

URBAN AGE SOUTH AMERICA CONFERENCE

DECEMBER 2008

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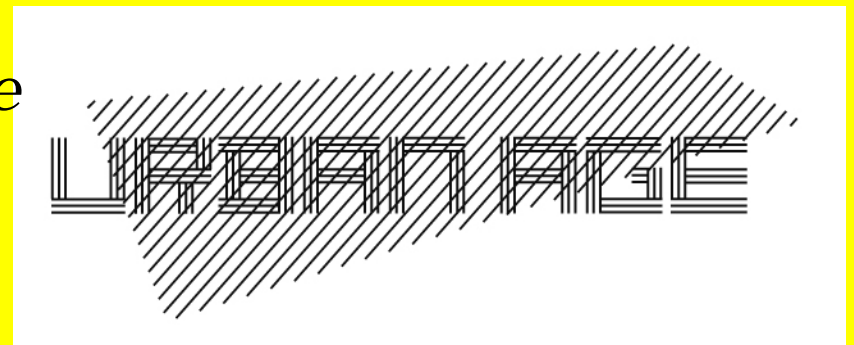
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URBAN OPERATION DIAGONAL SUL

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FAU-MACKENZIE

FAU-USP

FAU-USP

FAU-USP BAUHAUS

FAU-UFPE

SECOVI-SP

