

DIAGONAL SUL STRATEGIC PROPOSAL

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For most of us, design is invisible.
Until it fails.

Transmission towers crushed and power lines downed by freezing rain in Boscawen, Quebec, January 1998



★ WHY TO DO

- THE POPULATION OF THE CENTRAL DISTRICT HAS DECLINED STEADILY SINCE THE 1970S. DESPITE AMBITIOUS REVITALISATION PLANS, WEALTHY RESIDENTS AND BUSINESSES STILL MOVE OUT. THE POPULATION IS GROWING MOST IN PERIPHERAL AREAS WITH THE POOREST INFRASTRUCTURE.
- THESIS: THE REUSE OF CENTRAL CITY URBAN VOIDS INSTEAD OF PERIPHERAL SPRAWLING. COMPACT CITY = SUSTAINABLE CITY

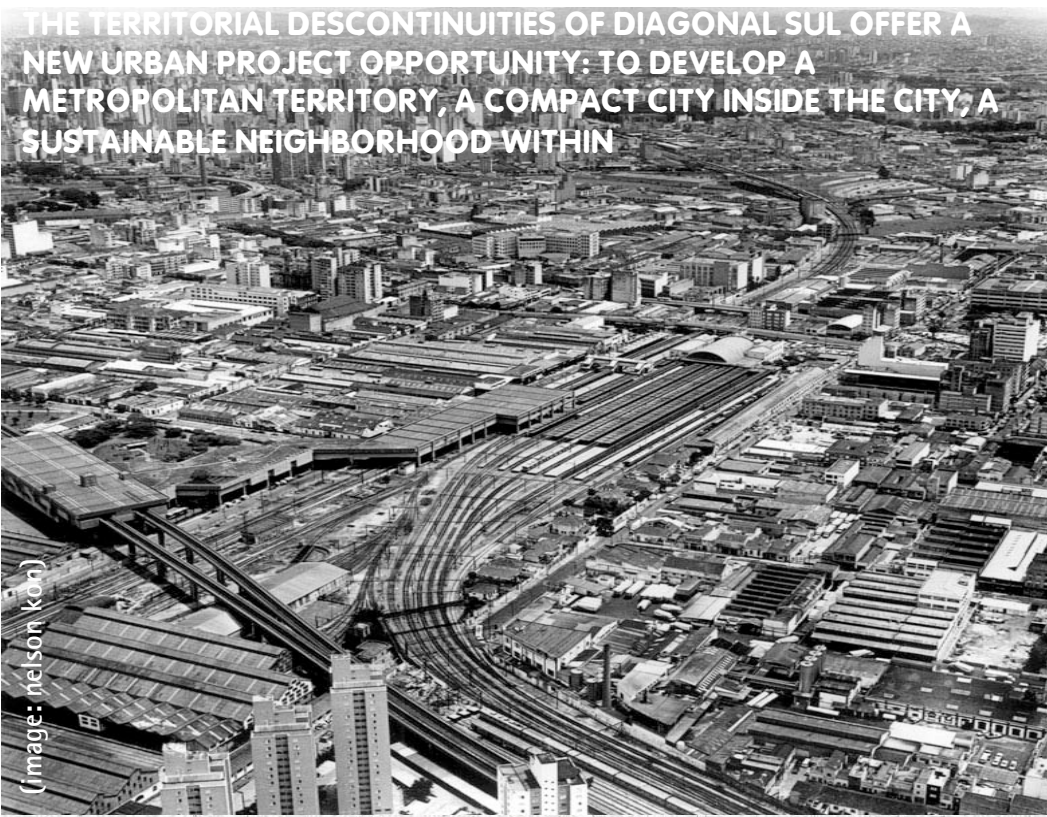
★ WHAT TO DO:

- TO OPERATE ON THE WASTELANDS AND TO USE THE POTENTIALITY OF THE URBAN VOIDS
- THE EXISTING INFRASTRUCTURE SHOULD SUPPORT THE DEVELOPMENT OF THE NEW METROPOLITAN TERRITORY
 - THE FRAGMENTS OF THE TERRITORY COULD ARTICULATE A NEW "CITY-INSIDE-THE-CITY"
 - CONTEMPORARY URBAN PROJECTS SHOULD OPERATE WITH DYNAMICS, FLEXIBILITY AND STRATEGIES: A DYNAMIC URBANISM
- THE CHALLENGE OF CONTEMPORARY ARCHITECTURE IS TO WORK ON THE EXISTING CITY, INSTEAD OF ITS SUBSTITUTION/NEGATION: TO RESTORE THE EXISTING CITY

