

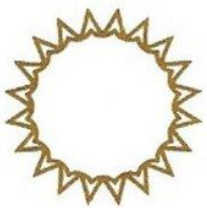
Policies for São Paulo City Centre

ReVisions Project: São Paulo International Symposium

Prof. Dr. Eduardo A. C. Nobre

FAUUSP

19th June 2012



1. São Paulo Metropolitan Region data
2. São Paulo City Centre development and decline
3. Policies for the Central Area
4. Final considerations



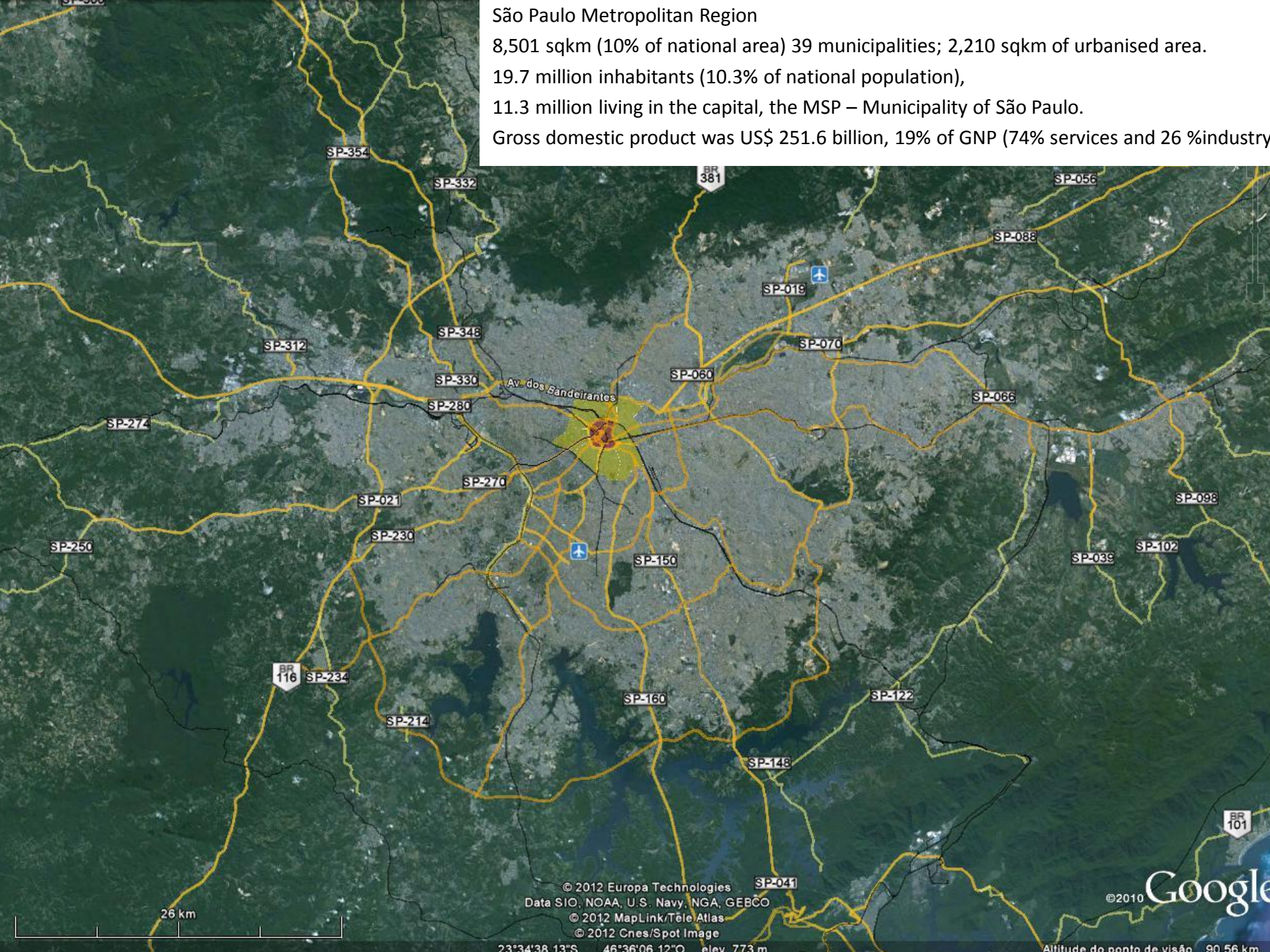
São Paulo Metropolitan Region

8,501 sqkm (10% of national area) 39 municipalities; 2,210 sqkm of urbanised area.

