URBAN AGE
CITY TRANSFORMATIONS CONFERENCE

October 2013

Fernando de Mello Franco

City of São Paulo

Visions of an integrated city:
São Paulo

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SÃO PAULO:
REDES E LUGARES

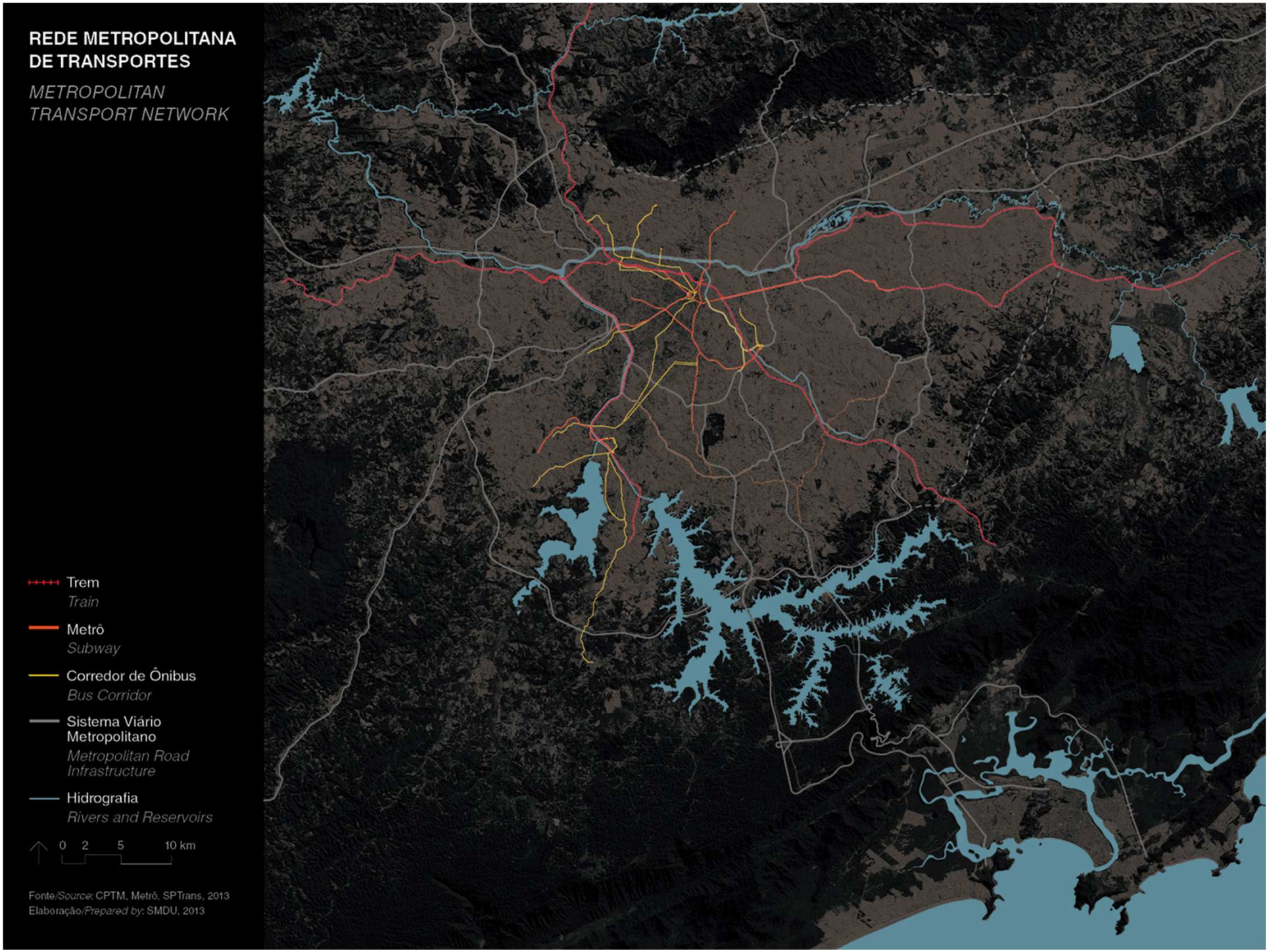
SÃO PAULO:
NETWORKS AND PLACES

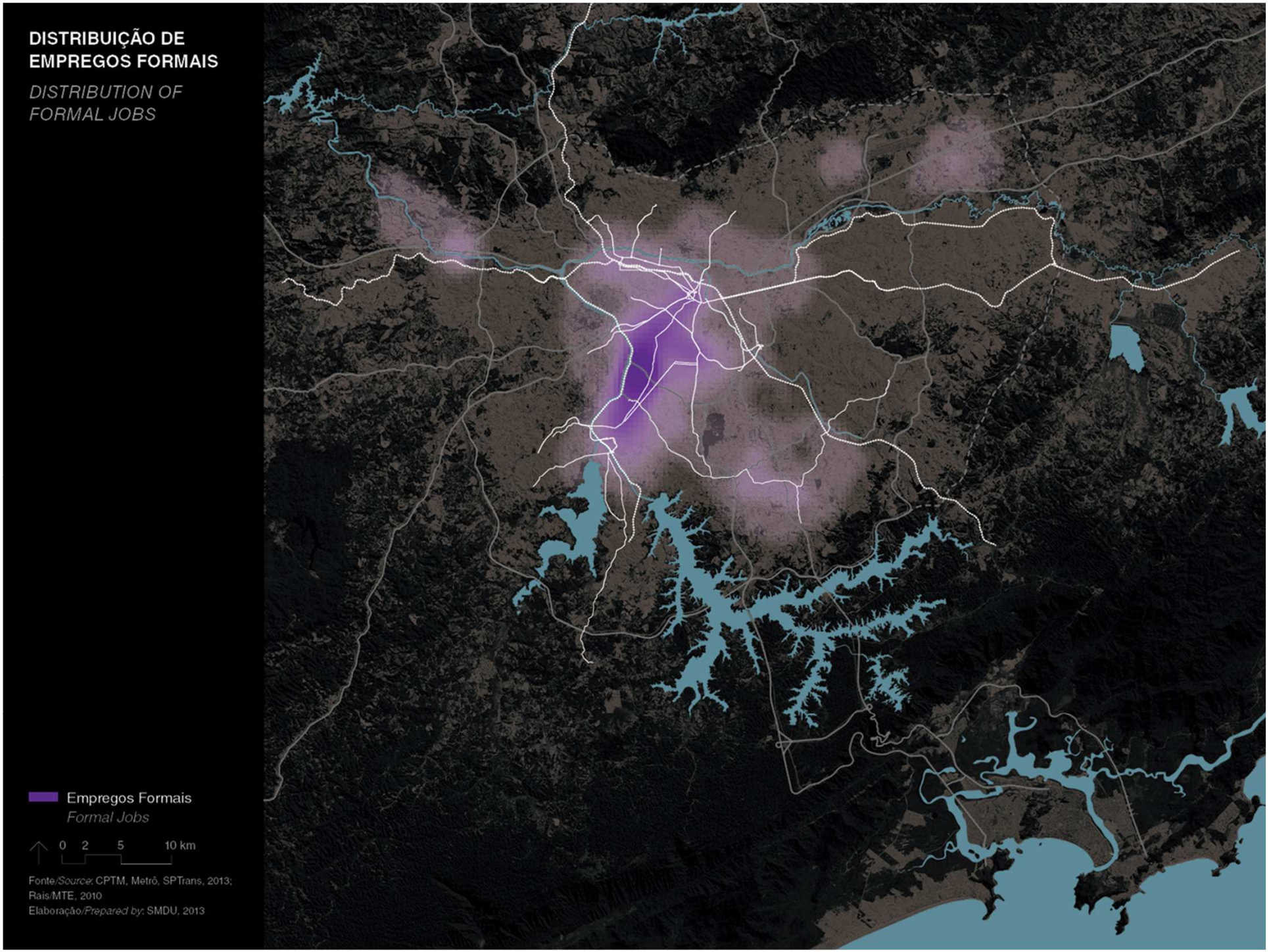
FERNANDO DE MELLO FRANCO

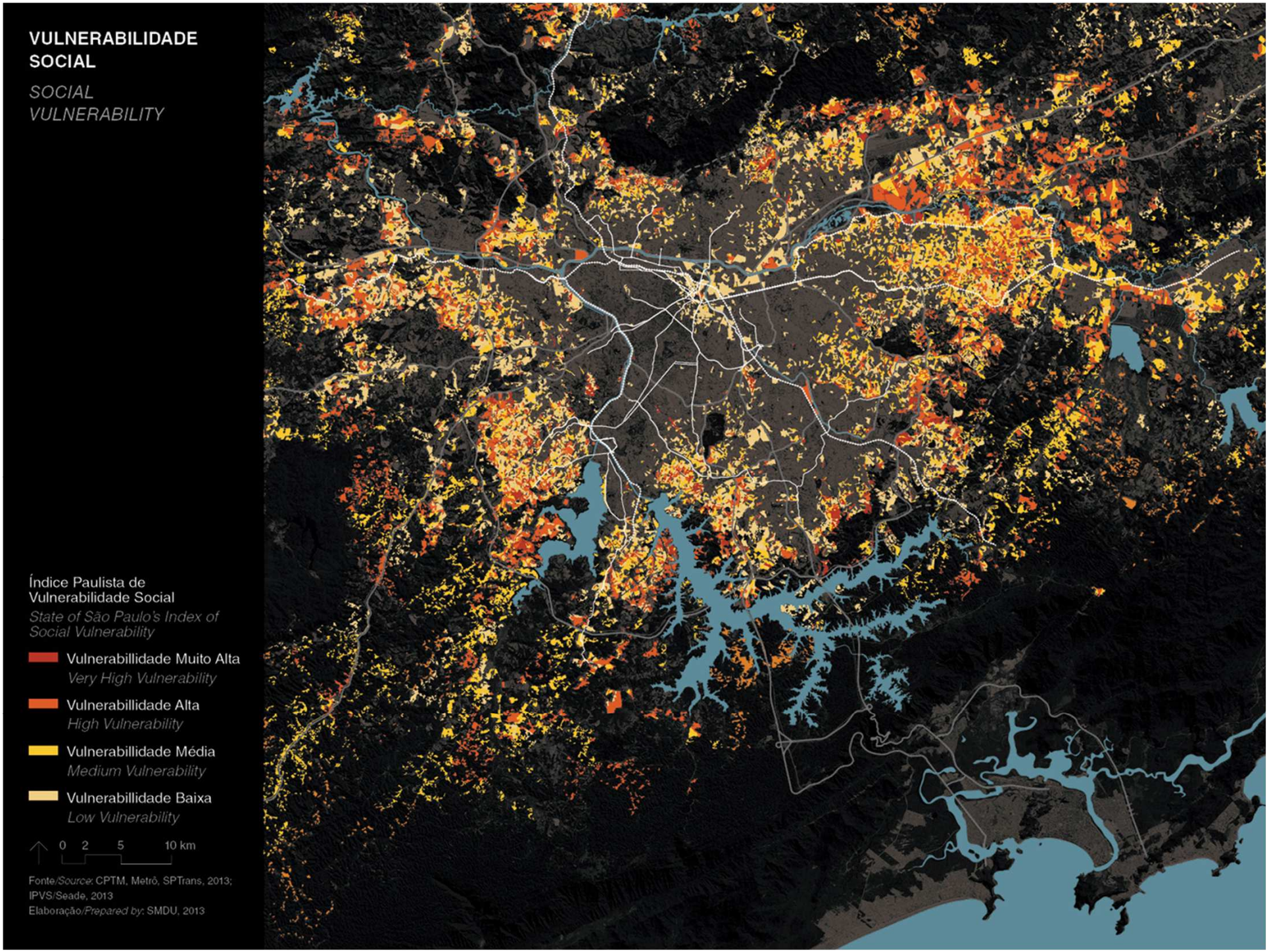
Secretário de Desenvolvimento Urbano,
Cidade de São Paulo
Secretary of Urban Development,
City of São Paulo

