



East Zone Development

Sustainable Urban Development - Challenges

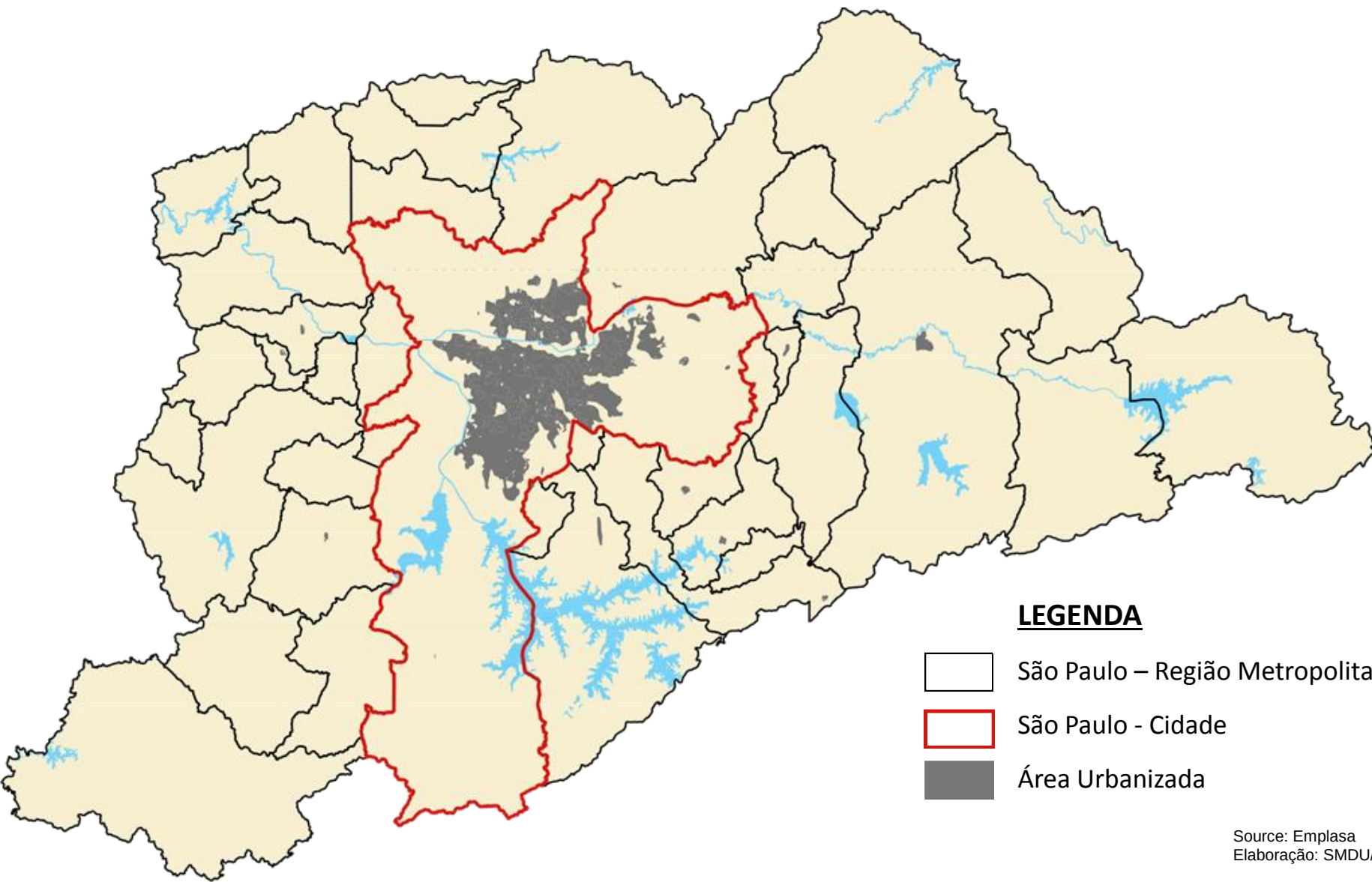
Historical of Urban Expansion
up to 1929



Sustainable Urban Development - Challenges

Historical of Urban Expansion

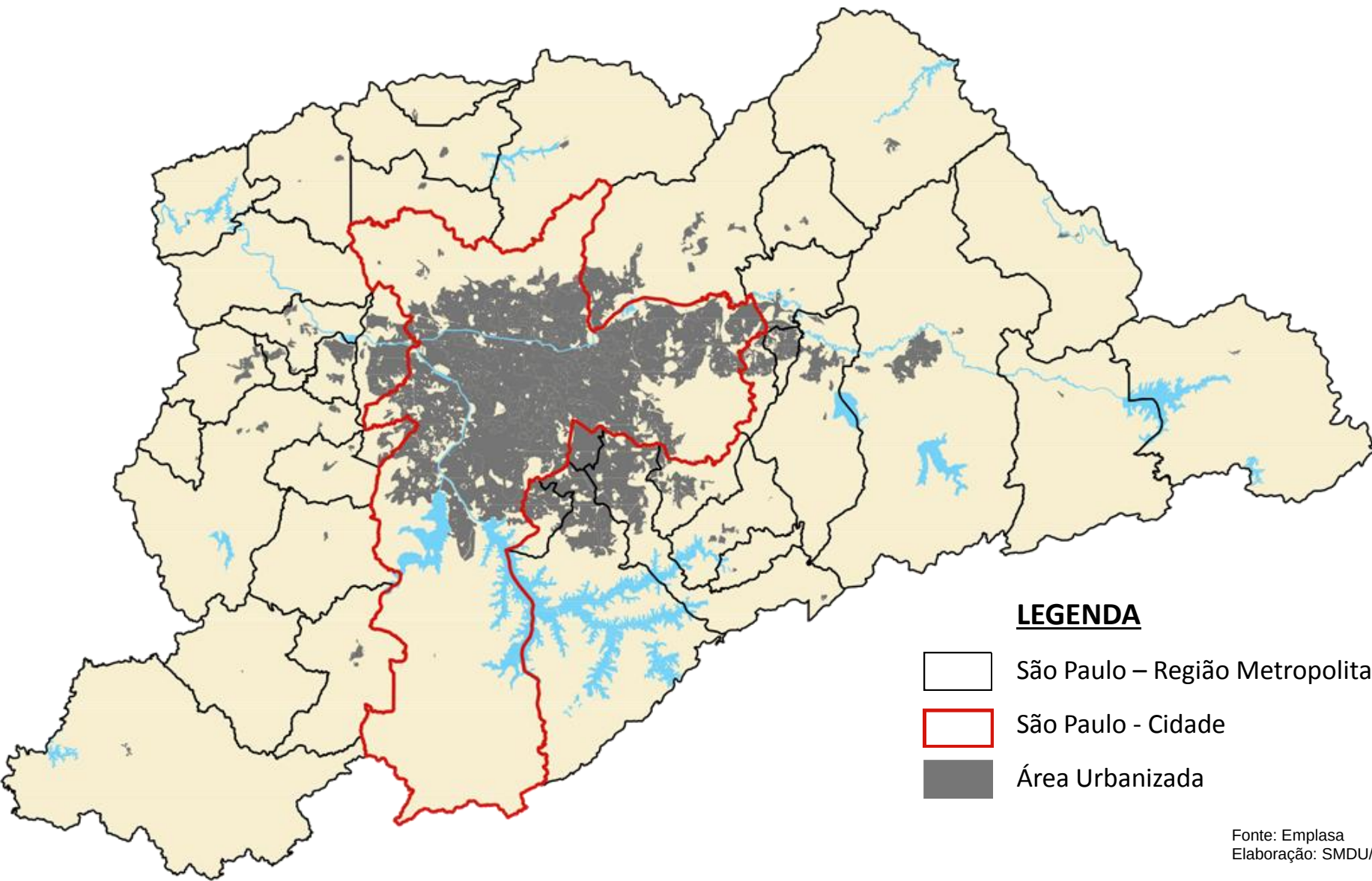
1930 to 1949



Sustainable Urban Development - Challenges

Historical of Urban Expansion

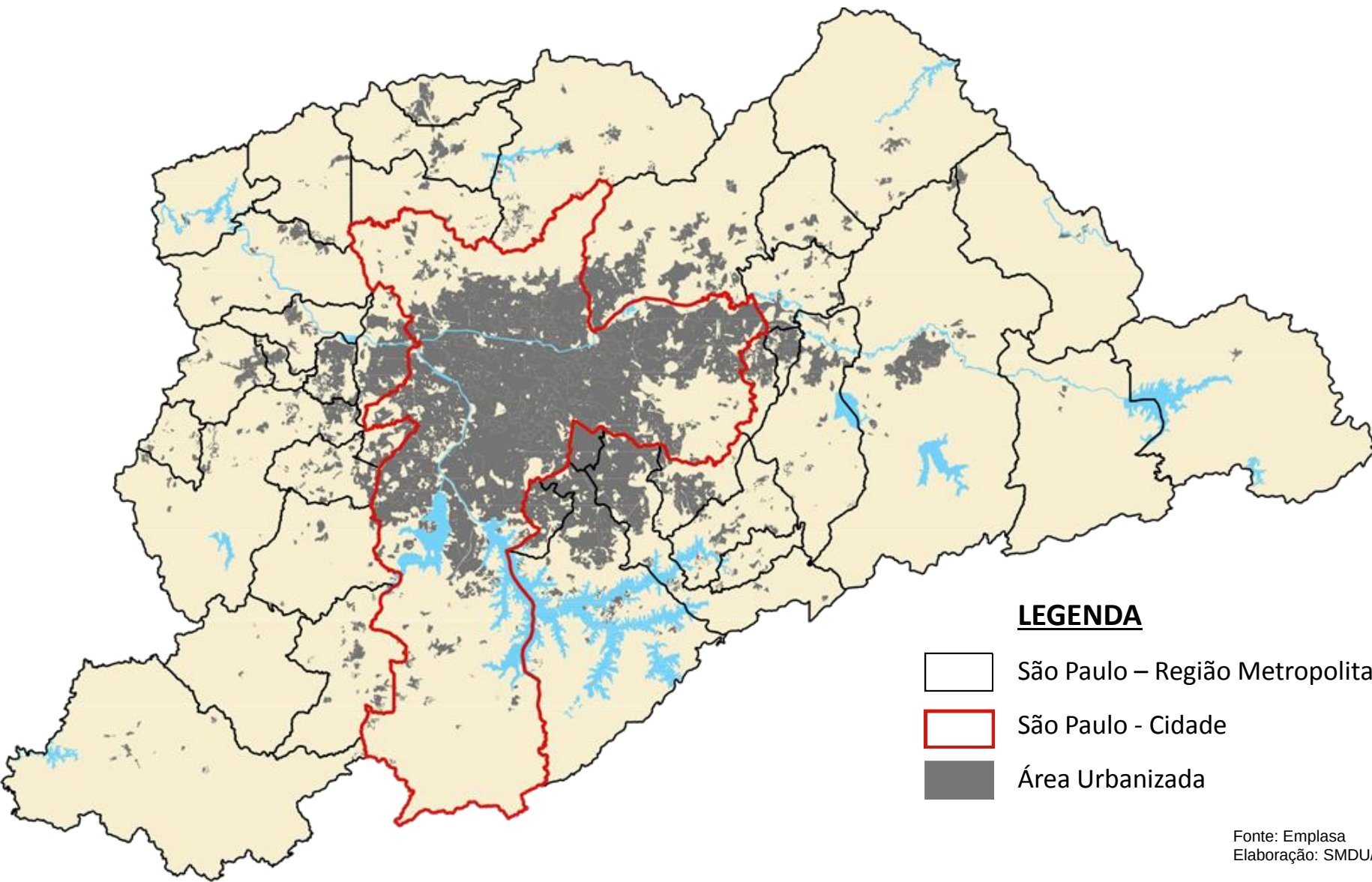
1950 to 1962



Sustainable Urban Development - Challenges

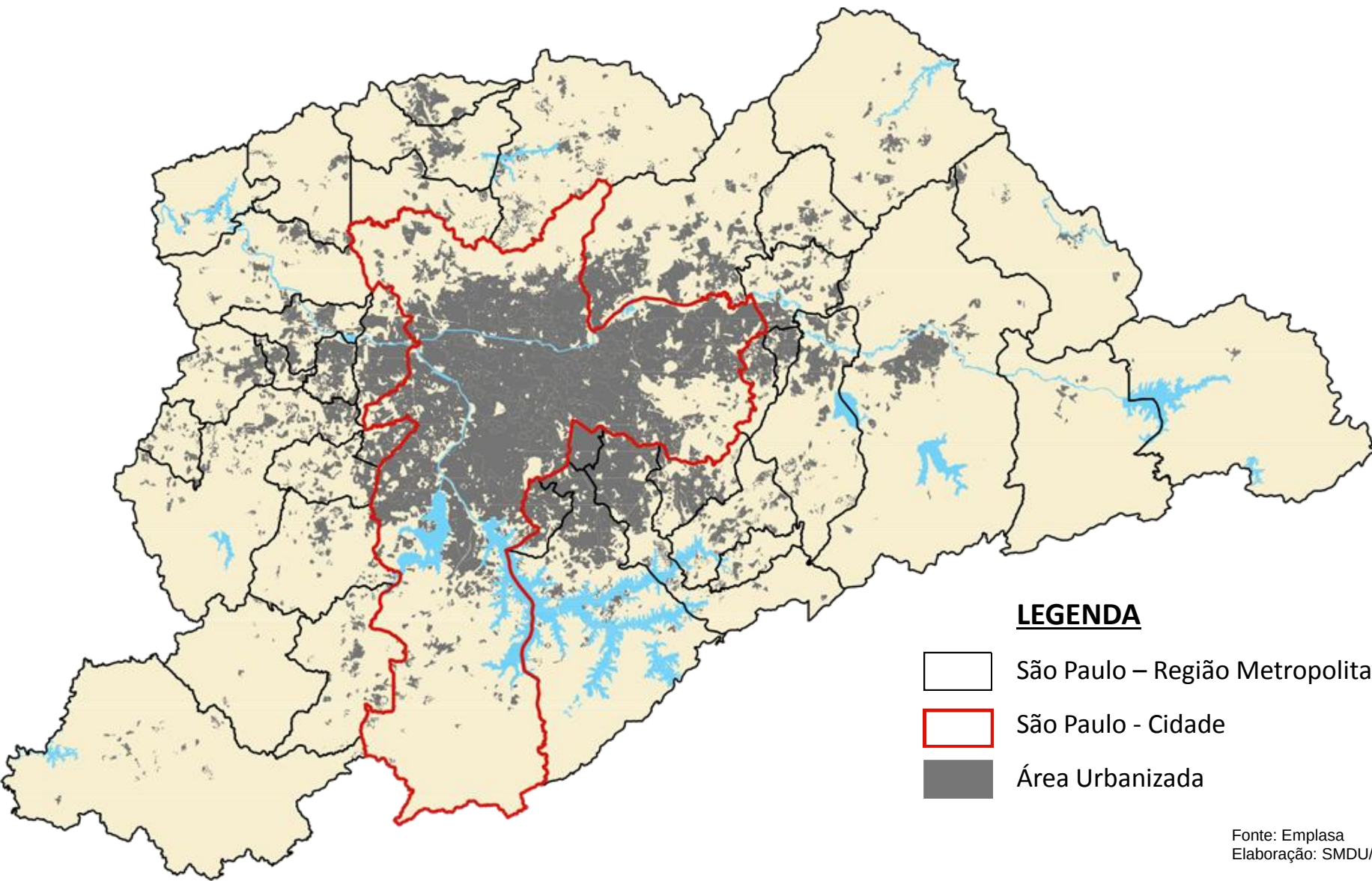
Historical of Urban Expansion

1963 a 1974



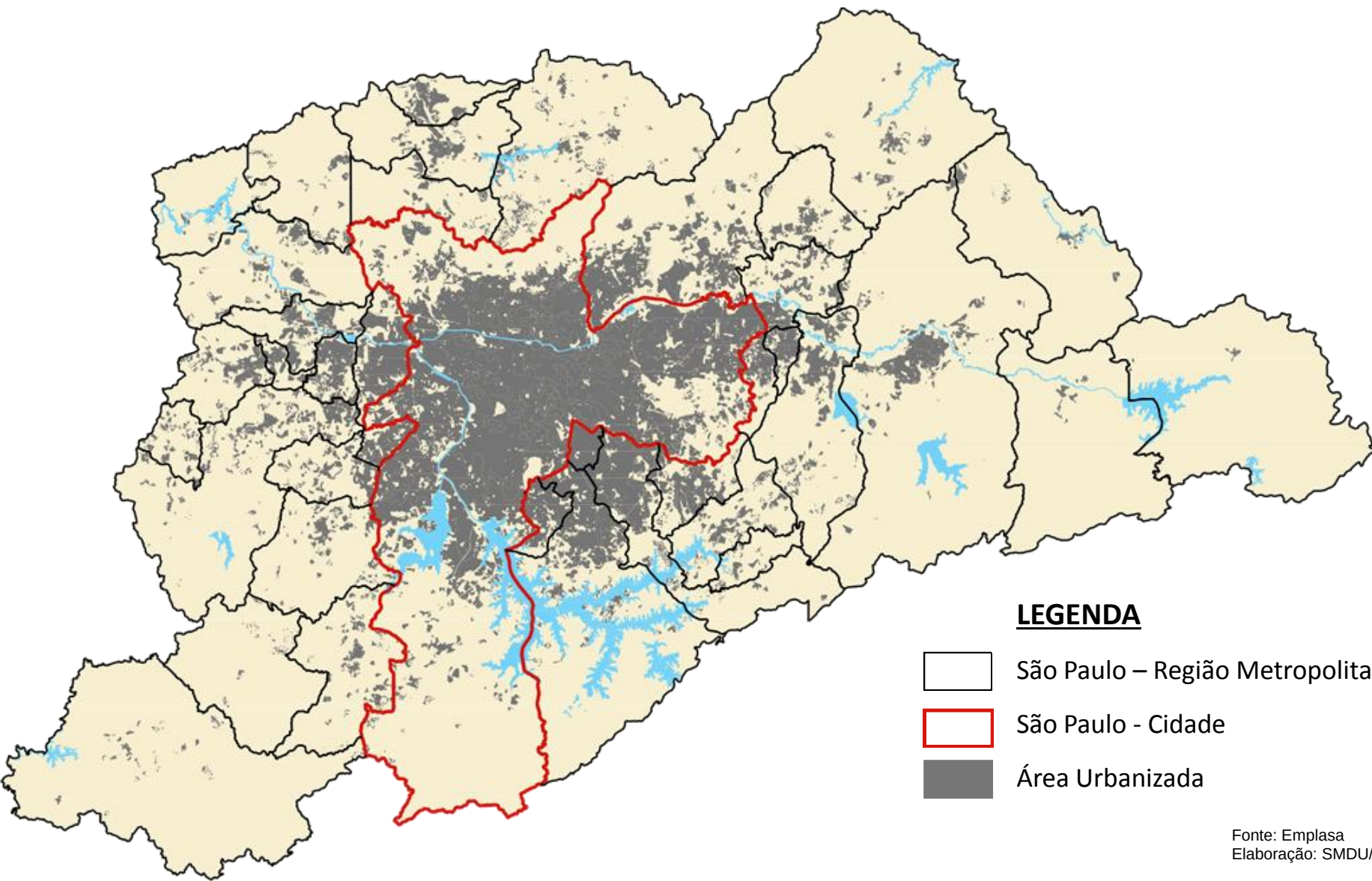
Sustainable Urban Development - Challenges