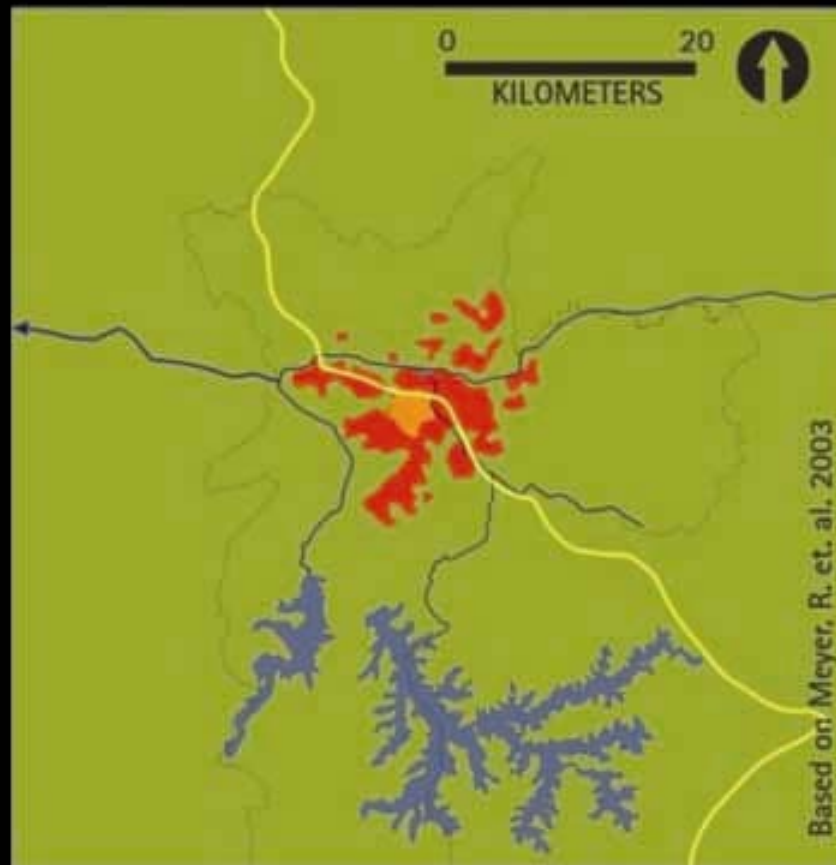
SECOVI-SP

SECOVI-SP

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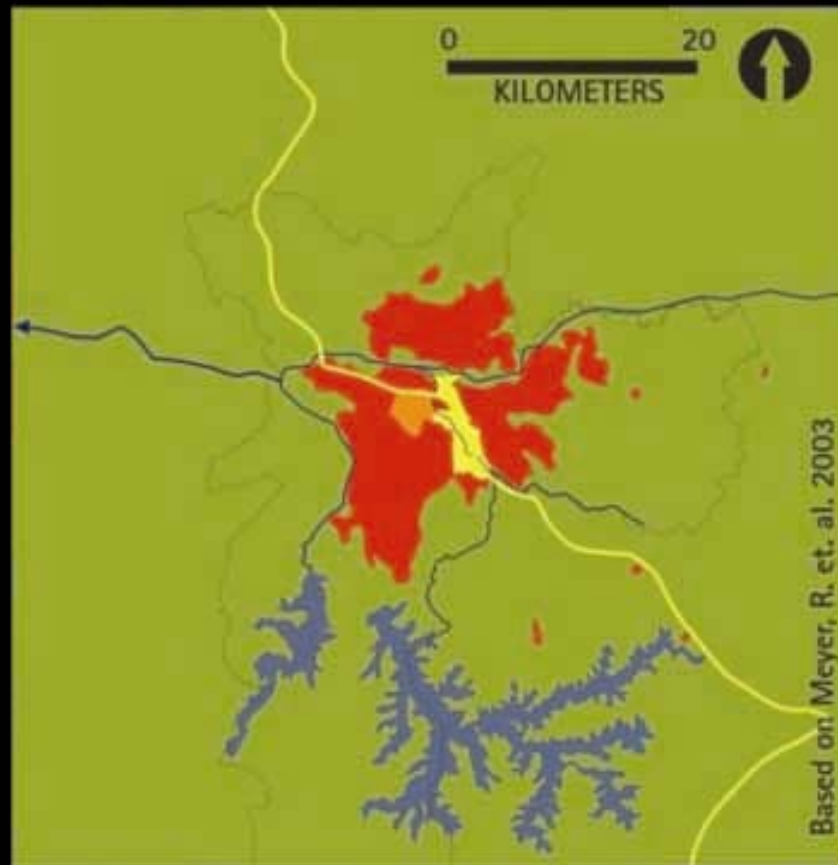
SÃO PAULO TODAY SHOWS NO ABILITY TO PRODUCE HIGH-QUALITY URBAN PROJECTS. WHY NOT?

- BECAUSE IT IS A MEGACITY COMPOSED OF MUNICIPALITIES THAT DO NOT ALWAYS DIALOGUE TO ONE ANOTHER. (COMPACT CITY X SPRAWLED CITY)