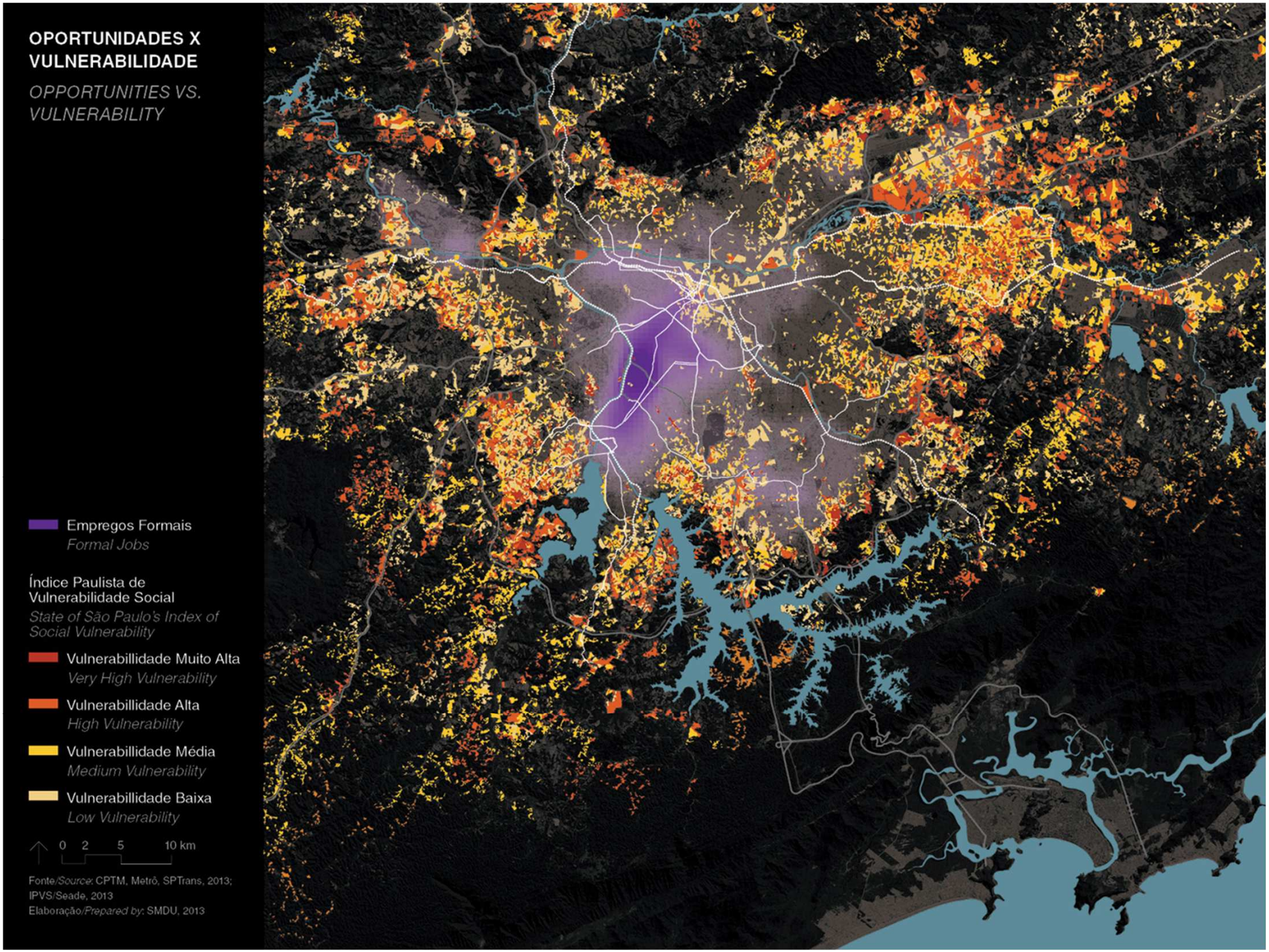
24 outubro *october* **2013**

PREFEITURA DE SÃO PAULO
DESENVOLVIMENTO URBANO


REDE METROPOLITANA
DE TRANSPORTES
METROPOLITAN
TRANSPORT NETWORK
Trem
Train
Metrô
Subway
Corredor de Ônibus
Bus Corridor
Sistema Viário
Metropolitano
Metropolitan Road
Infrastructure
Hidrografia
Rivers and Reservoirs
0 2 5 10 km
Fonte/Source: CPTM, Metrô, SPTrans, 2013
Elaboração/Prepared by: SMDU, 2013

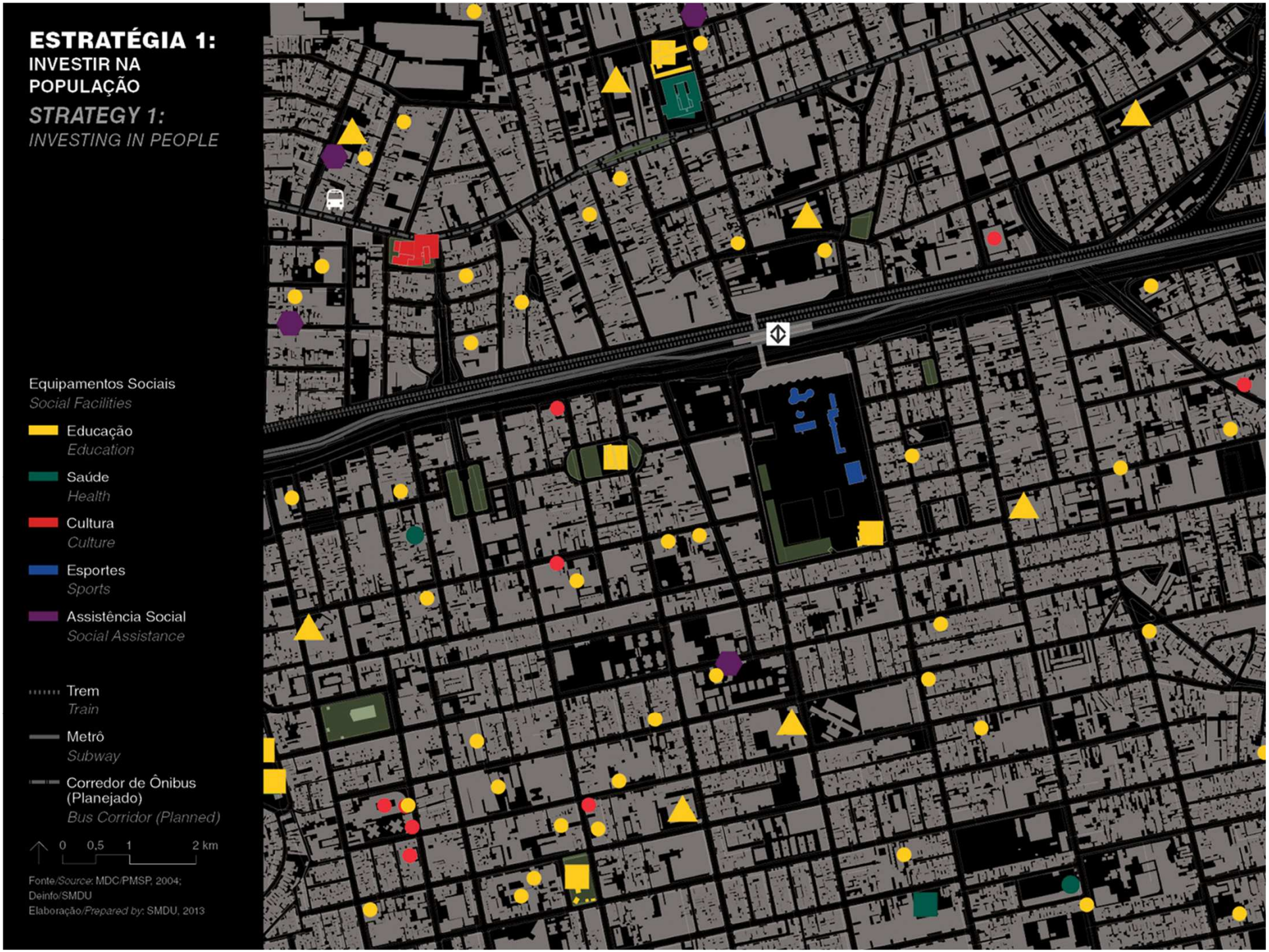

DISTRIBUIÇÃO DE EMPREGOS FORMAIS
DISTRIBUTION OF FORMAL JOBS
Empregos Formais
Formal Jobs
0 2 5 10 km
Fonte/Source: CPTM, Metrô, SPTrans, 2013; Rais/MTE, 2010
Elaboração/Prepared by: SMDU, 2013


VULNERABILIDADE SOCIAL
SOCIAL VULNERABILITY
Índice Paulista de Vulnerabilidade Social
State of São Paulo's Index of Social Vulnerability
Vulnerabillidade Muito Alta
Very High Vulnerability
Vulnerabillidade Alta
High Vulnerability
Vulnerabillidade Média
Medium Vulnerability
Vulnerabillidade Baixa
Low Vulnerability
0 2 5 10 km
Fonte/Source: CPTM, Metrô, SPTrans, 2013; IPVS/Seade, 2013
Elaboração/Prepared by: SMDU, 2013

