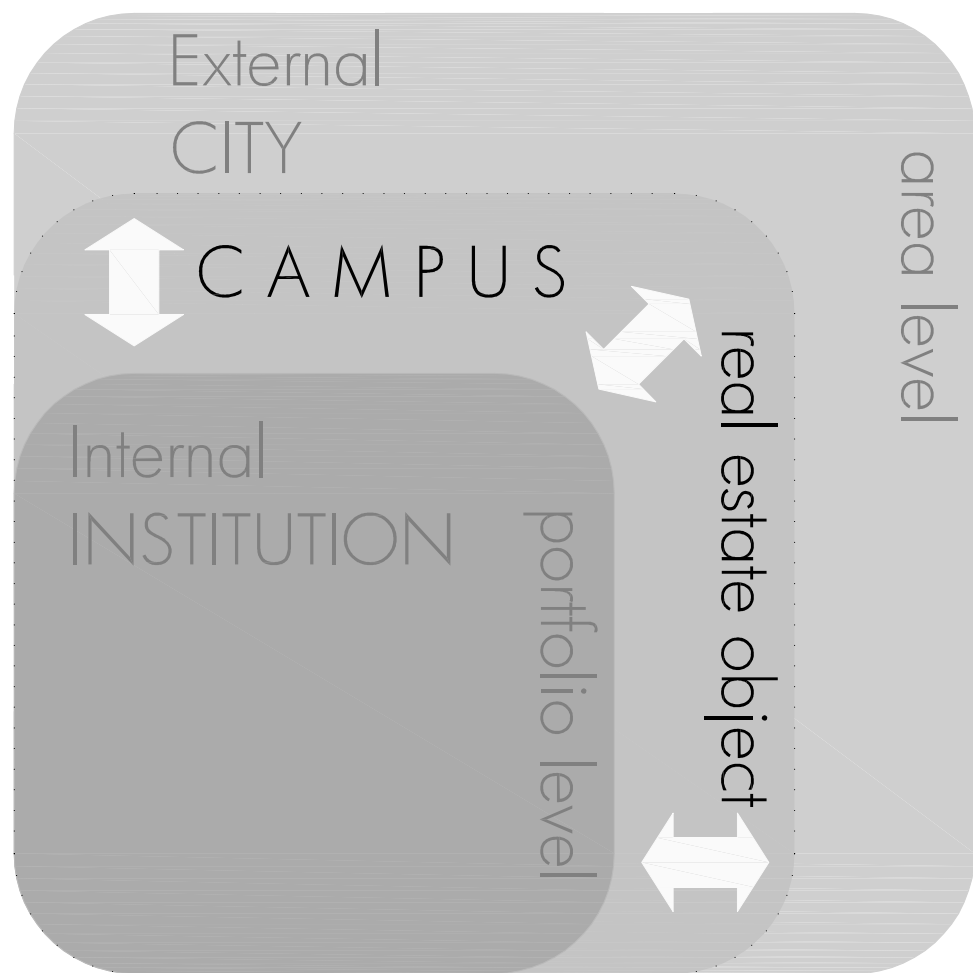


Management of public university campus as real estate object

The case of the University City of Bogota, Colombia

How can the UCB improve the management of its campus as a real estate object in order to support their institutional goals ?

approach



Cultural - social - economic context



Development of research and education
Improve quality education

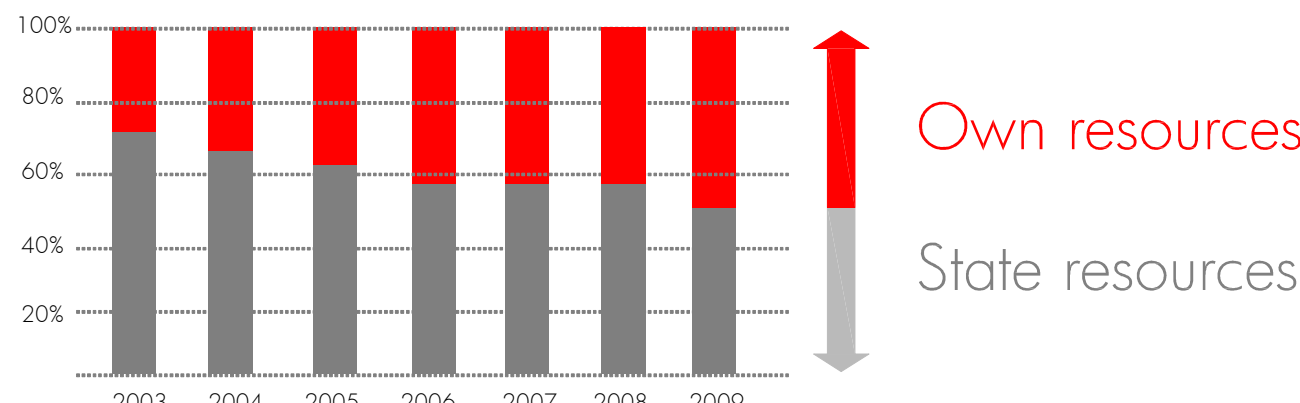
Increase student population & national-international mobility of students



