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CITYNET WEBINAR:
Affordable Rental Housing for Migrant Workforce in Post Covid19 Era
29th, October, 2020

Rental Housing Model in Sao Paulo: small public estate

Tereza Herling





Brazil has **212 million inhabitants**, 80% living in cities and 25% living under poverty line.

📍 São Paulo

20 million people in metropolitan region

12 million people in main city



New Delhi

22 million people in metropolitan region

16 million people in main city

THE PROBLEM

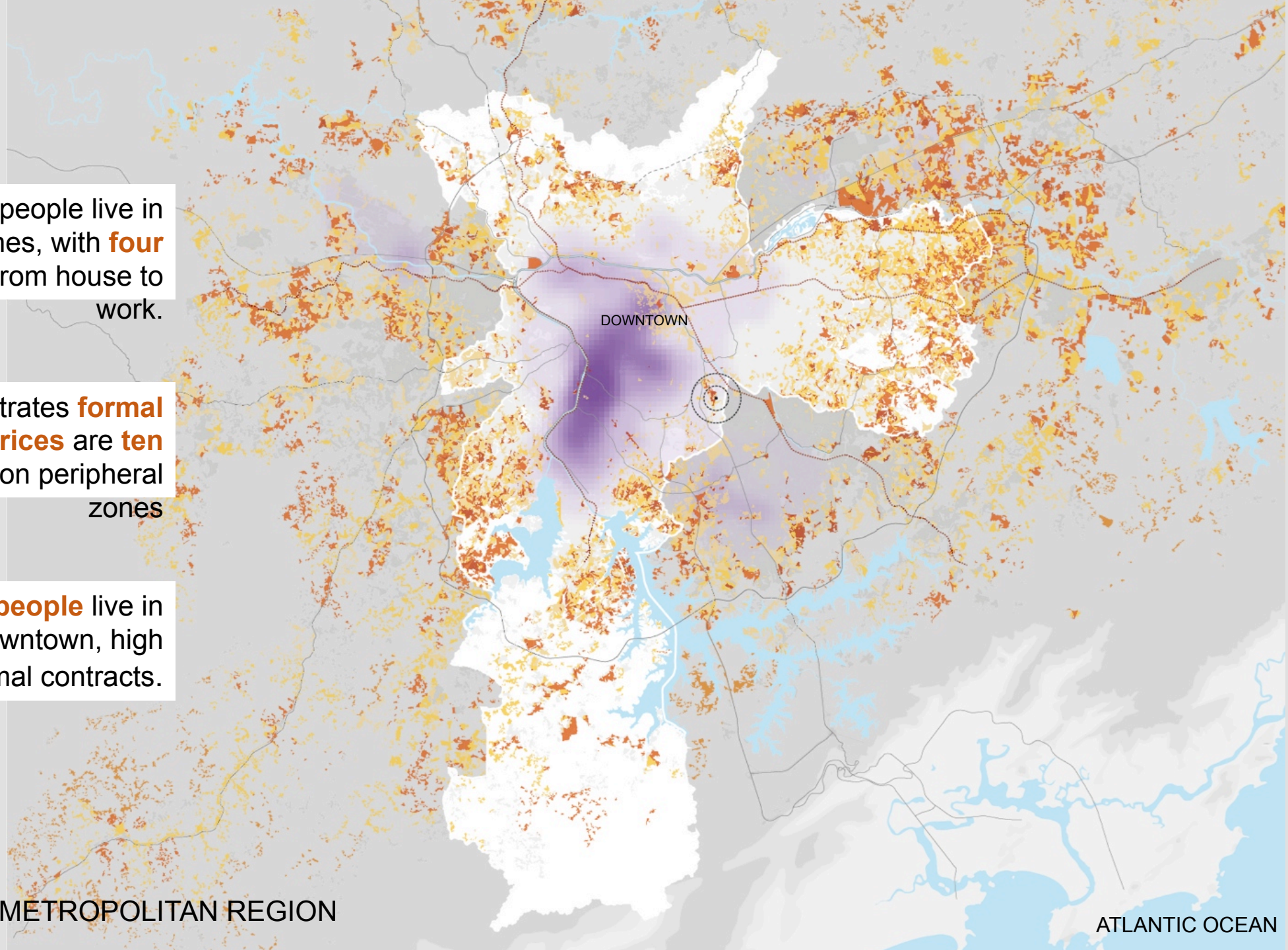
almost **3 million** people live in **slums** in peripheral zones, with **four hours daily trip** from house to work.

the purple zone concentrates **formal jobs**; **real state prices** are **ten times higher** than on peripheral zones

almost **160 thousand people** live in **tenement houses** downtown, high prices with no formal contracts.