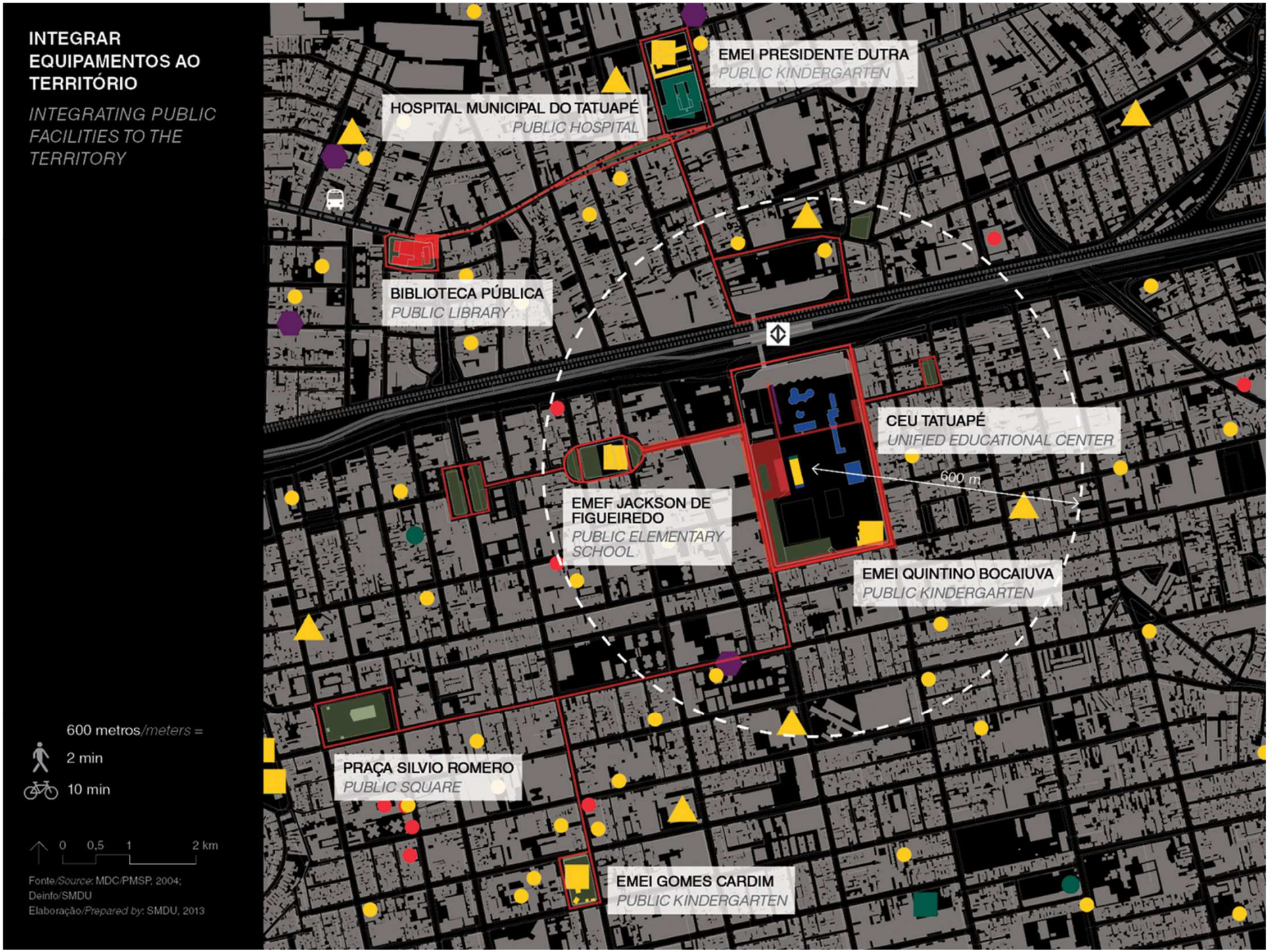

OPORTUNIDADES X VULNERABILIDADE
OPPORTUNITIES VS. VULNERABILITY
Empregos Formais
Formal Jobs
Índice Paulista de Vulnerabilidade Social
State of São Paulo's Index of Social Vulnerability
Vulnerabillidade Muito Alta
Very High Vulnerability
Vulnerabillidade Alta
High Vulnerability
Vulnerabillidade Média
Medium Vulnerability
Vulnerabillidade Baixa
Low Vulnerability
0 2 5 10 km
Fonte/Source: CPTM, Metrô, SPTrans, 2013; IPVS/Seade, 2013
Elaboração/Prepared by: SMDU, 2013

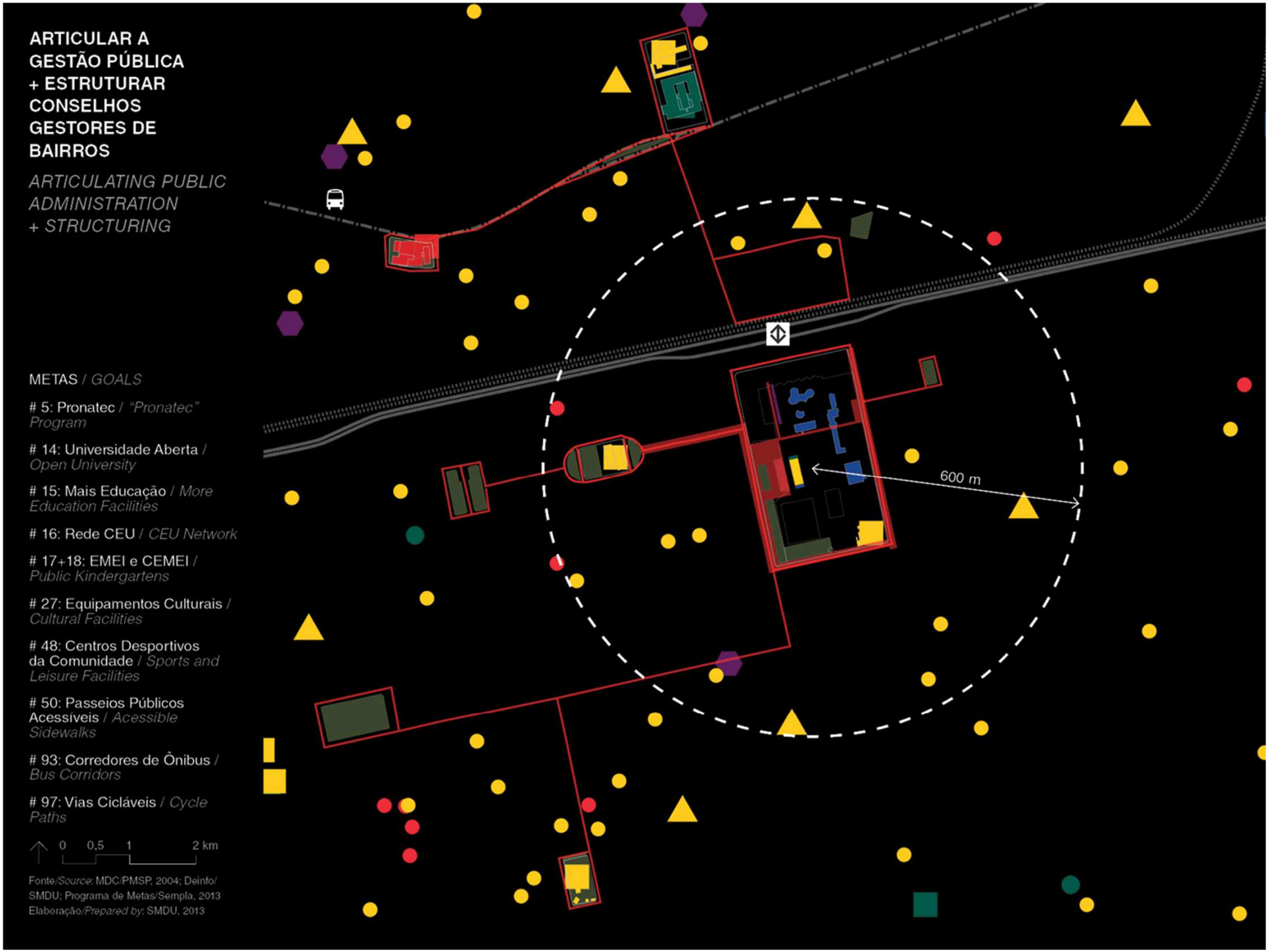
ESTRATÉGIA 1:
INVESTIR NA POPULAÇÃO

STRATEGY 1:
INVESTING IN PEOPLE



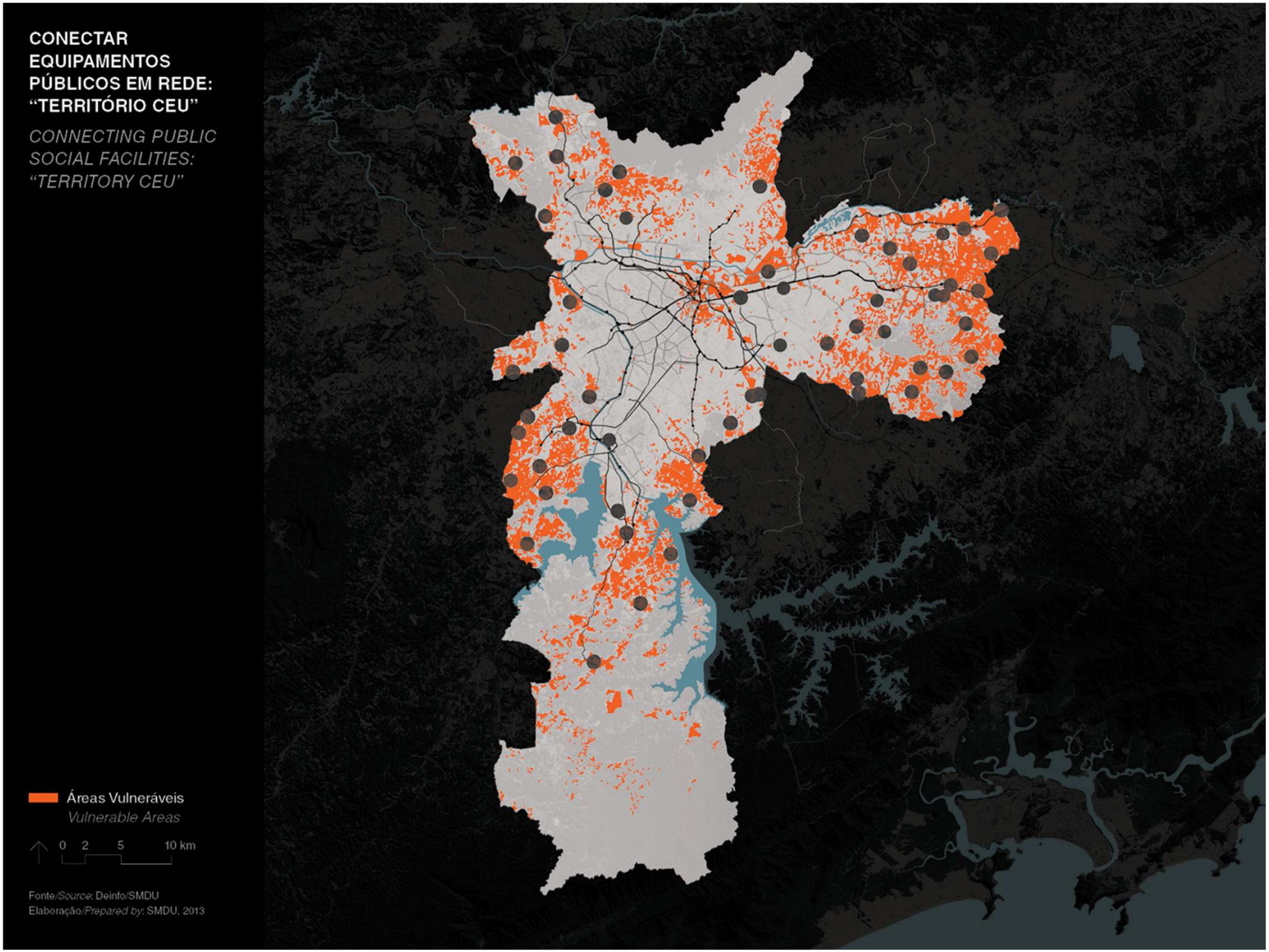
Fonte/*Source*: MDC/PMSP, 2004; Deinfo/SMDU
Elaboração/*Prepared by*: SMDU, 2013


INTEGRAR EQUIPAMENTOS AO TERRITÓRIO
INTEGRATING PUBLIC FACILITIES TO THE TERRITORY
EMEI PRESIDENTE DUTRA
PUBLIC KINDERGARTEN
HOSPITAL MUNICIPAL DO TATUAPÉ
PUBLIC HOSPITAL
BIBLIOTECA PÚBLICA
PUBLIC LIBRARY
CEU TATUAPÉ
UNIFIED EDUCATIONAL CENTER
600 m
EMEF JACKSON DE FIGUEIREDO
PUBLIC ELEMENTARY SCHOOL
EMEI QUINTINO BOCAIUVA
PUBLIC KINDERGARTEN
PRAÇA SILVIO ROMERO
PUBLIC SQUARE
EMEI GOMES CARDIM
PUBLIC KINDERGARTEN
600 metros/meters =
2 min
10 min
0 0,5 1 2 km
Fonte/Source: MDC/PMSP, 2004; Deinfo/SMDU
Elaboração/Prepared by: SMDU, 2013


