URBAN AGE SOUTH AMERICA CONFERENCE
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@dpbPgrbp
CEO, Rieger Reurbanização, São Paulo

São Paulo

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greater São Paulo (18mio inhabitants)

urban renewal proposal for a major downgraded central area

DIAGONAL-SUL
existing and proposed urban interventions (OU)

( part of São Paulo´s urban policy ?)

the existing OU´s will not be positive examples. They do not integrate with metropolitan planning nor with each other.

the proposed OU´s could become potential urban design projects – negotiable to define metropolitan planning objectives.
learning from existing urban intervention projects
DIAGONAL SUL STRATEGIC PROPOSAL

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Space Syntax
the transformation proposal

Example
Santa Giulia Milano
By Norman Foster

here could be build a city in the city
DIAGONAL SUL - INTERVENTION PHASES

**PHASE 1: THE MAKRO ANALYSIS**
- TOTAL AREA: 21.30 sq km
- LOCAL DEVELOPMENT AGENCY
- THE LINER PARK (GREEN GRADIENT + WATER)
- THE RAIL-TRACK (NEW STATIONS AND MODERNIZATION)
- THE CONTAMINATED LAND REMEDIATION RULES
- SOCIAL INTEGRATION WITH RULES FOR AFFORDABLE HOUSING (ZEIS)

**PHASE 2: THE IDEAL CITY DESIGN**
- ZOOM AT CITY DESIGN: 9 sq km
- PUBLIC TRANSPORTATION INTEGRATION: TRAM, BUS, METRÔ
- THE RAISED BOULEVARD ALLOWS TO CONNECTS TWO SEPAERATED REGIONS
- NEW URBAN BLOCKS: AN OPEN CITY MODEL

**PHASE 3: THE CITY IN THE CITY**
- ZOOM AT THE MODEL-AREA: 1.5 sq km
- A SUSTAINABLE MODEL OF URBAN INTERVENTION
- REDUCTION OF TRANSIT AND CARBON EMISSIONS
- ELIMINATION OF WATER- AND UNDERGROUND POLLUTION
the challenge: DIAGONAL SUL

the discussion
- private initiative – the city – academic community
  - suit long term urban planning
  - incentive private investments
  - sustainable communities, quality of life
  - optimize use of existing infrastructure, eliminate pollution
  - generate wealth, increase tax revenues for the city

the result
- Homes
- Jobs
- Services
- Health
- Education
- Entertainment

no ghettos, social inclusion
mixed use (all close by)
public transport
quality of life
low carbon / high energy efficiency
the new city with 20,000 residents + 30,000 employees, students, visitors ......

congress and technological center / cluster

social dwelling

mobility

quality of life

new multimodal station

existing station

Metrô Tram Bus

present and future public transport

URBAN AGE
a worldwide investigation into the future of cities

RIEGER
STRATEGIC MASTERPLAN
program + areas

PROGRAMS

COMMERCIAL
HOUSING
INFRASTRUCTURAL AXIS
CLUSTER
INSTITUCIONAL

SERVICE VERTICALIZATION
STATION HUBS
RAIL LINE

HOUSING
LOW PROFILE ... 200,600 m²
MEDIUM PROFILE ... 171,100 m²
HIGH PROFILE ... 218,300 m²
(SUBTOTAL: ... 590,000 m²)

INFRASTRUCTURAL AXES

COMMERCIAL
... 450,000 m²
CLUSTER
... 175,000 m²
INSTITUCIONAL
... 170,000 m²

TOTAL = 2,555,000 m²
The tools

Urban interventions in the City of São Paulo follow the “plano diretor estratégico 2002 – 2012”. This law is integrating alternative tools to implement “operações urbanas”. Specific laws are created for each “operação urbana”. Operational procedures and conditions can thus be defined according to each specific requirement.

The federal law “Estatuto da Cidade (No 10.257, 10th of July 2001)” is providing directives and tools for the proposed urban intervention. The most essential tool is the “concessão urbanística”. Here, the city can delegate the activities necessary to approve and execute the urban intervention to private initiative.

The proposal

Discussion and negotiation with the City and the academic sector will
⇒ integrate with metropolitan planning
⇒ line up with present and future mobility requirements
⇒ reduce carbon emissions, eliminate pollution
⇒ offer social inclusion
⇒ create local economic growth potential (more jobs),
⇒ provide public services, culture and entertainment
mechanisms to proceed with success  - the City’s gains

the potentially successful mechanism:
⇒ using realistic and technically sound information
⇒ following the existing legislation, choose well succeeded examples
⇒ using the world best urban design professionals
⇒ high level negotiations to allow for fast decisions
⇒ enthusiasm of transforming an area without life into an exciting city

the most helpful support the City can give to deliver DIAGONAL SUL:
⇒ reduce bureaucracy
⇒ take quick decisions

the City’s gains  ⇒ additional yearly tax revenue
⇒ IPTU (property tax)  R$ 75m p.a.
⇒ new jobs and new population (I.R. and others)  R$ 120m p.a.
⇒ ISS (service tax)  R$ 140m p.a.
⇒ increasing productivity of transferred industry  R$ 75m p.a.
⇒ tax revenue during construction time  R$ 150m
⇒ sales of CEPAC’s (munic.certif. to increase constr.area)  R$ 500m
STRATEGIC MASTERPLAN VISION

infrastructural axis – the Boulevard: ground level leisure and mobility hub access

thank you

Bernd Rieger