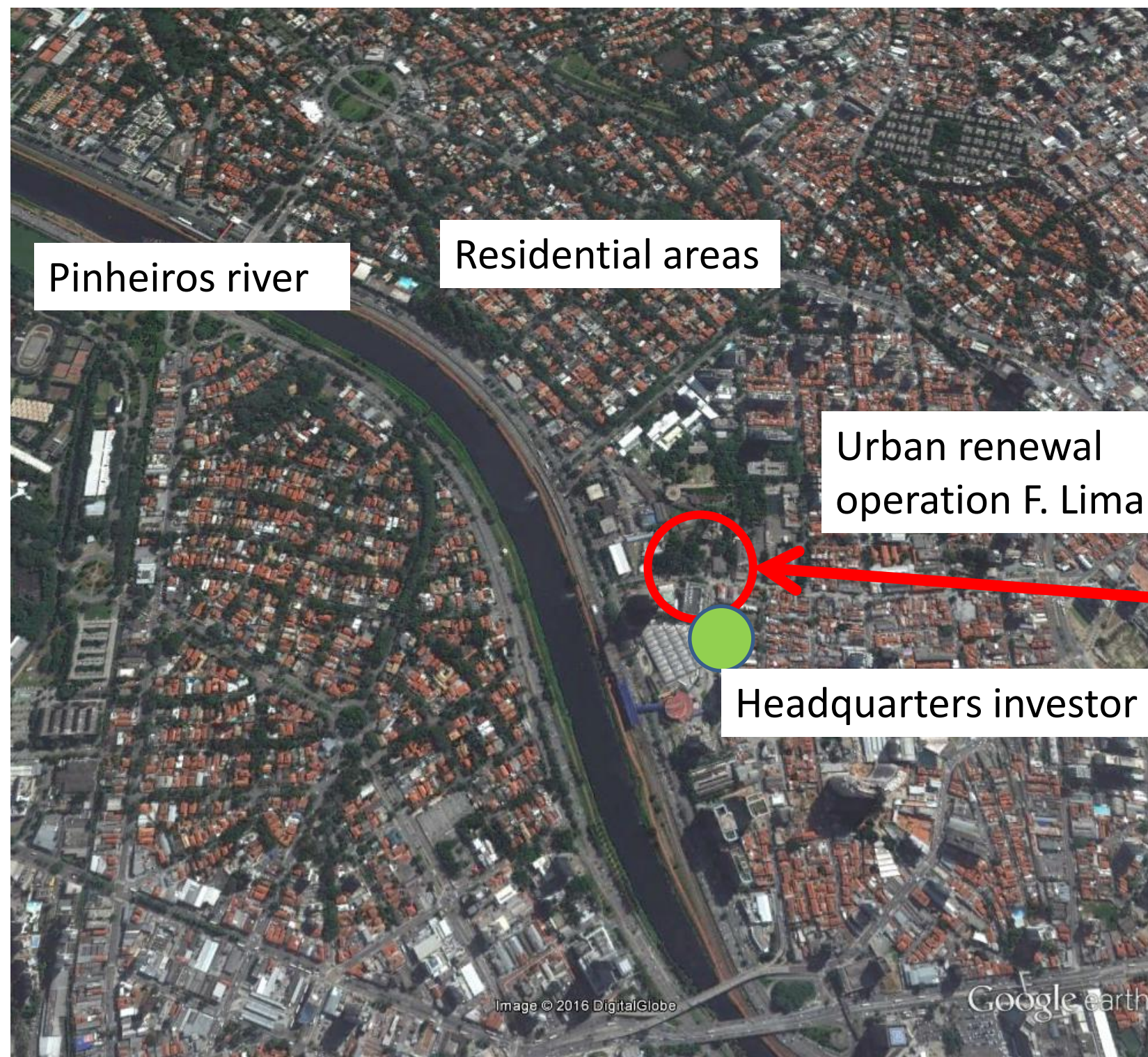


1. Institutional setting (in 2008):

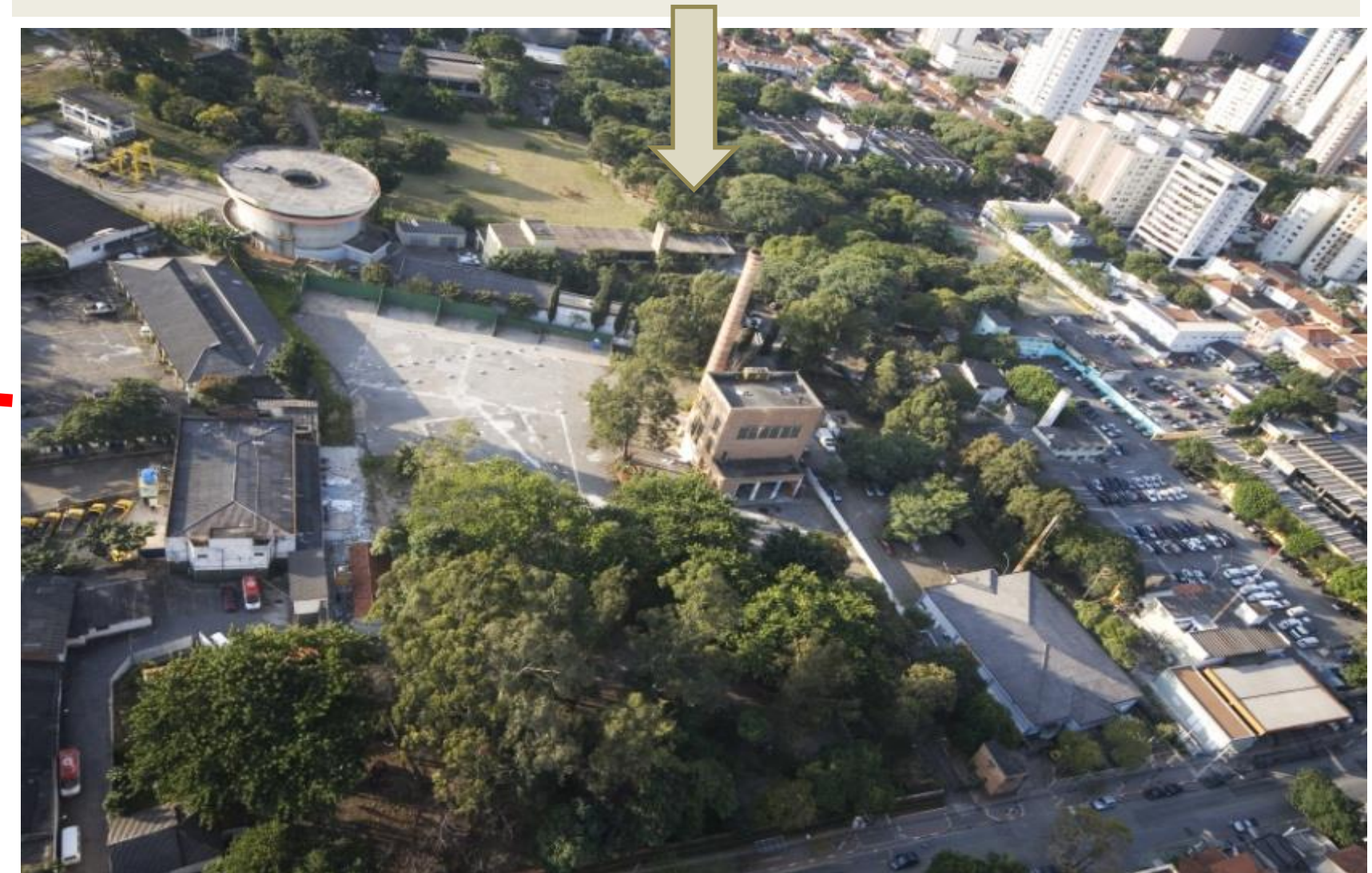
- ❑ In São Paulo instruments for urban renewal, the so called Urban Renewal Operations are existent and in use – but believed to favor the building construction sector and private interest
- ❑ There is a lack of parks and public recreational areas in central locations, but the only building ground left are abandoned industrial areas being “chased” by the building sector
- ❑ Land contamination and existence of brownfields still is an obstacle for urban development, because of little experience in redevelopment and conflicts of competence between state and municipality environmental agencies
- ❑ Although there is conscience regarding the principle of Compact City, São Paulo region still suffers Urban sprawl
- ❑ The municipal administration has limited financial resources for public space, parks etc.

2. Challenges:

Existence of a long demand for the redevelopment of the incinerator site in upgrading urban neighborhoods Date: 2006



But: the site hosted a recycling cooperative with high contamination potential for neighborhoods and doubts in relation to the land contamination



- No public financial resources for revitalization of the site available;
- Existing soil and groundwater contamination – licensing issues; remediation costs and time issues
- Private investor (Editorial company Abril) interested to contribute to improvements in urban structure in proximity of his headquarters