ARTICULAR A GESTÃO PÚBLICA + ESTRUTURAR CONSELHOS GESTORES DE BAIRROS
ARTICULATING PUBLIC ADMINISTRATION + STRUCTURING
METAS / GOALS
5: Pronatec / "Pronatec" Program
14: Universidade Aberta / Open University
15: Mais Educação / More Education Facilities
16: Rede CEU / CEU Network
17+18: EMEI e CEMEI / Public Kindergartens
27: Equipamentos Culturais / Cultural Facilities
48: Centros Desportivos da Comunidade / Sports and Leisure Facilities
50: Passeios Públicos Acessíveis / Acessible Sidewalks
93: Corredores de Ônibus / Bus Corridors
97: Vias Cicláveis / Cycle Paths
0 0,5 1 2 km
600 m
Fonte/Source: MDC/PMSP, 2004; Deinfo/SMDU; Programa de Metas/Sempla, 2013
Elaboração/Prepared by: SMDU, 2013

CONECTAR EQUIPAMENTOS PÚBLICOS EM REDE: "TERRITÓRIO CEU"

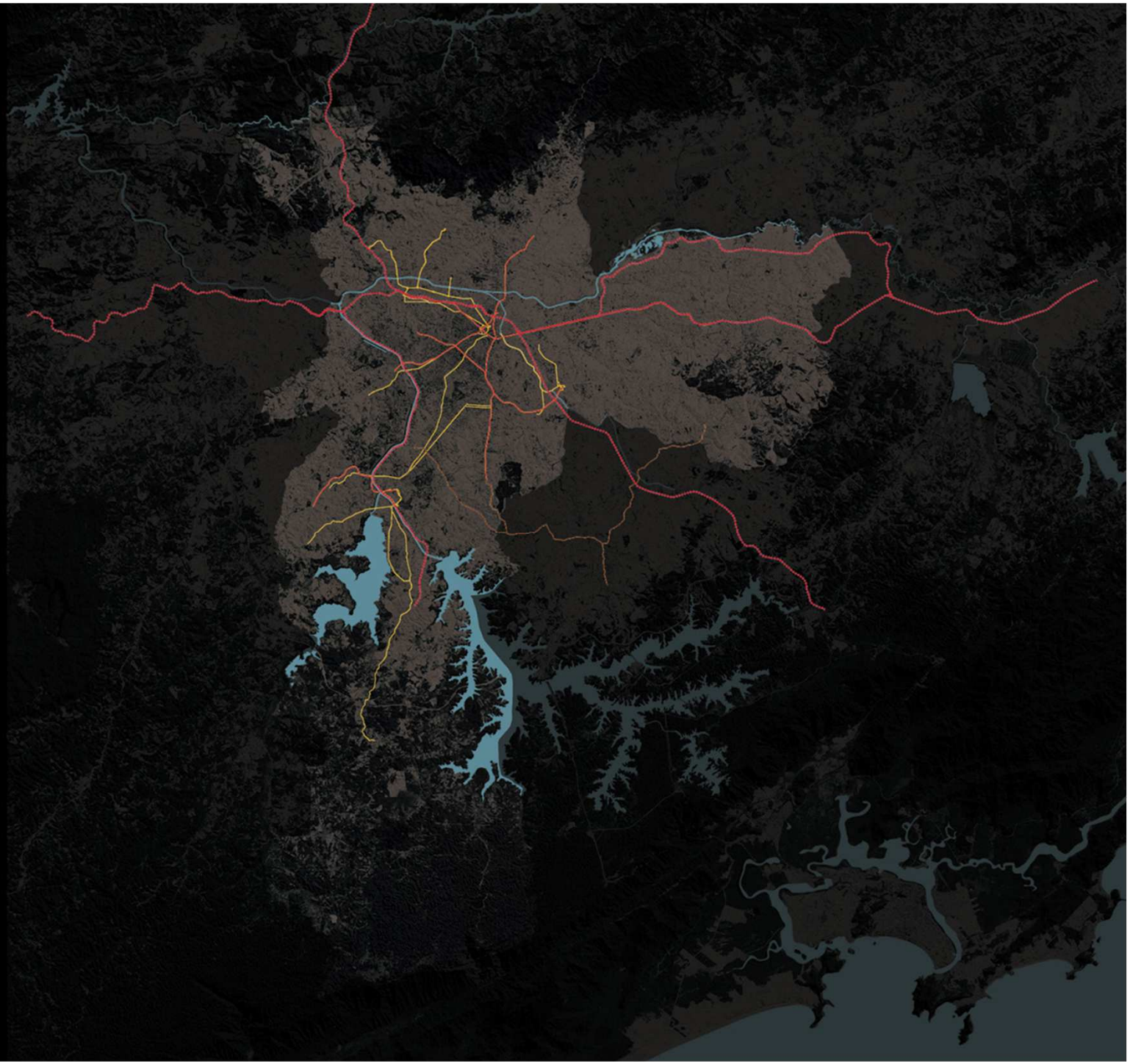
CONNECTING PUBLIC SOCIAL FACILITIES: "TERRITORY CEU"



Fonte/*Source*: Deinfo/SMDU
Elaboração/*Prepared by*: SMDU, 2013

ESTRATÉGIA 2:
ASSOCIAR DESENVOLVIMENTO URBANO E MOBILIDADE

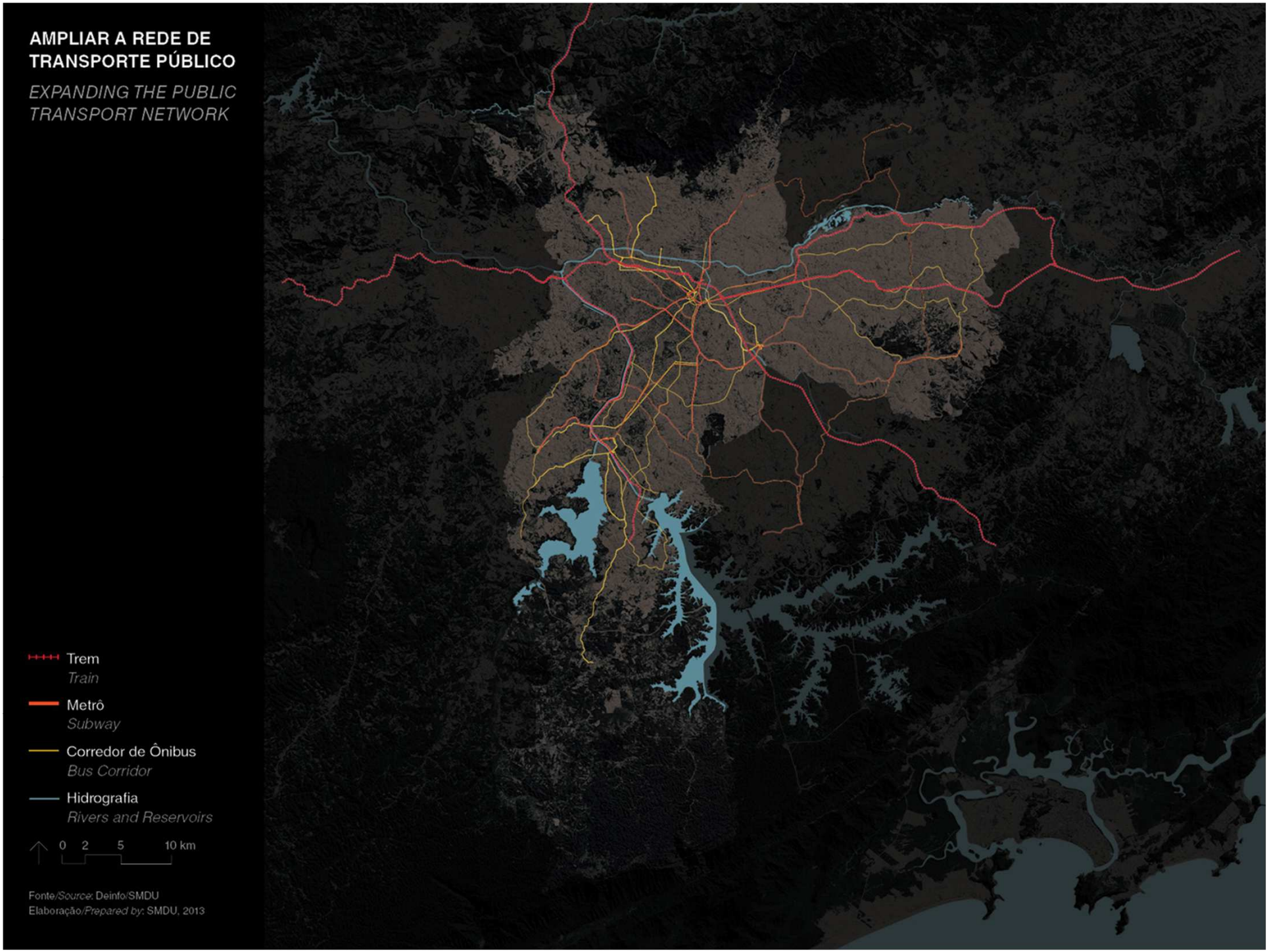
STRATEGY 2:
ASSOCIATING URBAN DEVELOPMENT AND MOBILITY



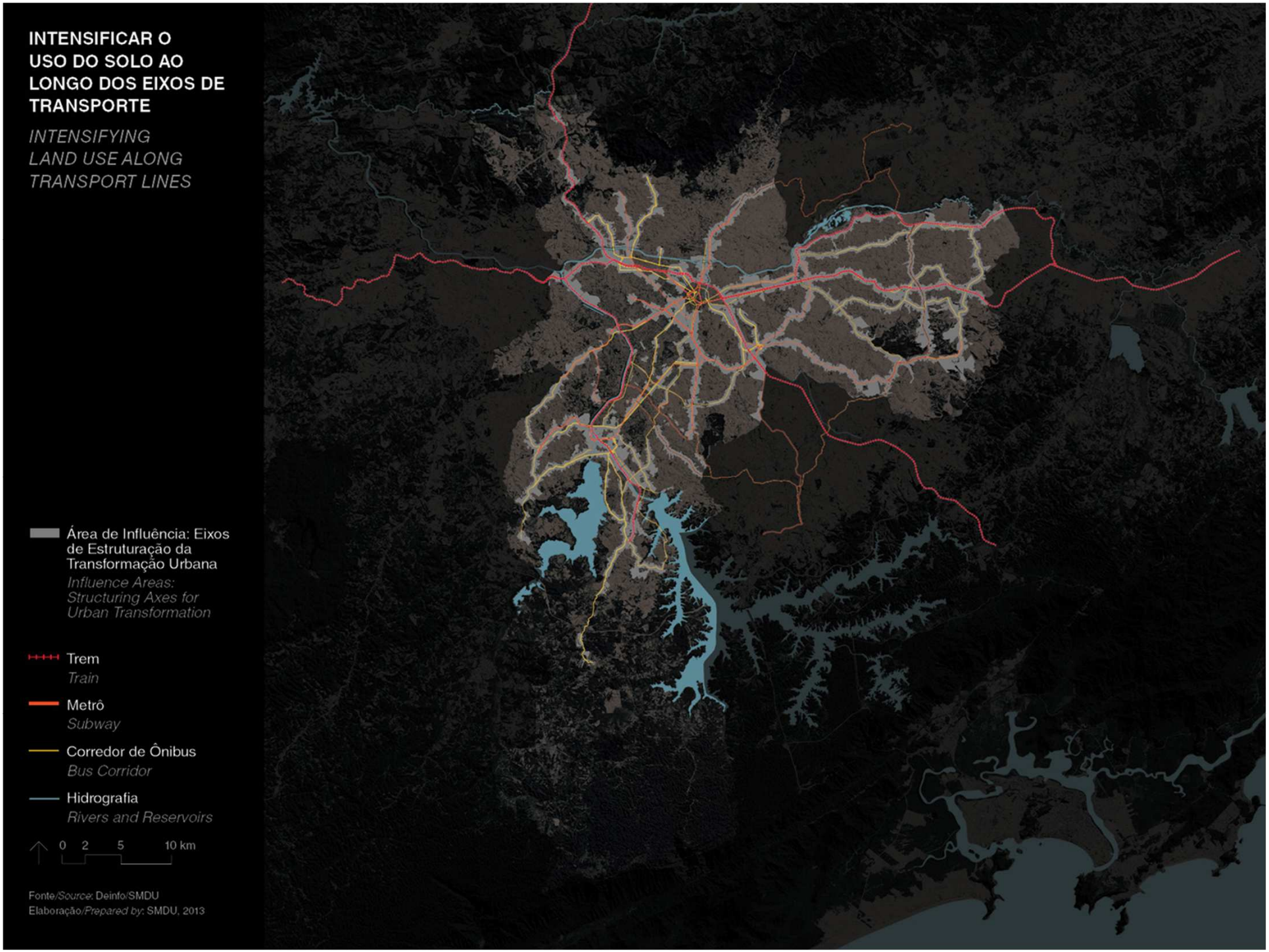
Fonte/*Source*: Deinfo/SMDU
Elaboração/*Prepared by*: SMDU, 2013