SÃO PAULO CITY AND METROPOLITAN REGION

ATLANTIC OCEAN



**TENEMENT
HOUSES**
160.000 families
living
downtown

**VACANT
BUILDINGS**
4,900 families
from organized
occupations



**THE
PROGRAM**

GREENFIELD ENTERPRISES: 3 ensembles, 768 units



VILA_IDOSOS_145 units



OLARIAS_135 units



PARQUE DO GATO_486 units



ASDRÚBAL I e II_74 units



SENADOR FEIJÓ_45 units



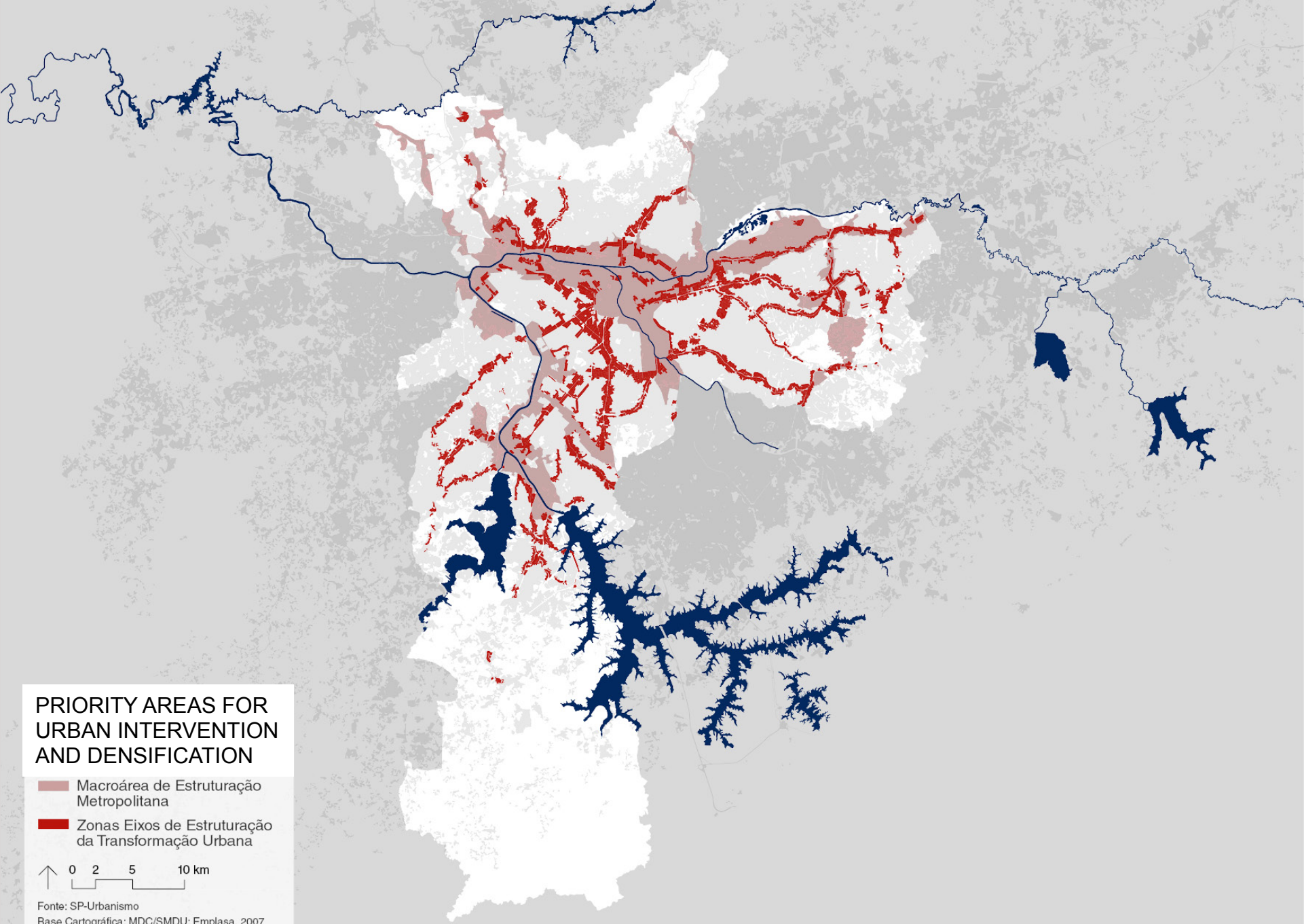
**RETROFIT
ENTERPRISES:**
3 ensembles, 169 units