19.7 million inhabitants (10.3% of national population),

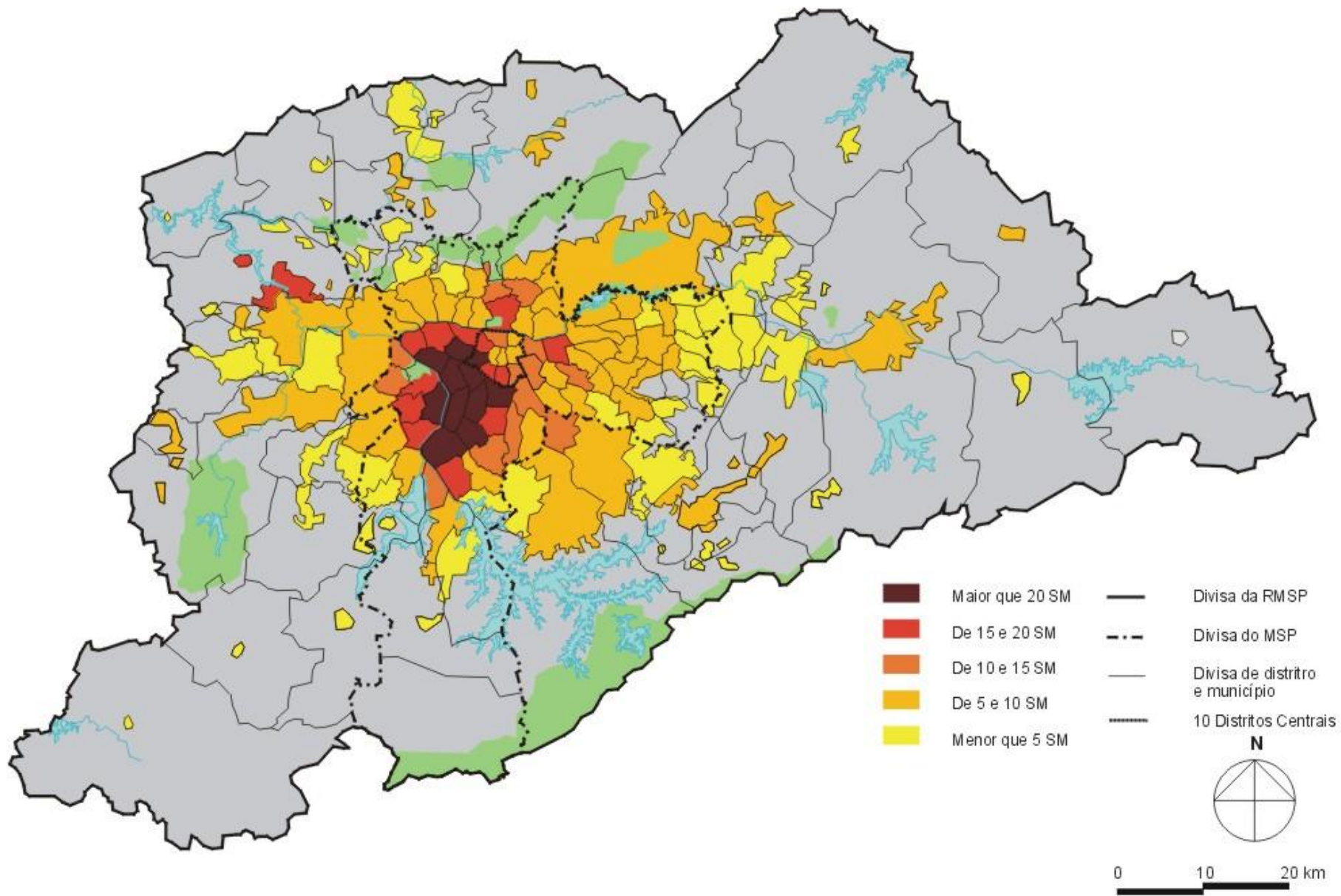
11.3 million living in the capital, the MSP – Municipality of São Paulo.

Gross domestic product was US\$ 251.6 billion, 19% of GNP (74% services and 26 %industry)



- The city was founded in 1554
- Until the mid 19th century, no economic interest (subsistence economy).
- From the 19th century on, **explosive growth** due to economic cycles:
 - 1870s to 1930s – coffee exportation
 - 1930s – 1950s – industrialisation
 - 1950s – 1970s – major car manufacturing satellite (Ford, GM and VW)
 - 1970s on – tertiary metropolis
- This growth has resulted on **an uneven and segregated urban space**:
 - The middle and high incomes strata occupied the areas provided with jobs, accessibility, infrastructure and services
 - The low income sectors have been “evicted” to less privileged area considering these factors on a great level of precariousness and inadequate living conditions in central area slums, favelas and peripheral illegal settlements.





2. São Paulo City Centre development and “decline”



- From 1554 until mid 19th century → little economic importance → the city was concentrated around the Historical Hill (the foundation site)





- Coffee economy (1860s-1930s) heyday of the City Centre → the rammed earth village was turned into an European style city to host the ruling elite





- Industrialisation (from the 1930s to the 1970s) a redevelopment process had occurred, following North American influence





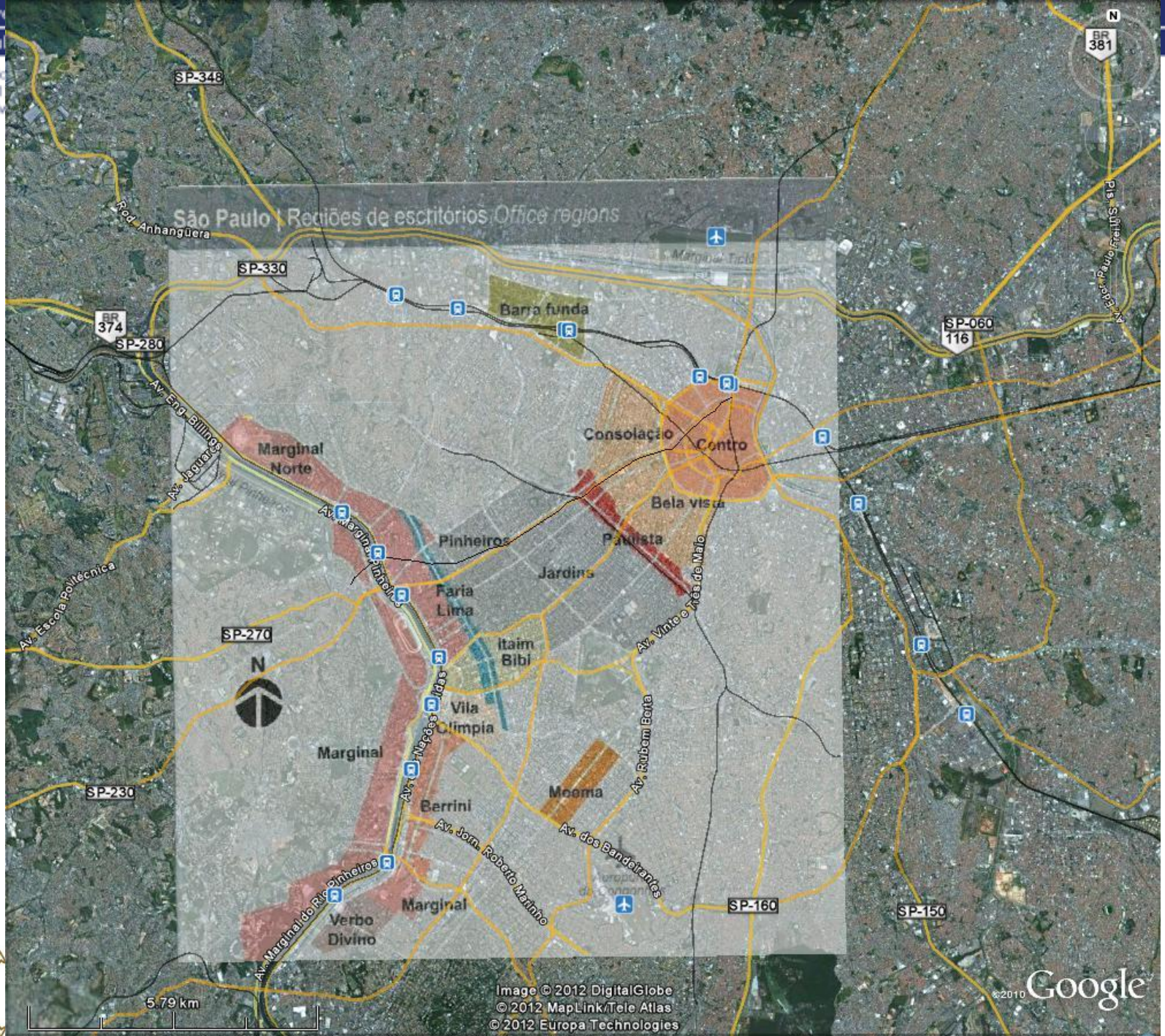
- Since the 1960s → “urban decline” process has started → elite moved away from the central area, leaving it for the lower income strata.