AMPLIAR A REDE DE TRANSPORTE PÚBLICO

EXPANDING THE PUBLIC TRANSPORT NETWORK



Fonte/*Source*: Deinfo/SMDU
Elaboração/*Prepared by*: SMDU, 2013


INTENSIFICAR O USO DO SOLO AO LONGO DOS EIXOS DE TRANSPORTE
INTENSIFYING LAND USE ALONG TRANSPORT LINES
Área de Influência: Eixos de Estruturação da Transformação Urbana
Influence Areas: Structuring Axes for Urban Transformation
Trem
Train
Metrô
Subway
Corredor de Ônibus
Bus Corridor
Hidrografia
Rivers and Reservoirs
0 2 5 10 km
Fonte/Source: Deinfo/SMDU
Elaboração/Prepared by: SMDU, 2013

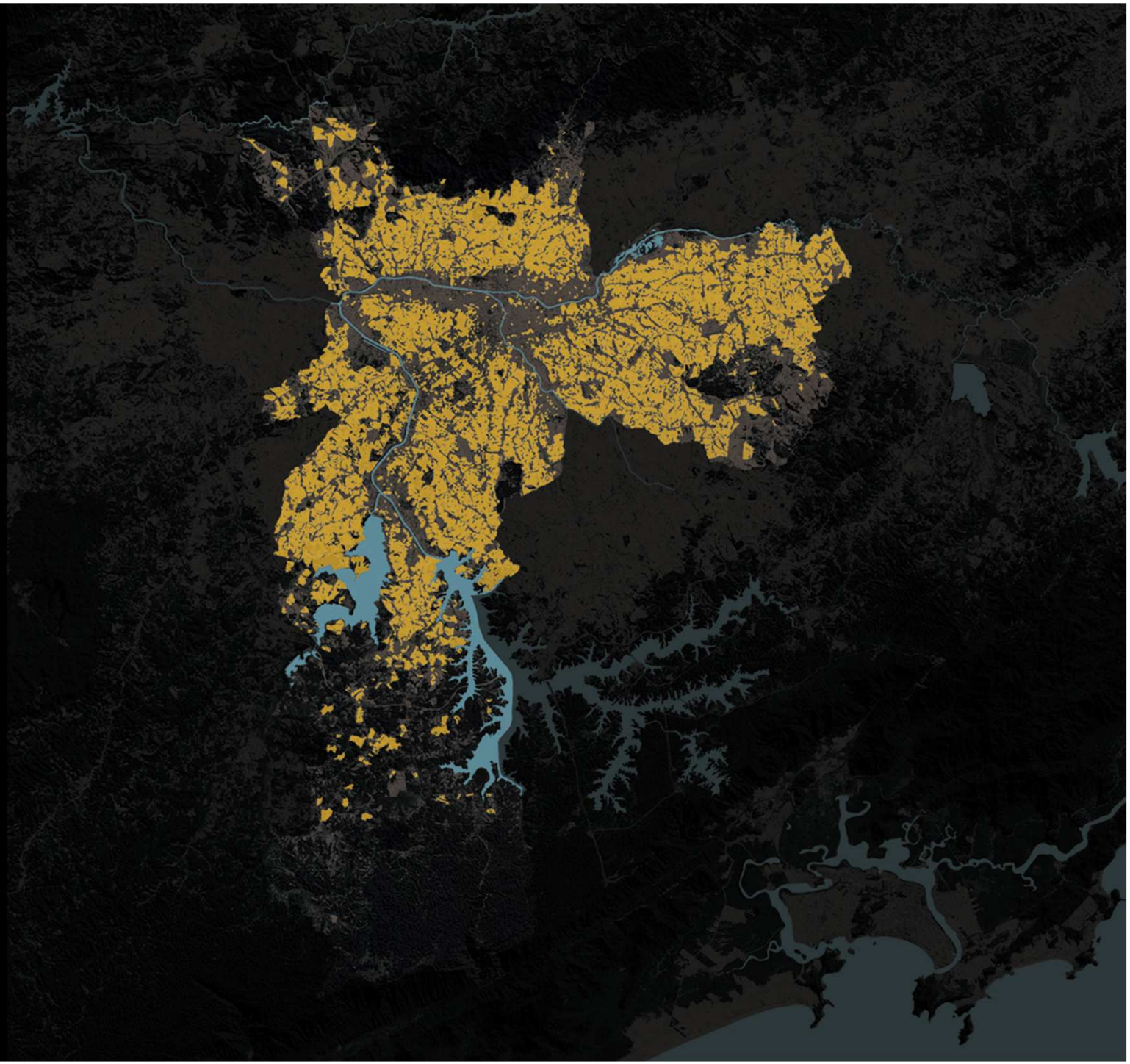
INTENSIFICAR O USO DO SOLO AO LONGO DOS EIXOS DE TRANSPORTE

INTENSIFYING LAND USE ALONG TRANSPORT LINES

Fonte/*Source*: MDC/PMSP, 2004
Elaboração/*Prepared by*: SMDU, 2013

ESTRATÉGIA 3:
EQUILIBRAR OFERTA DE MORADIA E EMPREGO

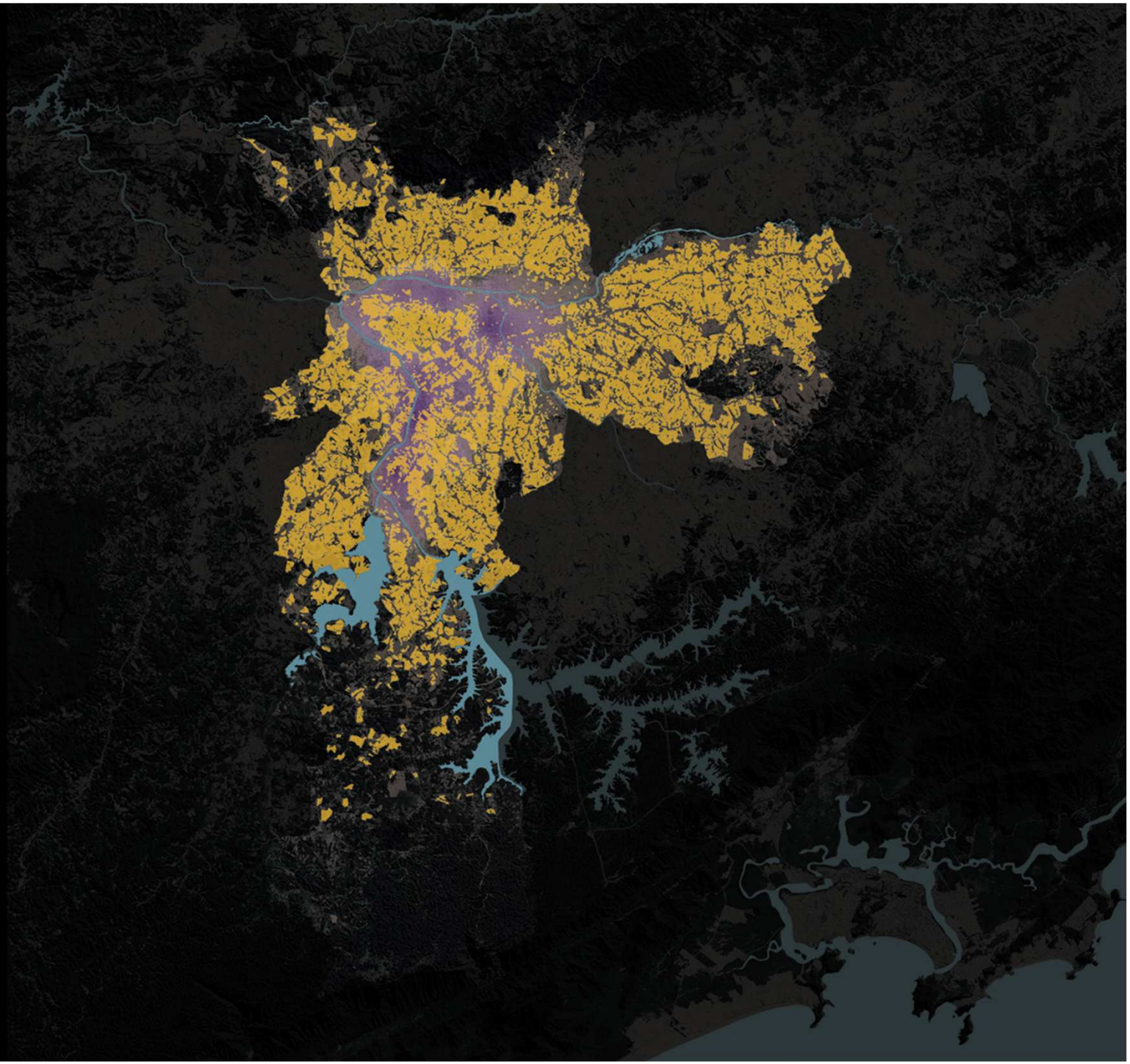
STRATEGY 3:
BALANCING HOUSING AND EMPLOYMENT SUPPLY