PALACETE ARTISTAS_50 units

VOUCHER FOR RENTAL' SUBSIDY IN PRIVATE MARKET

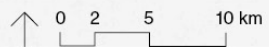
1. This subsidy was expanded to a larger range of programs and is used to subsidize rental housing for those families relocated from their original homes, due to public works and disasters.
2. There are around 30.000 families receiving this subsidy at the present.

THE CHALLENGES LOCATION



PRIORITY AREAS FOR URBAN INTERVENTION AND DENSIFICATION

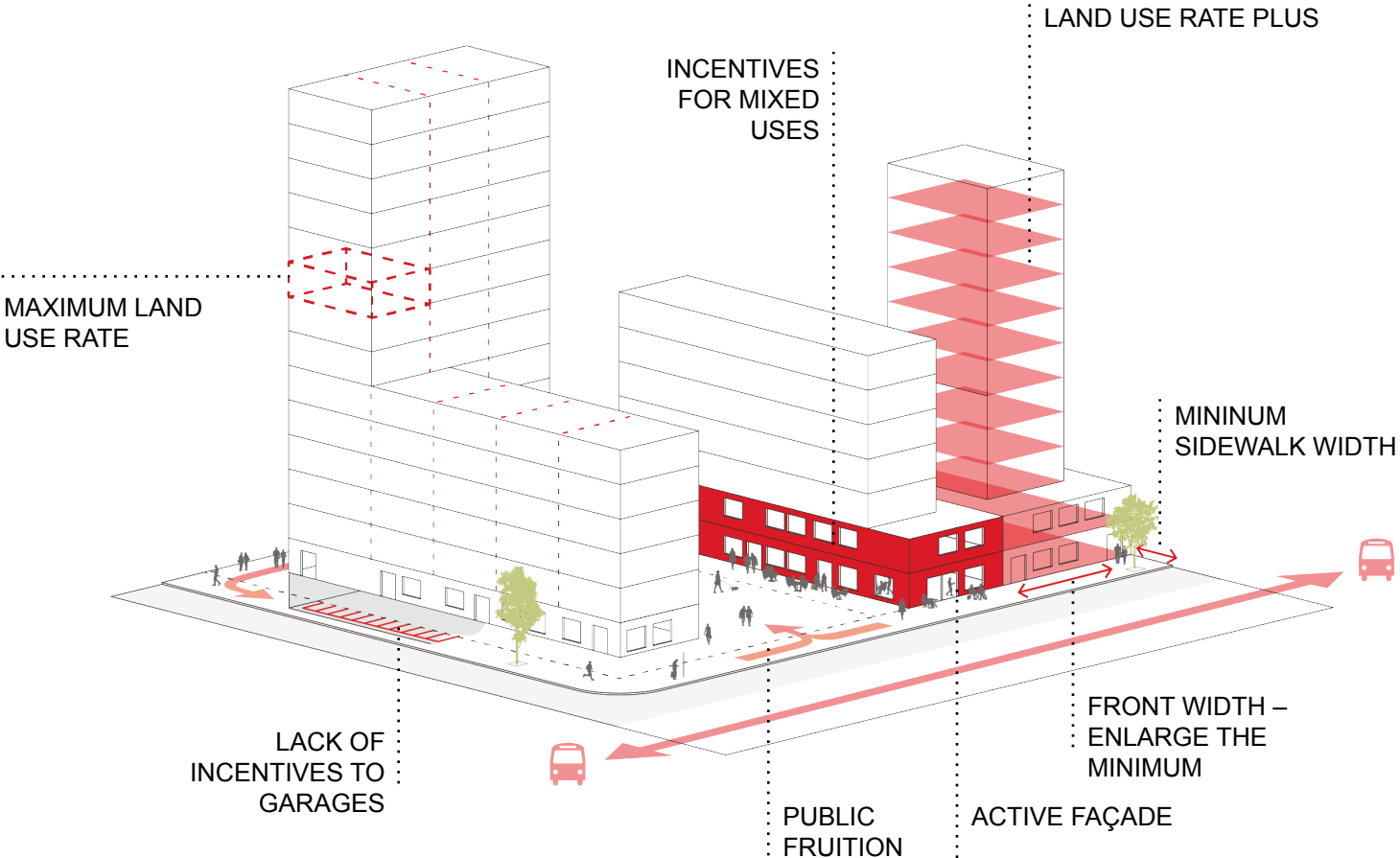
- Macroárea de Estruturação Metropolitana
- Zonas Eixos de Estruturação da Transformação Urbana