Historical of Urban Expansion
until 1975 a 1985



Sustainable Urban Development - Challenges

Historical of Urban Expansion
until 1986 a 1992

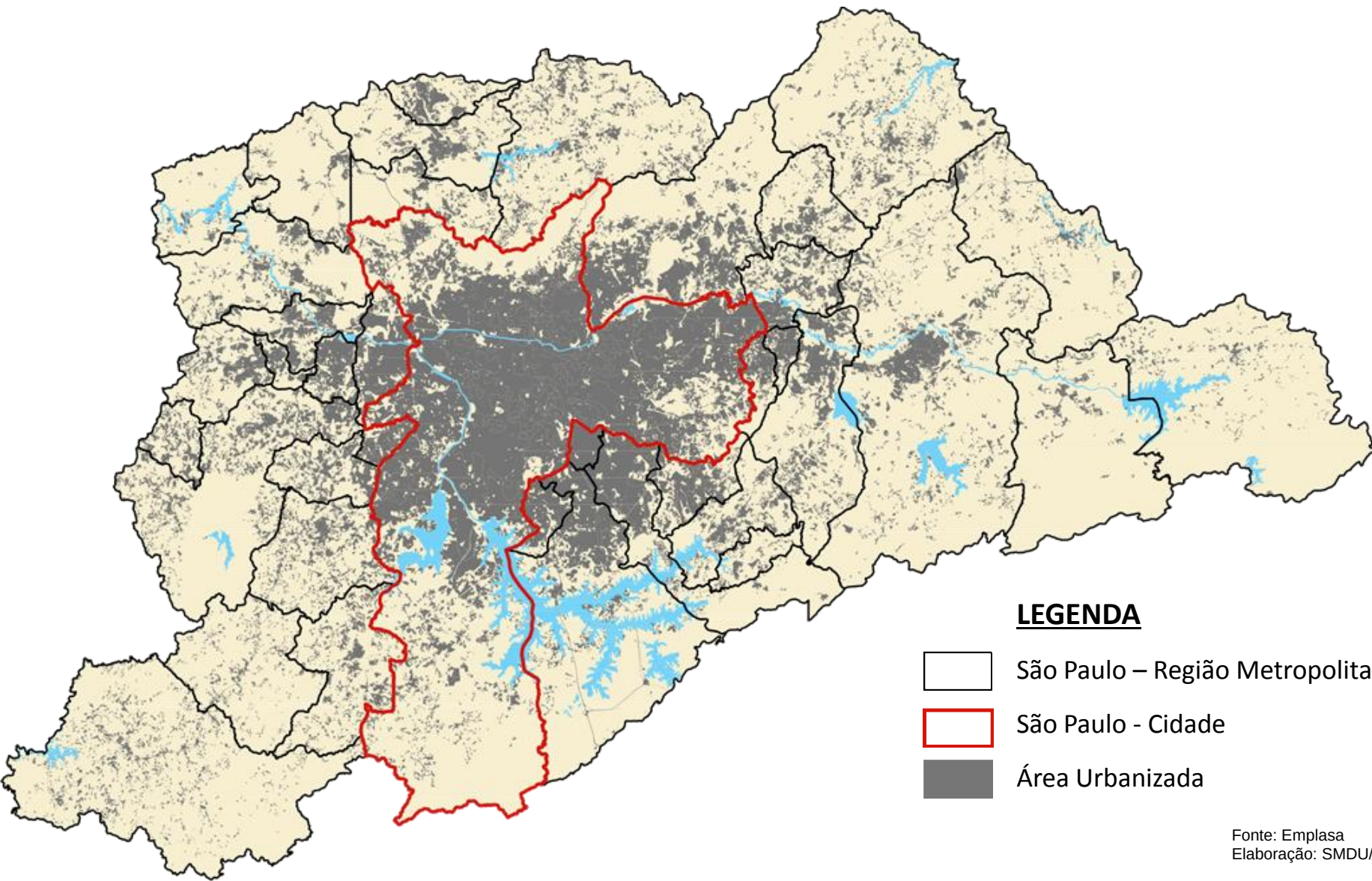


LEGENDA

-  São Paulo – Região Metropolitana
-  São Paulo - Cidade
-  Área Urbanizada

Sustainable Urban Development - Challenges

Historical of Urban Expansion
until 1993 a 2002



Challenges for a new city

society being transformed

Inhabitants / household Rate

4,1 → **3,1**

80%

Homicide decreasing

20%

Increasing level of education

2,25 → **1,9**

children / women decreasing

economy in transition

10% of companies → **40%** added value

High technology sectors

30%

Unemployment decreasing

climate change

2x

More heavy rains

2 a 3%

Temperature increasing



Sustainable Urban Development - Challenges

- ✓ **The intense occupation of the central areas of cities with existing infrastructure with more housing and jobs**
- ✓ **Jobs generation on areas already dwelled**

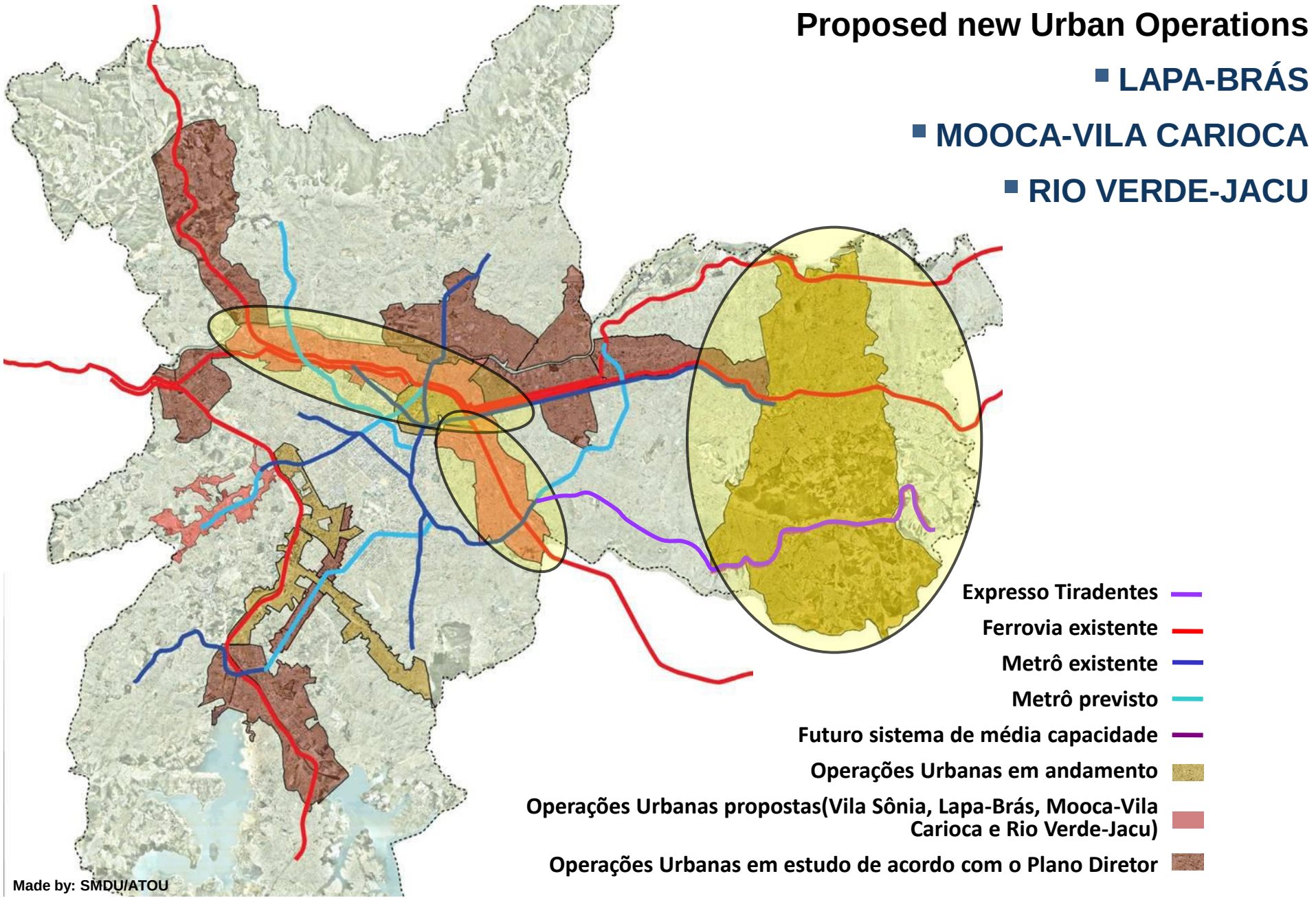
Opportunities for sustainable urban development

Proposed new Urban Operations

■ LAPA-BRÁS

■ MOOCA-VILA CARIOCA

■ RIO VERDE-JACU



AV. DR. ASSIS RIBEIRO

AV. JACU-PÊSSEGO

R. CATLÉIAS

ROD. AYRTON SENNA DA SILVA



VISTA AÉREA DA REGIÃO DE SÃO MIGUEL PAULISTA.

Fonte: SECOM/PMSP - 21 a 25 de fevereiro de 2011.

AV. JOSÉ PINHEIRO BORGES (RADIAL LESTE)

AV. JACU-PÊSSEGO



VISTA AÉREA DA REGIÃO DE ITAQUERA.

Fonte: SECOM/PMSP - 21 a 25 de fevereiro de 2011.

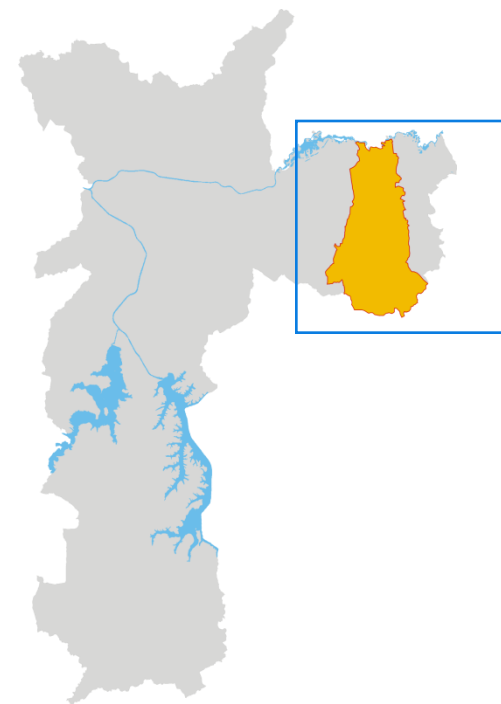
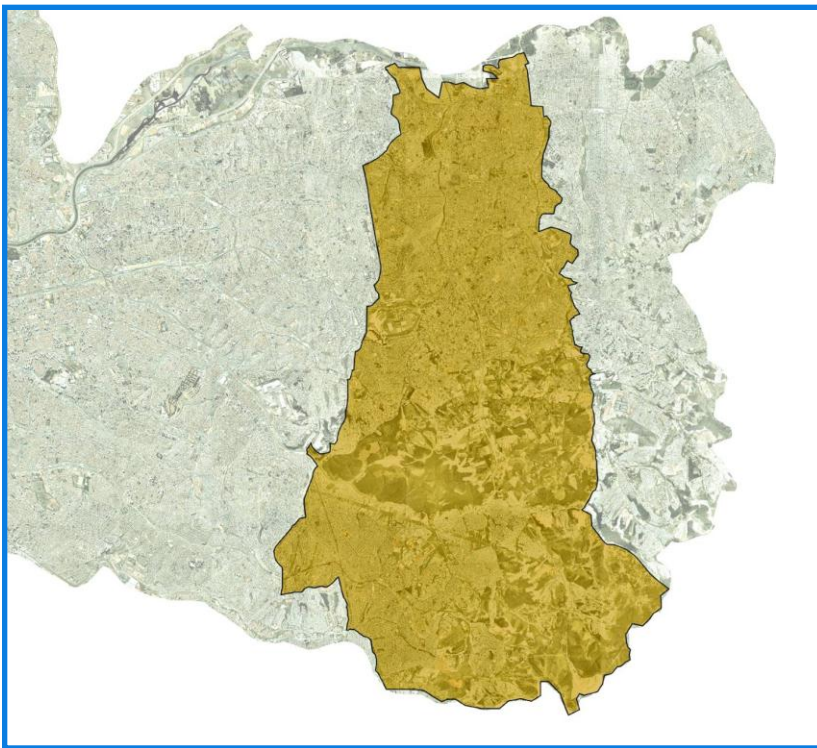
MORRO DO CRUZEIRO

RUA PROF. JAÇANÃ ALTAIR

MAUÁ



VISTA AÉREA DA REGIÃO DE SÃO MATEUS.
Fonte: SECOM/PMSP - 21 a 25 de fevereiro de 2011.



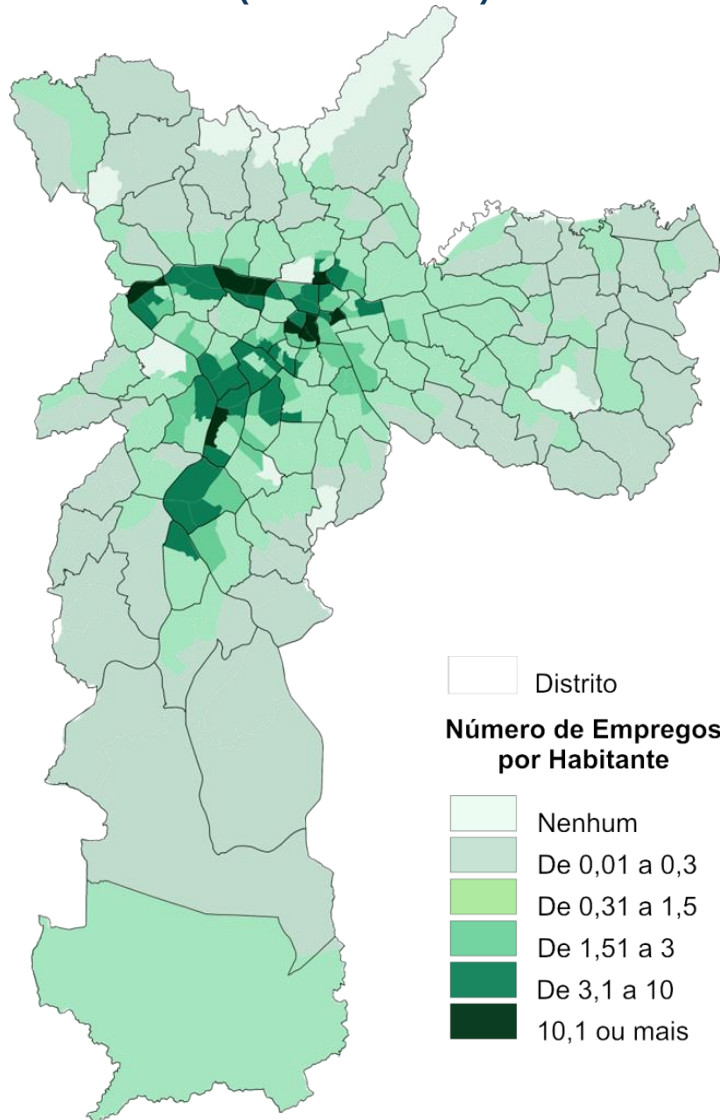
Operação Urbana

Rio Verde-Jacu

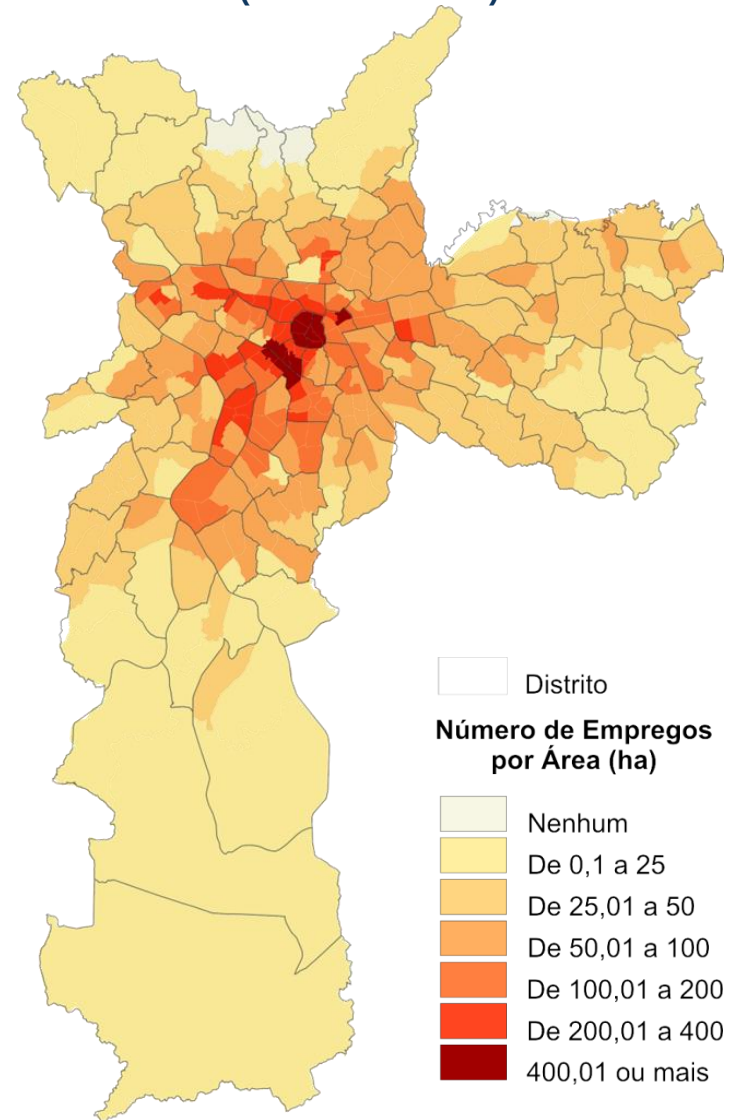
area: 11.374 ha

Sustainable Urban Development - Challenges

Jobs per inhabitant- 2007
(Zonas OD 2007)