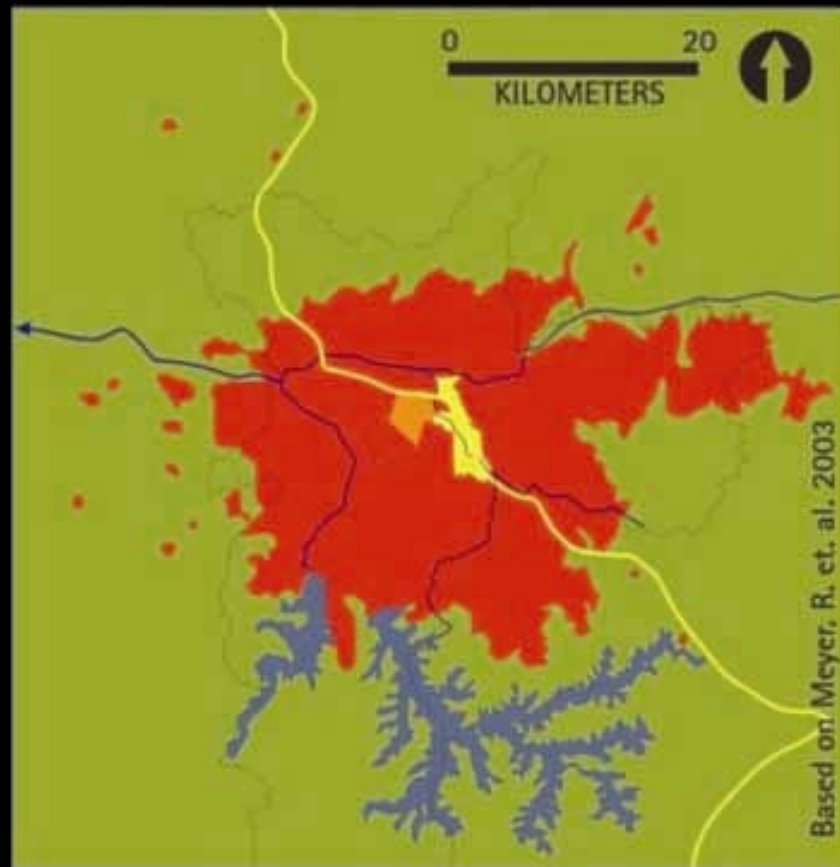
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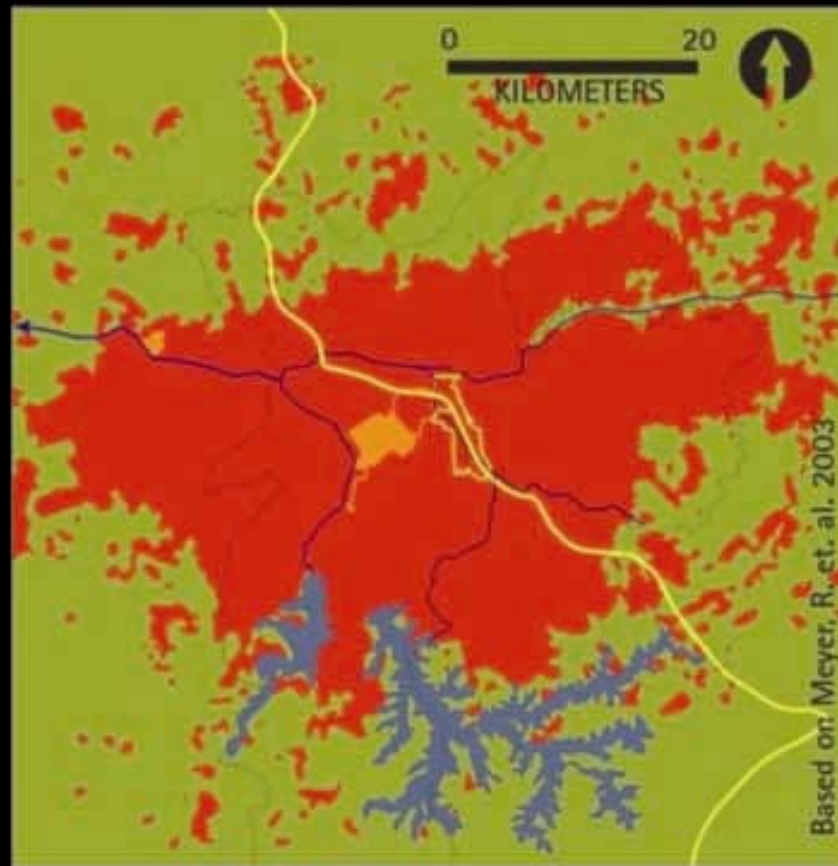
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- BECAUSE IT HAS SPREAD TOO MUCH AND THIS CAUSES ENVIRONMENTAL AND MOBILITY PROBLEMS



Foto: Unknown

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- BECAUSE IT IS UNABLE TO ARTICULATE INDIVIDUAL INTERESTS IN COLLECTIVE URBAN PROJECTS COORDINATED BY THE PUBLIC SECTOR