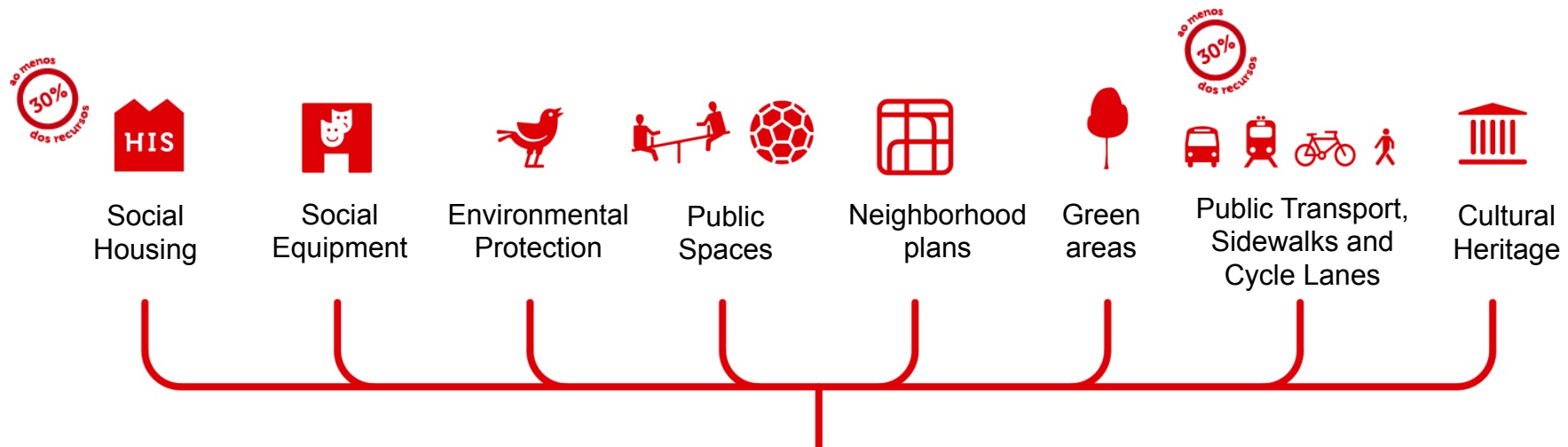


Fonte: SP-Urbanismo
Base Cartográfica: MDC/SMDU; Emplasa, 2007
Elaboração: SMDU, 2014