Fonte/*Source*: TPCL/SF
Elaboração/*Prepared by*: SMDU, 2013

OFERTAR EMPREGO ONDE HÁ MORADIA + HABITAR ONDE HÁ EMPREGO

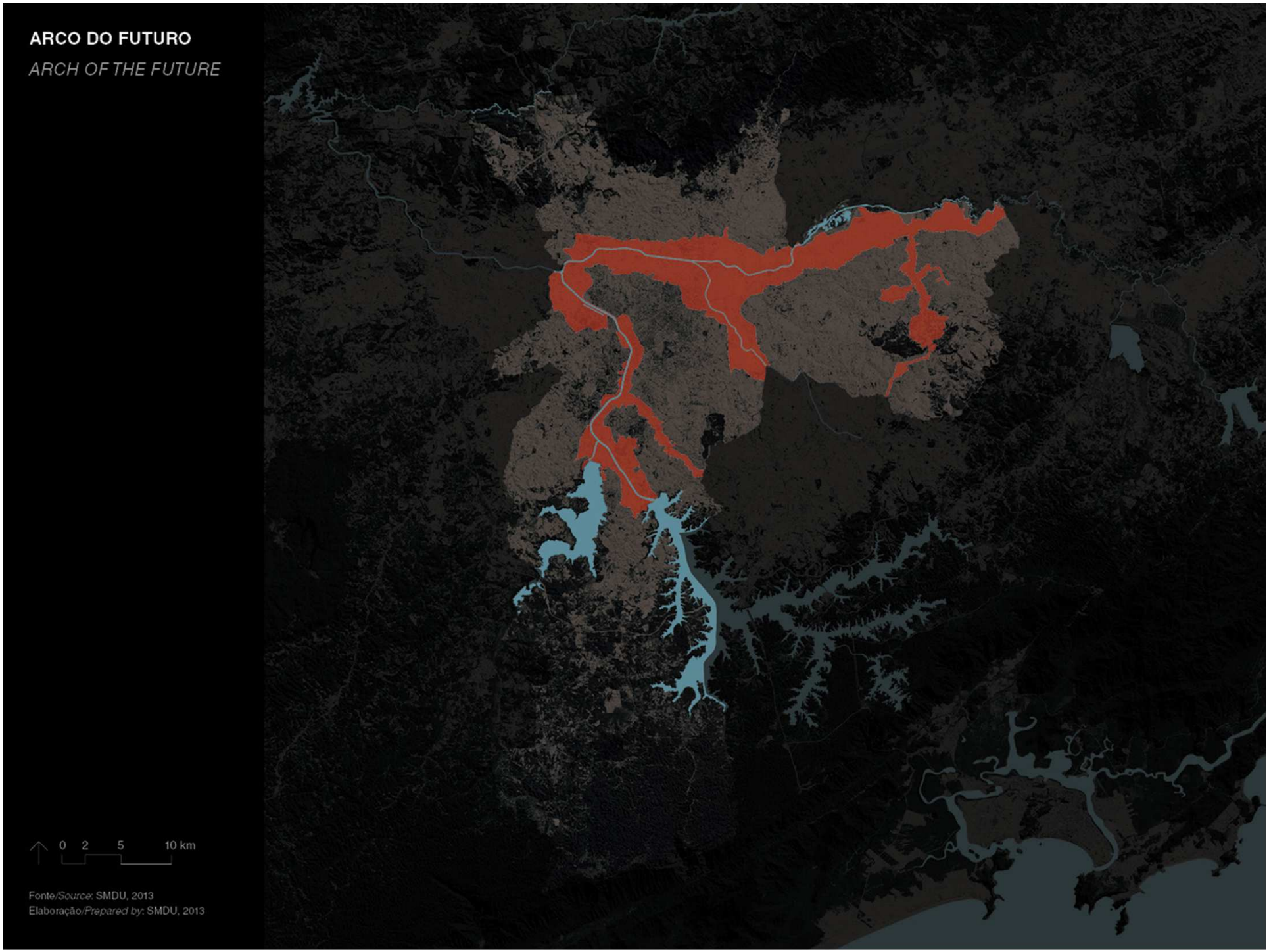
EXPANDING EMPLOYMENT WHERE THERE IS HOUSING + INHABITING WHERE THERE IS EMPLOYMENT



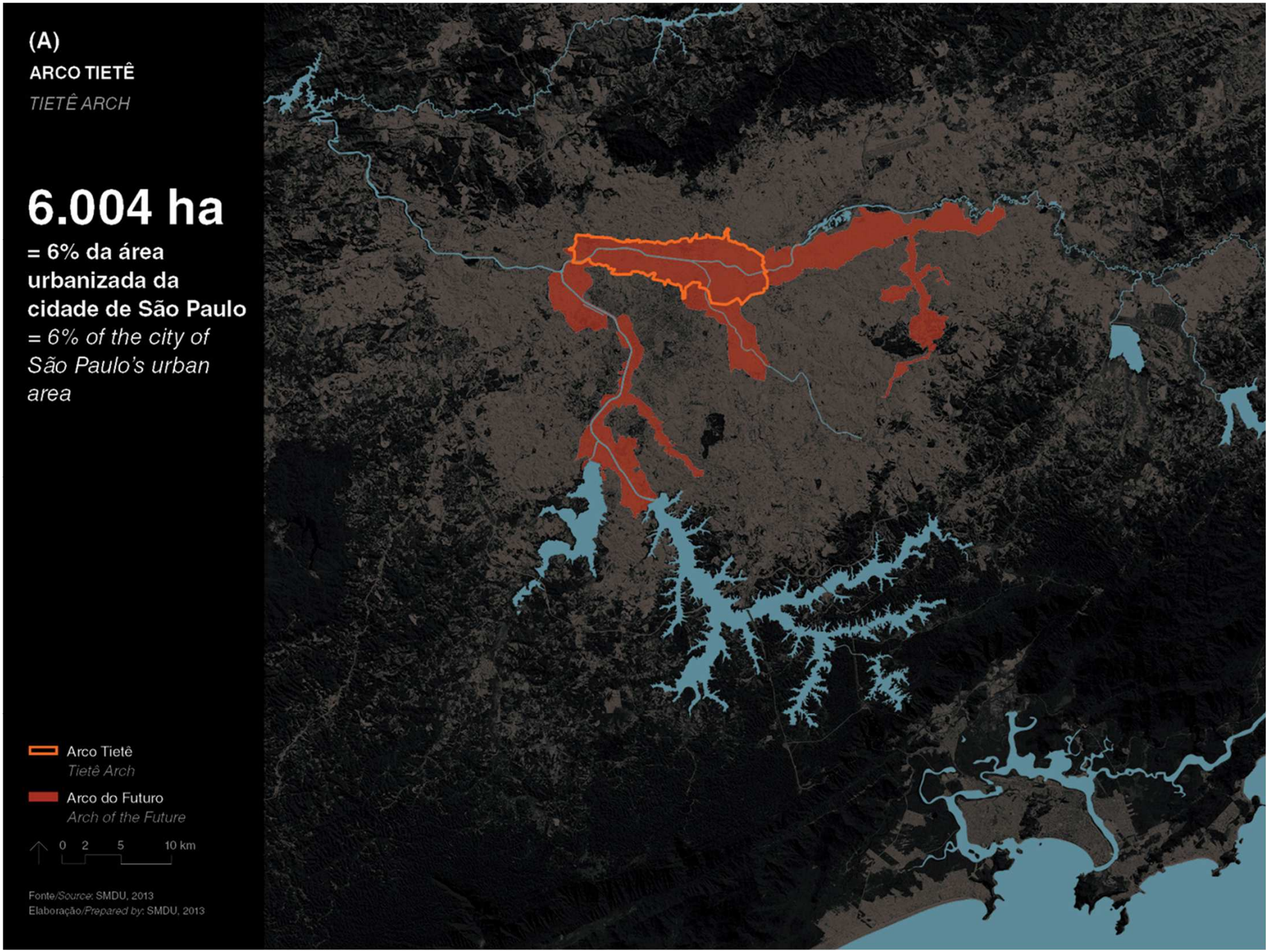
Fonte/*Source*: Rais/MTE, 2010; TPCL/SF
Elaboração/*Prepared by*: SMDU, 2013