★ HOW TO DO:

- THE CREATION OF A LOCAL DEVELOPMENT AGENCY
 - PRIVATE-PUBLIC PARTNERSHIP WHICH ALLOWS THE CONTINUITY OF A PROJECT FOR THE URBAN REVITALIZATION OF AN OBSOLETE, ABANDONED INDUSTRIAL NEIGHBOURHOOD ALONG THE DIAGONAL SURFACE OF URBAN OPERATION (RAILROAD LINEAR AXIS)
- INVESTMENTS FROM THE REAL ESTATE ON THE DEVELOPMENT OF A NEW SUSTAINABLE NEIGHBOURHOOD

THE TERRITORIAL DISCONTINUITIES OF DIAGONAL SUL OFFER A NEW URBAN PROJECT OPPORTUNITY: TO DEVELOP A METROPOLITAN TERRITORY, A COMPACT CITY INSIDE THE CITY, A SUSTAINABLE NEIGHBORHOOD WITHIN



★ WELL-BALANCED INTEGRATED URBAN DIMENSIONS:

This new city model could be developed focusing the best delivery mechanisms to create high quality urban environments. The new territory is a unique opportunity to pioneering develop a strategy of urban intervention which contemplates both and well balanced the spatial/design aspects of the question as well as the process/delivery mechanisms of an urban project.

★ URBAN COMPACTNESS:

It implies intensification, high density and mixed uses as opposed to low density, mono use urban sprawling process. The compact city development model has a potential for achieving more sustainability. High densities are much welcome.

★ INFRASTRUCTURAL REDEVELOPMENT:

The reuse of existing infrastructure is more sustainable than the creation of new areas. Encouraging smaller displacements, decreasing necessity for mobility and prioritizing the use of public and collective transport systems is also essential in this new city model inside the metropolitan old industrial territories.

★ SOCIO-SPATIAL DIVERSITY:

Specific mechanisms of tax incentives could be designed to arrest the decline in physical fabric in old industrial urban areas, encouraging new developments and including the combination of a wide mix of land use, in balance with its surroundings.

★ A CITY INSIDE THE CITY:

CREATE NEW QUALITY IN PUBLIC SPACES

PROPOSE JOINT VENTURES BETWEEN PUBLIC POWER AND THE PRIVATE SECTOR
TO STIMULATE THE CLEANING OF CONTAMINATED AREAS

PROMOTE PUBLIC EQUIPMENTS OF SYMBOLIC SIGNIFICANCE TO THE REGION AND
OF INTENSE SOCIAL USE

ENHANCE PUBLIC INVESTMENTS (MUNICIPAL, STATE AND FEDERAL)

ATTRACT AND ARTICULATE PUBLIC, PRIVATE AND INSTITUTIONAL INVESTMENTS

ENSURE INTEGRATED SUSTAINABILITY OF ALL ACTIONS (ORGANIZATIONAL AND
FINANCIAL)

GENERATE A GLOBAL AND INCLUDENT PATTERN OF URBAN REGENERATION

IMPROVE THE TWO MAIN URBAN ELEMENTS TO REARTICULATE THE AREA (RIVER/
WATER AND TRAIN LINE/MOBILITY)

★ The Diagonal Sul Challenge

the discussion private initiative – the city – academic community
 suit long term urban planning

- incentive private investments
- sustainable communities, quality of live
- 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 negotiation proposal

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

★ Mecanismos to proceed with success – the City's gains

the potentially successful mechanism :

