




PRESERVING HERITAGE AND VALUING CULTURAL INITIATIVES

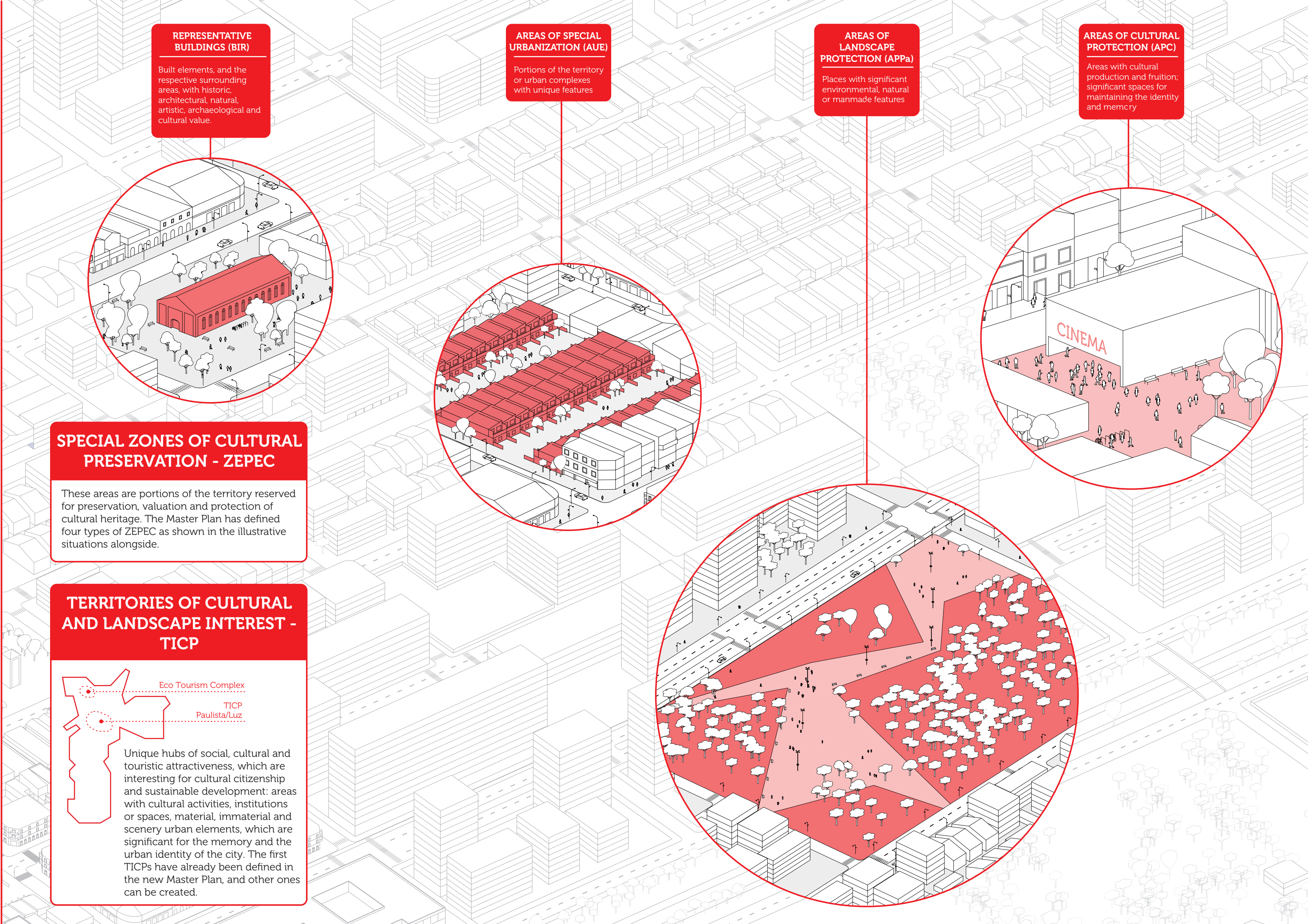
In order to expand the protection, articulation and development of cultural, affective and symbolic places of great importance to the memory, identity and cultural life of São Paulo, the Master Plan has defined the Special Zones of Cultural Preservation, the establishment of a Municipal System of Cultural Heritage, Creative Economy Areas and Cultural and Scenery Interest Territories (TICP). All of these structures are articulated to the Regional Plan and the Neighbourhood Plans. The Master Plan also regulates and creates new cultural instruments to preserve the historical, scenery, environmental, social and cultural interest facilities.

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INTEGRATING AND ARTICULATING THE CITY'S CULTURAL PROPERTIES
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PROMOTING POPULAR PARTICIPATION IN THE IDENTIFICATION, PROTECTION AND VALUATION OF CULTURAL HERITAGE
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ENCOURAGING THE PRESERVATION OF CULTURAL FACILITIES THROUGH URBAN INCENTIVES SUCH AS THE TRANSFER OF DEVELOPMENT RIGHTS



REPRESENTATIVE BUILDINGS (BIR)

Built elements, and the respective surrounding areas, with historic, architectural, natural, artistic, archaeological and cultural value.

AREAS OF SPECIAL URBANIZATION (AUE)

Portions of the territory or urban complexes with unique features

AREAS OF LANDSCAPE PROTECTION (APPa)

Places with significant environmental, natural or manmade features

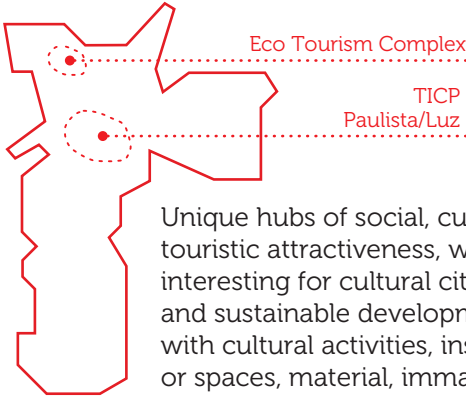
AREAS OF CULTURAL PROTECTION (APC)

Areas with cultural production and fruition; significant spaces for maintaining the identity and memory

SPECIAL ZONES OF CULTURAL PRESERVATION - ZEPEC

These areas are portions of the territory reserved for preservation, valuation and protection of cultural heritage. The Master Plan has defined four types of ZEPEC as shown in the illustrative situations alongside.

TERRITORIES OF CULTURAL AND LANDSCAPE INTEREST - TICP



Unique hubs of social, cultural and touristic attractiveness, which are interesting for cultural citizenship and sustainable development: areas with cultural activities, institutions or spaces, material, immaterial and scenery urban elements, which are significant for the memory and the urban identity of the city. The first TICPs have already been defined in the new Master Plan, and other ones can be created.