



CAMINHOS PARA O DESENVOLVIMENTO URBANO NO BRASIL

Por Ricardo Pereira Leite

*Desenvolvimento baseado em
transporte público de qualidade
(TOD: “transit oriented development”)*

133 AC ... 2013 DC

Éfeso







Hong Kong

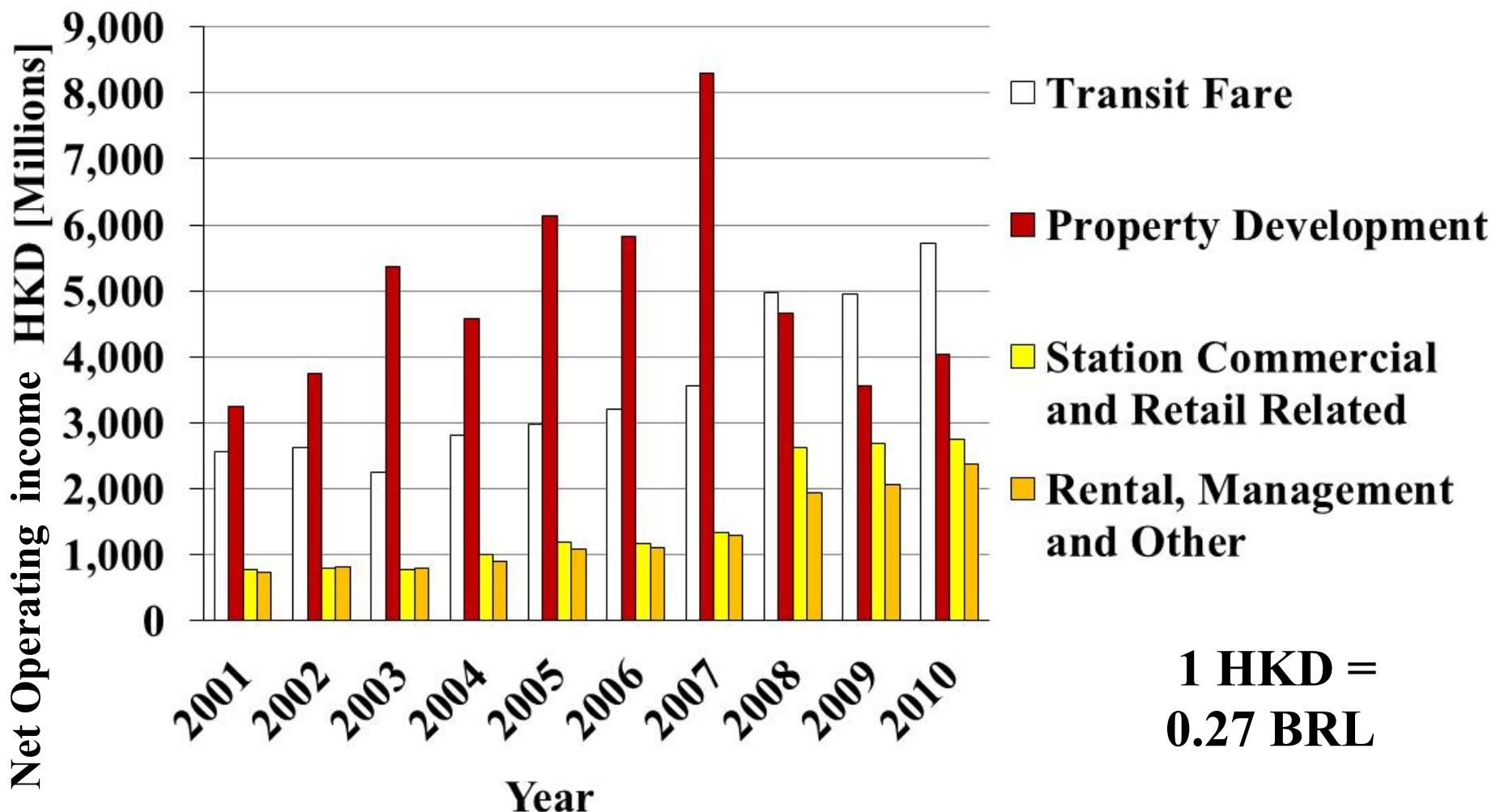
7 milhões habitantes, 267 hab/ha



MTR Corporation



MTR Corporation, 2001-2010



Maritime Square Tsing Yi Station

Terreno 54.000 m²; Construção 291.870 m² (5,4 x)



