

# REAL ESTATE PROPERTY DEVELOPMENT CASE

## CASA FIGUEIRA NEIGHBORHOOD SERIES | SECOND EPISODE: A NEIGHBORHOOD DESIGNED FOR PEOPLE

Continuing the series in which we detail the pillars in the development of the Casa Figueira neighborhood, in the previous quarter we presented the urban concept elements. This quarter we will talk about the second pillar: **neighborhood designed for people.**

The project is expected to welcome around **50,000 new residents and workers.** Aimed at offering unique and memorable living experiences, the master plan was designed with the user in mind and based on the following pillars:

**Public spaces:** development and maintenance of qualified public areas (roads, squares and parks), prioritizing people.

**Building architecture:** regulatory standards to ensure urban control of quality real estate development.

**Mixed use:** diversity and synergy of uses to make the neighborhood practical, creating a lively and interesting environment.

**Security:** Active facade and quality of spaces encourage pedestrian circulation, bringing safety and life, as well as the use of monitoring technology.

**Education, art, culture, leisure and health:** Access to public or private spaces for various activities linked to these themes.

**Innovation in the use of spaces:** Promotion of new uses for public spaces, in tune with new cultural developments, catering for all audiences.

**Mobility:** Priority for pedestrians with accessible sidewalks and crossings, bike lanes, revitalization of the bus terminal and creation of new lines.

**Economy:** The development as a booster of economic development, creating business opportunities and new jobs.

### NEIGHBORHOOD ASSOCIATION

To ensure the maintenance of the pillars listed above, the Casa Figueira Neighborhood will have an association responsible for maintaining the common areas, namely:

- Cleaning, security and maintenance of roads, squares and parks, complementary to the work of the Campinas Local Government
- Dialog with public authorities and the neighborhood
- Participation in social actions
- Communication with residents, neighbors, visitors and public authorities
- Activities through events and initiatives in the neighborhood
- Management of services with AQUA Operation Certification

For more information, visit the development's [institutional website](#)