Changes in spatial demands of learning-working spaces (ICT developments)

Cultural - social - economic context

Cultural - social - economic context

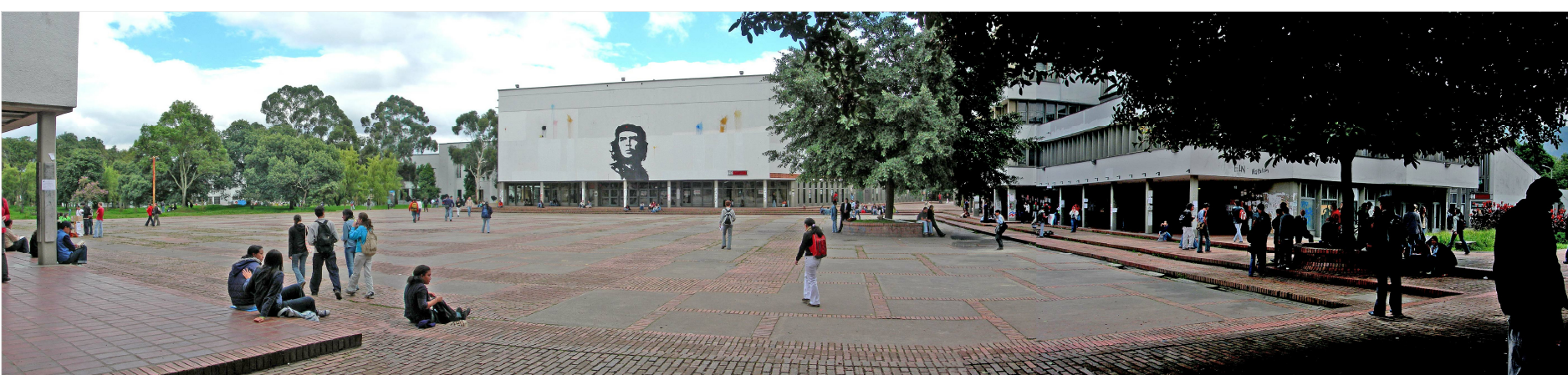


Decreasing financial support from the State

Increasing financial investment on physical infrastructure

Large scale and diverse but aging and outdated portfolio with lack of relation with surroundings

Lack of technical monitoring on portfolio



Cultural - social - economic context

Strategic campus management plan for the University City of Bogota

A guideline for real estate accommodation and investment decisions

LINE A. Enhancing distinctiveness:
The White City into Green



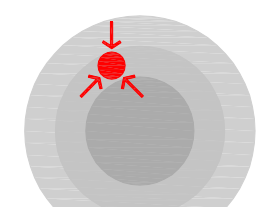
- A.1. Upgrading the existent portfolio
- A.2. Expansion of portfolio

LINE B. Supporting UNAL's function:
The City of Knowledge

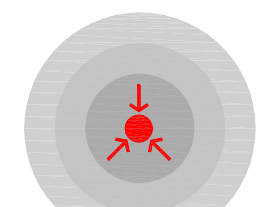


- B.1 Upgrading ICT infrastructure and Innovative space in buildings
- B.2 Optimisation of space
- B.3 Priority for research space

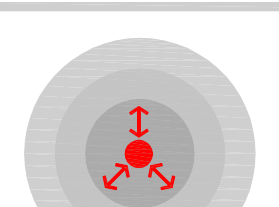
LINE C. Stimulating social integration:
The UCB; the heart of Bogotá



Separated city past



Gated within city now



Integrated city future

- C1. Bringing the City to the campus
- C2. Pushing the campus towards the city