- Then the elite commercial activities also moved away from the City Centre, first to Paulista Avenue (1950s), then to Faria Lima (1970s) and later to the Pinheiros River margins (1990s).
- Likewise, public and private investments have followed the elite, upgrading the Southwest Zone.





São Paulo | Regiões de escritórios. Office regions

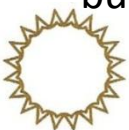
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- From 1980 to 2000, the ten inner districts lost together about 180 thousand residents, resulting in almost 50 thousand vacant buildings (22% of vacancy rate against 14.5% of the city average).
- Meanwhile, districts and municipalities located in environmentally protected areas have gained 360,000 inhabitants, with a growth rate over 6% per year, far higher than the average of the metropolis (1.6%).



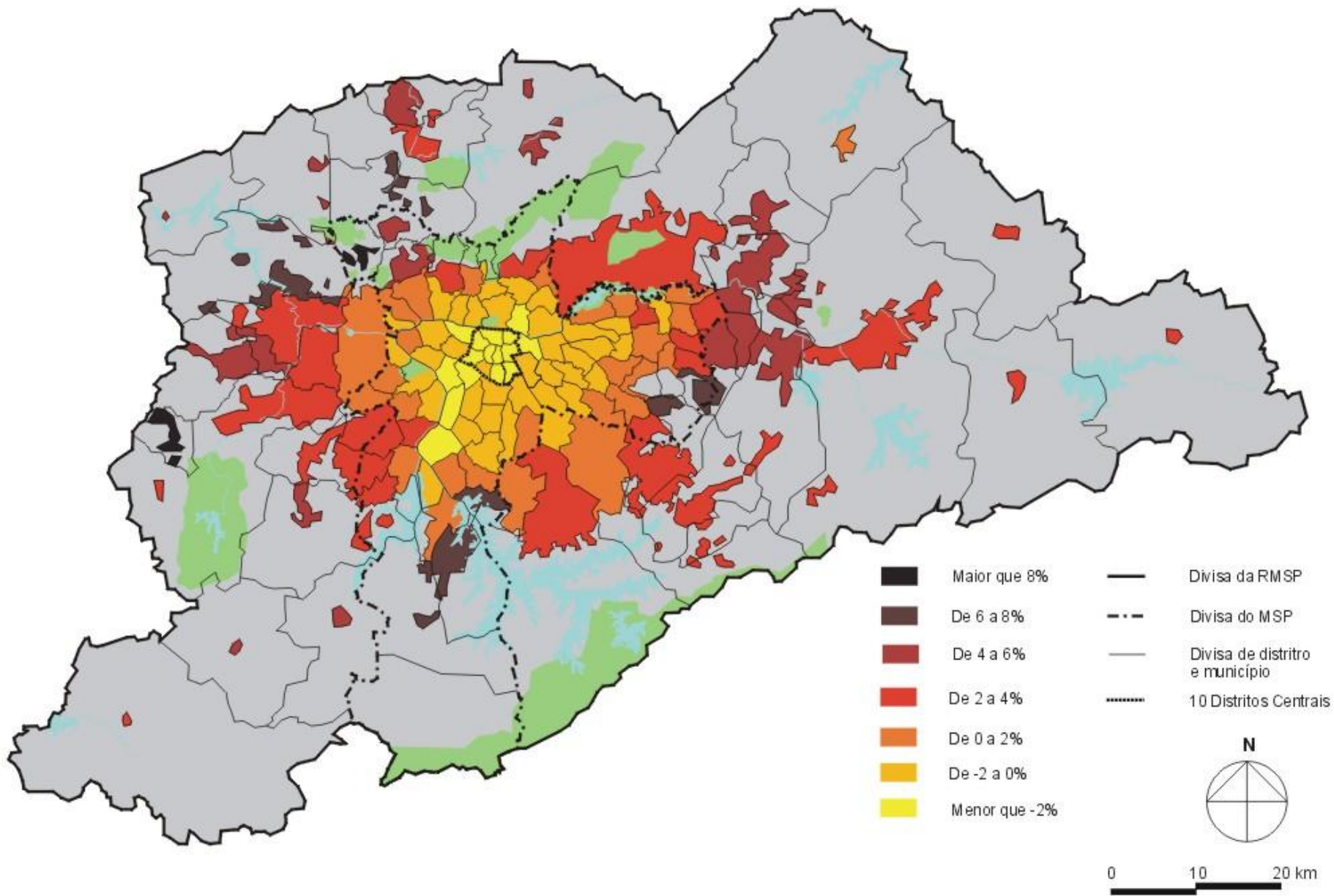
- Likewise, public and private investment concentration in the Southwest Zone resulted in 600 thousand square meters of vacant commercial floor area in the City Centre.
- With the vacancy came the abandonment.
- Some buildings have more than 15 years in municipal property tax debts, sometimes higher than their market value.
- In the late 1990s, homeless movements started to occupy some of these empty buildings