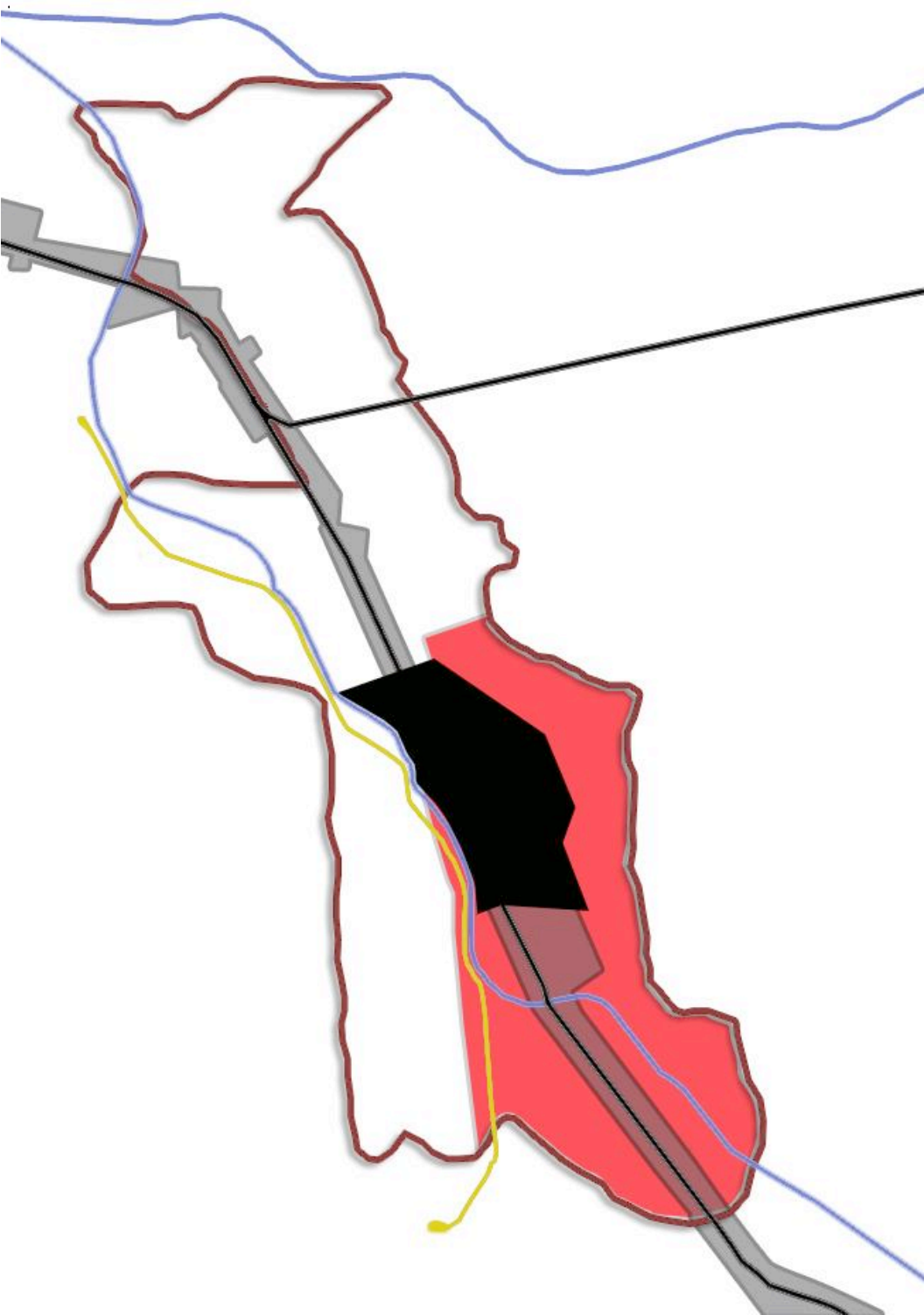
- using realistic and technically sound information
- following the existing legislation, choose well succeeded examples
- using the world best urban design professionals
- high level negotiations to allow for fast decisions
- enthusiasm of transforming an area without life into an exciting city

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.
- R\$ 410m p.a.
- tax revenue during construction time R\$ 150m
- sales of CEPAC's (munic.certif. to increase constr.area) R\$ 500m



★ PHASE 1: THE LINEAR HUB

[DIAGONAL SUL AREA: 21.30 sq km]

DIAGONAL SUL LOCAL DEVELOPMENT AGENCY DEFINITION OF URBAN STRUCTURES

THE RIVER REBORN (REINTEGRATION OF WATER-CITY RELATION)

THE LINER PARK (GREEN GRADIENT)

THE TRAINS UPGRADING (MODERNIZATION OF CPTM LINE)