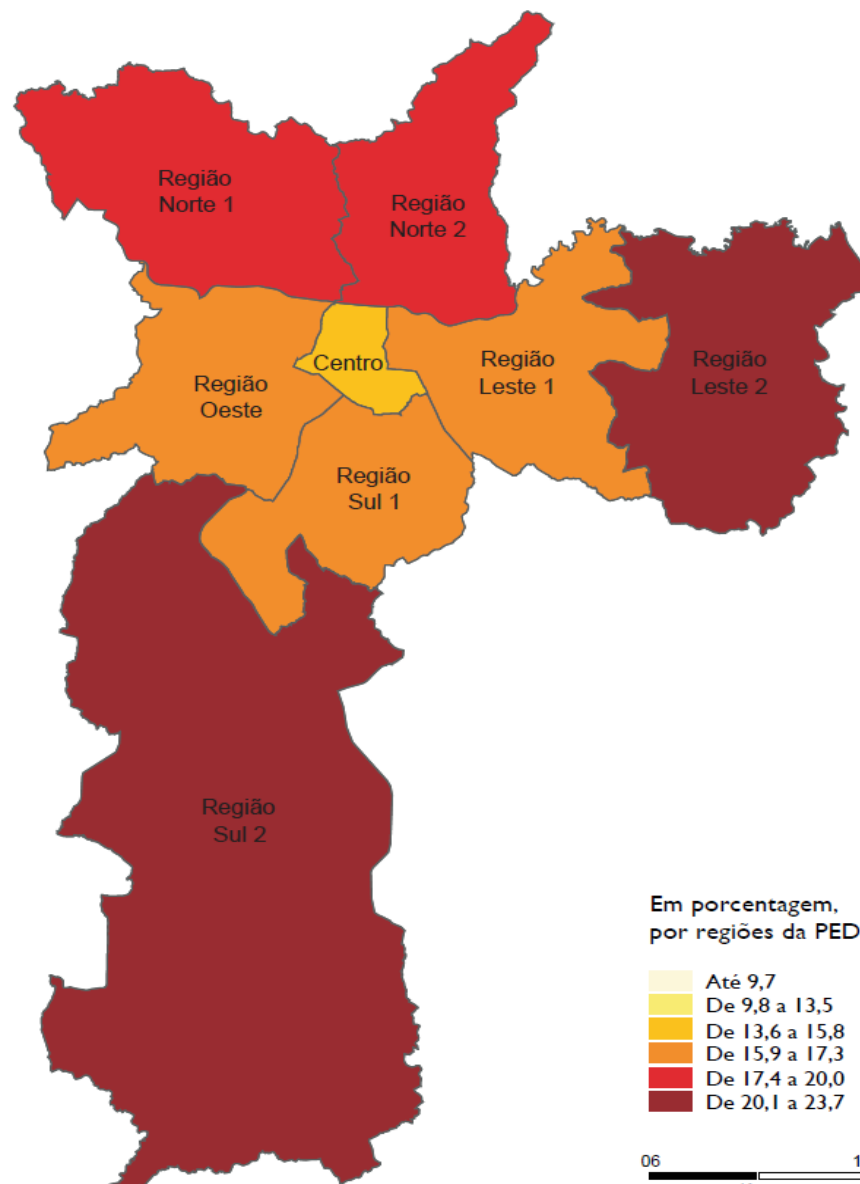


Jobs density per hectare- 2007
(Zonas OD 2007)

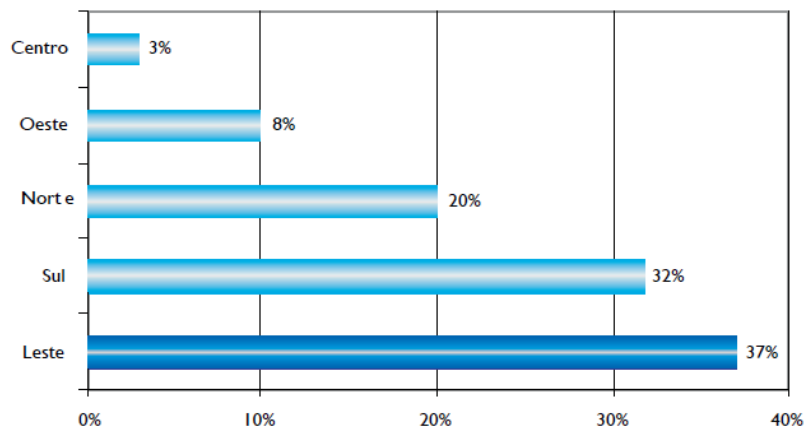


Overall unemployment rate by age group 2007-2008

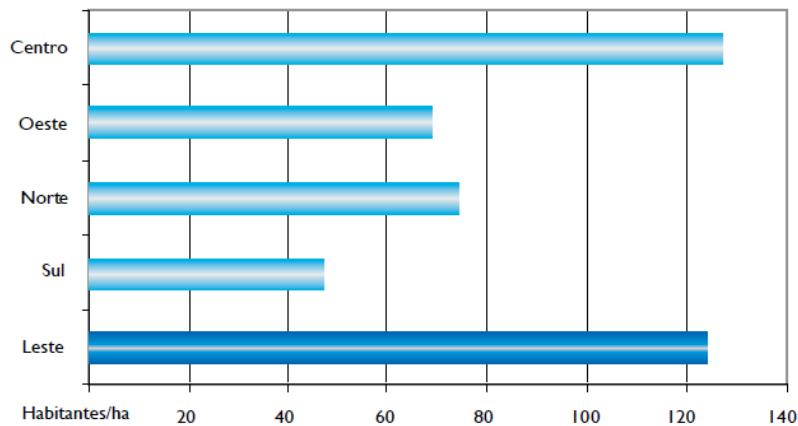
POPULAÇÃO DE 16 A 29 ANOS



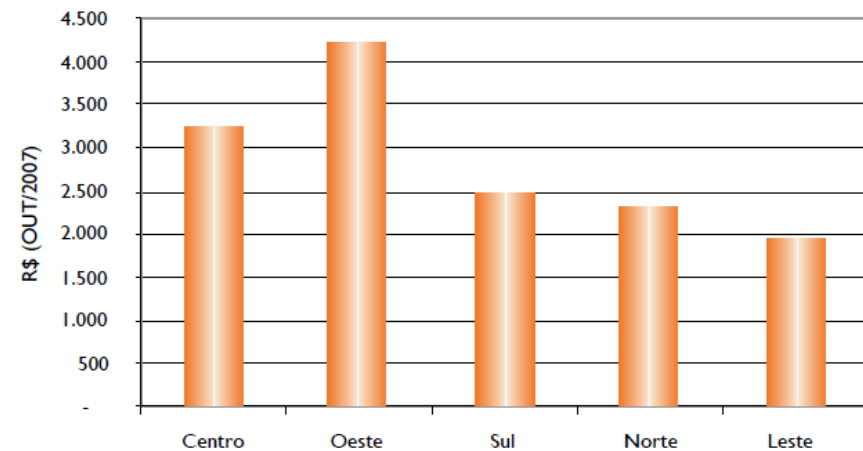
DISTRIBUIÇÃO DA POPULAÇÃO
Regiões do Município de São Paulo • 2007



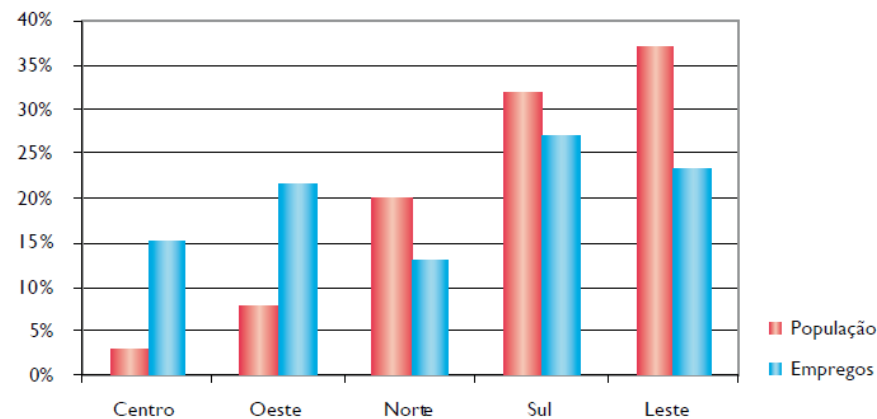
DENSIDADE DEMOGRÁFICA
Regiões do Município de São Paulo • 2007



RENDA MÉDIA FAMILIAR
Regiões do Município de São Paulo • 2007



POPULAÇÃO x Nº DE EMPREGOS
Regiões do Município de São Paulo • 2007

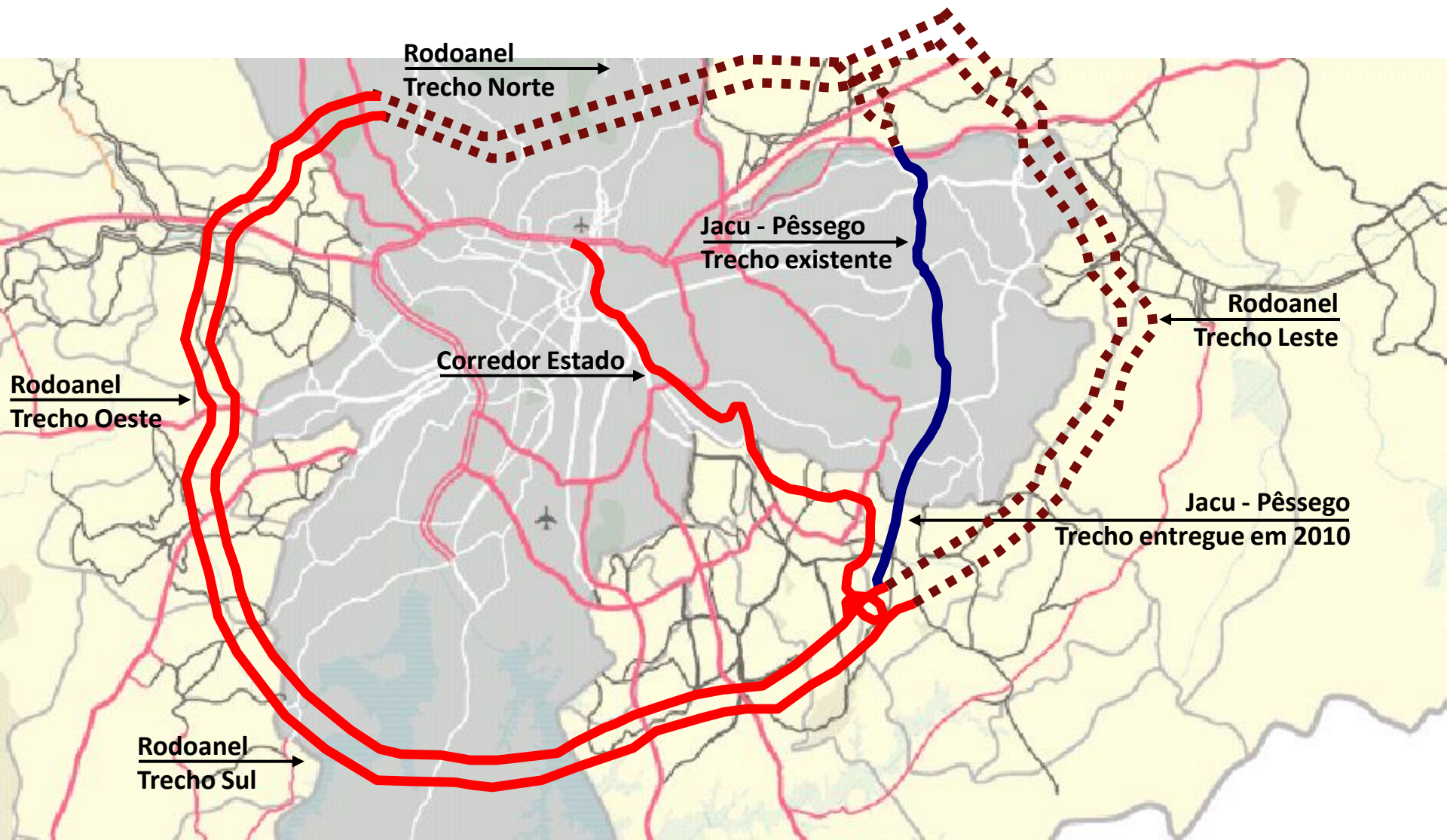


Matter of social balance for the city besides being a strategic plan

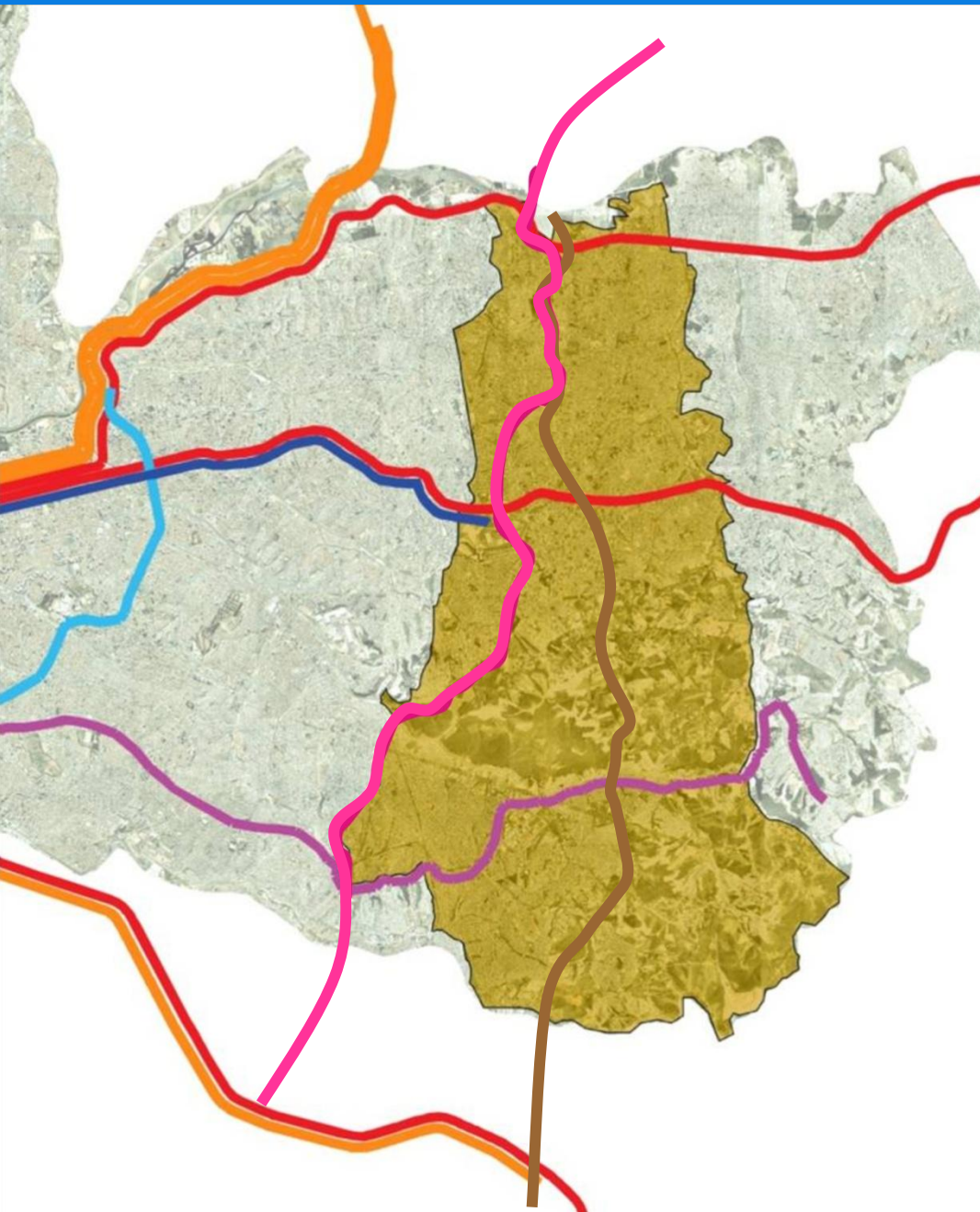
- ❑ Better use of infrastructure
- ❑ High performance of the transport system
- ❑ Environmental Quality (drainage, micro-climate)
- ❑ Urban Quality
- ❑ Housing improving
- ❑ More economic activity

- ❑ **Consortial urban operation Rio Verde Jacu**
- ❑ **Selective Incentives Law of the East
(Laws # 14,654/07 and 14,888/09)**
- ❑ **Institutional and Technological Hub of Itaquera**
- ❑ **Economic Hub**
- ❑ **Structural Road: Avenue Jacu-Pêssego**
- ❑ **Public Transport**