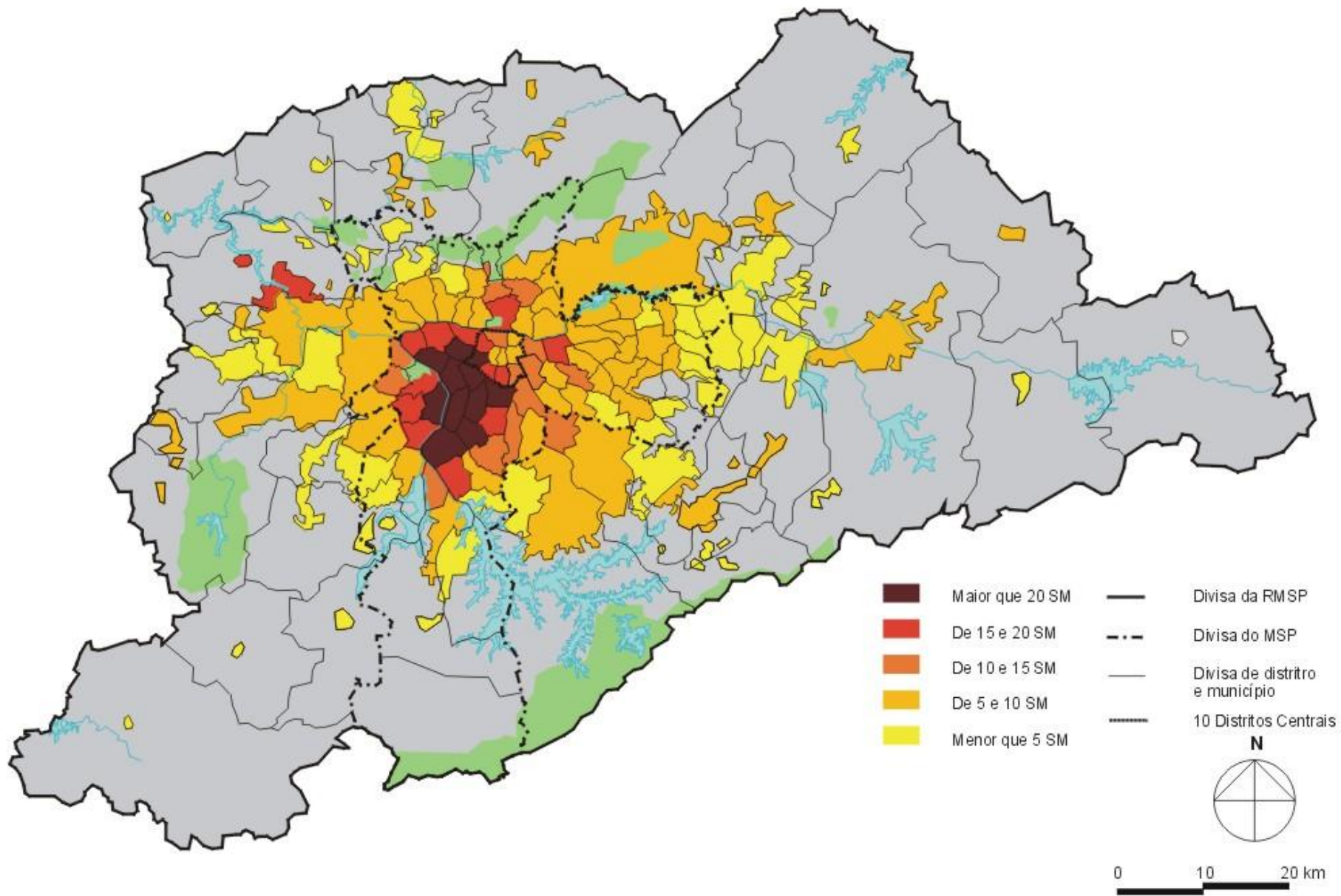


Population	1980	2000	GGT 80/00	Households	Vacants units	Vacancy
Metropolitana de São Paulo	12.588.725	17.878.703	1,8%	6.531.119	857.506	13,1%
São Paulo	8.493.226	10.434.252	1,0%	3.554.820	515.030	14,5%
Bela Vista	85.416	63.143	-1,5%	33.848	7.341	21,9%
Bom Retiro	47.588	26.569	-2,9%	10.807	2.343	21,8%
Brás	38.630	24.505	-2,3%	11.622	3.105	26,8%
Cambuci	44.851	28.620	-2,2%	11.370	2.196	19,5%
Consolação	77.338	54.301	-1,8%	29.577	5.342	18,1%
Liberdade	82.472	61.850	-1,4%	29.392	6.087	20,9%
Pari	26.968	14.521	-3,0%	5.817	1.350	23,3%
República	60.999	47.459	-1,2%	30.849	7.821	25,5%
Santa Cecília	94.542	71.111	-1,4%	36.171	7.704	21,5%
Sé	32.965	20.106	-2,4%	11.410	3.349	29,4%
Total 10 districts	591.769	412.185	-1,8%	210.863	46.638	22,1%
Sum 1980/2000		-179.584		5,9%	9,1%	

IBGE, 2000 e Comissão de Estudos de Habitação na Área Central, 2001.