THE CONTAMINATED LAND REMEDIATION RULES

PROTECTED SOCIAL HOUSING RULES (ZEIS)

★ PHASE 2: A NEW CITY INSIDE THE CITY

[ZOOM AT CITY DESIGN: 9 sq km]

PUBLIC TRANSPORTATION INTEGRATION: CPTM RAIL LINE+EXPRESSO
TIRADENTES+NEW METRO LINE

TWO RENOWNED STATIONS: MOBILITY HUBS

A NEW URBAN FRONTIER: LINEAR PARK (GREEN+WATER)

HOUSING COMPLEX/NEW URBAN BLOCKS: AN OPEN CITY MODEL

★ PHASE 3: MODEL-AREA

[ZOOM AT THE NEW NEIGHBORHOOD: 1.5 sq km]

THE NEW NEIGHBORHOOD: A SUSTAINABLE MODEL OF CITY EMERGES



✦ STRUCTURAL ELEMENTS:

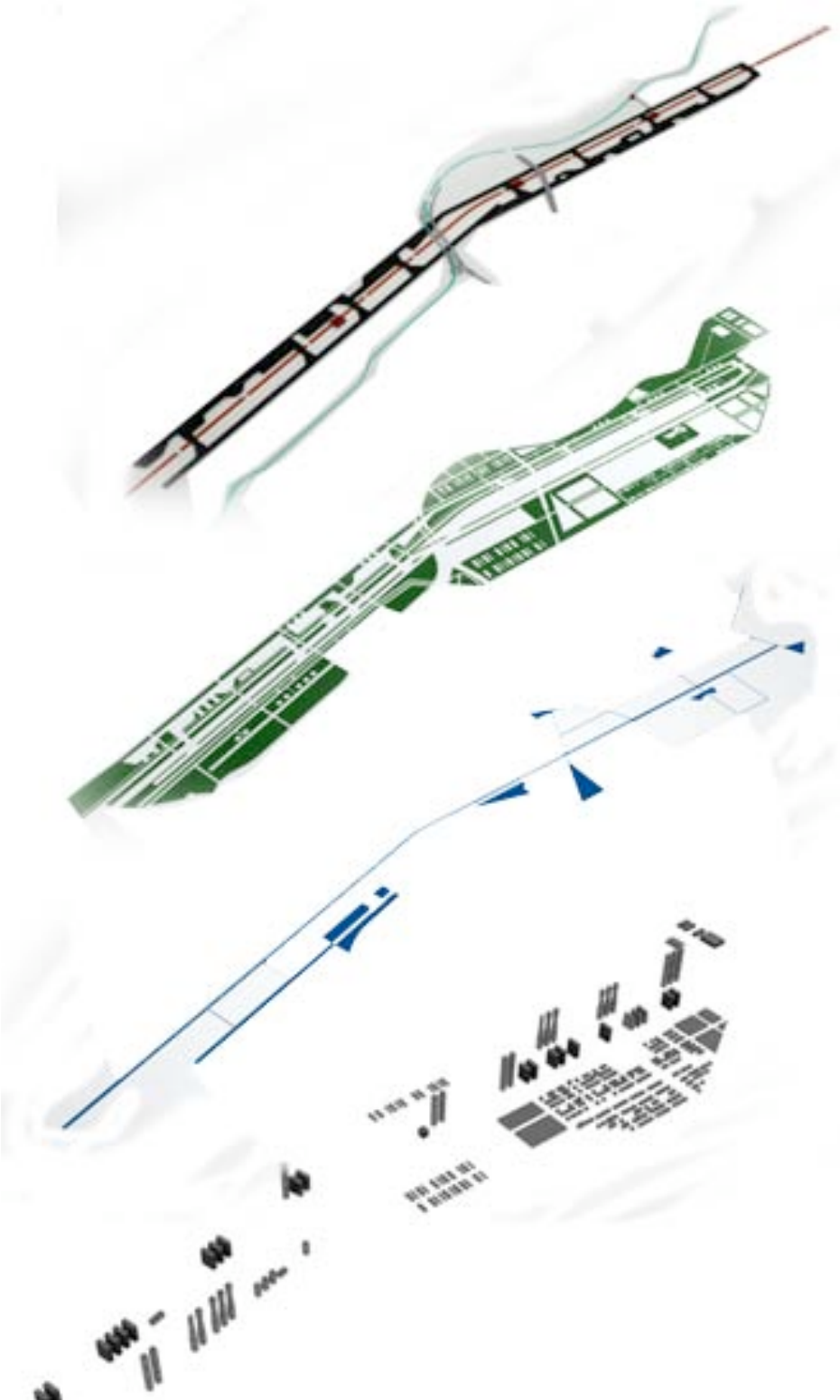
- . THE RIVER
- . THE PUBLIC TRANSPORTATION SYSTEM
- . THE NEW STATIONS



- ✦ GREEN GRADIENT
- AND
- ✦ LINEAR PARK



- ✦ HIGHER DENSITY MIXED USE URBAN BLOCKS (NEW MODEL AND EXISTING ONES)

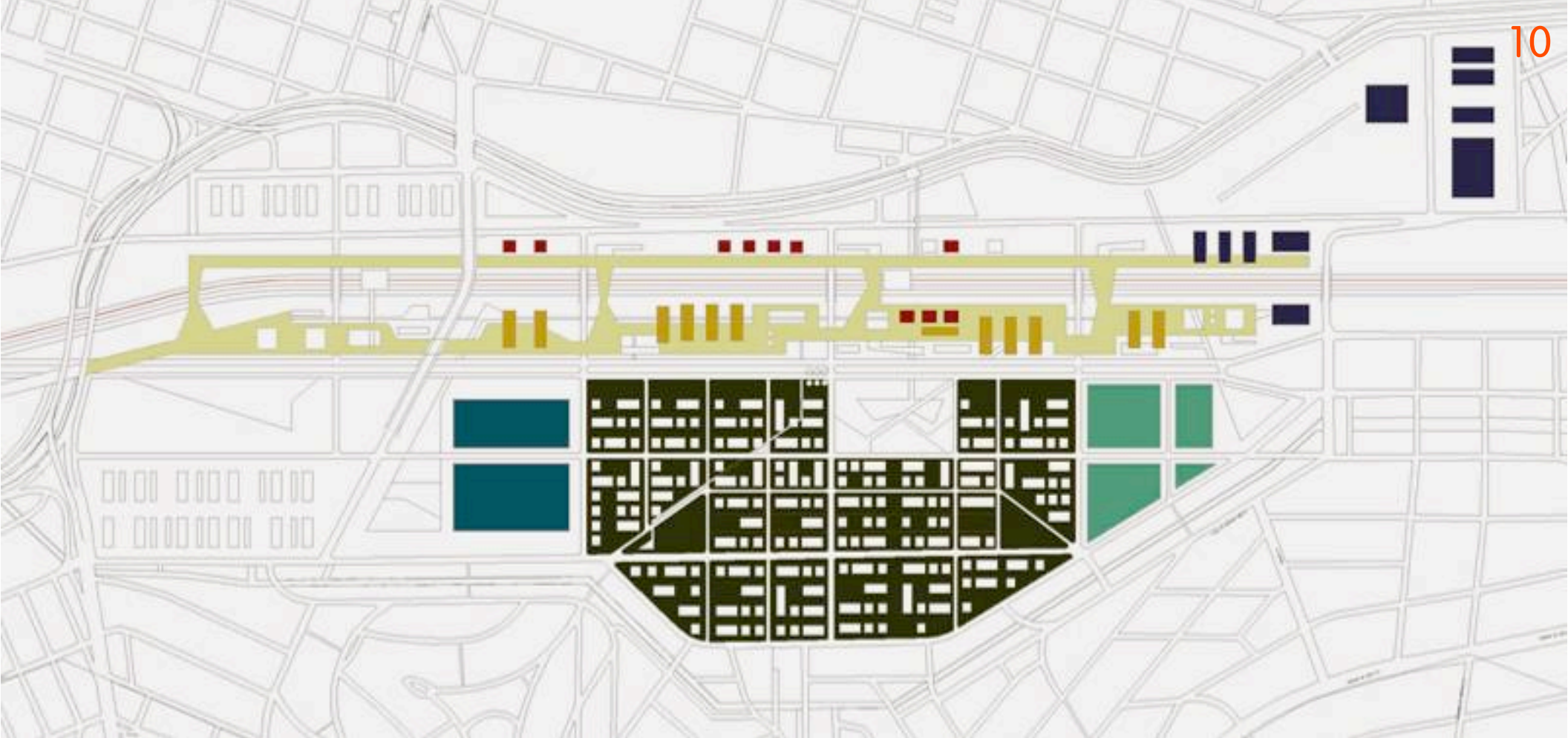


✪ **INFRASTRUCTURAL AXIS**
 Mobility Hub +
 Horizontal Events +
 Vertical Services +