Rodoanel Leste and Av. Jacu-Pêssego



Public Transport Medium and High Capacity



LEGEND

- Rede sobre Trilhos existente (CPTM)
- Rede de Metrô existente (Metrô)
- Rede sobre Trilhos 2014 (CPTM)
- Rede de Metrô 2014 (Metrô)
- Rede de Metrô Leve 2014 (Metrô + SPTrans)
- Avenida Jacu Pêssego/Nova Trabalhadores

Aims of the OUC Rio Verde Jacu

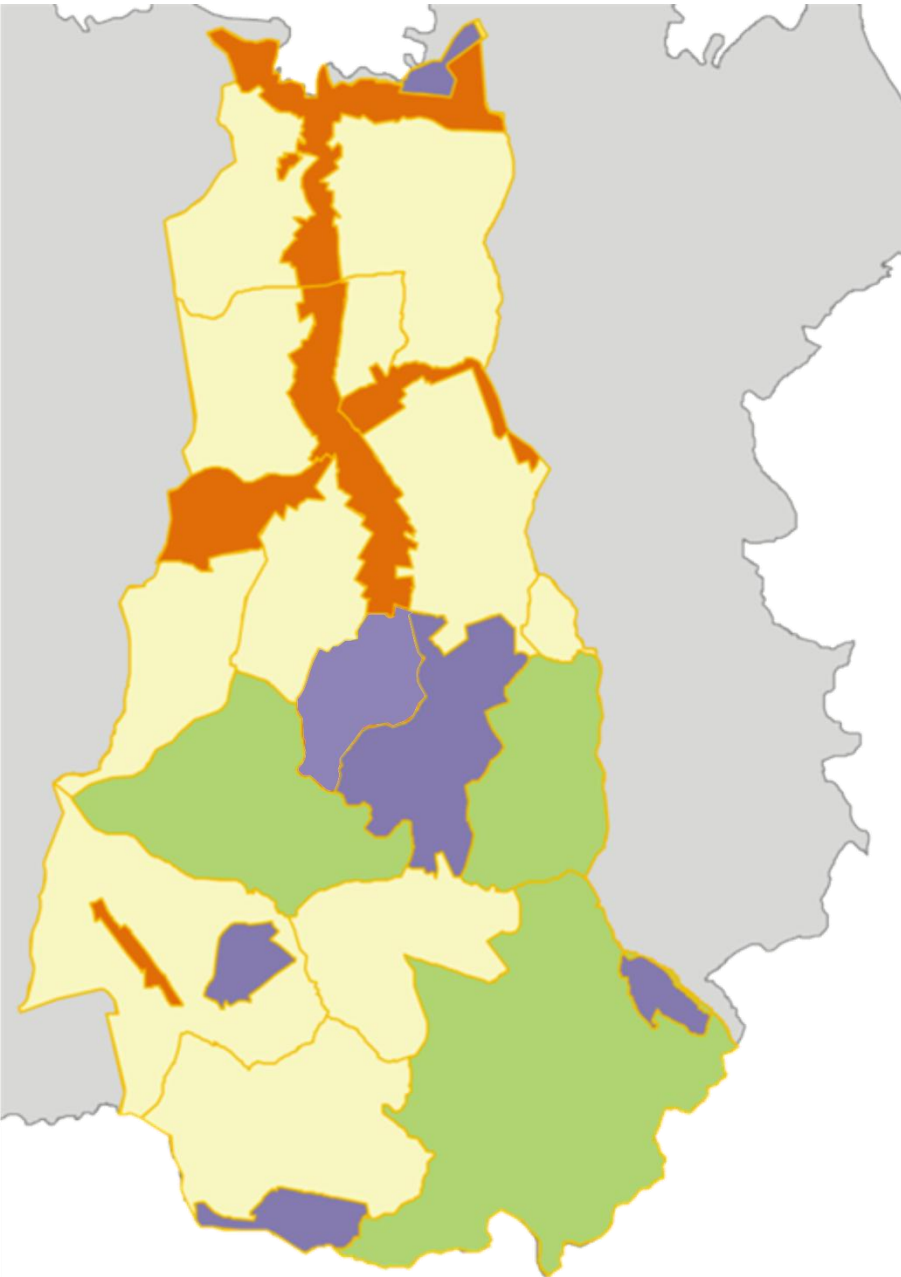
- ☐ Job number increasing associated with incentive law
- ☐ Improvement of mobility (complementing the collector road)
- ☐ Expansion of green areas incorporating existing propositions
- ☐ Best drainage conditions
- ☐ Improving the housing standard
- ☐ Urban parameters changes in order to get higher permeability
- ☐ Incentives for HIS and HMP
- ☐ Integrating Both Hubs (Economic and Institutional) with Technological Park

What news OUC RVJ brings?

- ☐ **Simplification of urban parameters**
- ☐ **Definition of strategic interventions**
- ☐ **Incentives for development and implementation of HIS, HMP, Green Areas with restoration and preservation of the main drainage lines**
- ☐ **Review of Intervention Program (road improvements, green parks)**

Urban Operation Areas

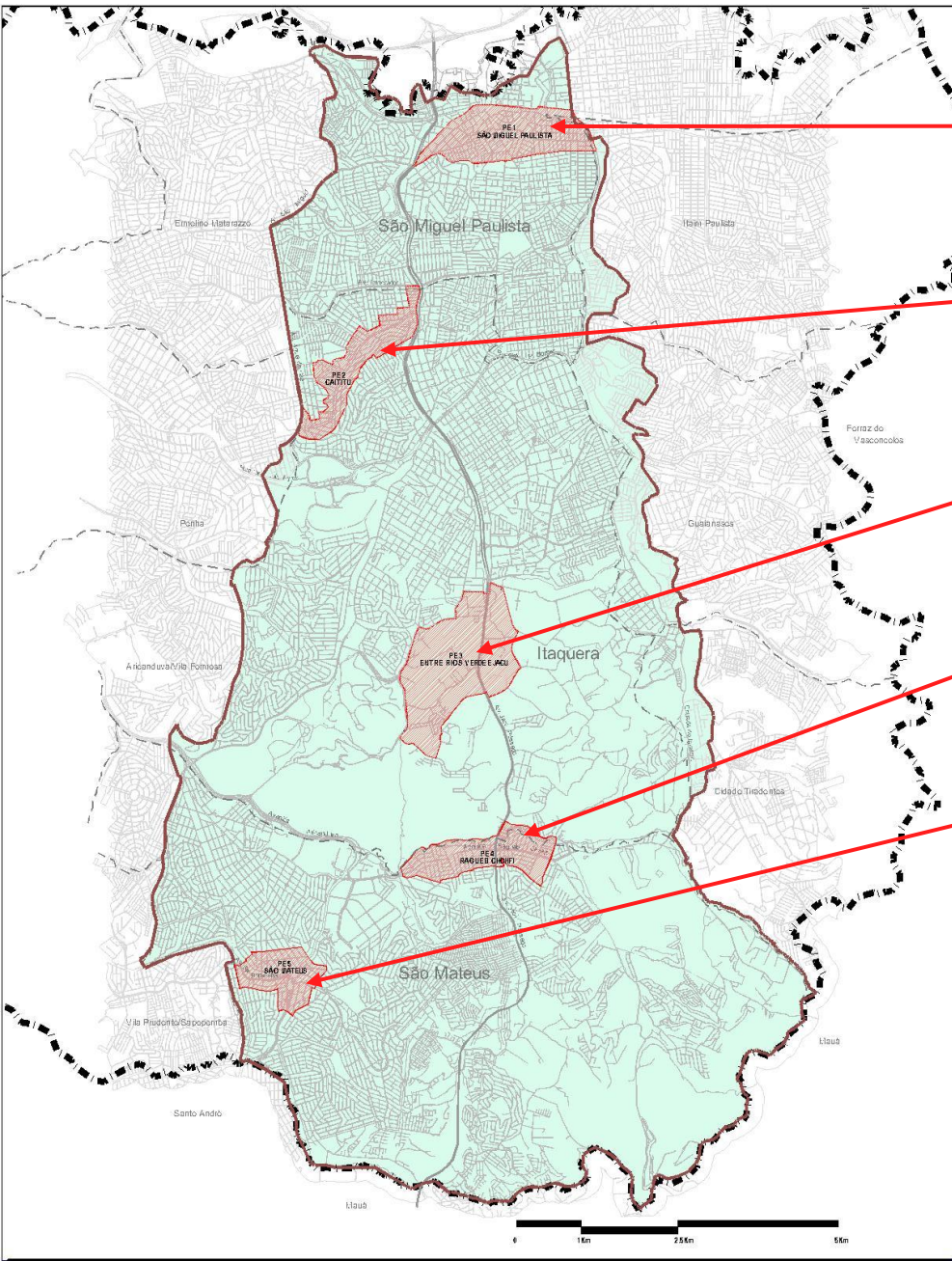
Local characteristics and trends defined Urban parameters and incentives



LEGEND

-  Area of Commerce and Services
-  Area of Com, Serv and Industries
-  Mixed area
-  Urbanization Area Controlled

Strategic Projects



□ São Miguel Paulista – Center

□ Av. Caititu

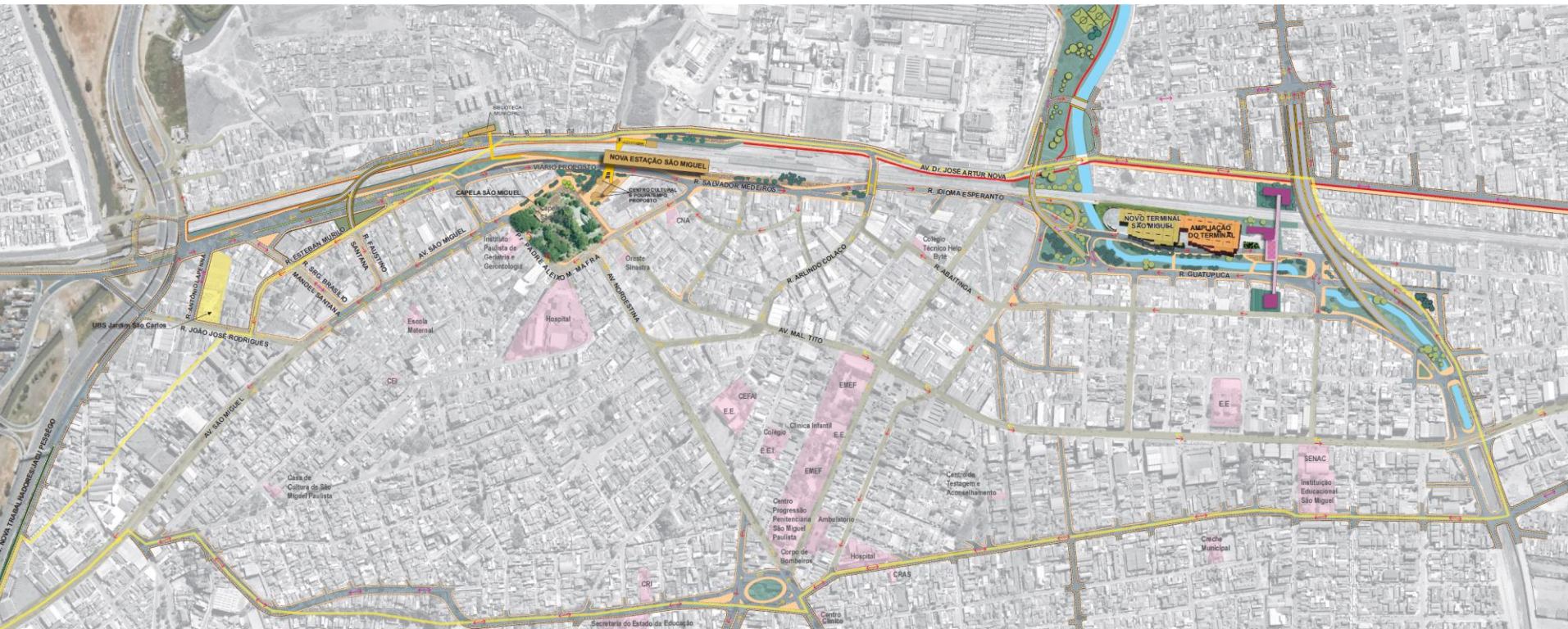
□ Itaquera Economic Hub

□ Av. Ragueb Chohfi

□ São Mateus - Pça Felisberto
Fernandes da Silva

Operação Urbana Consorciada Rio Verde - Jacu

Diretrizes Propostas – São Miguel Paulista – P.E.1



LEGENDA:

- VIAS EXISTENTES
- VIAS (ALARGAR/ABRIR)
- ÁREAS VERDES
- ÁREAS INSTITUCIONAL
- CICLOVIAS
- SENTIDO DA VIA

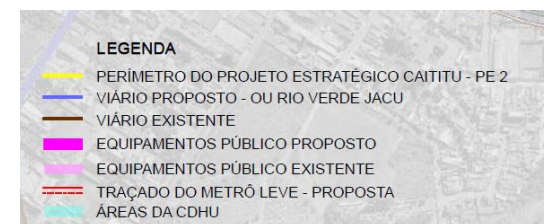
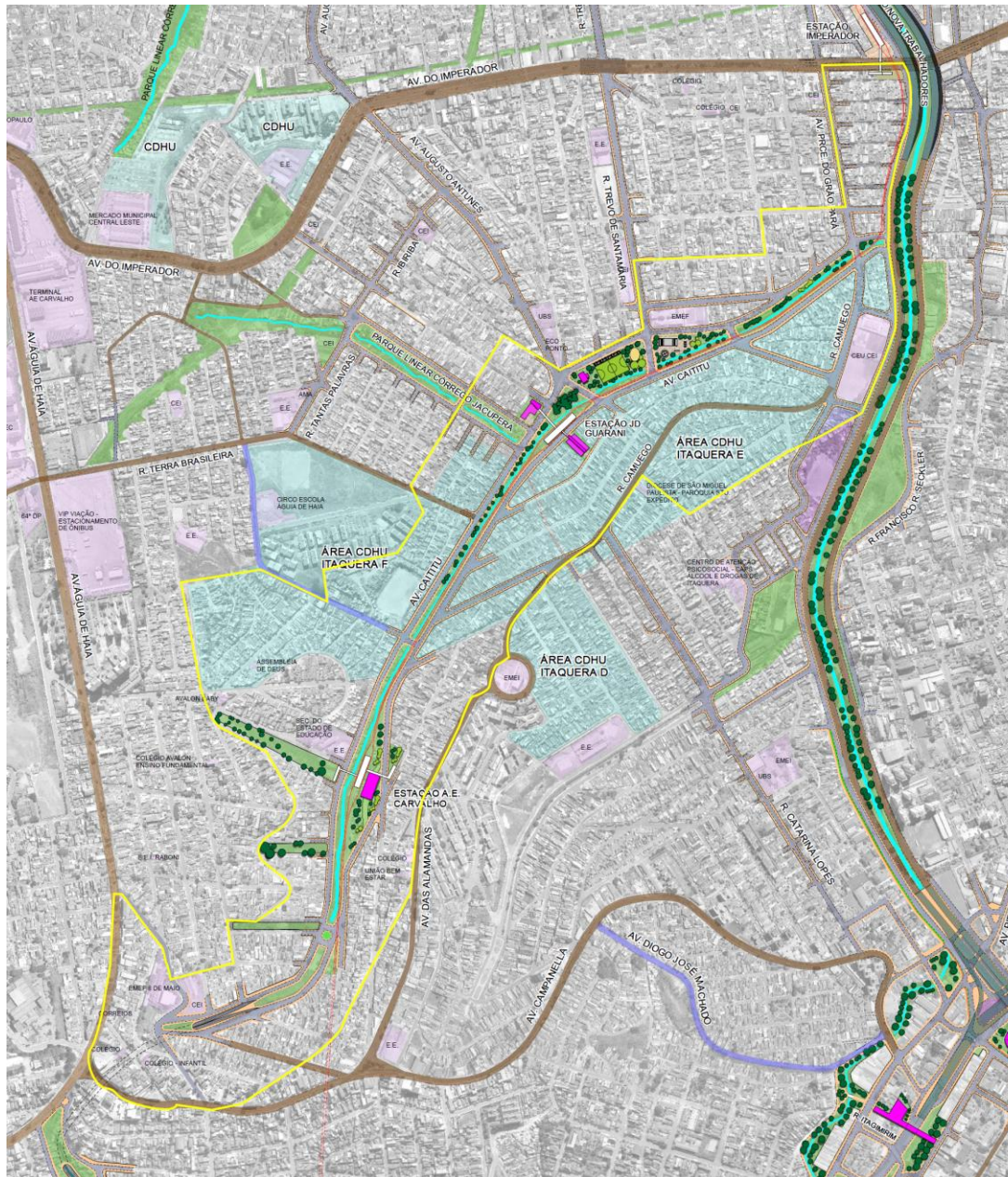
Revitalização da área central de São Miguel Paulista e melhoria das condições de acessibilidade e mobilidade.