2.1 São Paulo City Centre today

- Area → City Centre 4.4 sqkm (0.2%)*
- Central Area 33 sqkm (1.6%)*
- Population → 80.5 thousand (0.4%*); 477 thousand (2.4%)
 - 145 inhabitants per hectare (58.7 inhabitants/acre)
 - 20% children, 70% adults and 10% elderly
 - Income per capita R\$ 1,950 (£610 or ¥6,030)
- Jobs → 370 thousand (4%** (just City Centre)
 - 820 jobs per hectare
 - 14% of the Financial**
 - 12% of the Public Sector**
 - 10% of the Specialised Services**
- Trips → 1.4 million daily (just City Centre)
 - 61% public transport (37%**)
 - 19% private transport (29%**)
 - 20% non motorised (34%**)

* on metropolitan urbanised area

** on the Metropolitan Region figures



3. Policies and plans for the City Centre

- In the last thirty years, four plans were developed for the city centre
- From the 1975 to 2002, the City Centre plans had a strong emphasis on issues of historical preservation and traffic calming resulting in:
 1. The expropriation and restoration of Martinelli building, a major symbolic milestone, to home several municipal departments, expelling slum dwellers from there.
 2. The creation of a 7 km of pedestrian walks and 4 km of selective traffic pathways.
 3. The construction of a new Anhangabaú Valley Park over the main North-South spine tunnel
 4. The transference of the City Hall and its departments back to the City Centre
- However, up to that time, the attempts to bring real estate market back had few results comparing to other Business Districts though new planning rules allowed the biggest floor area ratio in the city (12:1 whereas the maximum in other CBDs reach only 4:1)



Carlos Augusto Magalhães



3.1 The Ação Centro Program

- In 2001, the Suplicy administration (2001-2005) drafted the “Plano Reconstruir o Centro” (Rebuild the Center Plan) in order to revitalize the central districts
- Considering the accessibility of central area, its abandonment and underutilization, this plan was based **on functional and social diversity**, emphasizing the activities of housing, employment, culture, leisure, education and representation in this region.
- In 2003 EMURB - Municipal Urbanization Company launched the Central Area Rehabilitation Program - Ação Centro, based in that plan and financed by IDB – Inter-American Development Bank.
- The program consisted of 5 main lines:
 1. Reversal of property devaluation of and recovery of residential function;
 2. Economic and social improvement;
 3. Urban environment upgrade;
 4. Transportation improvement;
 5. Capacity-building of the City public sector.



3.1.1 Reversal of property devaluation of and recovery of residential function: Living in the Centre Program

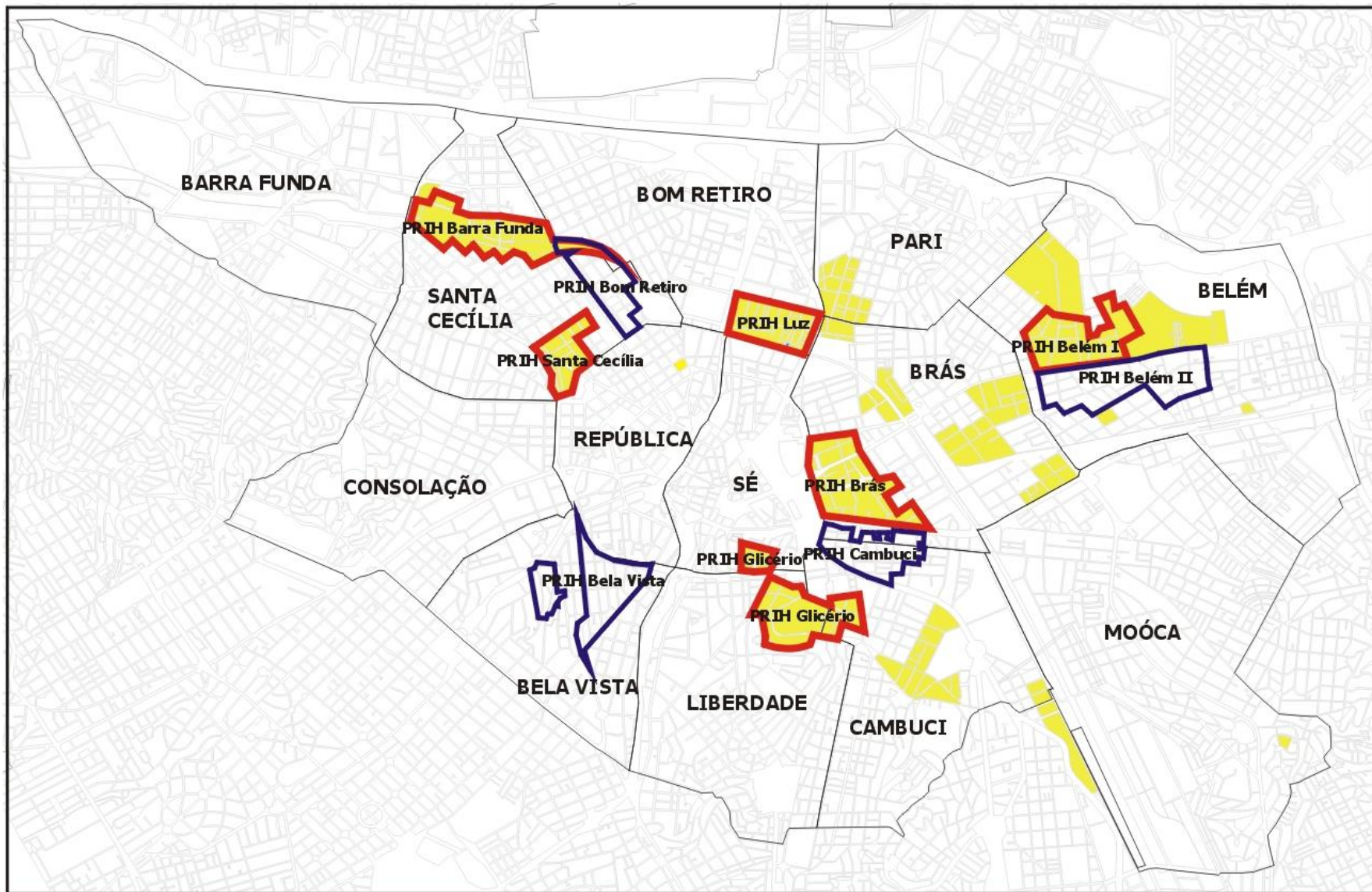
- PAR – retrofit for the Residential Leasing Program financed by CEF – Federal Savings Bank;
- Social rental and favela upgrading
- ZEIS 3 - Special Zones of Social Interest implementation in 2002 Master Plan
- Definition of property social function on 2002 Master Plan, burdening empty and underutilised buildings by tax increase