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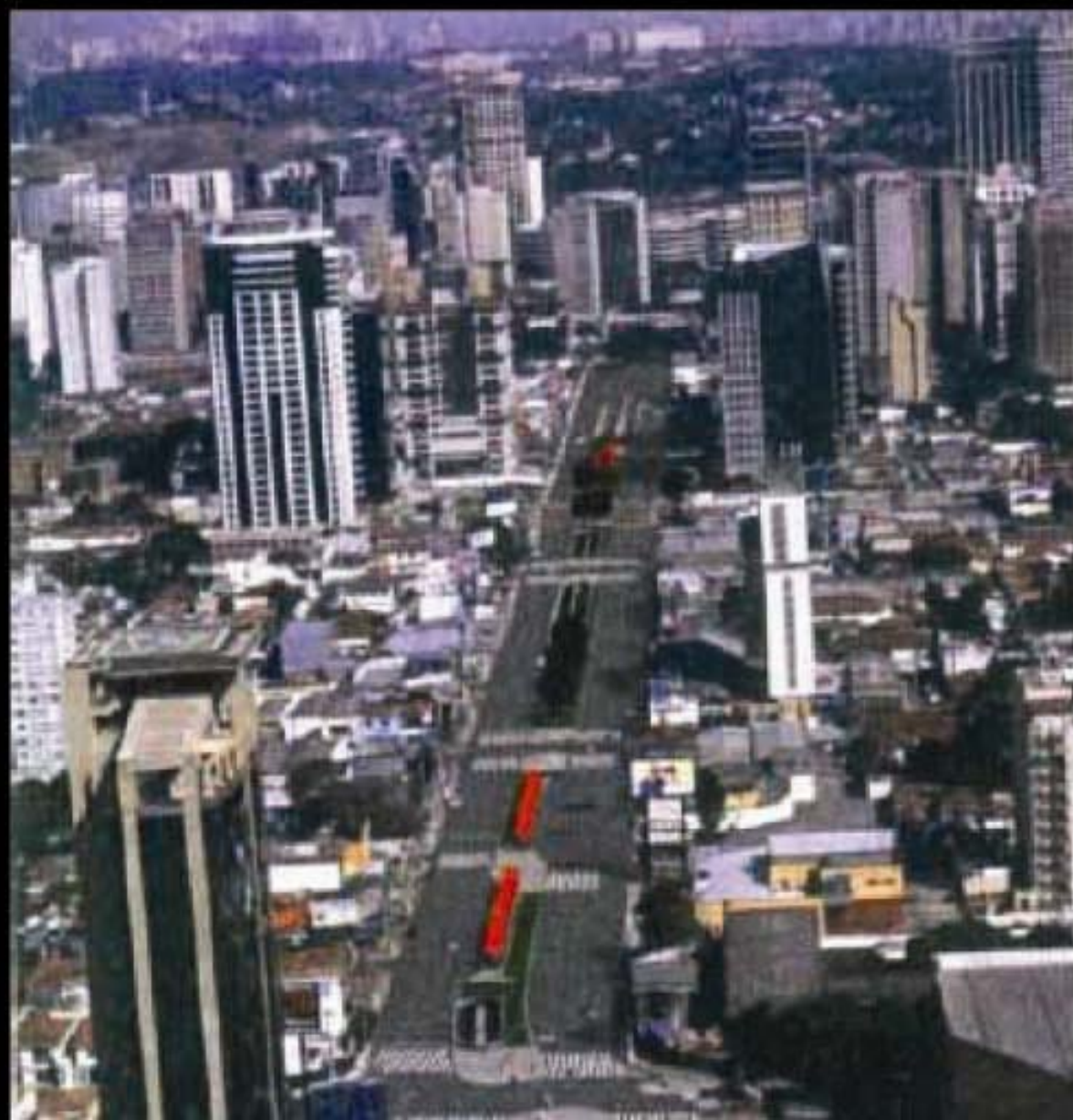
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WHAT DO WE LEARN FROM THE INTERNATIONAL EXPERIENCE?

- NEW CONCEPTS HAVE BEEN ESTABLISHED IN MAJOR METROPOLIS ON THE REUSE OF RECURRENT TRANSFORMING AREAS

HERE ARE SOME OF THEN:

- LONG-TERM STRATEGIC METROPOLITAN PLANS DEFINING AREAS OF URBAN PROJECTS PRODUCING NEW CENTRALITIES (PARIS, BILBAO, LONDON, MILAN) AND INCREASING MOBILITY



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- ADMINISTRATIVE ENTITIES THAT PROVIDE COMMUNITY PARTICIPATION (PARIS, LONDON, MILAN, BILBAO, ROTTERDAM) AND PUBLIC / PRIVATE JOINT ACTION PARTNERSHIPS (LONDON, PARIS, MILAN, BILBAO)



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1/1/08
 van Paul S. H. ...
 Wat wil we willen...
 ... op het de vloer op een goed ontwerp

2 Wat zijn de eerste dingen waar je niet denkt bij de mobiliteit?

Wet + politiek
 overgenomen van land en economisch/landelijke verhouding

TRASH
 Tuchtige regels BEBO'S → vol van regeringen!
 Lege vervoersruimte's
 verkeersregio overname van
 Leden van

3 Merk je het verschil uit je eigen omgeving?

→ Inhoud P+R is een verbod te maken in behoud, maar: schappende/antwoordend te weinig beleid.