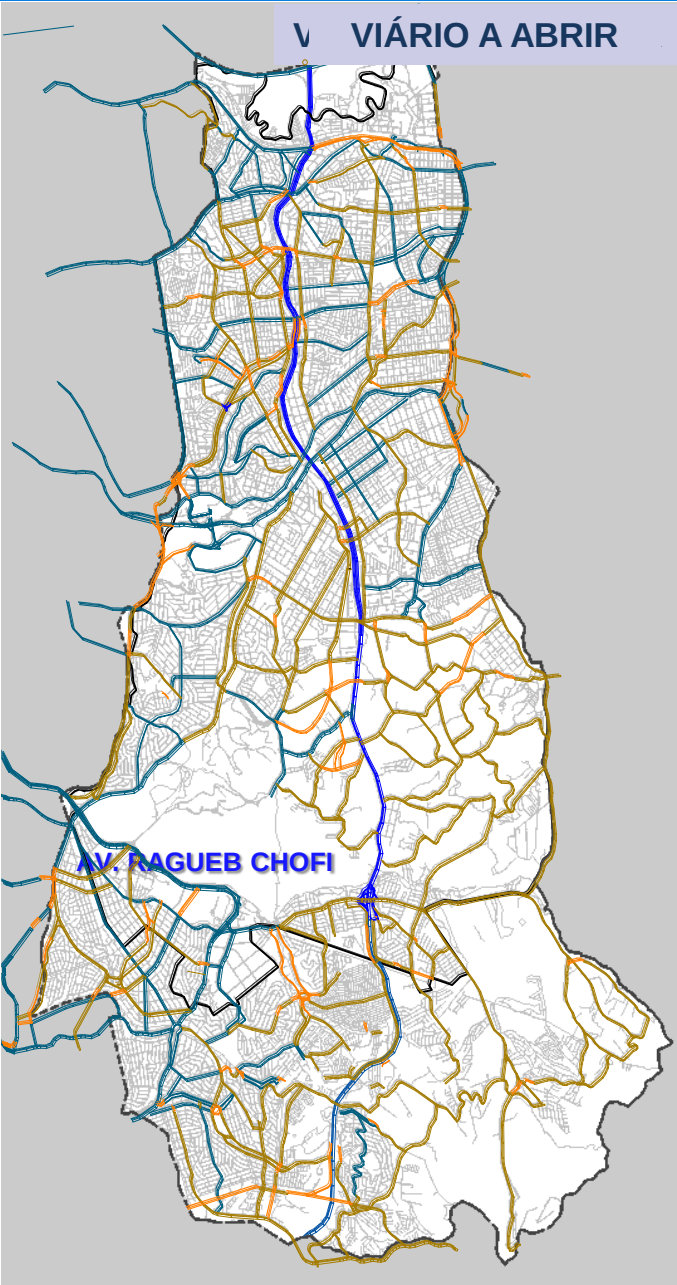


Operação Urbana Consorciada Rio Verde - Jacu

Diretrizes Propostas – Caititu – P.E.2

Reestruturação urbana através da melhoria das condições ambientais, de habitabilidade e de acessibilidade e mobilidade.





Review of Intervention Program

Guidelines:

Lower cost of expropriation

- ✓ Maximisation of existing road

Increase of structural and collector roads

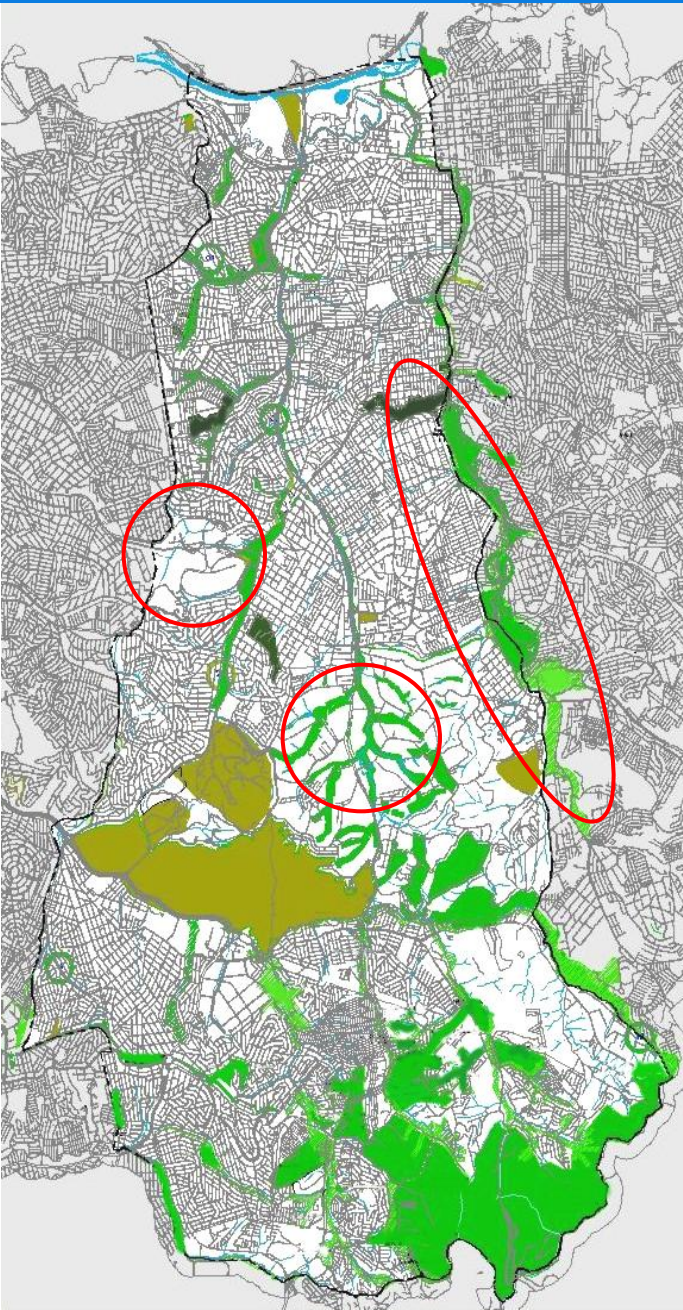
- ✓ Extend and complement, configuring ring roads with a minimum width of 20m.
- ✓ Implementation of improvements in the Avenue Jacu Pêsego

Improved drainage system - opening of road respecting the drainage lines

- ✓ In the project's strategic economic polo - Opening of Park Avenue
- ✓ In residential areas - Opening of structural linear park road where possible

Review of Intervention Program Environmental corridors

- ❑ Incorporation of the propositions contained in the PREs, the proposed revision of the PDE, and Expansion Program Parks the Eastern Zone
- ❑ Proposal for new areas in the CSI IQ, linear park along the Jacu river and some headwaters
- ❑ Implementation of linear parks and bike paths, especially Rio Verde and Jacu, increasing the synergy of public investment



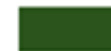
LEGENDA :



PARQUE IMPLANTADO



PROPOSTAS PARA PARQUE E PARQUE LINEAR



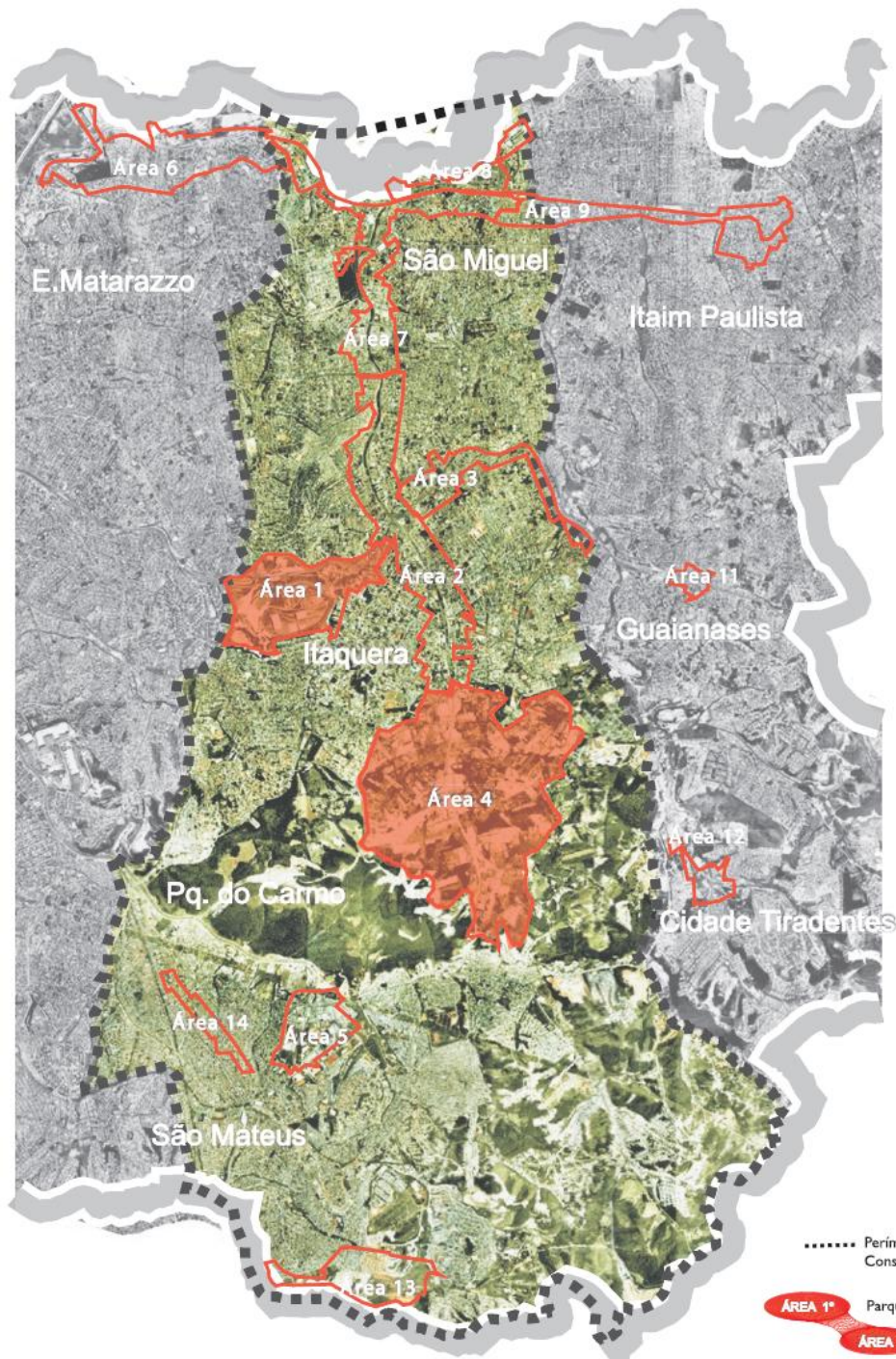
IMPLANTAÇÃO DE ÁREAS VERDES
COM NOVO PADRÃO HABITACIONAL

Programa de Incentivos Seletivos

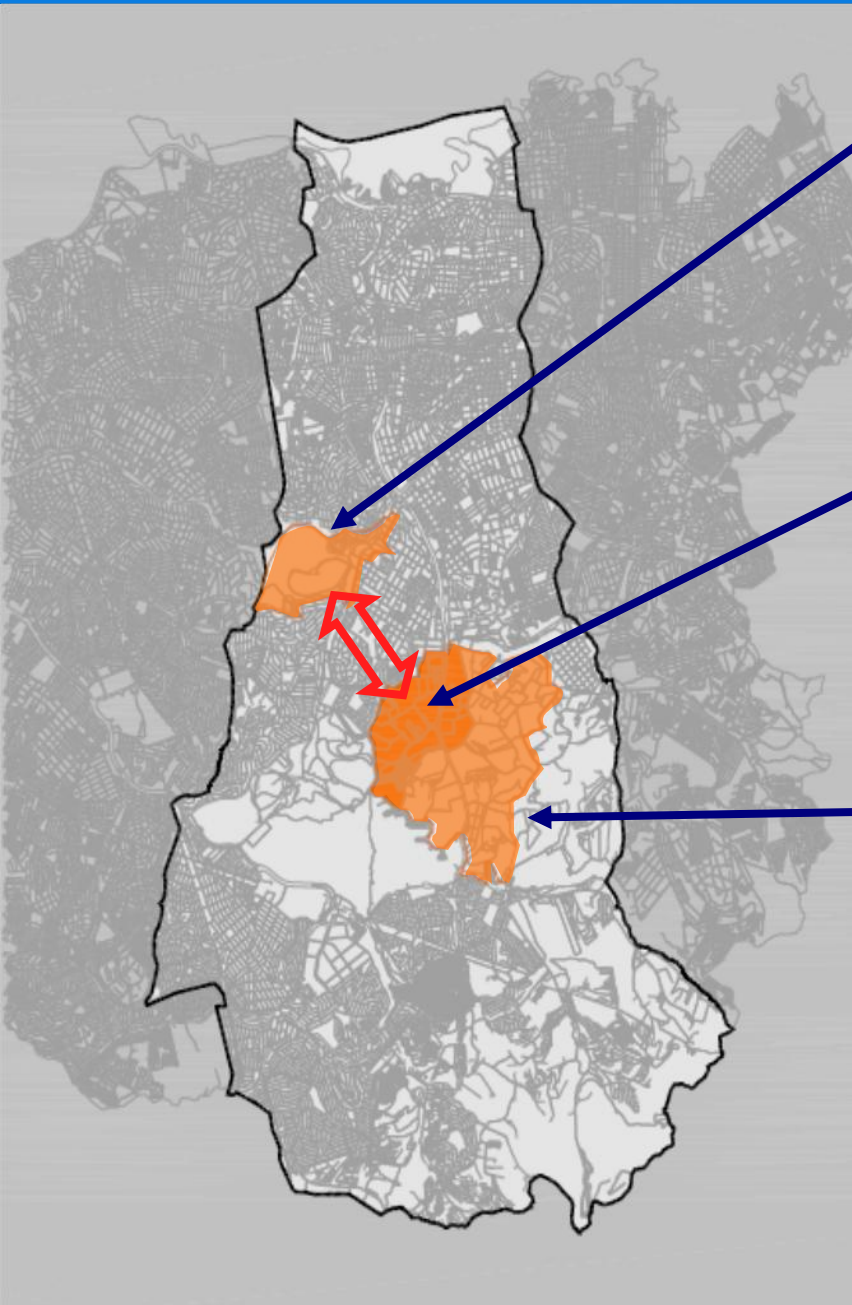
Lei 14.654 de 2007 e Lei 14.888 de 2009

No sentido de reverter a falta de empregos na Zona Leste para ampliar as oportunidades de negócios e fomentar a dinamização da economia regional com novos empreendimentos, geração de emprego e renda, a implementação do Programa de Incentivos Seletivos da Zona Leste é parte fundamental para alcançar os objetivos fixados no Programa de Desenvolvimento da região. Assim, em 2007, esta legislação foi alterada para reforçar o aspecto estratégico deste instrumento e dar maior eficácia à sua aplicação. Temos então as Leis 14.654/07 e 14.88/09 que estabeleceram:

- Emissão de Certificados de Incentivo ao Desenvolvimento;
- Até 40% do valor dos investimentos para comércio;
- Até 60% do valor dos investimentos para atividades industriais ou de serviços;
- Redução de 50% no IPTU referente ao imóvel objeto do investimento por 10 anos;
- Redução de 60% no ISS incidente sobre os serviços prestados pelo destinatário por 10 anos;
- Redução de 50% no ISS incidente sobre os serviços de construção civil referentes ao imóvel objeto do investimento;
- Redução de 50% do Imposto Sobre Transmissão Inter Vivos de Bens Imóveis referente ao imóvel objeto de investimento.