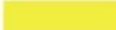


RISKALLAH JORGE, 50
15 andares
167 unidades
concluído em fev/2002
Projeto de Reforma: Helena Saia
Iniciativa: UMM



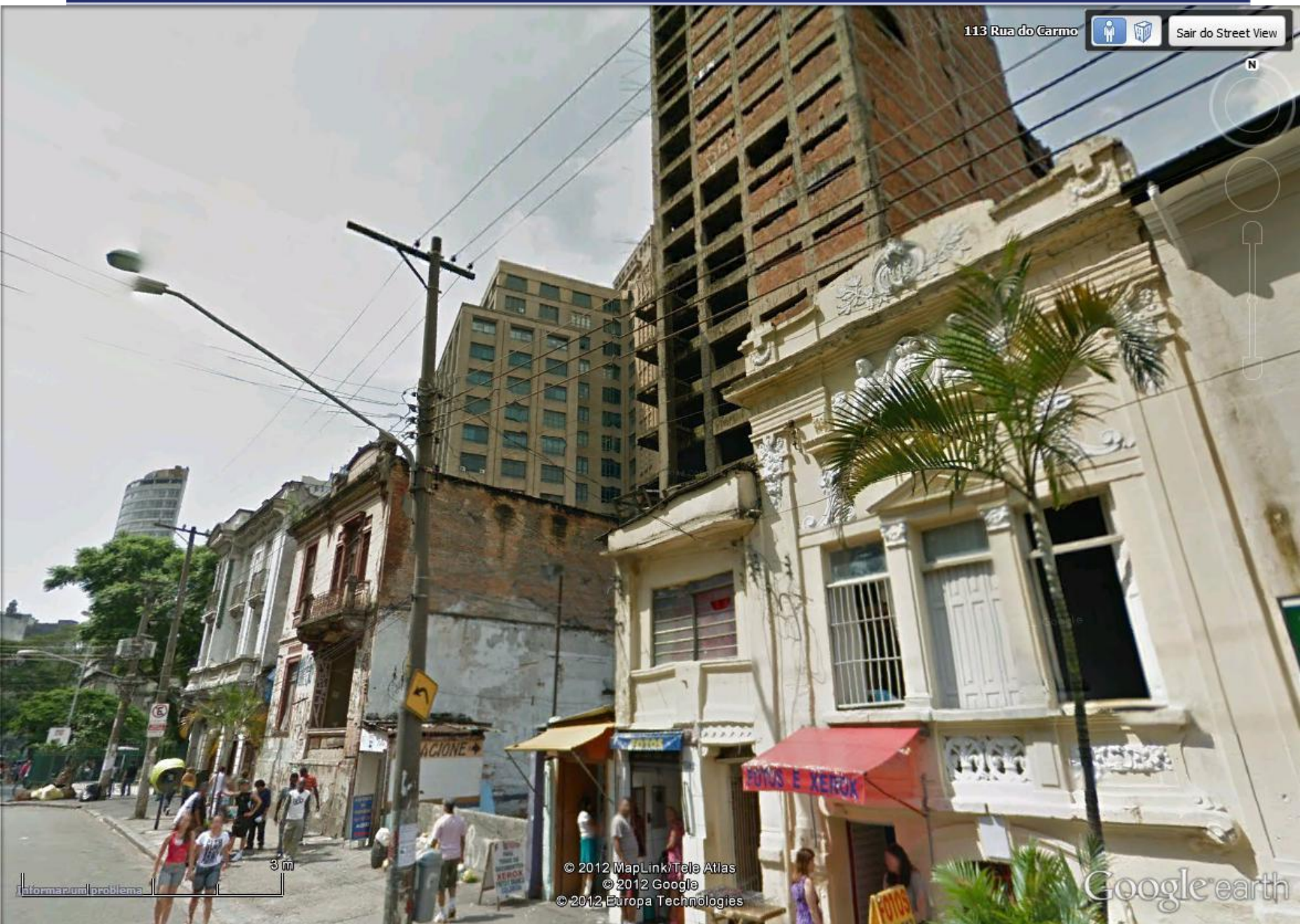
Perímetros de Reabilitação Integrada do Habitat (PRIH) e ZEIS 3 aprovadas no PD Estratégico



-  Perímetros definidos na 1ª etapa de levantamento
-  Perímetros definidos na 2ª etapa de levantamento
-  Áreas delimitadas como ZEIS 3 no Plano Diretor Estratégico aprovado



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3 m

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3 m

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Rua Caetano Pinto

Informar um problema 2 m

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Google earth

606 Rua Frei Gaspar



Sair do Street View



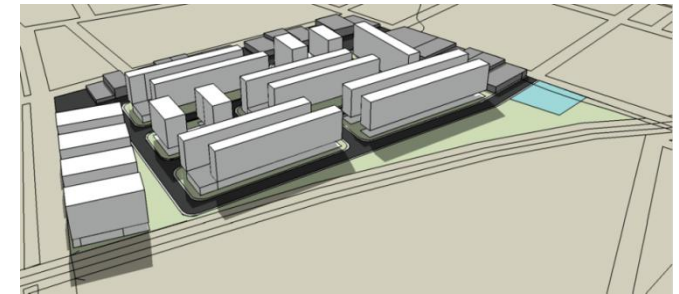
Informar um problema

1 m

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FAUUSP students' reflexion



Team:

Cláudia Bresciani
 Felipe Araki
 Flávia Ponzoni
 Natália Sampaio
 Pedro Kok
 Suellen Maia

Unidades	720
População	2.880
Densidade Bruta	405,6 habitantes por hectare

Tipologia	45 blocos de 4 pavimentos 4 unidades de 2 dorm. por pavimento
Vagas de estacionamento	360 (uma vaga para cada duas unidades)
Coefficiente de aproveitamento	1
Taxa de ocupação	0,14

Área do Pátio do Pari	71.300 m ²
Ruas	22.275 m ² (31%)
Institucional	1.750 m ² (2%)
Verde / Lazer	7.377 m ² (10%)
Residual	20.500 m ² (28%)

Custo estimado da unidade	Até R\$ 50.000 reais
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Unidades	1.012 de HIS (50 m ²) 674 de HMP (75 m ²)
População	6.744
Densidade Bruta	945 habitantes por hectare

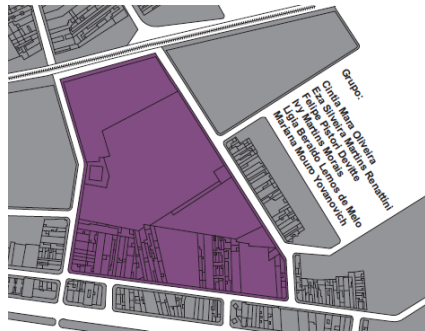
Tipologia	17 edifícios 10 a 23 unidades por andar 8 pavimentos para habitação 2 pavimentos para comércio e outros usos
Vagas de estacionamento	1.686, subterrâneas

Taxa de ocupação mínima	0,53
Taxa de ocupação máxima	0,70

Área do Pátio do Pari	71.300 m ²
Ruas	22.275 m ² (31%)
Institucional	1.939 m ² (2%)
Verde / Lazer	8.094 m ² (11%)
Residual	20.500 m ² (20%)
Comercial	25.300 m ²

Custo estimado da unidade	Até R\$ 50.000 (HIS) Até R\$ 120.000 (HMP)
Previsão de arrecadação com aluguel da área comercial	R\$ 12,50 / m ² R\$ 316.250,00 / mês

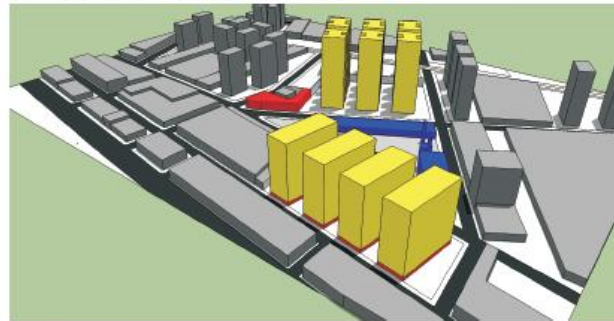




B. ESTUDO VOLUMÉTRICO PARA ADEQUAÇÃO DA MELHOR PROPOSTA

Área Total: 35591 m²

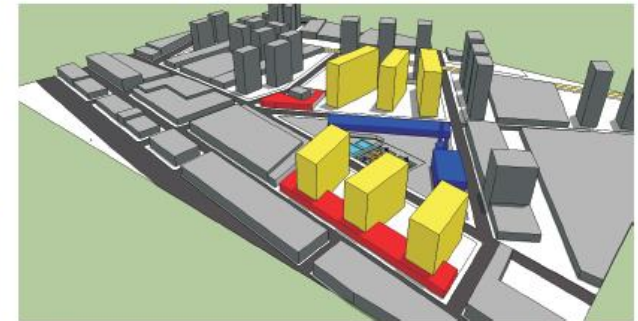
Taxa de Ocupação máxima da região = 70% = 24.913 m²



C.A. = 4

Empreendimento de caráter do mercado imobiliário. Ocupação do máximo possível do terreno e criação da maior quantidade possível de unidades habitacionais.

	CA = 4	Unidades
Área Total	142.365 m ²	
HIS = 40%	56.831 m ²	1.137
HMP = 40%	56.831 m ²	812
Outros uso = 20%	28.700 m ²	



C.A. = 3

Proporciona um bom projeto e facilita a implantação, com boa iluminação e ventilação. Quantidade adequada de unidades habitacionais.

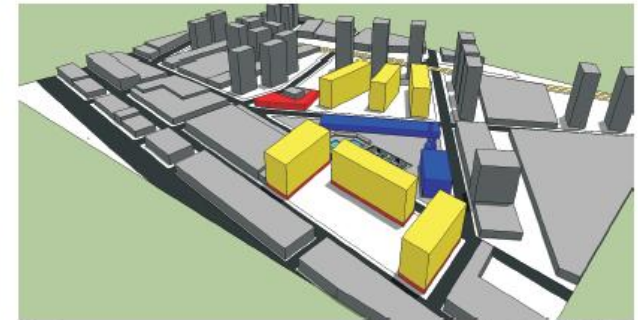
	CA = 3	Unidades
Área Total	106.773 m ²	
HIS = 40%	42.709 m ²	854
HMP = 40%	42.709 m ²	610
Outros uso = 20%	21.354 m ²	



C.A. = 4

Implantação pensada no caráter ambiental, e na melhor qualidade das habitações. Ocupação do máximo possível do terreno e criação da maior quantidade possível de unidades habitacionais.

	CA = 4	Unidades
Área Total	142.365 m ²	
HIS = 40%	56.831 m ²	1.137
HMP = 40%	56.831 m ²	812
Outros uso = 20%	28.700 m ²	



C.A. = 2

Implantação adequada, porém com gabarito mais baixo do que o do entorno. Poucas unidades habitacionais.

