Transformative TOD: Policies and Politics in São Paulo
Fernando de Mello Franco | 05.31.18
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SÃO PAULO
The right to mobility as the right to the city
TRANSIT ORIENTED DEVELOPMENT IN SÃO PAULO
SÃO PAULO METROPOLITAN REGION
7.950 km²
0.1%
NATIONAL TERRITORY
SÃO PAULO METROPOLITAN REGION

21M inhabitants

10% NATIONAL POPULATION
SÃO PAULO METROPOLITAN REGION

18% NATIONAL GDP
The central area ("expanded center") concentrates **57%** of formal employment, but only **17%** of the city’s inhabitants.

**DISTRIBUTION OF FORMAL JOBS**

- More jobs
- Less jobs
- Expanded Center

Source: Rais/MTE, 2010
Cartographic Base: MDC/SMDU, Emplasa, 2007
Preparation by: SMDU, 2014
889,808 households in precarious situation in the city = around 1/3 of the population
A quem interessa
O fim das zonas
exclusivamente residenciais?

Rua São Benedito = Av. Santo Amaro
É o que a prefeitura quer
diga não a este absurdo !!!

Fonte: ESTADÃO
2 POLITICS
Playing the game that motivates (re)actions
if the fare does not go down
the city will stop
513 KM OF EXCLUSIVE BUS LANES
42 KM OF NEW BUS CORRIDORS
800,000 PEOPLE BENEFITED FROM NIGHT BUS NETWORK
686,000 FREE PASS FOR STUDENTS + GRATUITY FOR ELDERLY
RIDESOURCING REGULATION
400 KM OF CYCLING NETWORK
1,000,000 M2 OF NEW PATHS
3

POLITY

Strengthening the machine that supports public policies
Conferência Municipal da Cidade de São Paulo
MINUTA DO PROJETO DE LEI DO ZONEAMENTO DO MUNICÍPIO DE SÃO PAULO

TÍTULO I :: CONCEITOS, DIRETRIZES E ESTRATÉGIAS DE ORDENAMENTO TERRITORIAL

TÍTULO II :: DO PARCELAMENTO DO SOLO

TÍTULO III :: DA OCUPAÇÃO DO SOLO

Art. 18. As normas de ocupação do solo tratam da forma de edificar nas glebas, lotes e demais áreas no território do Município, de modo a constituir um sistema edificado que tenha a quadra como referência de composição da paisagem.

CAPÍTULO I :: Dos parâmetros de ocupação do solo

Art. 19. São parâmetros de ocupação do solo, dentre outros:

I. Coeficiente de aproveitamento (CA);
II. Taxa de Ocupação (TO);
III. Relação de construção (RC)
4

POLICY

Institutionalizing (re)actions
GUIDING THE CITY GROWTH TOWARDS PUBLIC TRANSPORT SURROUNDINGS

Aiming at reducing the need of long displacements and approaching objects to their jobs, the Master Plan organizes the occupation of the city through the Structuring Axes of Urban Transformation. These axes improve the use of the land in the areas around the network of high and average capacity public transport infrastructure (subway, trains, buses). Tools were developed to link the city’s population and constructive densification through these Axes for the qualification and amplification of public spaces and urban and social services supply.

FOSTERING DEMOGRAPHIC, HOUSING AND URBAN ACTIVITIES DENSIFICATION ALONG THE PUBLIC TRANSPORTATION SYSTEM

QUALIFYING EXISTING CENTRALITIES AND STIMULATING THE CREATION OF NEW ONES

EXPANDING SOCIAL HOUSING AND URBAN FACILITIES NEAR THE PUBLIC TRANSPORTATION SYSTEM

QUALIFYING URBAN LIFE WITH THE EXTENSION OF SIDEWALKS AND INCENTIVES TO COMMERCIAL USE, SERVICES, AND SOCIAL FACILITIES OPEN TO THE STREETS

DISCOURAGING PARKING SPACES: MORE THAN 1 PARKING SPACE PER HOUSING UNIT OR 70% OF NON RESIDENTIAL USE WILL BE CONSIDERED COMPLEMENTS TO DEVELOPMENT RIGHTS