✪ **GREEN NETWORK**
 Linear Park +
 Central Park +
 Green Streets +

✪ **WATER NETWORK**
 Linear Park +
 Channels network +

✪ **ACTIVITIES**
 Housing +
 Services +
 Commerce +
 Leisure +
 Tech Cluster +



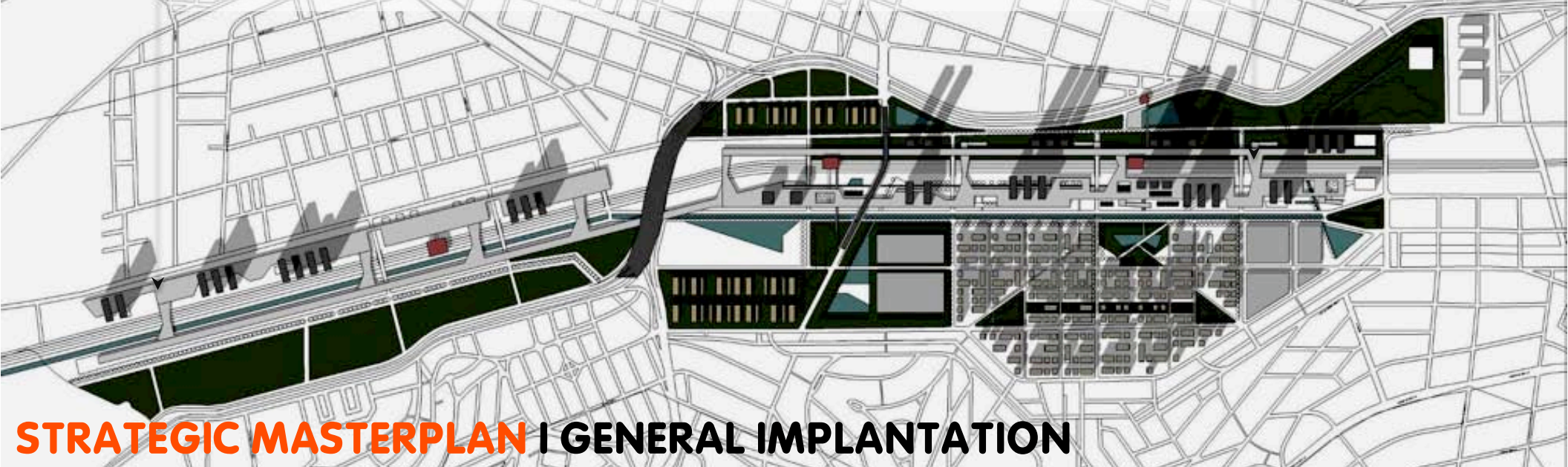
- ★ WELL-BALANCED INTEGRATED URBAN DIMENSIONS
- ★ SPATIAL CONTAINMENT / URBAN COMPACTNES
- ★ INFRASTRUCTURAL REDEVELOPMENT
- ★ SOCIO-SPATIAL DIVERSITY
- ★ A CITY INSIDE THE CITY

