Sustainable Urban Development of São Paulo: Challenges and Opportunities

Secretary of Urban Development

September 2012
Macrometropolis Paulista

LEGEND

Official Metropolitan Regions
- São Paulo
- Campinas
- Santos

Urban Agglomerations
- Socoraba
- Jundiaí
- São José dos Campos

Radius = 100 km
• Area: 1,509 km²
• Urbanized Area: 1,000 km²
• Population: 11.3 mi (2010)
• Density: 73.0 inhab/ha
• Total GDP: US$ 195.29 bi
  (Source: IBGE/Seade 2009)
• GDP per capita: US$ 17,7 mil
  (Source: IBGE/Seade 2009)
• 31 administrative districts and 96 sub districts

It comprises:
  ✓ 17,260 km of public ways
  ✓ 70.6 km of subway + 125.0 km of railways
  ✓ 111.5 km of bus corridors
  ✓ 1,349 urban bus lines (fleet: 15 thousand vehicles)
• 19th City in gross production
• 3rd largest stock market of the world and 2nd of the Americas
• 54 of the 100 largest foreign companies
• The best City for Business in Latin America ahead of Miami, Santiago and Mexico City (America Economia Magazine - May/08)
• Leading Universities in Latin America

• 2,000 private companies with focus on R&D
• The greatest medical center in Latin America
• 70 different cultures living harmoniously
• Culture and Leisure Center (120 theatres, 280 cinemas, 88 museums)
• One event every 6 minutes
• Logistics Pole (port / airport / roads / railways)
Urban Development

Historical Evolution of the Urbanization

LEGEND

São Paulo Metropolitan Region

São Paulo City

Built-up Area

Source: EMPLASA
Made by: SMDU/DIPRO

1929
Historical Evolution of the Urbanization
1930 to 1949

LEGEND
- São Paulo Metropolitan Region
- São Paulo City
- Built-up Area

Source: EMPLASA
Made by: SMDU/DIPRO
Historical Evolution of the Urbanization
1950 to 1962

LEGEND
- São Paulo Metropolitan Region
- São Paulo City
- Built-up Area

Source: EMPLASA
Made by: SMDU/DIPRO
Urban Development

Historical Evolution of the Urbanization
1963 to 1974

LEGEND

- São Paulo Metropolitan Region
- São Paulo City
- Built-up Area

Source: EMPLASA
Made by: SMDU/DIPRO
Historical Evolution of the Urbanization 1975 to 1985

Legend:
- São Paulo Metropolitan Region
- São Paulo City
- Built-up Area

Source: EMPLASA
Made by: SMDU/DIPRO
Urban Development

Historical Evolution of the Urbanization
1993 to 2002

LEGEND

- São Paulo Metropolitan Region
- São Paulo City
- Built-up Area

Source:EMPLASA
Made by: SMDU/DIPRO
Urban Development - Challenges

- Population Growth and Urban Sprawl
- Peri-urban informal settlements on environmentally vulnerable areas
- Debt of infrastructure and services
- Consolidated downtown, but with declining residential usage in its core
- Daily pendular movements from the suburbs to downtown overload road and transport systems
Urban Development - Challenges

Employment per Inhabitant - 2007

Employment per Hectare - 2007

Source: Pesquisa Origem Destino/OD 2007 – Metrô/SP
Made by: SMDU/DIPRO 2010
Current Railway Network (CPTM)
Current Subway Network (Metro)
Current Urban Operations
New Urban Operations
Proposed Urban Operations (Strategic Master Plan - Law 13.885/04)
• Urban Intensification in areas with environmental and urban support capacity

• Implementation of sustainable centralities, promoting spatial integration

• Housing and mixed-use connected to economic centers

• Infrastructure improvement in potential areas high density settlements
Urban Operations
Concept

A mechanism used for areas that need urban structural transformations, social improvements and environmental upgrade

• **Use of private resources**: budgetary constraints and competing demands limit the allocation of public funds

• **Credibility and transparency**: CEPACs are auctioned at the stock exchange and supervised by the regulatory entity (CVM)

• **Participation of communities**: civil society in managerial committees

• **Sustainability**: requires an Environmental Impact Study

• **Continuity**: created by municipal law
An Urban Operation law comprises:

- its perimeter,
- its goals and guidelines
- the urban development master plan
- the list of infrastructure improvements
Funding is obtained through the auctioning of Certificates (CEPACs) that can be converted into additional building rights.
Urban Operations being currently developed
GOALS

• Improve the transport system, emphasizing mass transport
• Plan of interventions in the road system
• Provision of housing of social interest for the population living in slums
• Provision of free spaces for public use and green areas
• Occupation ways according to the characteristics and potential of each sector
• To conform centralities of high standard services in the southwestern region of the city

Revenue € 722.5 Million

Area of coverage: 450 ha
URBAN OPERATION

água espraiada
GOALS

• Improve the transport system, emphasizing mass transport

• Provision of social housing for the population living in slums

• Provision of free spaces for public use with landscaping treatment

• Improving drainage of the area

Revenue € 1,216.9 Million

Area of coverage: 1,400 ha
Region in transformation process

Sector Brooklin - Avenue and Bridge
Social housing construction

Investments: more than 800 units
First stage of intervention

Social housing construction: Jardim Edith

Investments: 240 units
First stage of intervention

Social housing construction: Jardim Edith

Investments: 240 units
First stage of intervention

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Investments: 240 units
First stage of intervention

Implementation of green areas and free public spaces - 50,000 m²
Extension of Journalist Roberto Marinho Avenue to Imigrantes Highway

Green way Project

New investments
Extension of Journalist Roberto Marinho Avenue to Imigrantes Highway

Green way Project

New investments
Extension of Journalist Roberto Marinho Avenue to Imigrantes Highway

Green way Project

New investments
Investments in mass transport system
New Urban Operations
New Urban Operations

- LAPA-BRÁS
- MOOCA-VILA CARIOCA
- RIO VERDE-JACU
Urban Operation

Lapa – Brás

area: 2.146 ha
Sub perimeter Água Branca
Cross axes: environmental corridors and stream restoration
Urban Operation

Mooca-Vila Carioca

area: 1.592 ha
**Induced Transformation**: the City Hall intends to exert more power to induce the transformation process. The transformation occurs more rapidly, according to the specific guidelines.

