Social housing: 10
- Green spaces*: 310 m² land

(*) Cessions made under the terms of the plan for the refurbishment of the plots at Pallars Street 121-125, Àlaba Street 77-85.

**INITIAL APPROVAL:** November 26th, 2004

**DEVELOPER:** GRUPO PREYCO 44
The conversion of a building forming part of a Consolidated Housing Front is to permit the regularisation of the height of the block and will complement the existing productive premises with 20 new social homes.

**SCALE OF THE PROJECT:**

- Total planning area: 1,749.5 m² land
- Total housing GFS: 10,383.2 m² GFS
- Social housing: 20
- Production activity: 562.4 m² GFS
- Green spaces*: 628.5 m² land

(*Part of the cession is under the terms of the Plan for the Refurbishment of the block in question (Tànger St., Ávila St., Álaba St., Sancho de Ávila St.)

**INITIAL APPROVAL:** January 25th, 2005

**DEVELOPER:** COPCISA INMOBILIARIA (LARIG)