Synergy between areas



ITAQUERA INSTITUCIONAL HUB

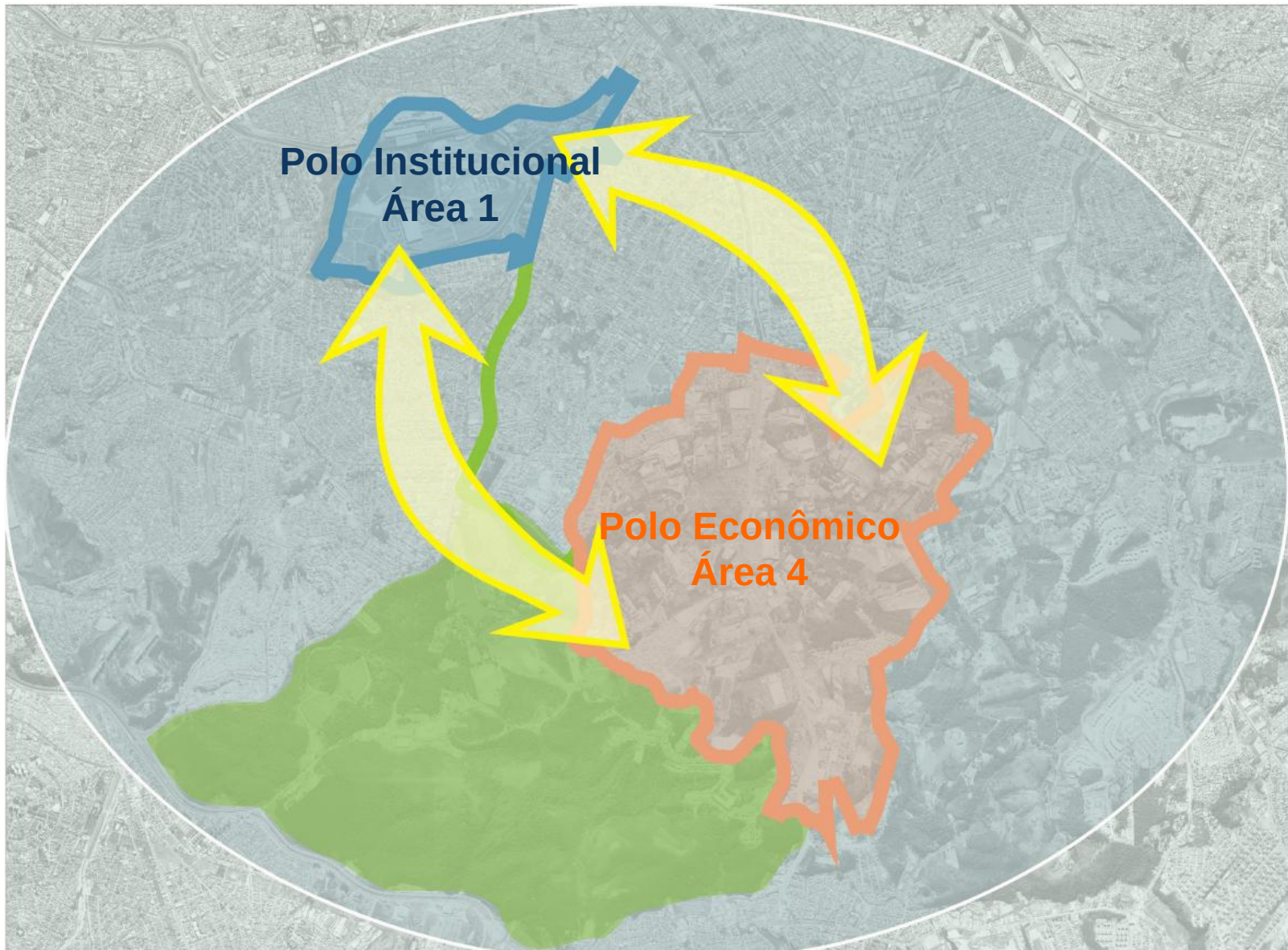
STRATEGIC PROJECT AREA

ITAQUERA ECONOMIC HUB

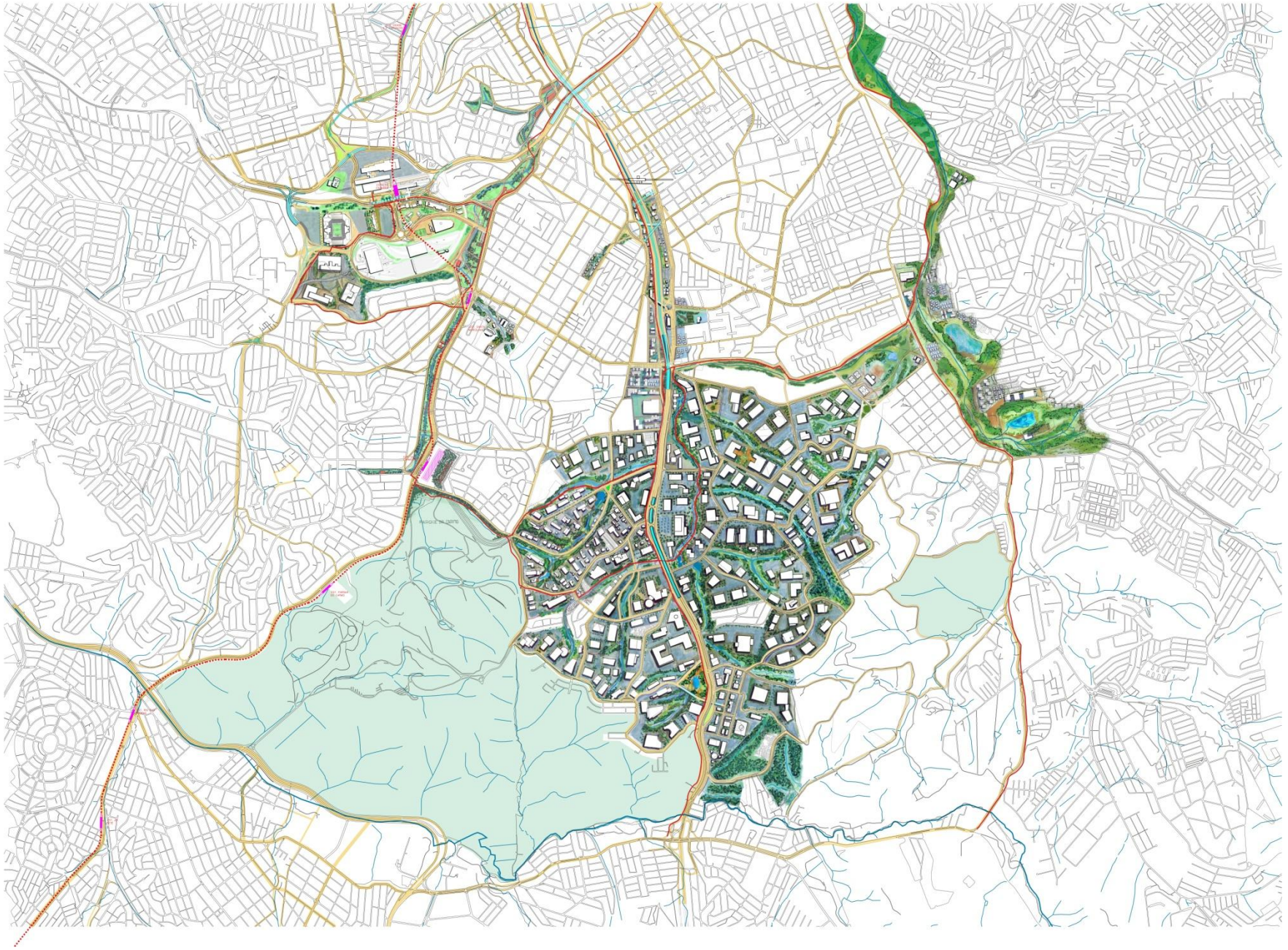
(SETOR CSI IQ 1)

PARQUE TECNOLÓGICO DE SÃO PAULO - LESTE

Sinergia entre os polos



Area of Intervention



Connections Proposals

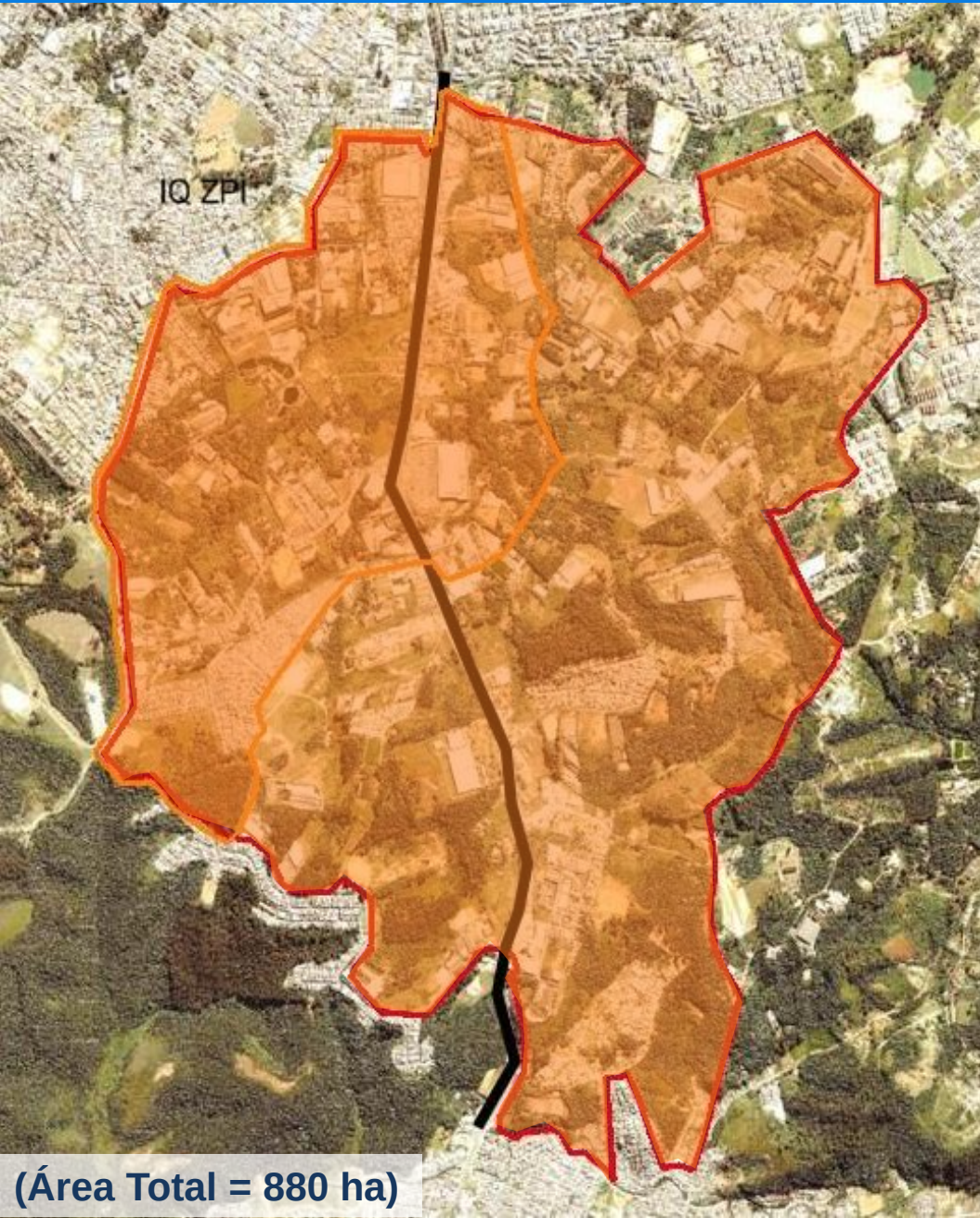
Synergy Public Investments



INTEGRATION and DEVELOPMENT

- ☐ **Complexo Viário Jacu / Nova Radial**
- ☐ **Institucional Hub**
- ☐ **Economic Hub**

Itaquera Economic Hub



ACTUAL LAW

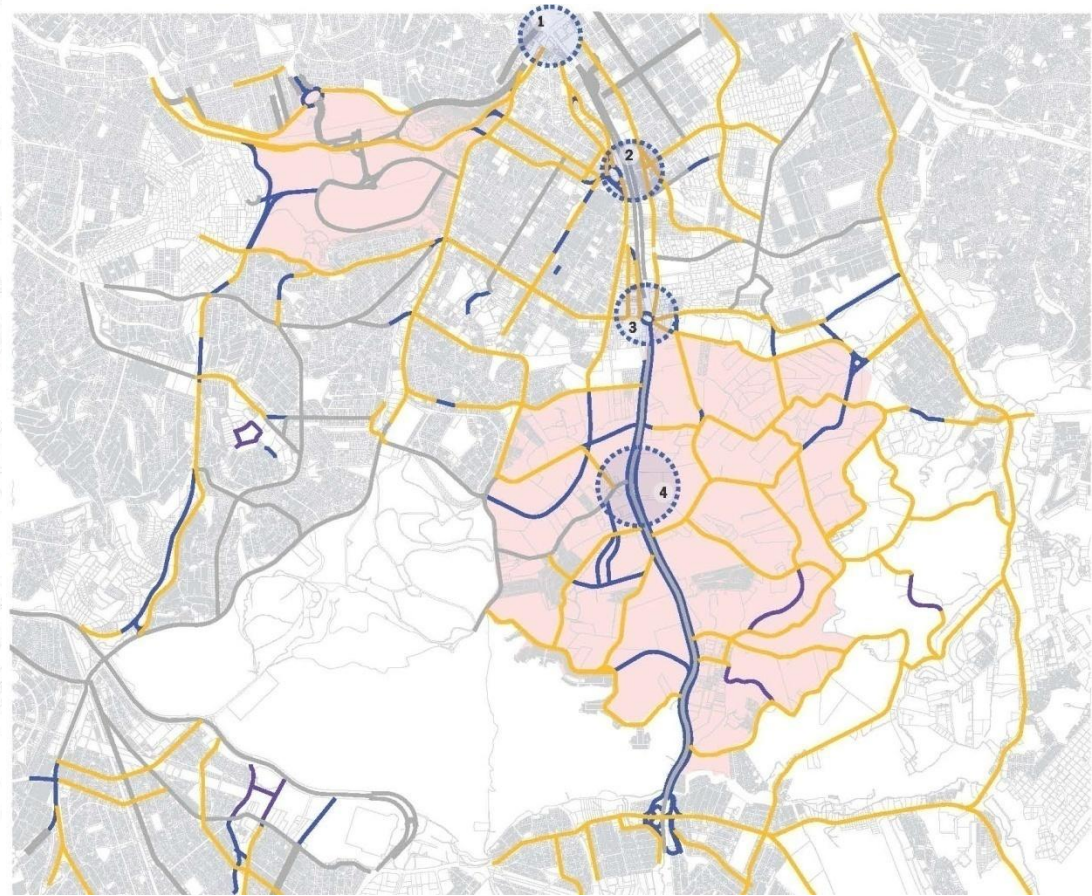
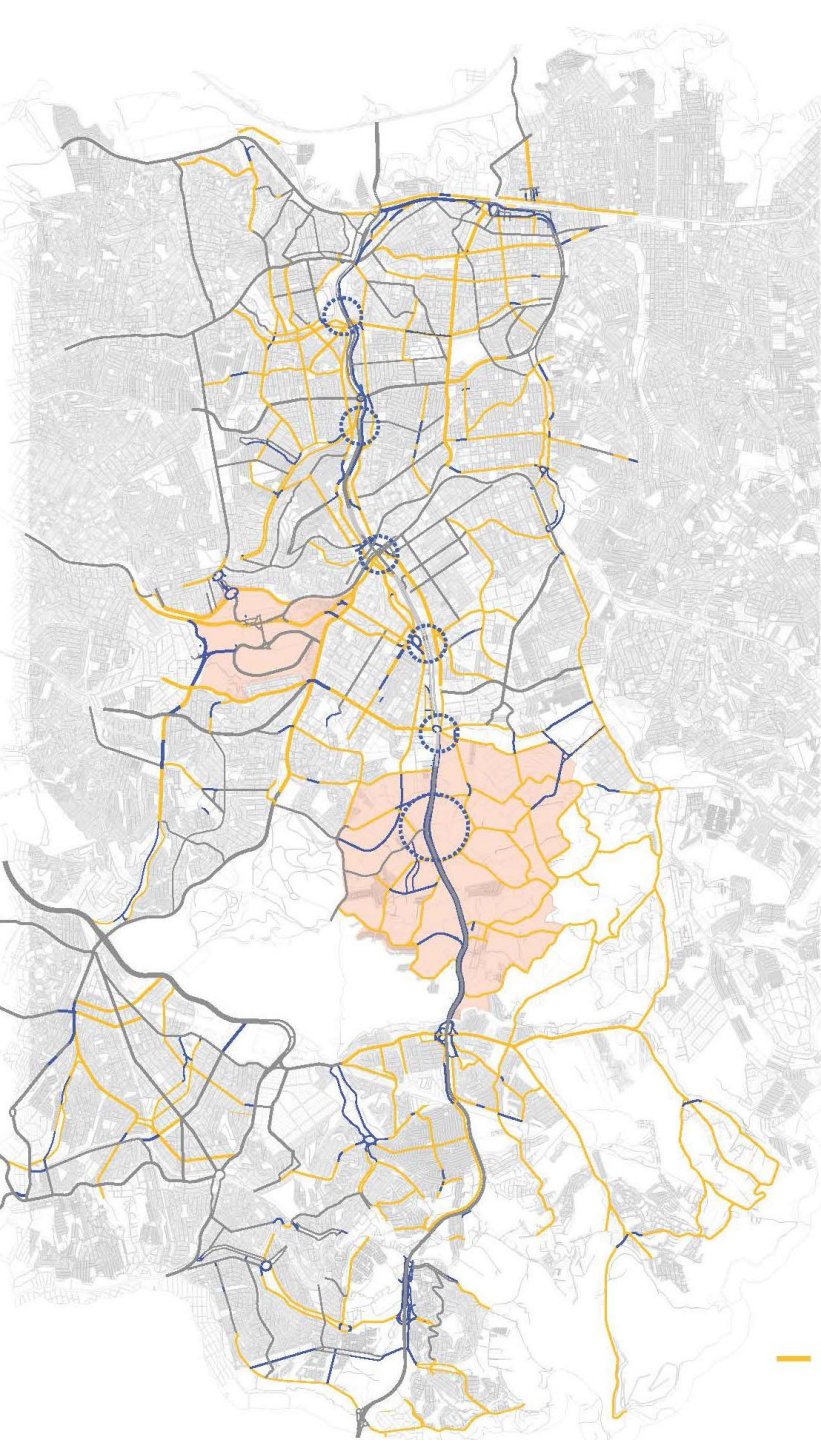
- ❑ Predominantly Industrial Zone State and City
- ❑ Urban Operation Rio Verde Jacu
- ❑ Law of Selective Incentives East Zone

Promote enhanced installation of economic activities with earn urban and environmental quality

(Área Total = 880 ha)

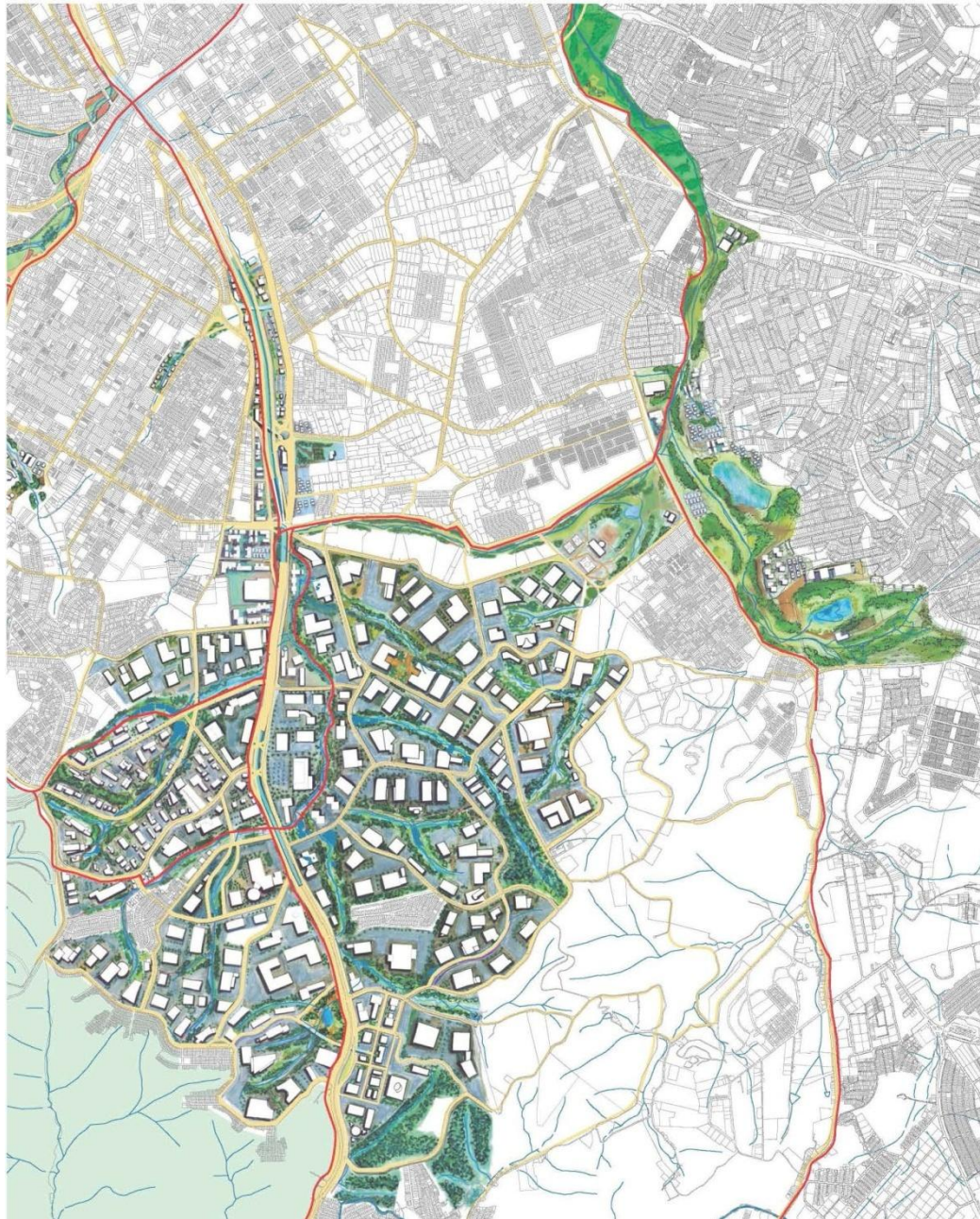
Insertion of Jacu-Pêssego

- Facilitate crossings and increase accessibility



— VIÁRIO A ALARGAR — VIÁRIO A ABRIR ○ INDICAÇÃO DAS TRANSPOSIÇÕES PROJETADAS ■ PARQUE TECNOLÓGICO

Proposal of the occupation - Economic Hub



- ❑ Improving its road network, plus the construction of local roads, the marginal street of Jacu Av, which will ensure the mobility of the region.