**Encouraged Transformation**: the traditional mechanisms of urban operations can be applied on. Changes occur in the medium and long term according to general guidelines.
Urban Operation

Rio Verde-Jacu

Area: 11,374 ha
East Ring Road and Avenue Jacu-Pêssego

- Rodoanel Trecho Norte
- Rodoanel Trecho Leste
- Corredor Estado
- Jacu - Pêssego Trecho existente
- Jacu - Pêssego Trecho entregue em 2010

Fonte: CET
Downtown Requalification
Anchor Projects: Downtown Requalification
Transform a degraded area into a lively mixed used neighborhood with more housing and employment and with high quality public spaces.
Master plan:

- Infrastructures
- Public spaces and green areas
- Areas for private real state development
- Developed by the public sector interacting with owners, investors and people which live and work in the area

Area to be transformed
Public bid

- The company or the consortium of companies which becomes the concessionary:
  - implements the master plan
  - build the infrastructures
  - can develop the private real estate projects in the designated areas
  - has the right to expropriate to implement the master plan
Plots subjected to renovation

Nova Luz
Quadras
ZEIS
Lotes
Imóveis Sujeitos à Concessão Urbanística
General Plan
Proposed uses – ground floor
Proposed uses – upper floors
### Scenarios: Current and Future

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Future</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Population</td>
<td>Constructed Area [m²]</td>
</tr>
<tr>
<td>RESIDENCIAL</td>
<td>11.679</td>
<td>535.735</td>
</tr>
<tr>
<td>NON RESIDENCIAL</td>
<td>23.374</td>
<td>682.231</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1.216.056</td>
<td>2.011.022</td>
</tr>
</tbody>
</table>

- Current Population: 11.679
- Current Constructed Area: 535.735 m²
- Future Population: 20.657
- Future Constructed Area: 879.745 m²
- NON RESIDENCIAL Population: 23.374
- NON RESIDENCIAL Constructed Area: 682.231 m²
- TOTAL Population: 1.216.056
- TOTAL Constructed Area: 2.011.022
Park D. Pedro II Requalification
Photographia Aerea do Parque D. Pedro II mostrando a Fábrica de Gaz e algumas dependências.
Promoting Social Equilibrium
Promoting Social Equilibrium

Priorization

Areas with superposition of problems
Promoting Social Equilibrium

- Slum Urbanization Programme
- Urban Land Regularization
- Economic Activity Regularization
- Child, Youth and Adult Schooling
- Health
- Safety
Interventions - 2005 to 2012

- 174,000 dwellings in precarious settlements being upgraded
- 21,300 new housing units
- 12,000 families receiving social rent
- 1,200 families in Social Partnership Aid
- 280 Tenement houses
- 1,200 letters of credit (cdhu)
- 53 buildings being expropriated in downtown area
Slum Urbanization Programme

Guidelines:

• Minimum number of resettlement
• Priority to the elimination of risk areas
• Construction of new social housing units
• Construction of water and sewage networks
• Improving precarious access
• Enhancing the quality and quantity of leisure facilities
• Partnerships with other Municipal Secretariats, State and Federal Government and plot-owners
Paraisópolis

- 3 communities: Paraisópolis, Jardim Colombo e Porto Seguro
- Area: 100 ha
- 60,000 inhabitants
- 2\textsuperscript{nd} largest slum
- 3,168 new housing units
- 3 Phases of investments in progress € 237.8 Million
  - 58% municipal government
  - 23% state government
  - 19% federal government
  - 1\textsuperscript{st} Phase = € 15.7 Million
  - 2\textsuperscript{nd} Phase = € 140.0 Million
  - 3\textsuperscript{rd} Phase = € 82.1 Million
Before Paraisópolis
Paraisópolis

After
Paraisópolis

Slum Urbanization Programme

After
Paraisópolis

After
Cantinho do Céu

- Project start date: 2008
- Project end date: 2010 (1st Phase)
- Geographic area: 200 hectares
- Benefited families: 9,800 families
- Landscape area: 30 hectares (park)
CANTINHO DO CÉU
CANTINHO DO CÉU
Conceptual Schemes
SP2040 PLAN
THE CITY WE ALL WANT
Plan Structure

Vision 2040
Imbalances
Axes
Catalytic projects
Financing, monitoring and assessment

the CITY we all want
Vision 2040

Imbalances

Axes

Catalytic projects

Financing, monitoring and assessment

urban development

- objectives
- proposals
- strategic actions

social cohesion

- objectives
- proposals
- strategic actions

environmental improvement

- objectives
- proposals
- strategic actions

mobility and accessibility

- objectives
- proposals
- strategic actions

business opportunities

- objectives
- proposals
- strategic actions
Catalytic Projects

• LIVELY RIVERS
• URBAN PARKS
• COMMUNITIES
• 30 MINUTES CITY
• OPPORTUNITY POLES
• OPEN CITY
Lively Rivers

Every river in the city restored in 2040

A wide network of green corridors (linear parks)
Clean River Program

before

after

José Lagrange  Primavera Park  Toronto Park
Água vermelha Linear Park
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