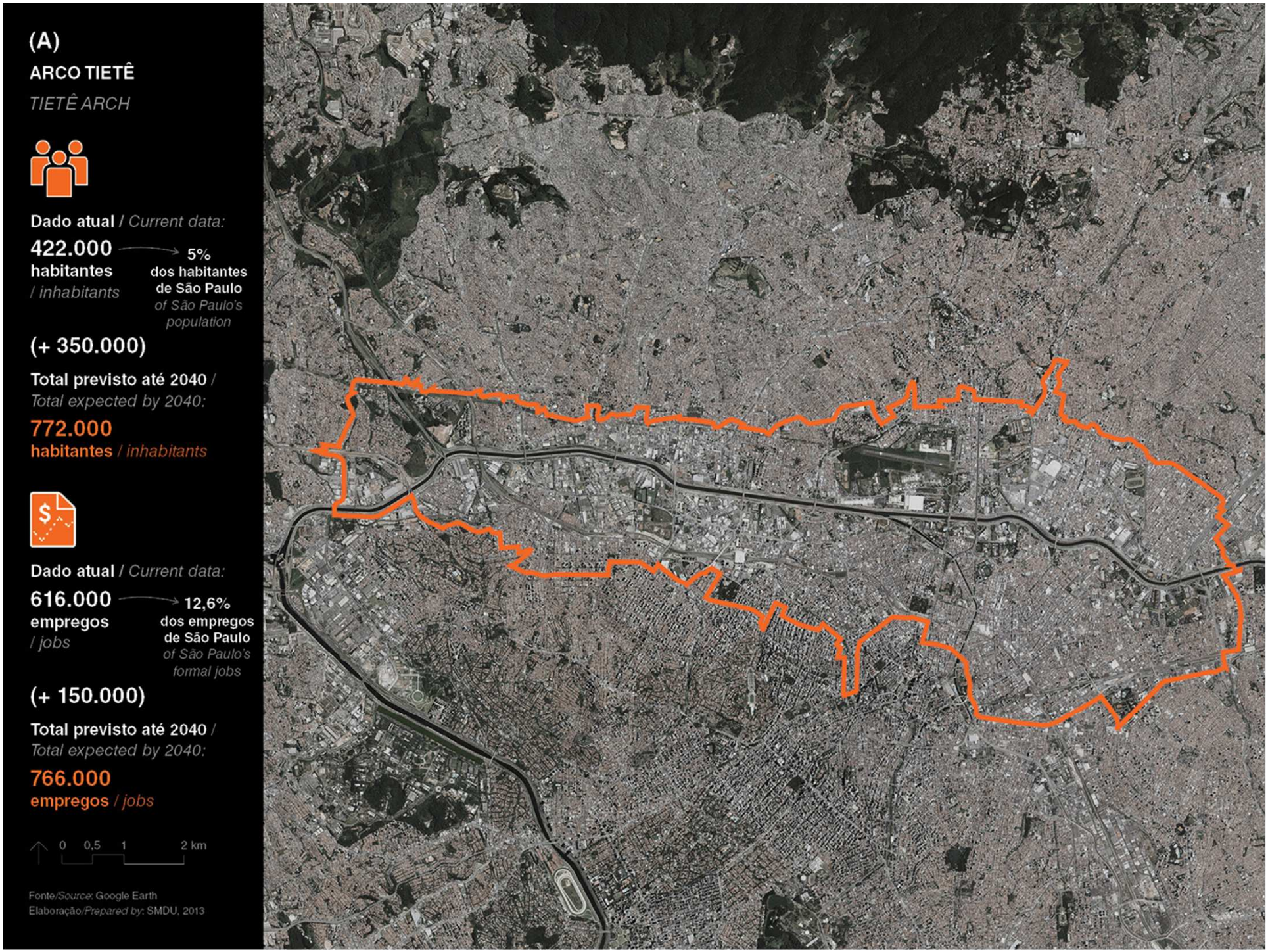
ARCO DO FUTURO

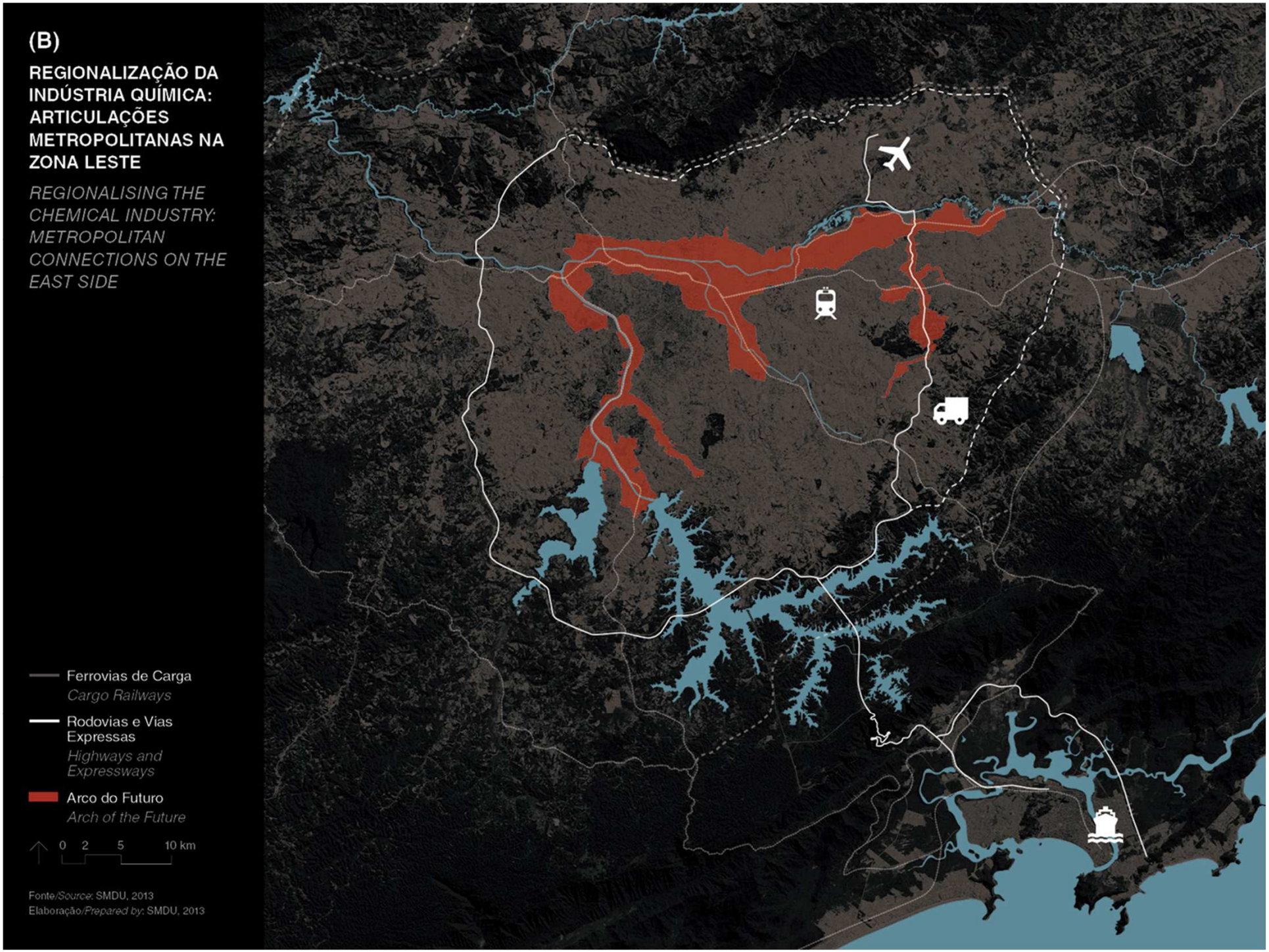
ARCH OF THE FUTURE

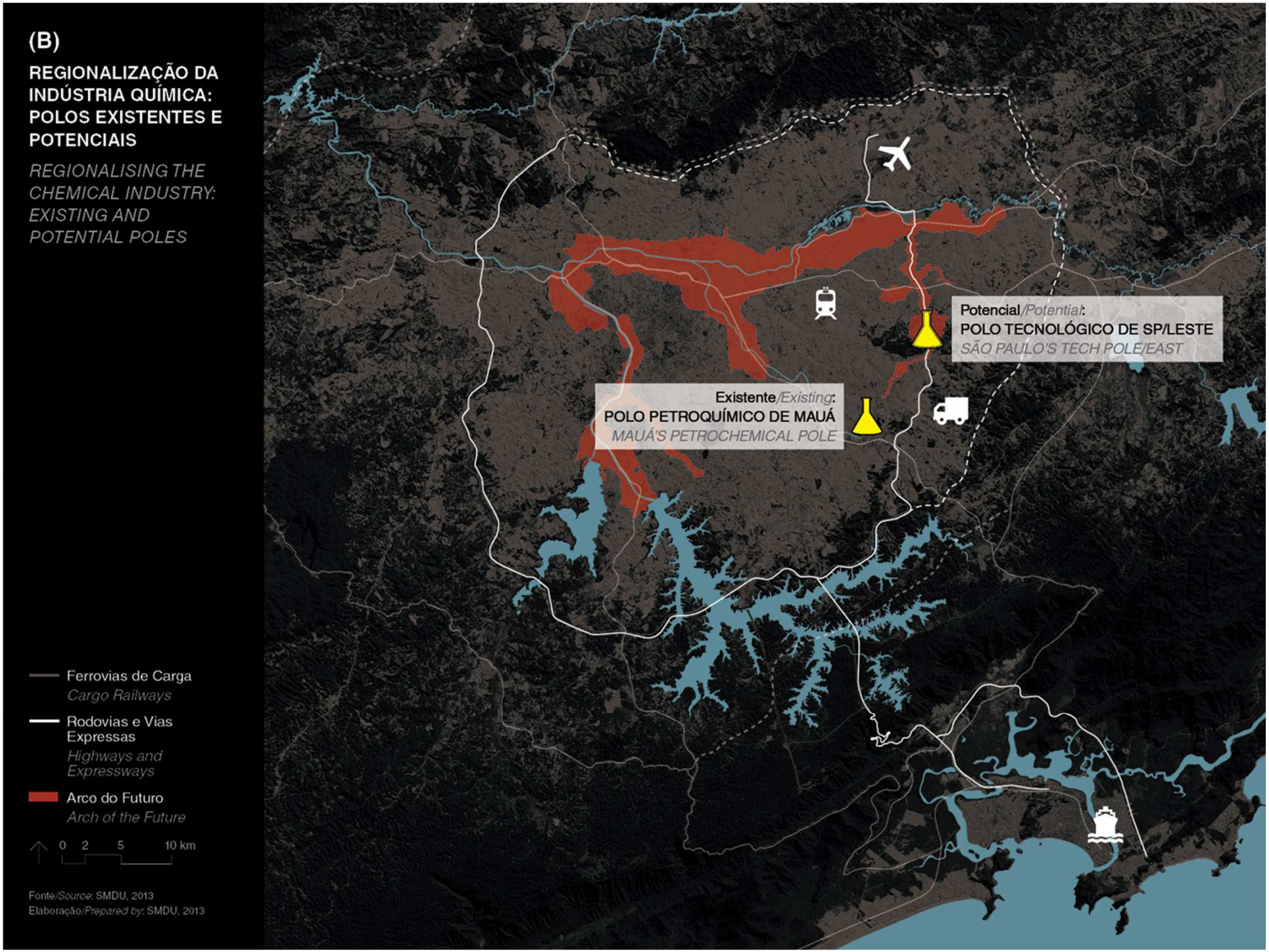


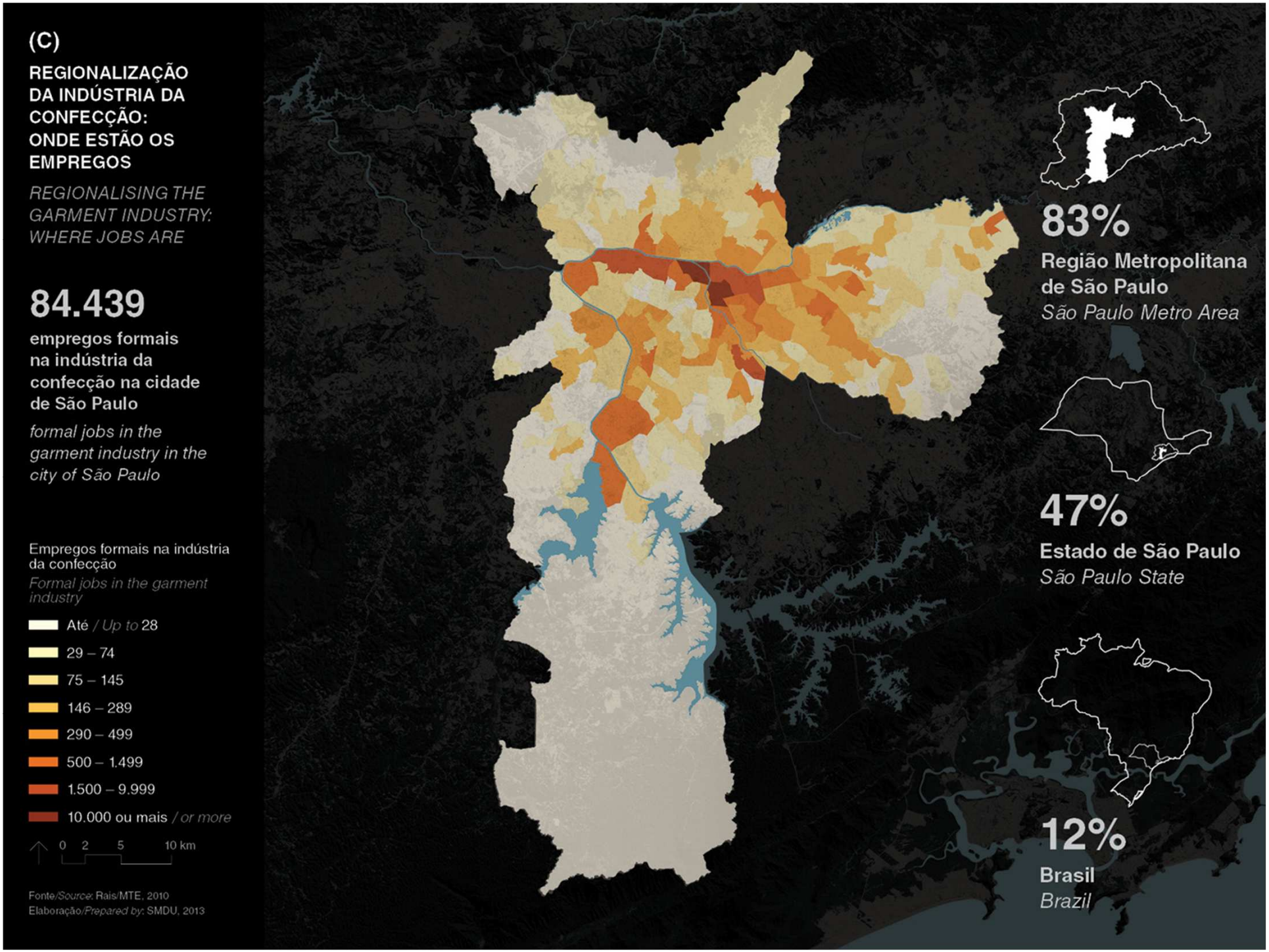
Fonte/*Source*: SMDU, 2013
Elaboração/*Prepared by*: SMDU, 2013