Strategic Project Area



IMPROVEMENT OF MOBILITY

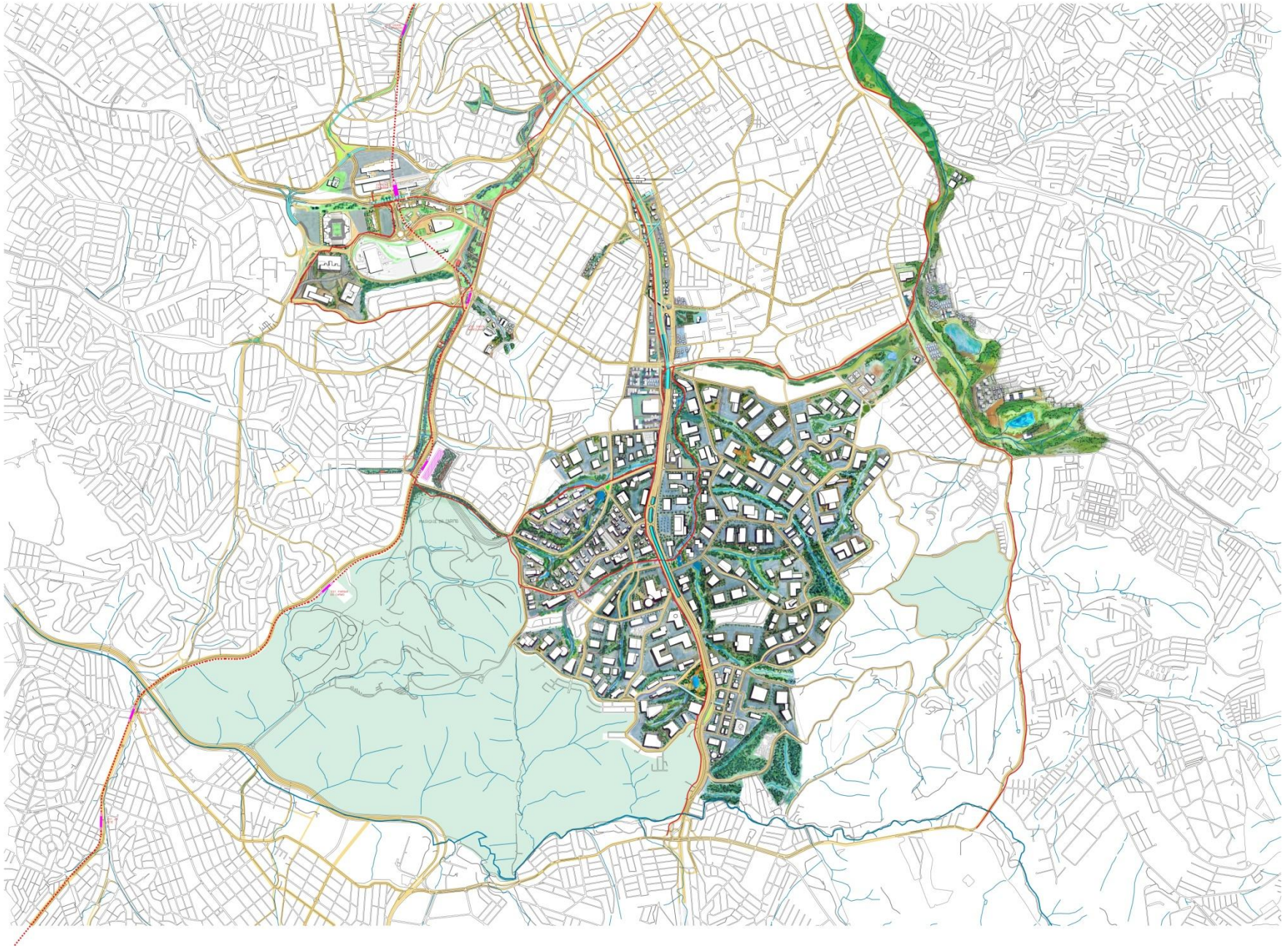
- ☐ Integration between Institutional and Economic Hubs
- ☐ Enlargements and road openings
- ☐ Incentives for donation of land for implementation of the road system

RECOVERY OF DRAINAGE LINES

- ☐ Implementation of Linear Parks, sustainable occupation.

Encourages the establishment of diversified activities in large lots (AT $\geq 5.000m^2$)

Area of Intervention



Itaquera Institutional and Technological Hub



Itaquera Institutional and Technological Hub



- 1 Fórum
- 2 Rodoviária
- 3 FATEC / ETEC

- 4 Ensino e Capacitação Profissional
- 5 Incubadora e Laboratórios para o Parque Tecnológico da Zona Leste
- 6 Centro de Convenções e Eventos

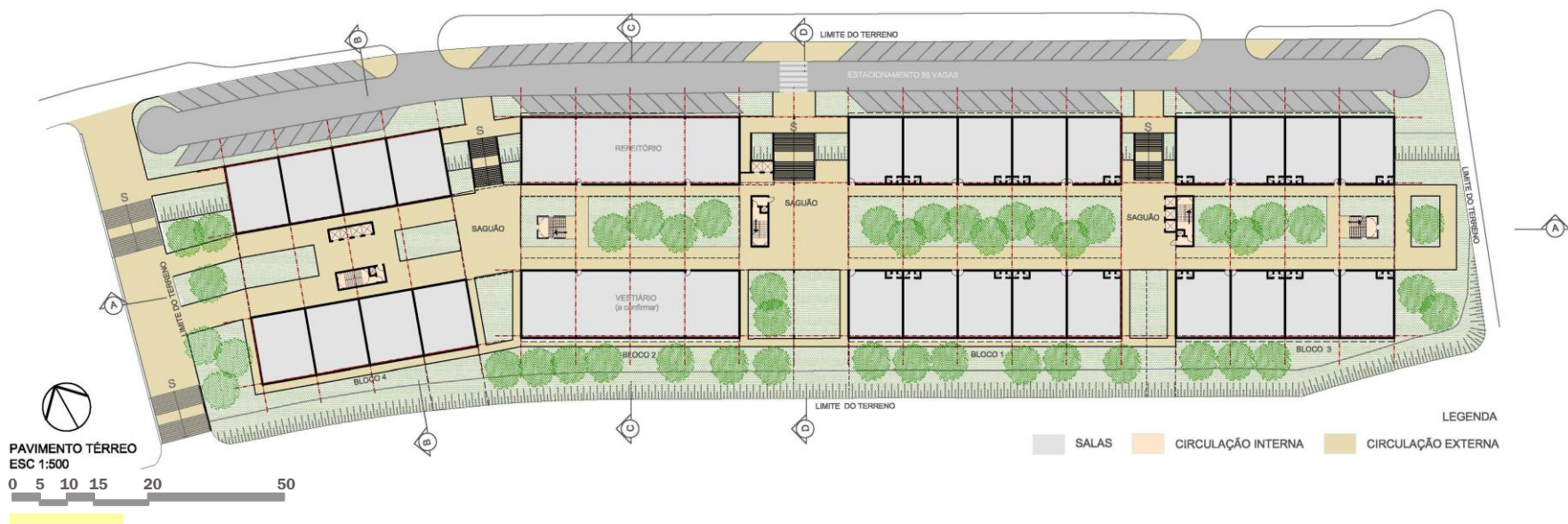
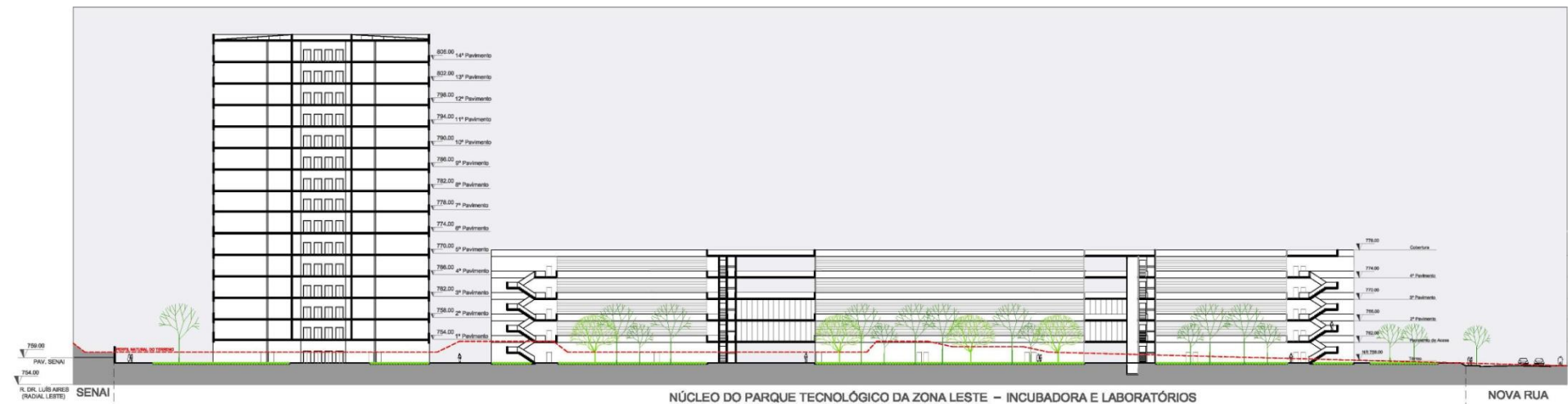
- 7 Polícia Militar
- 8 Obra Social Dom Bosco
- 9 Parque Linear Rio Verde

POLO INSTITUCIONAL

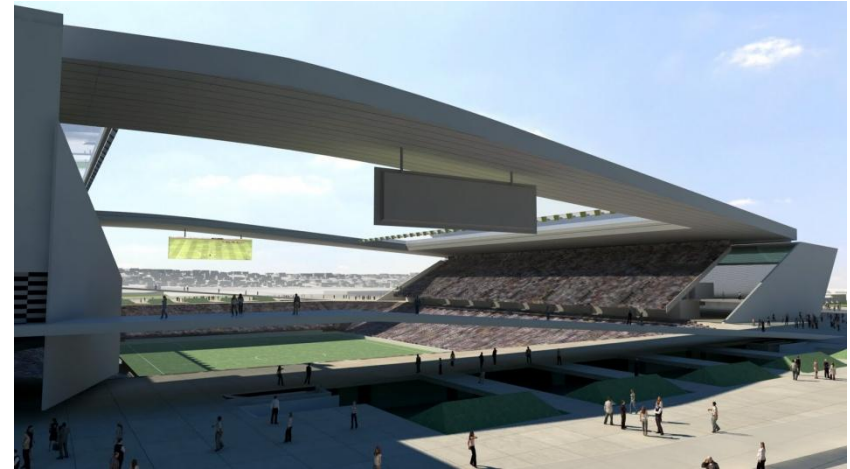
Simulação Volumétrica



Parque Tecnológico de São Paulo – Leste “Incubadoras”



ARENA CORINTHIANS



Vista panorâmica da área

Futuro parque linear Rio Verde em 1º plano, favela e pátio do metrô





Slums

- Slums on the perimeter of the linear park

Manuel Ribas:	15 families;
Favela da Paz:	300 families;
Miguel Inácio Curi I:	500 families;
Francisco Munhoz Fº:	308 families;
Lavios:	400 families.

- **Total of families:** **1.523 families (100%)**
 - **1.218 (+ ou – 80%)**
 - **649 (PMH)**
- Resettlement required for the sanitation: collector stem Green River

Real 560 families
PMH 427

Legenda:

- Córrego
- Limite Favela
- Limite Parque Linear

Favela da Paz



Número de famílias: 300



Legenda:

- Córrego
- Limite Favela
- Limite Parque Linear
- Previsão Remoção
- Previsão Área de Provisão



Francisco Munhoz Filho



Número de famílias: 440

Legenda:

- Córrego
- Limite Favela
- Limite Parque Linear
- Previsão Remoção
- Previsão Área de Provisão

Jd. Marabá/Gentil Fabriano



Jd. Marabá

Número de famílias: 273

Gentil Fabriano

Valor: R\$10.051.000,00



Legenda:

- Córrego
- Limite Favela
- Limite Parque Linear
- Previsão Remoção
- Previsão Área de Provisão



Lavios/Francisco Tranchesi



Lavios

Número de famílias: 400

Francisco Tranchesi

Valor: R\$327.750,00



Legenda:

- Córrego
- Limite Favela
- Limite Parque Linear
- Previsão Remoção
- Previsão Área de Provisão



Miguel Inácio Curi I



Legenda:

- Córrego
- Limite Favela
- Limite Parque Linear
- Previsão Remoção
- Previsão Área de Provisão