	CA = 2	Unidades
Área Total	71.182 m ²	
HIS = 40%	28.472 m ²	569
HMP = 40%	28.472 m ²	406
Outros uso = 20%	14.236 m ²	

Team:
 Cintia M. Oliveira
 Eza Renatini
 Felipe De Vitte
 Ivy Morais
 Ligia Melo
 Mariana Yovanovich



3.1.2 Economic and social improvement

- Creation of Selective Incentives Law providing tax benefits to attract new businesses in the Centre;
- Attention to vulnerable groups - Project Boracéia Workshop;
- Trade control and monitoring in the street (deterrence of illegal products, professional training programs and income generation, creation of popular shopping, standardization of tents, reorganization Award TPU);
- Program for Rehabilitation of Commercial Streets;
- Installation of state and local government agencies that resulted in the arrival of 11,500 civil servants.



3.1.3 Urban environment upgrade

- Recovery of public space: Cultural Corridor (Patriarca and Don Jose Gaspar squares, and new lighting in the Cathedral Square;
- Restoration of buildings: Olido Gallery and Municipal Market;
- Recovery of historical heritage: property tax exemption for ten years to restore the facade and building potential transfer.



3.1.4 Transportation improvement

- Continuing BRTs construction in the Central Area;
- Study for creation of new underground garages in the centre.

3.1.5 Capacity-building of the Public Sector

- Administrative decentralization;
- Municipal departments re-equipping;
- Creation of the Ação Centro Executive Committee, City Centre Economic and Social Development Forum, Central Area Development Agency.



3.2 The Nova Luz Project

- The next two administrations (Serra/Kassab (2005-2009) and Kassab (2009-)) redirected the Ação Centro Program, modifying its profile.
- Rather than comprehensive the program focused on 22 blocks around Luz rail station, pejoratively known as “Crackland”
- The rationale for it is that it was necessary to focus efforts to reverse the city centre deprivation and once Luz area was rehabilitated it would generate the rehabilitation of its neighbourhood
- Besides, it intended to maximize the investments already made by State Government to bring major cultural facilities to the area



- The Selective Incentives Law was modified to attract new companies and enterprises focused on Information Technology and it was used only to this area
- Police force has been used to coerce drug traffic and consumption and also to evict low income dwellers that occupied empty buildings



- In 2009, a public competition chose a team to develop an urban project for the region.
- The winning consortium is composed by Brazilian firms and AECOM Technology Corporation (designers of London Olympic Games).
- In 2011, the Consortium presented the urban design based on the concepts of "New Urbanism", but disconnected from the area reality.



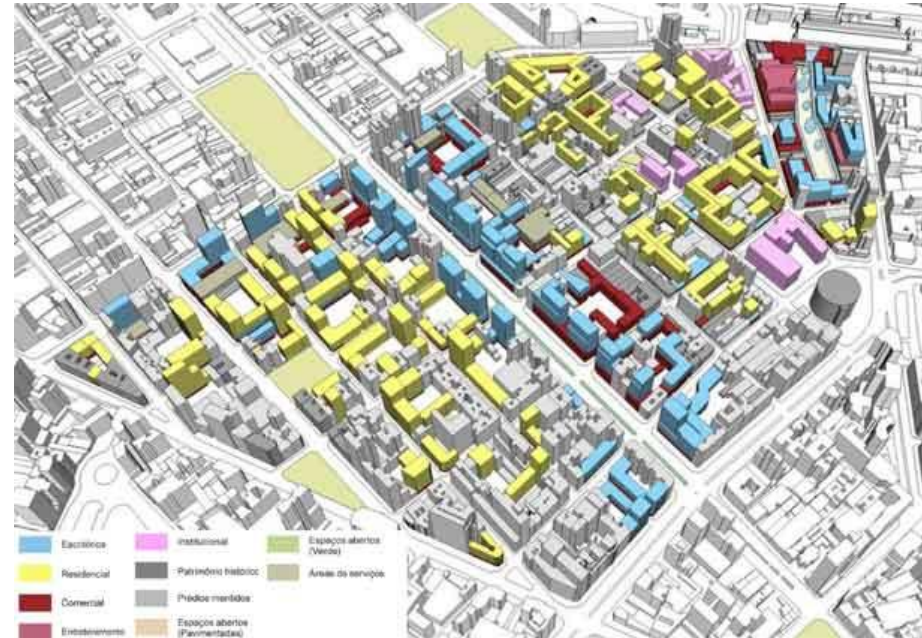
Parque Nébias, inspired on the Bryant Park, in New York



Rua Vitória Boulevard inspired in La Rambla of Barcelona



- In order to make the project feasible, the City Hall enacted in 2009:
 - Law #. 14,918 of May 7, 2009, authorizing the Executive to implement the Grant of Nova Luz Area (PPP).
 - Law # 15,234 of July 1, 2010 establishing the Instruments for Urban Property Social Function Implementation, providing penalties for underutilized properties.
- On the other hand, the City Hall enacted the PPI – Incentive Installment Program
- This program gives 75% discount of the fine and 100% of interests to encourage the payment of municipal debts in delay.
- The taxpayer may elect to repay the debt in 120 months (10 years).



4. Final considerations

- Besides the existence of jobs and economic activities in São Paulo Central Area, there is room to accommodate new residential development on the underutilised land and buildings.
- Some policies initiated in 2002 Master Plan aimed to emphasize housing production on these areas
- This production could relieve some of the peripheral growth pressure.
- However, recent policies focus on economic development, putting residential development aside, on a second place.



The residential potential in Central Area

- Vacant residential stock → 47 thousand units
- Vacant commercial stock → 600 thousand sqm / 60 sqm = 10 thousand units
- ZEIS 3 zoned areas → around 1 million sqm of plot area → 4 million sqm of potential built up area (FAR 4:1) → 40% for social housing (50 sqm); 40% for lower middle class housing (70 sqm) and 20% for other uses → 25,6 thousand SH and 18 thousand LMCH
- Potential use of the PMCMV Federal Program for financial social and lower middle income housing
- **Total possibility for housing** → 151 thousand housing units * 3.15 (average persons per household) → 476 thousand inhabitants → that is similar to what the edge city grown in twenty years time → densities from 145 to 290 inhabitants/hectare (117 inhab./acre)



Thank you !