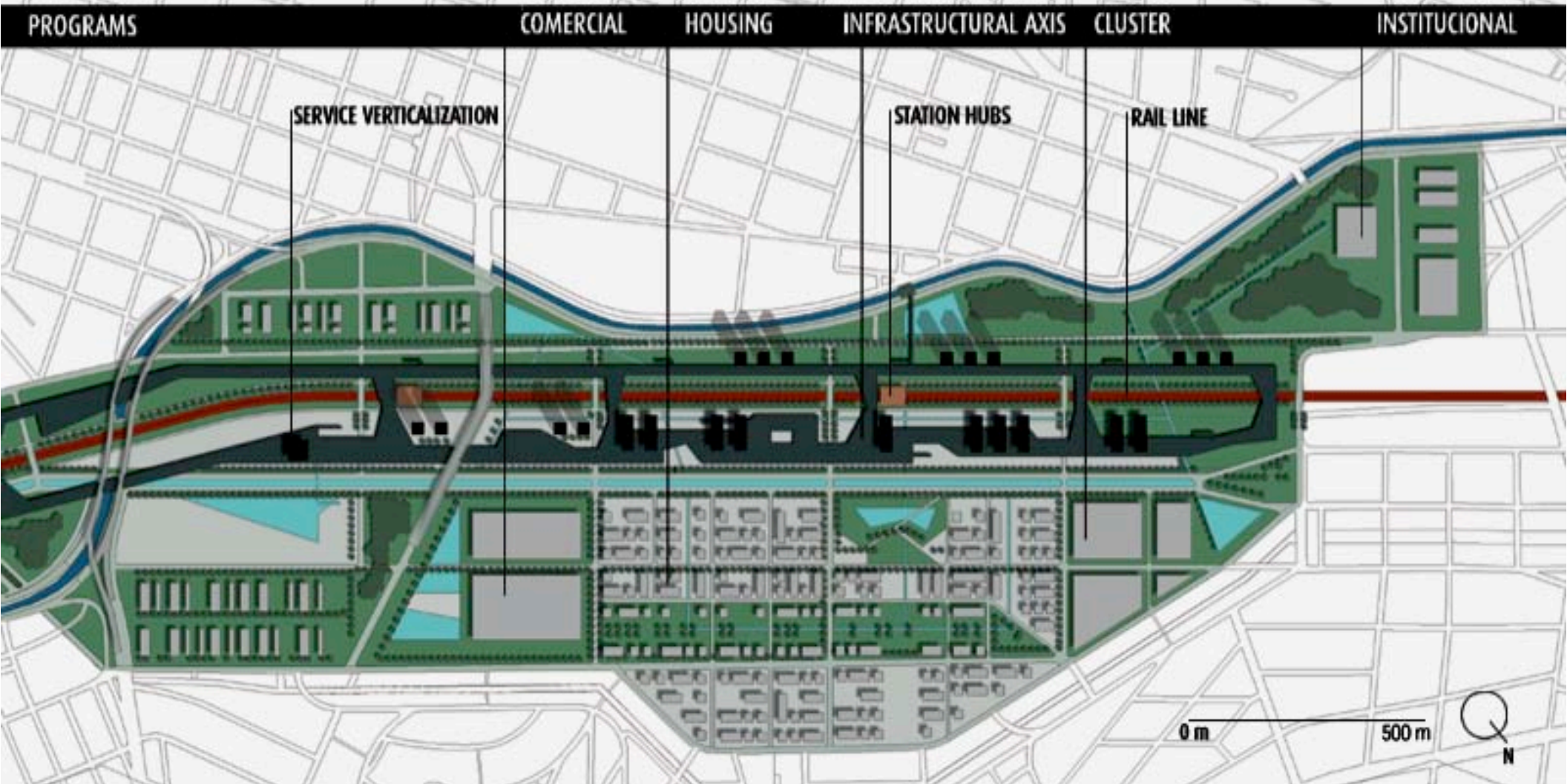
STRATEGIC MASTERPLAN STRUCTURAL DIAGRAMS