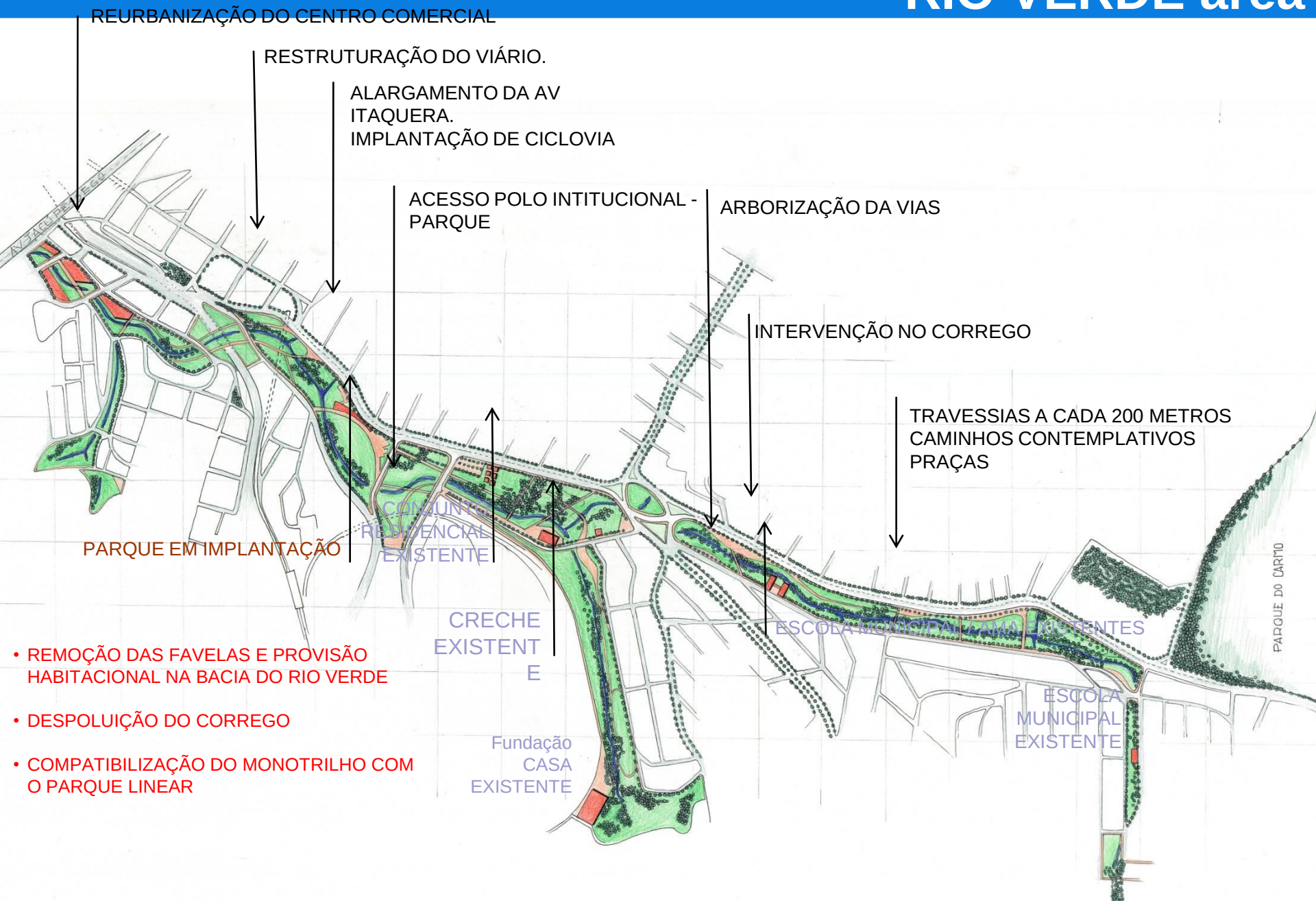
Número de famílias: 500

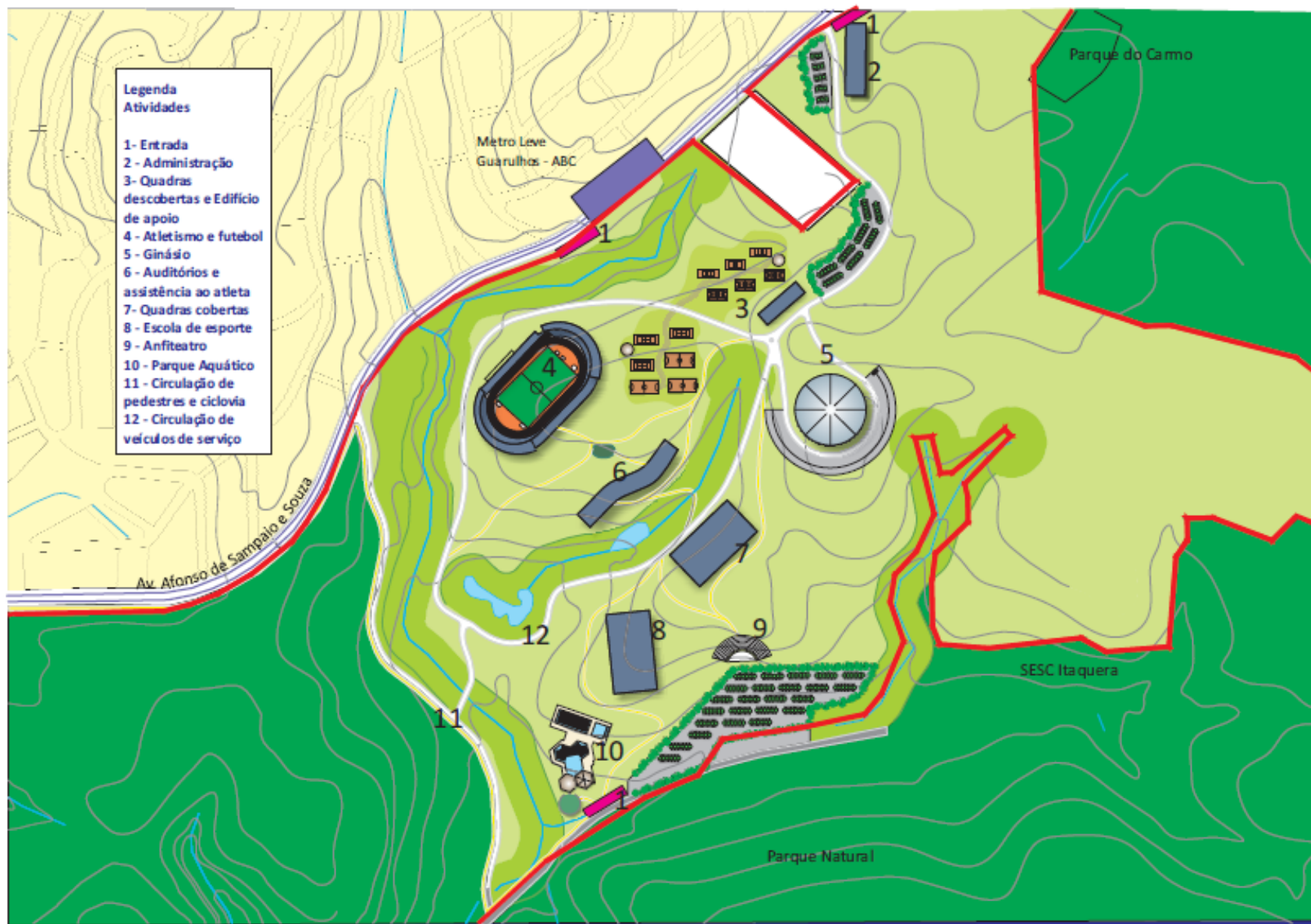


RIO VERDE area



RIO VERDE area





MORRO DO CRUZEIRO

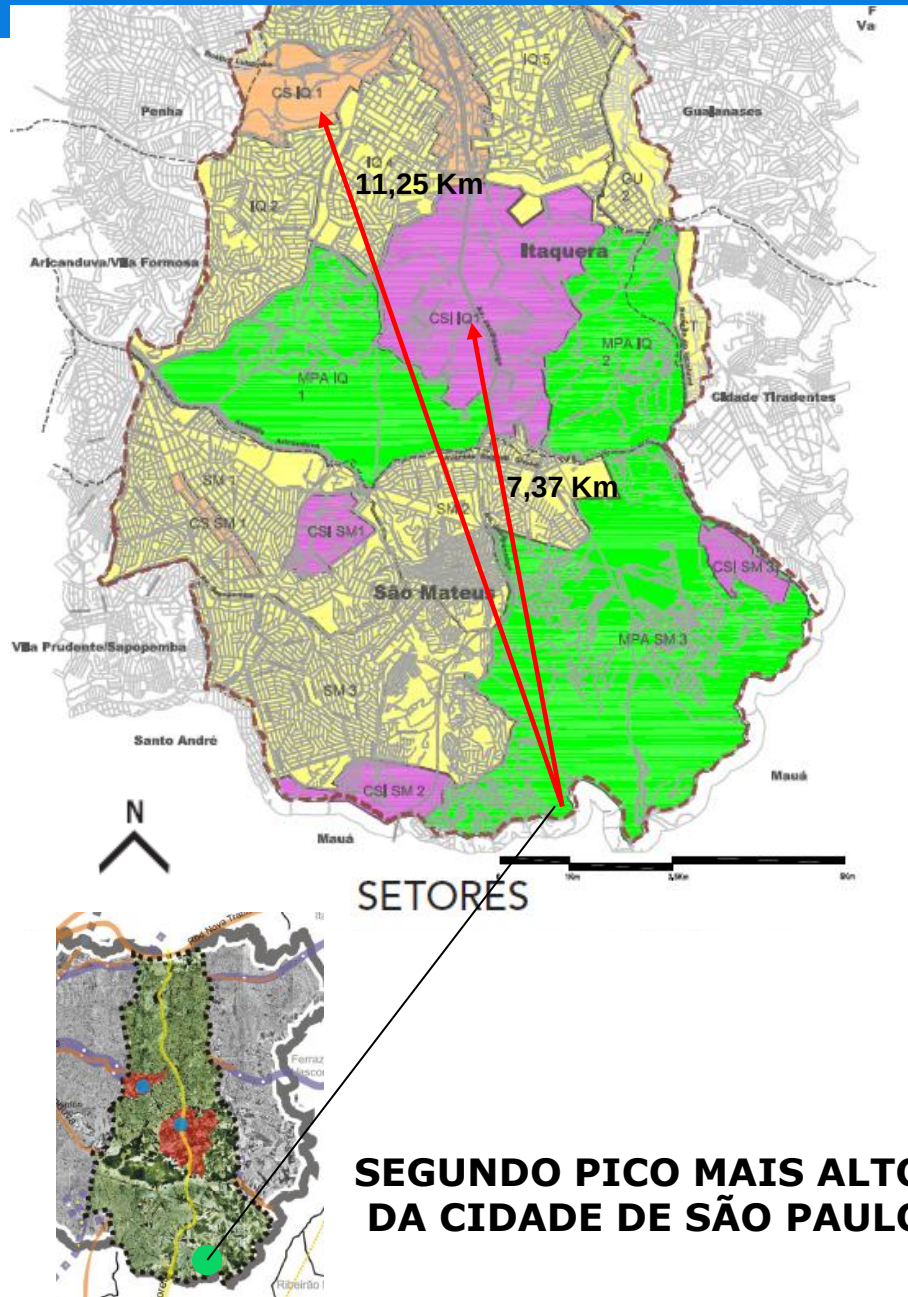
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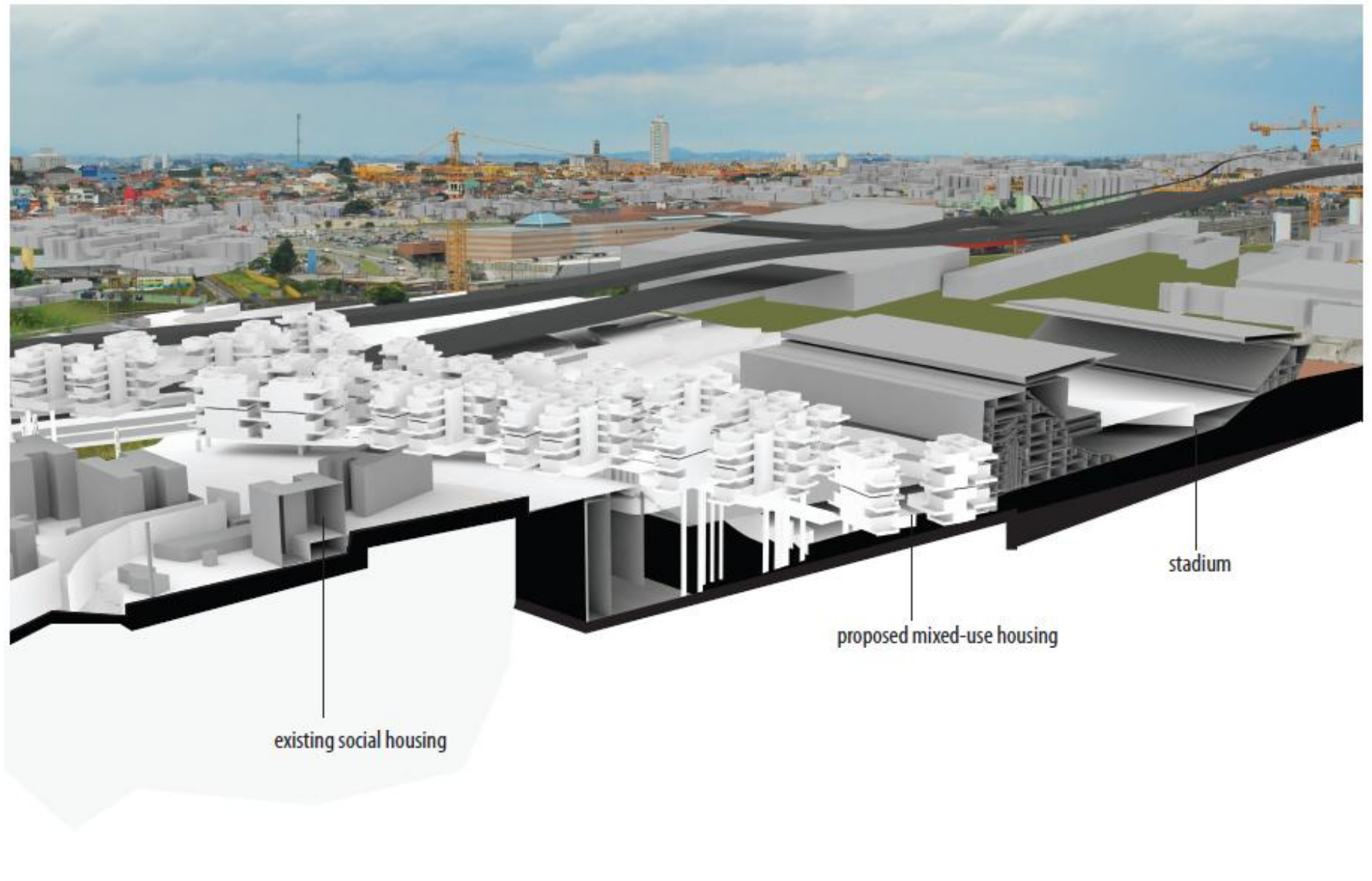
MORRO DO CRUZEIRO



**SEGUNDO PICO MAIS ALTO
DA CIDADE DE SÃO PAULO**



- ⇒ ● **emarcador de paisagem**
- ⇒ ● **Identidade local**
- ⇒ ● **simbolo de evento internacional**
- ⇒ ● **catalisador turístico**
- ⇒ ● **mirante**
- ⇒ ● **proteção ambiental**

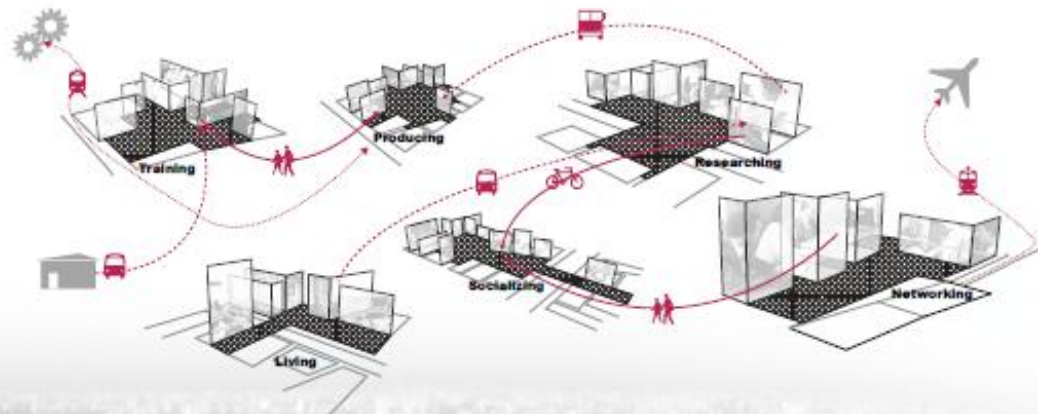


District Incubator

The construction of the city's primary World Cup Stadium has created new momentum to develop Itaquera. Currently, due to a challenging topography and large land banked areas, the site exists as a void in the urban fabric. In addition to the stadium, two other major developments, a linear park and an institutional pole seek to fill out the site. The institutional pole was conceived as a means of incubating new jobs outside of the city's center, in doing so rebranding Itaquera, a traditionally disenfranchised part of the city.

Developed by three separate entities, the current composite plan is very car oriented. Large road infrastructures further disconnect the site, while failing to leverage the large investments made in public transportation including the existing metro, regional train and bus stations. This results in a weak link to the proposed industrial pole, located roughly 4km south of the site, whose development is contingent on a successful relationship with the job incubator and vice versa. Similarly, the institutional nature of the proposed incubator fails to leverage the potential dynamism of the site conditions.

We are rethinking itaquera as an incubator district using the model of a dynamic urbanism to create opportunities for exchange and growth between a diverse set of actors. Investments in public transportation nodes drive development while using public space to foster new interactions at new and existing junctions. These junctions can exist at different scales and thereby allow for the development of a real variety of programs, land uses, and social classes. In this way the site can begin to grow organically, with revenue gained via real estate developments invested back into public infrastructures, such as education, transportation, and amenities.



INTERACTIVE MEMBRANE

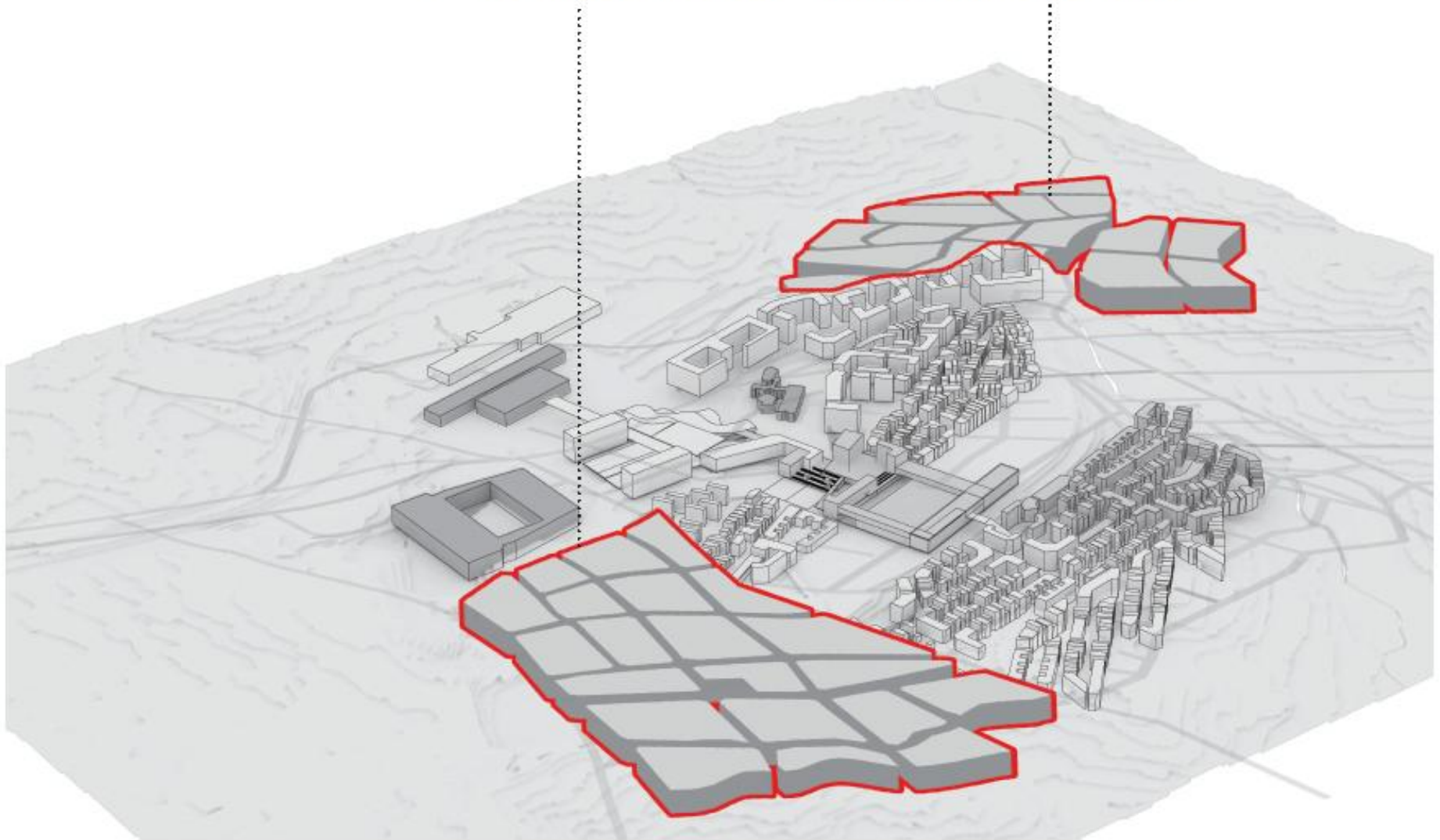


MAGGIE, ZETONG, CHAO APRIL 13th, 2012

PROPOSAL: PHASING3(2021-2025)

social housing community

market housing community



Miguel Luiz Bucalem
SECRETÁRIO-PRESIDENTE



DEPARTAMENTO DE URBANISMO - DEURB

Nilza Maria Toledo Antenor (Diretora)
Andre Luis Gonçalves Pina
Edson Capitanio
Isaura Regina F. Parente G. da Cunha
Janaina Clápis Dias
Maria Teresa Oliveira Grillo (Coordenadora)

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