URBAN TRANSFORMATION STRUCTURING AXIS

Incentives and urban qualifying regulation instruments





30%
dos recursos



Social Housing



Social Equipment



Environmental Protection



Public Spaces



Neighborhood plans



Green areas



Public Transport, Sidewalks and Cycle Lanes

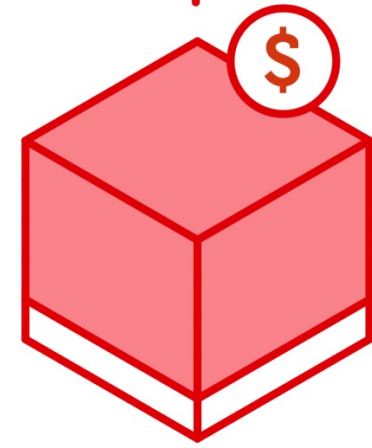


Cultural Heritage

30%
dos recursos

FUNDURB

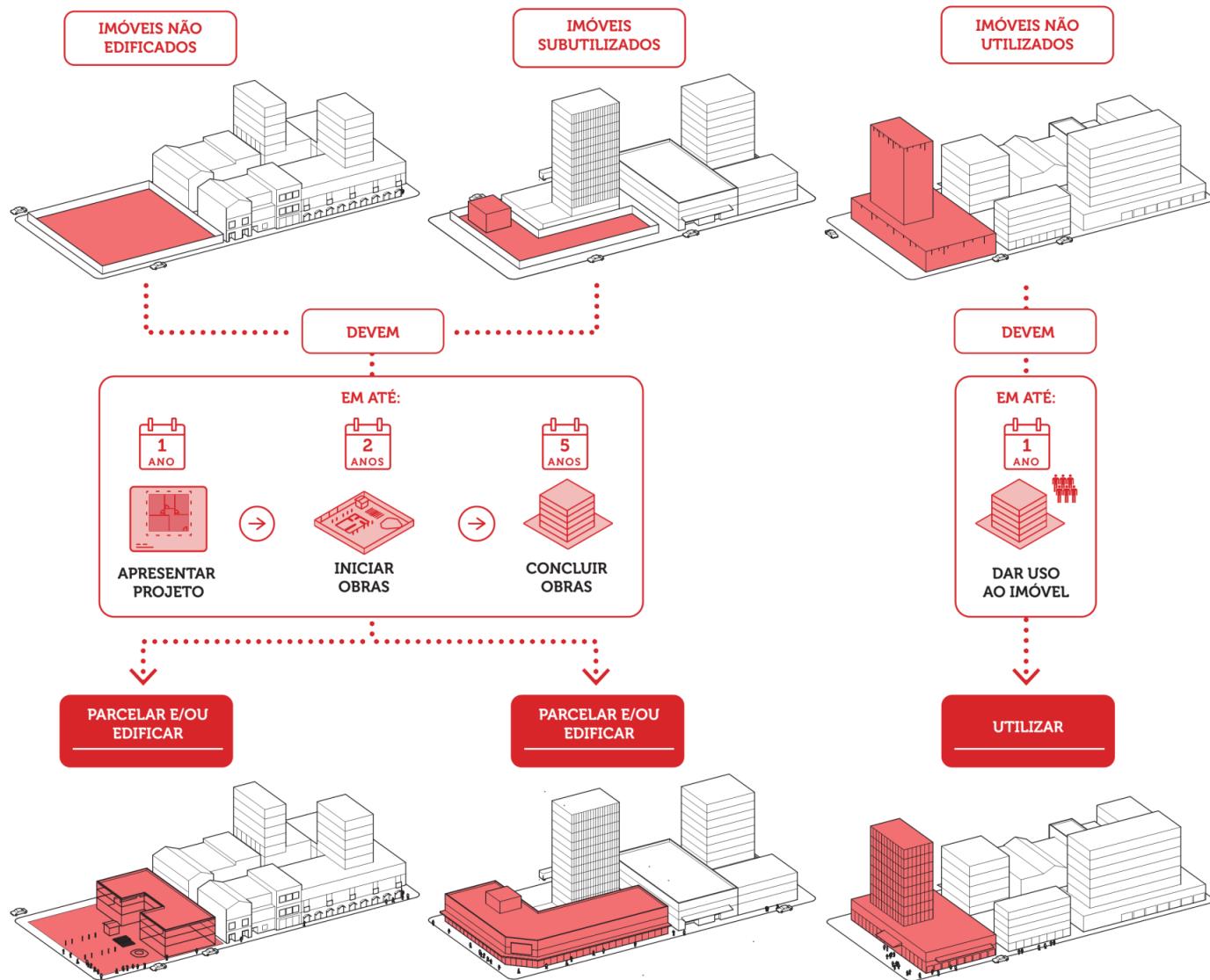
Urban Development Fund



FINANCIAL RESOURCES TO INVEST IN SOCIAL HOUSING COME FROM REAL STATE INCENTIVES

ONEROUS GRANT FOR ADDITIONAL BUILDING COEFICIENT

PARCELING, CONSTRUCTION AND USE OF VACANT OR UNDERUTILIZED LAND

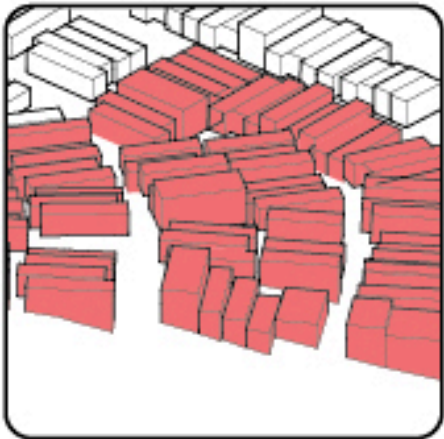


SOCIAL HOUSING SPECIAL ZONING - ZEIS

As áreas demarcadas como ZEIS são porções do território destinadas, predominantemente, à **promoção de moradia digna** para população de baixa renda. Foram definidos 5 tipos de ZEIS:

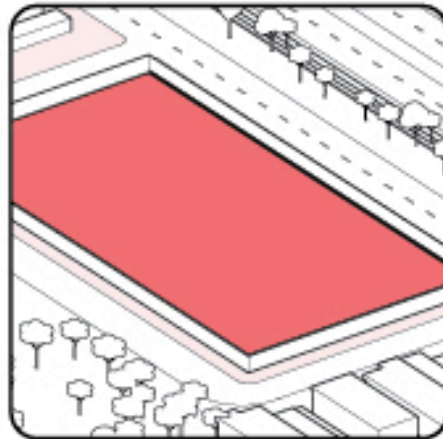
ZEIS 1

Áreas caracterizadas pela presença de favelas e loteamentos irregulares e habitadas predominantemente por população de baixa renda



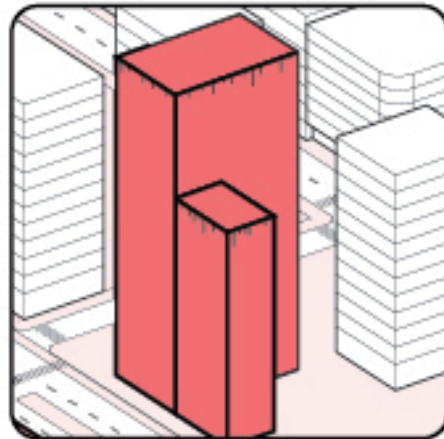
ZEIS 2

Áreas caracterizadas por glebas ou lotes não edificados ou subutilizados, adequados à urbanização



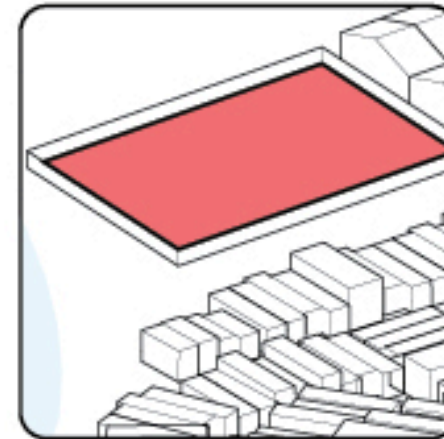
ZEIS 3

Áreas com ocorrência de imóveis ociosos, subutilizados, não utilizados, encortiçados ou deteriorados em regiões dotadas de serviços, equipamentos e infraestrutura



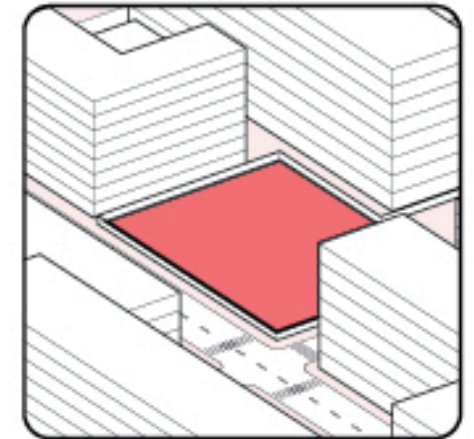
ZEIS 4

Áreas caracterizadas por glebas ou lotes não edificados, adequados à urbanização e à edificação e situados nas Áreas de Proteção e Recuperação de Mananciais



ZEIS 5

Lotes ou conjunto de lotes, preferencialmente vazios ou subutilizados, situados em áreas dotadas de serviços, equipamentos e infraestruturas urbanas



**THE CHALLENGES
SOCIAL WORK**



Foto: Jurandir Lima

Poor families and single people work with recycling;
Lack of proper facilities to accommodate work activities

SOCIAL WORK FOR NEW ENTERPRISES

1. Families with more homogeneous social background and regular economic incomes (retirees) presented more positive results: less delinquency of rental and condominium taxes, more social cohesion, better maintenance of common areas.
2. The enterprise must include facilities to accommodate work and rent promotion activities for the poorest families, and the social work must be aligned with employment and income generation public programs.

**THE CHALLENGES
COMMUNITY
PARTICIPATION**



NEW PROPOSAL BY SOCIAL MOVEMENTS – PPP_{op} – PUBLIC POPULAR PARTNERSHIP

The municipality acquires the buildings.

1. The social movements and organizations develop the projects and contribute with financial resources to part of the retrofit works.
2. The municipality rents the building with subsidized taxes.