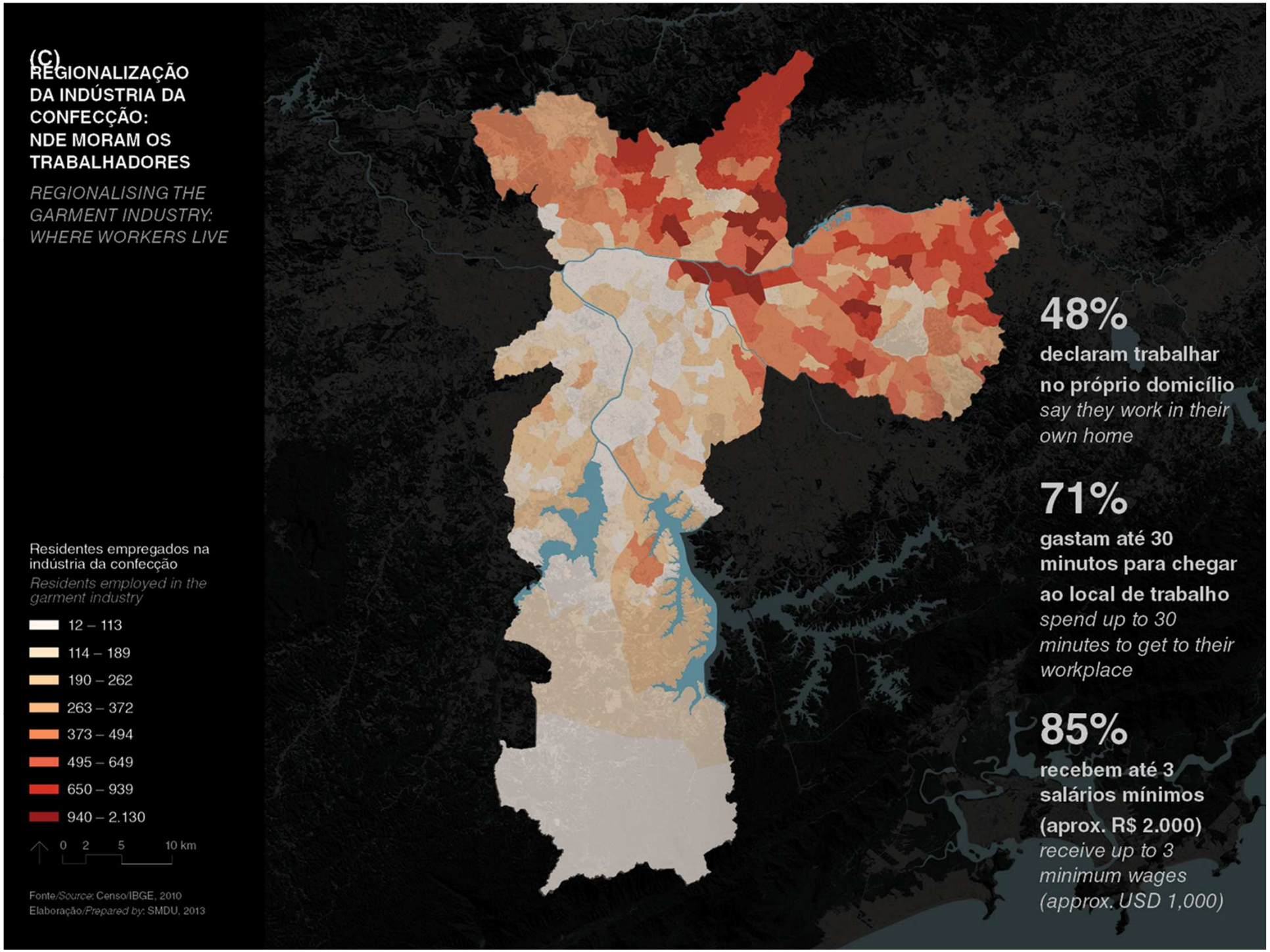

(A)
ARCO TIETÊ
TIETÊ ARCH
6.004 ha
= 6% da área urbanizada da cidade de São Paulo
= 6% of the city of São Paulo's urban area
Arco Tietê
Tietê Arch
Arco do Futuro
Arch of the Future
0 2 5 10 km
Fonte/Source: SMDU, 2013
Elaboração/Prepared by: SMDU, 2013


(A)
ARCO TIETÊ
TIETÊ ARCH
Dado atual / Current data:
422.000
habitantes
/ inhabitants
5%
dos habitantes
de São Paulo
of São Paulo's
population
(+ 350.000)
Total previsto até 2040 /
Total expected by 2040:
772.000
habitantes / inhabitants
Dado atual / Current data:
616.000
empregos
/ jobs
12,6%
dos empregos
de São Paulo
of São Paulo's
formal jobs
(+ 150.000)
Total previsto até 2040 /
Total expected by 2040:
766.000
empregos / jobs
0
0,5
1
2 km
Fonte/Source: Google Earth
Elaboração/Prepared by: SMDU, 2013


(B)
REGIONALIZAÇÃO DA INDÚSTRIA QUÍMICA: ARTICULAÇÕES METROPOLITANAS NA ZONA LESTE
REGIONALISING THE CHEMICAL INDUSTRY: METROPOLITAN CONNECTIONS ON THE EAST SIDE
Ferrovias de Carga
Cargo Railways
Rodovias e Vias Expressas
Highways and Expressways
Arco do Futuro
Arch of the Future
0 2 5 10 km
Fonte/Source: SMDU, 2013
Elaboração/Prepared by: SMDU, 2013


(B)
REGIONALIZAÇÃO DA INDÚSTRIA QUÍMICA: POLOS EXISTENTES E POTENCIAIS
REGIONALISING THE CHEMICAL INDUSTRY: EXISTING AND POTENTIAL POLES
Potencial/Potential:
POLO TECNOLÓGICO DE SP/LESTE
SÃO PAULO'S TECH POLE/EAST
Existente/Existing:
POLO PETROQUÍMICO DE MAUÁ
MAUÁ'S PETROCHEMICAL POLE
Ferrovias de Carga
Cargo Railways
Rodovias e Vias Expressas
Highways and Expressways
Arco do Futuro
Arch of the Future
0 2 5 10 km
Fonte/Source: SMDU, 2013
Elaboração/Prepared by: SMDU, 2013


(C)
REGIONALIZAÇÃO DA INDÚSTRIA DA CONFECÇÃO: ONDE ESTÃO OS EMPREGOS
REGIONALISING THE GARMENT INDUSTRY: WHERE JOBS ARE
84.439
empregos formais na indústria da confecção na cidade de São Paulo
formal jobs in the garment industry in the city of São Paulo
Empregos formais na indústria da confecção
Formal jobs in the garment industry
Até / Up to 28
29 – 74
75 – 145
146 – 289
290 – 499
500 – 1.499
1.500 – 9.999
10.000 ou mais / or more
0 2 5 10 km
Fonte/Source: Rais/MTE, 2010
Elaboração/Prepared by: SMDU, 2013
83%
Região Metropolitana de São Paulo
São Paulo Metro Area
47%
Estado de São Paulo
São Paulo State
12%
Brasil
Brazil


(C)
REGIONALIZAÇÃO DA INDÚSTRIA DA CONFECÇÃO: NDE MORAM OS TRABALHADORES
REGIONALISING THE GARMENT INDUSTRY: WHERE WORKERS LIVE
Residentes empregados na indústria da confecção
Residents employed in the garment industry
12 – 113
114 – 189
190 – 262
263 – 372
373 – 494
495 – 649
650 – 939
940 – 2.130
0 2 5 10 km
Fonte/Source: Censo/IBGE, 2010
Elaboração/Prepared by: SMDU, 2013
48%
declaram trabalhar no próprio domicílio
say they work in their own home
71%
gastam até 30 minutos para chegar ao local de trabalho
spend up to 30 minutes to get to their workplace
85%
recebem até 3 salários mínimos (aprox. R$ 2.000)
receive up to 3 minimum wages (approx. USD 1,000)

TRABALHO DOMICILIAR

WORKING AT HOME

Fonte/*Source*: Autoria desconhecida/
Unknown authorship

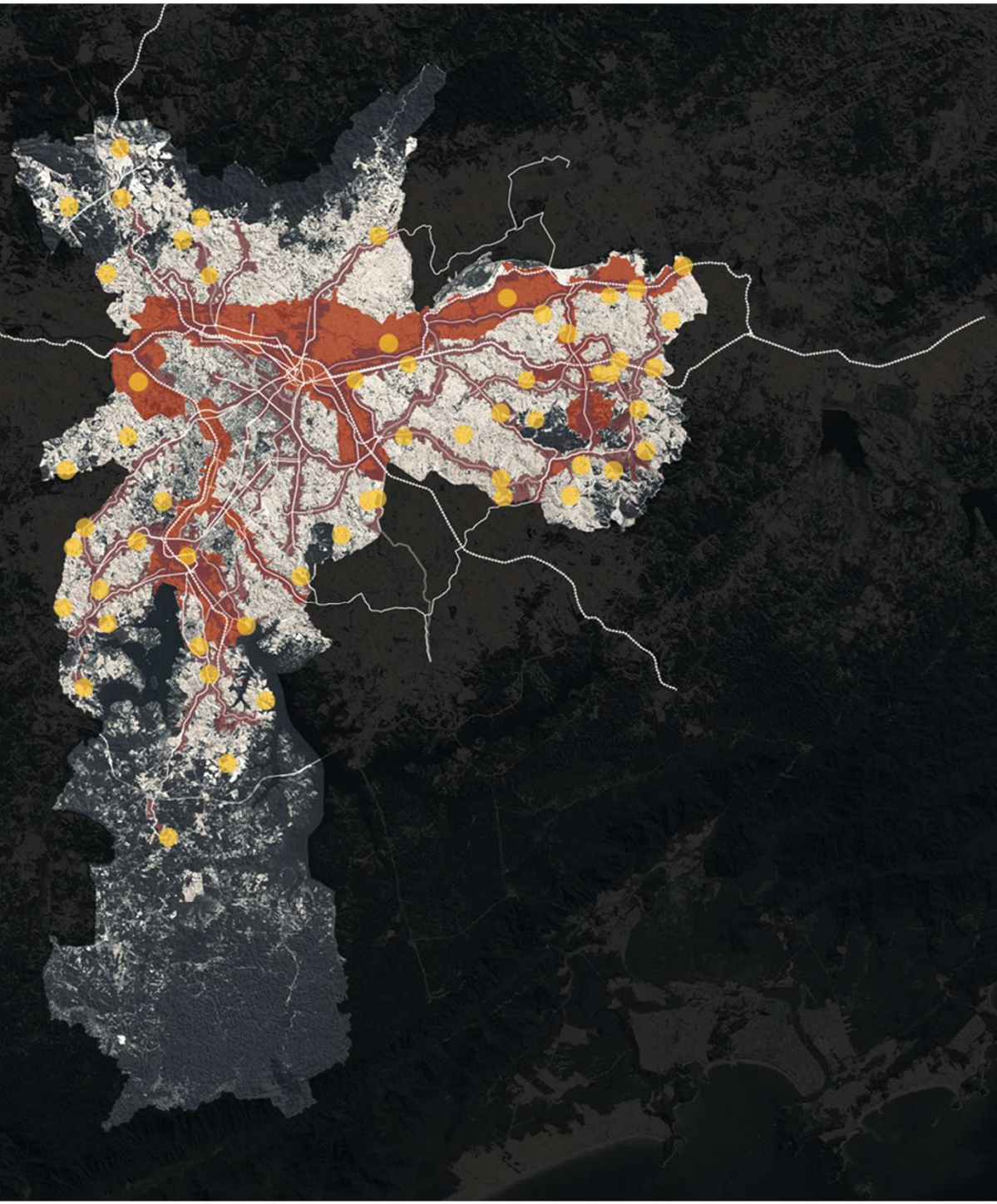
COOPERATIVA DE COSTURA

SEWING COOPERATIVE

Fonte/*Source*: Joaquim Duarte

SÃO PAULO:
REDES E LUGARES

SÃO PAULO:
NETWORKS AND PLACES



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PREFEITURA DE
SÃO PAULO
DESENVOLVIMENTO URBANO