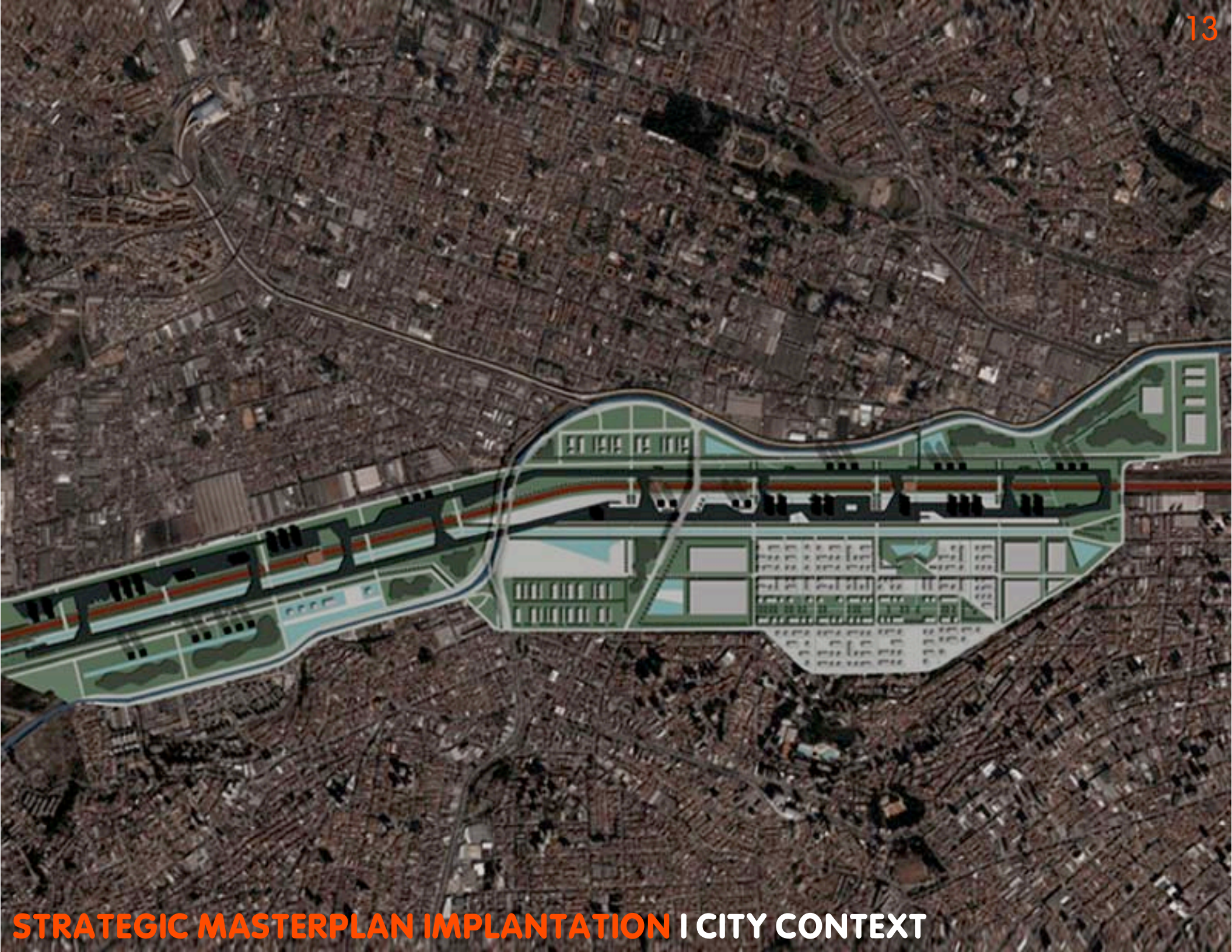
O ELEMENTO ESTRUTURADOR: MARQUISE LINEAR/EIXO INFRAESTRUTURAL

- CONFIGURA A NOVA CENTRALIDADE NA DIAGONAL SUL
- CONECTA AS ESTAÇÕES (TREM, METRO E VLP)
- ESTRUTURA A VERTICALIZAÇÃO (BARRAS DE SERVIÇOS/200m ALTURA)
- ESTRURA AS TRANSPOSIÇÕES E CONEXÕES TRANSVERSAIS (FERROVIA E RIO)
- ORGANIZA AS INFRAESTRUTURAS URBANAS E OS NOVOS ESPAÇOS PÚBLICOS:
parque linear/verdes/aguas/ciclovias/comercio/lazer/shopping mall
- A DIAGONAL SUL GANHA UMA NOVA AV. PAULISTA:
mesma dimensao/4 km de eixo de vida urbana





HOUSING		INFRASTRUCTURAL AXES	COMERCIAL	CLUSTER	INSTITUCIONAL
LOW PROFILE	... 200.600 m2	INFRASTRUCTURAL AXES	COMERCIAL	CLUSTER	INSTITUCIONAL
MEDIUM PROFILE	... 171.100 m2	... 1.170.000 m2	... 450.000 m2	... 175.000 m2	... 170.000 m2
HIGH PROFILE	... 218.300 m2				
(SUBTOTAL:	590.000 m2)				
					TOTAL = 2.555.000 m2





STRATEGIC MASTERPLAN OVERVIEW | INFRASTRUCTURAL AXIS AND LINEAR PARK