4 Hoeveel van je voorkeuren en die je wilt om het te bereiken met alleen verandering?

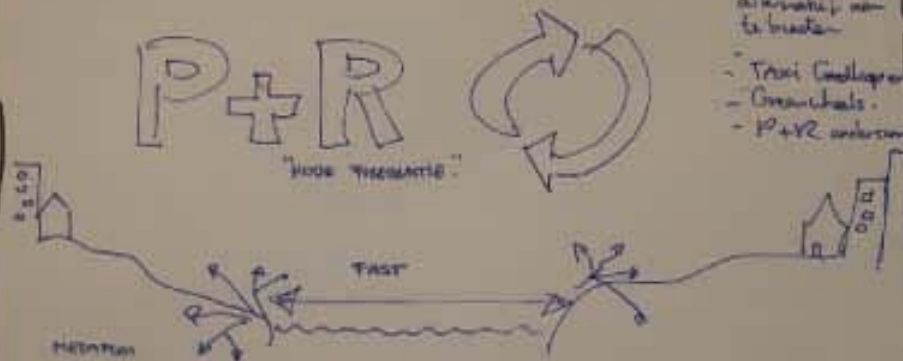
BEBO'S → Gemiddelde zaken
 OVERKOUWEN rookwiel / liberal.

P - gebouwt van nieuwsgierige
 Hagen voor 100% auto.

V - "Lagen van verhouding's"
 met auto's.

Retail & producenten bereiden voor klanten/computer en/of geconcentreerde productie
 → Meer in een verhouding.

5 Maak een tekening of schets van het plan.



Op plaatsen van team afkomst door van transport van "persoon" alternatief om te breken

- Taxi Coöperatie
- Greenhubs
- P+R onderaan

7 Hoe je vrede tussen 2 groepen die goed willen samenwerken?

Beleef + HST
 Bebe's in Tumbel
 Al met andere...
 Werken dat je maar alleen

...DE BEBES VOLLE AUTO IS SOET DEEL!!

8 Wat is een verwende slogan voor je plan?

"FAST Like A Ferret"

- efficiënt om te gebruiken
- betaalbaar
- praktisch
- goed of 100%

9 Welke maatregelen verwacht je van bestuur?

- TALEN BEWELIJEN
- SPREKINGE OVERNEMET ZIT AL VOL.
- ↓
- ONWILBELANG AL OVERNEMEN
- STEIGER LOPEN VOL.

10 Hoeveel van het budget is plan in een half jaar het duurt voordat het kan worden geïmplementeerd?

11%
 5.1% - 10.1%



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- CULTURAL ANCHORS, STAR-SYSTEM ARCHITECTURE OF SPECTACLES AND PRESERVATION OF HISTORICAL HERITAGE AS SYMBOLIC CAPITAL



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- LARGE PUBLIC INVESTMENT IN INFRASTRUCTURE AND PUBLIC SPACES OF QUALITY



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- ENVIRONMENTAL CONCERN LIMITING URBAN SPRAWL AND TREATIN CONTAMINATED SOIL



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- CONCERN WITH LOCAL ECONOMIC DEVELOPMENT (MILAN, LONDON) CREATIVE ECONOMY



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- CONCERN WITH SOCIAL INCLUSION FACING THE INVESTMENTS DIMENSION (GENTRIFICATION GLOBAL STRATEGY?)



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Housing and Affordable Housing