AREAS OF INFLUENCE

Train + Subway + Monorail + Light Rail Vehicle (LRV); Bus corridors on elevated roads. Municipal and metropolitan bus corridors on non-elevated roads.
STRUCTURING AXES OF URBAN TRANSFORMATION

Defining the areas of influence

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Street axis

Municipal and metropolitan bus corridors on non-elevated roads

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Access to stations

Train
Subway
Monorail
Light Rail Vehicles (LRV)
Bus corridors on elevated roads

Preparation by: SMDU, 2014
STRUCTURING AXES OF URBAN TRANSFORMATION

Incentives and regulation tools for improving urban space

- Maximum Land Quota per Housing Unit
- IncenDives and regulation tools for improving urban space
- Incentives for Mixed Use
- Expansion of Building Rights
- Minimum Width for Sidewalks
- Disincentives for Parking Spaces
- Public Fruition
- Active Façade + Prohibition of Continuous Solid Wall

Preparation by: SMDU, 2014
### STRUCTURING AXES OF URBAN TRANSFORMATION

**Disincentive to personal car transportation**

**MINIMUM** number of parking spaces + ALL is non-computable area

<table>
<thead>
<tr>
<th>Residential Use</th>
<th>Non-Residential Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="PREDOMINANCE OF INDIVIDUAL CAR USE" /></td>
<td><img src="image" alt="MINIMUM" /></td>
</tr>
<tr>
<td><strong>1 parking space</strong></td>
<td>1 parking space</td>
</tr>
<tr>
<td>per HU with less than <strong>200 m²</strong></td>
<td>per 35 m² of built area (nR1)</td>
</tr>
<tr>
<td><img src="image" alt="2 parking spaces" /></td>
<td><img src="image" alt="2 parking spaces" /></td>
</tr>
<tr>
<td>per HU between <strong>200 and 500 m²</strong></td>
<td>per 50 m² of built area (nR2)</td>
</tr>
<tr>
<td><img src="image" alt="3 parking spaces" /></td>
<td><img src="image" alt="3 parking spaces" /></td>
</tr>
<tr>
<td>per HU with more than <strong>500 m²</strong></td>
<td></td>
</tr>
</tbody>
</table>

**MAXIMUM** number of parking spaces as non-computable area

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<tbody>
<tr>
<td><img src="image" alt="INCENTIVES FOR PUBLIC TRANSPORT" /></td>
<td><img src="image" alt="MAXIMUM" /></td>
</tr>
<tr>
<td><strong>$ extra parking spaces will be computed!</strong></td>
<td><strong>$ extra parking spaces will be computed!</strong></td>
</tr>
<tr>
<td><img src="image" alt="1 parking space" /></td>
<td><img src="image" alt="1 parking space" /></td>
</tr>
<tr>
<td>per HU (regardless of the area)</td>
<td>per 100 m² of built area</td>
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</tbody>
</table>
THE BASIC (FREE) FLOOR AREA RATIO EQUALS 1
FOR THE ENTIRE CITY
MORE LAND VALUE IS CAPTURED VIA ONEROUS GRANT OF BUILDING RIGHTS

LAND VALUE CAPTURE INSTRUMENTS

FUNDURB
Municipal Fund for Urban Development

HABITAT III | MUNICIPALITY OF SÃO PAULO | 2013-2016
FUNDURB
Municipal Fund for Urban Development
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30% Social Housing
30% Cultural Heritage

- Social Public Facilities
- Conservation Units
- Public Spaces
- Neighborhood Plans
- Green Areas
- Public Transport, Cycle Paths, Sidewalks

HABITAT III | MUNICIPALITY OF SÃO PAULO | 2013-2016
5
PUBLIC POLICY DESIGN
Operating as a field for building social pacts
PUBLIC POLICY DESIGN

- SPATIAL MODELING
- REGULATORY MODELING
- ECONOMIC MODELING
- POLITICAL ARTICULATION
- GOVERNANCE

PROJECT
thank you