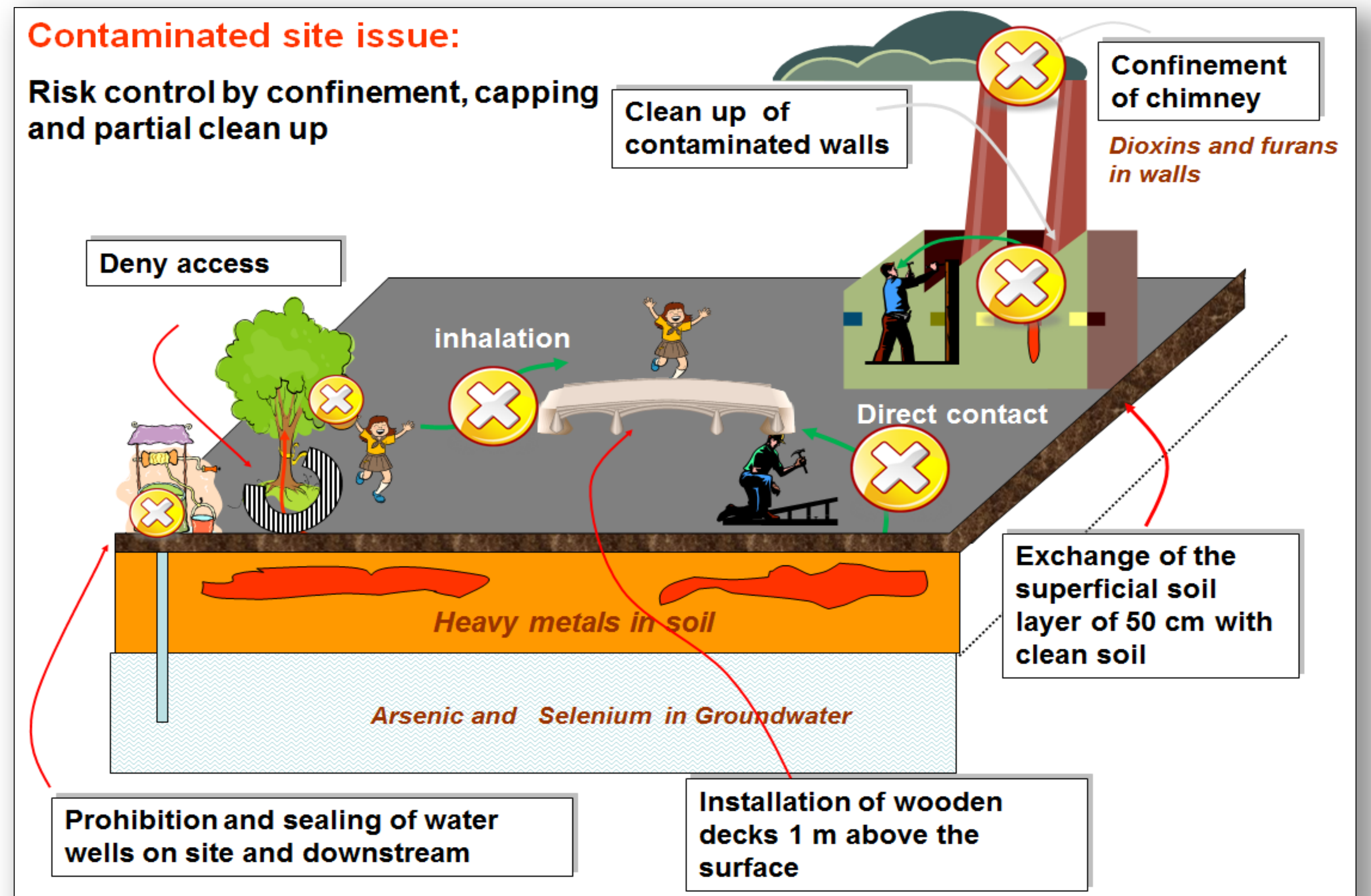
3. Approach:

Management instruments and approval processes on municipal level (ToRs remediation, urbanistic and architectonical projects)

Public Private contracts: Terms of Cooperation municipality - private investor : concession of use

Simplification/acceleration of environmental and licensing requirements through institutional cooperation and pragmatism and regarding contaminated site issue

Technical and methodological support in contaminated site issue:
risk assessment and implementation of remediation; alignment of remediation with architectonical project



4. Outputs:



Win Win solutions:

- Installation of public municipal recreation area and industrial heritage Museum of Sustainability, implemented with private investments (Total investments: +/- 5 mil US\$; maintenance costs +/- 500.000 US/y); use guaranteed for 20 years
- Elimination/mitigation of environmental and public health risks created by the soil contaminations
- Improvement of overall urban fabric through integration of the site and valorization of the district *Pinheiros* as well as of proximities of investor's headquarters
- Lighthouse project which gives visibility to municipality and stakeholders involved; (won VII Grande Prêmio de Arquitetura Corporativa in the category "Obras Públicas Green" – green public works)

5. Lessons learnt:

The following elements are considered to be essential in the process of implementation:

- Existence of common goals and interests between public and private
- Favorable context in urban development – existence of urban renewal policies (urban renewal operation)
- Establishment of planning tools which are binding
- Cooperative culture: Public Private Partnership and cooperative management; dialogues between departments in local government and between different administrative levels (municipality –state)
- Creation of logotype (Museum of Sustainability), visibility (web site) and agenda of cultural projects (music and theatre)
- External support for process management and environmental solutions (GIZ)
- Serves as a lighthouse project (good practice) for Latin America in the frame work of the International Cooperation (GIZ; City of Stuttgart/ European Union, Engagement Global)

6. Follow up – open questions and challenges

- Maintenance and Term of Cooperation with NGO “Friends of *Praça Victor Civita*” (under participation of investor Abril) were cancelled prematurely in 2016 (2008-16) because of financial problems due to economical crisis and loss of sponsors.
- Since then (2016) the City of São Paulo has assumed the responsibility of the area, with uncertainties in terms of sustainability, finance and management.
- Responsibility for future environmental liabilities was not fixed (important in case of further transformation of land use or new environmental requirements).



Incipient degradation of
Praça Victor Civita –
Museum of Sustainability
11/2016