is ready to
business



950 units of
market

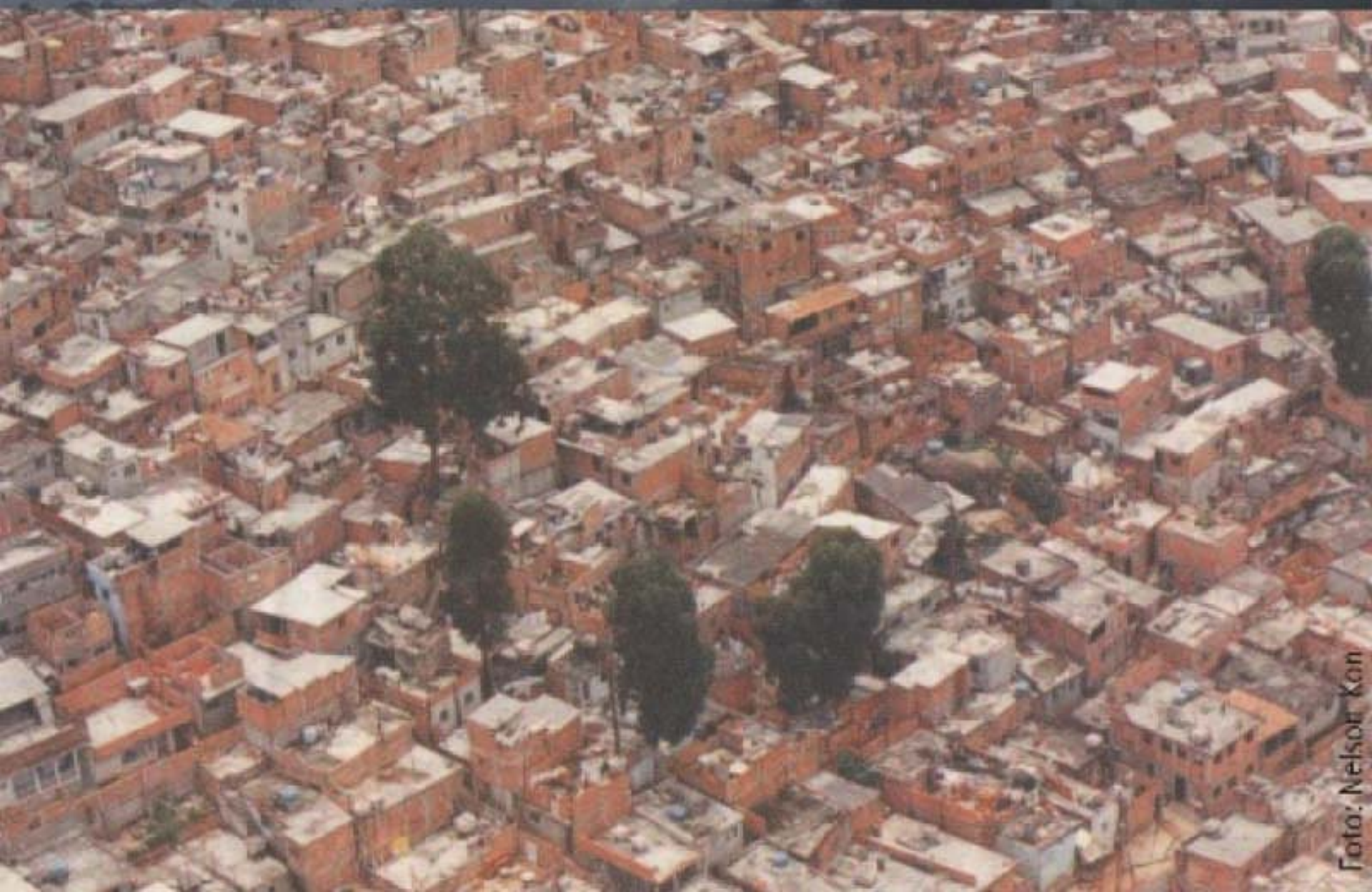
250 units of
intermediate

500 units
of social

650 units of
student

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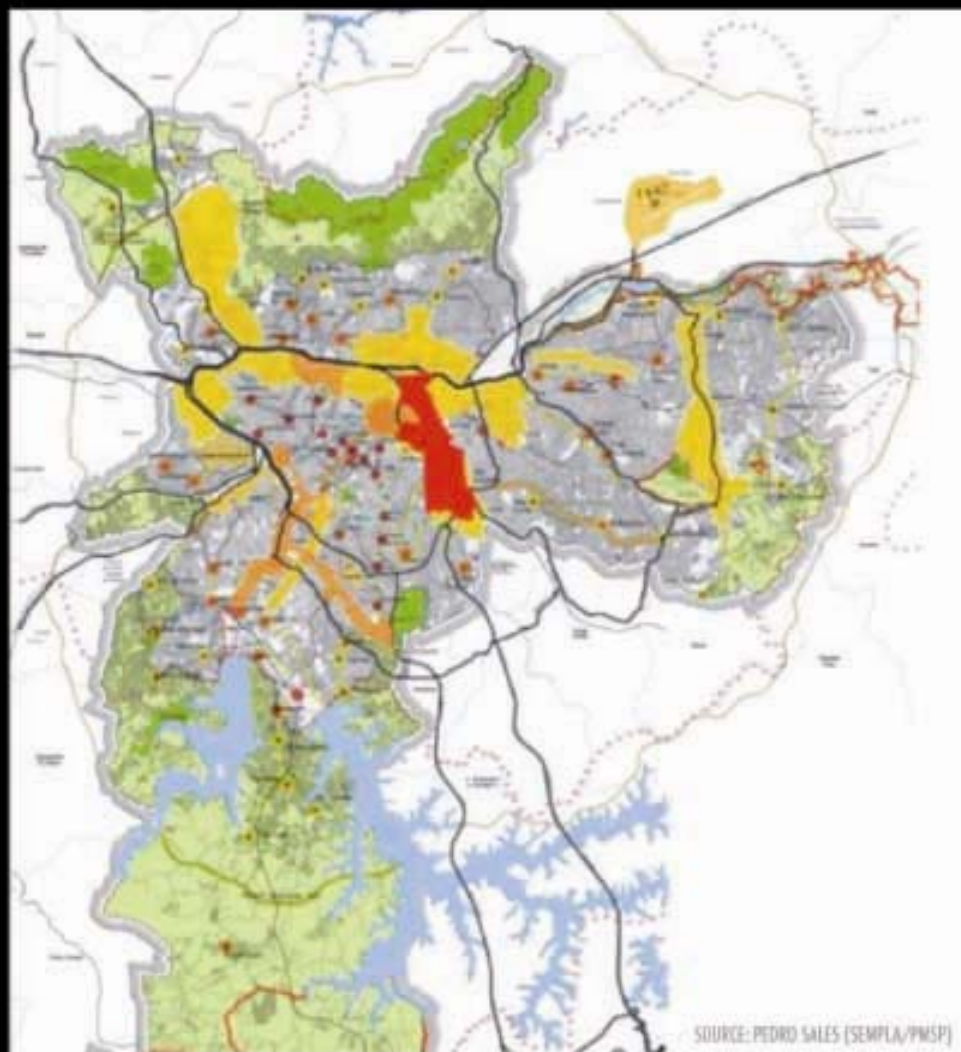
WHAT TO DO? HOW TO DO? WHAT HAS BEEN DONE:

- AT METROPOLITAN LEVEL, INSUFFICIENT WORK FROM THE RESPONSIBLE ENTITY (EMPLASA) FACING THE DIMENSION OF THE MACRO METROPOLIS
- INTERMUNICIPAL PARTNERSHIP. EXAMPLE: ABC METROPOLITAN AREA
- AT MUNICIPAL LEVEL, URBAN OPERATION PROBLEMS:
 - LACK OF URBAN GLOBAL PROJECT
 - LACK OF ENVIRONMENTAL AND SOCIAL INCLUSION CONCERNS
 - LACK OF CONCERN WITHIN THE GENERATION OF JOBS AND ACTIVITIES, AS WELL AS LOCAL ECONOMIC DEVELOPMENTS
 - INVESTMENT IN PUBLIC SPACES DEDICATED SOLELY TO THE CAR



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- URBAN INTERVENTIONS IN LARGE PART OF TERRITORY OF THE CITY OF SÃO PAULO



