

# REORGANIZING THE METROPOLITAN DYNAMICS

In order to improve the supply of housing and jobs, and to articulate the areas where formal jobs are offered in all the cities of the Metropolitan Region of São Paulo, the Master Plan recognizes as strategic the spaces connecting these central areas. The Master Plan defines that, in these areas where the infrastructure systems which permit citizens and products displacements are found, such as railways, structural avenues and highways – and rivers, which will be reevaluated – Projects of Urban Intervention will be implemented to promote the necessary urban transformations for the metropolitan dynamics.

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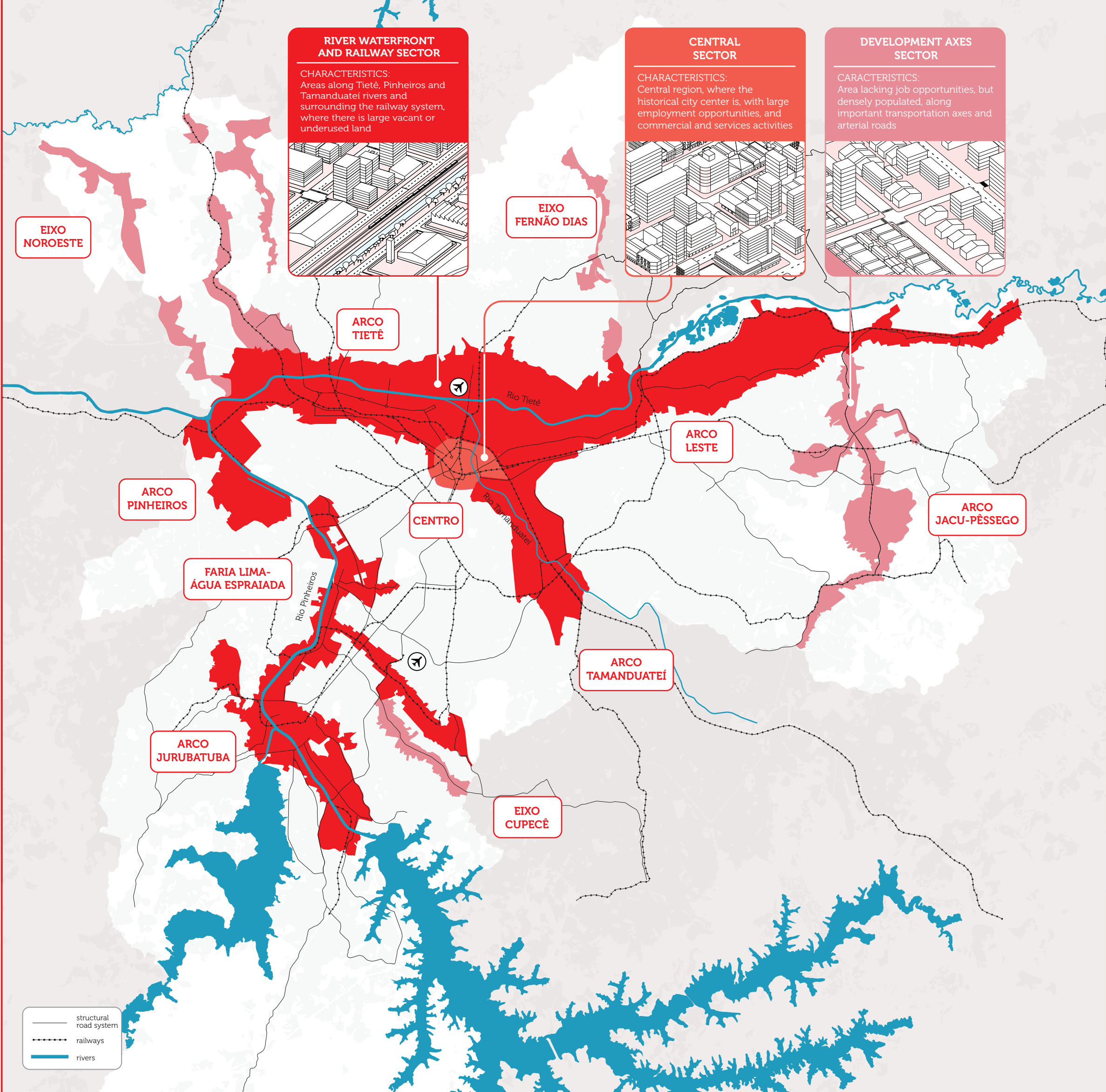
DEFINING STRATEGIC TERRITORIES TO REBALANCE THE CITY AND CONNECT THE METROPOLITAN AREA'S MUNICIPALITIES
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ELABORATING URBAN PROJECTS TO IMPROVE THE QUALITY OF LIFE
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DEVELOPING STRATEGIES TO CONFRONT VACANT OR UNDERUSED AREAS
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CREATING JOBS IN ECONOMIC DEVELOPMENT ZONES THROUGH URBAN AND TAX INCENTIVES

ESSE  
É O NOSSO  
PLANO



## BIG CHANGES MUST BE GUIDED BY PROJECTS

Urban improvements are made feasible through different tools, within a participatory planning process: **Consortium Urban Operations (OUC)**, **Urban Intervention Areas (AIU)**, **Urban Concessions**, and **Local Structuring Areas (AEL)**. The main goal is to improve certain areas of the city. The minimum requirements are:

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**URBAN**
  - Development of an Urban Intervention Project (PIU) with defined implementation stages
  - Definition of parameters for land use and occupation (when applicable)
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**SOCIAL**
  - Attention to social housing needs
  - Implementation of urban and social facilities
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**AMBIENTAIS**
  - Soluções para áreas de risco e com solos contaminados
  - Intervenções para melhorar as condições ambientais e paisagísticas
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**ENVIROMENTAL**
  - Solutions for risk areas and contaminated land
  - Interventions to improve environmental and landscape conditions
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**MANAGEMENT**
  - Mechanisms for participation and social control
  - Instrumentos para o monitoramento e avaliação das ações

### DEADLINES

Bills (draft laws) regarding the following **Urban Intervention Projects (PIU)** should be submitted until:

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2015
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2016
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2017
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2018
- ARCO TAMANDUATEÍ
- ARCO TIETÊ
- ARCO JURUBATUBA
- ARCO PINHEIROS

## CREATING JOBS NEXT TO HOUSING

JACU-PÊSSEGO and CUPECÊ, for non-residential uses:

- Maximum floor area ratio = 4
- Exemption from charging onerous grant