WHAT TO DO / HOW TO DO?

- CHANGE OF MENTALITY, PUBLICIZATION OF THE PRIVATE SECTOR, TRANSPARENCY AND LEADERSHIP OF THE PUBLIC SECTOR (THROUGH OPEN DIALOGUE WITH STAKEHOLDERS, FORUMS, PUBLIC DISCUSSIONS)
- METROPOLITAN STRATEGIC PLAN WITH THE PARTICIPATION OF THE MUNICIPALITIES AND FOCUS ON MOBILITY EXPANSION
- CREATION OF EFFICIENT ENTITIES SPECIFICALLY FOCUSED ON THE IMPLEMENTATION OF URBAN PROJECTS THROUGH A SOCIAL CONSTRUCTION PROCESS
- ARTICULATION OF FINANCING INSTRUMENTS AND CAPTION OF REAL STATE VALUATION
- GLOBAL ENVIRONMENTAL CONCERN WITH THE PRODUCTION OF A CITY WITHIN SUSTAINABILITY ACTIONS AND REDUCTION OF THE COSTS OF BROWNFIELDS DECONTAMINATION
- EXPLOITATION OF URBAN CULTURAL IDENTITY THROUGH THE PRESERVATION OF CULTURAL HERITAGE

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WOULD IT BE POSSIBLE IN SÃO PAULO?

WE THINK SO.

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