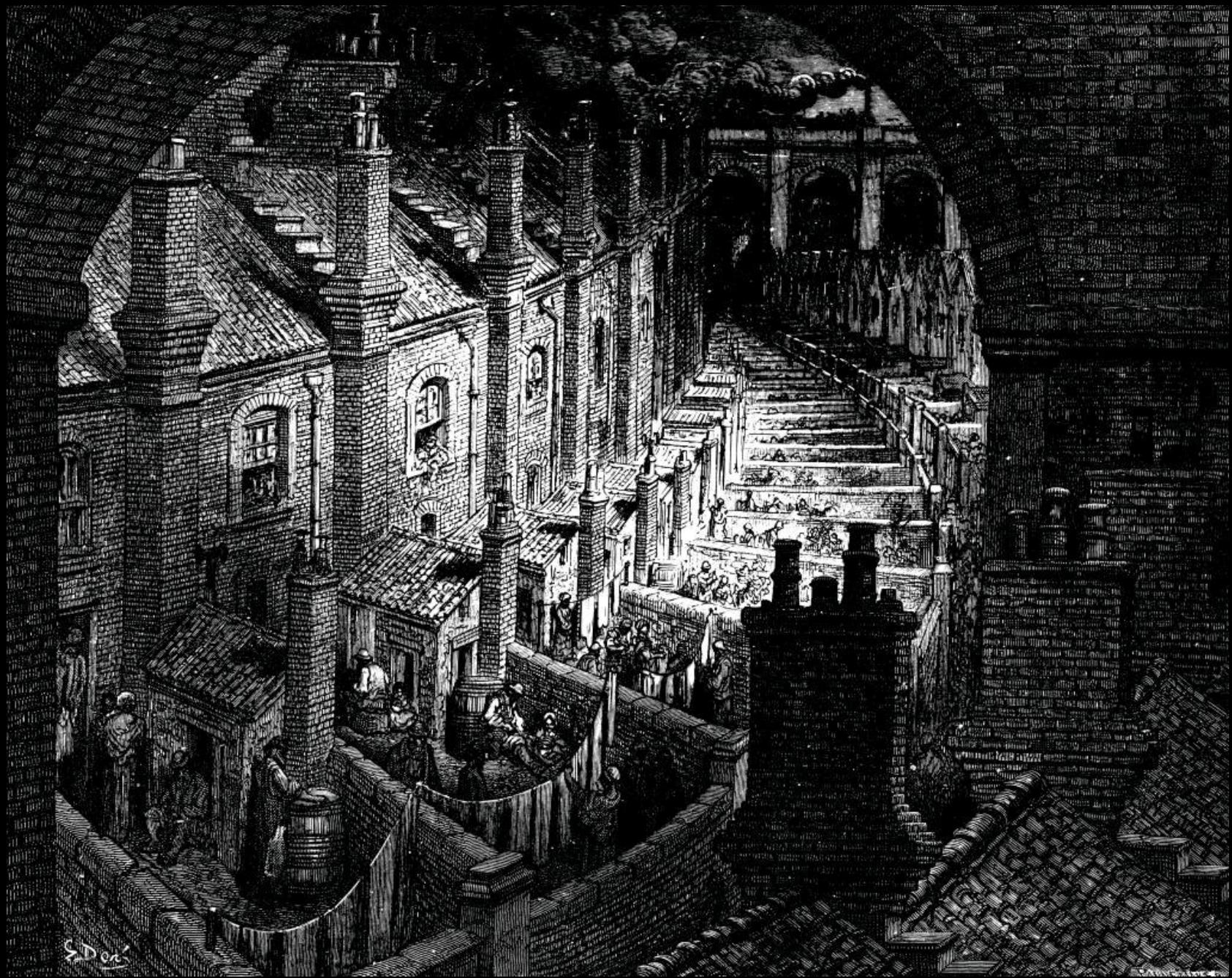


Estação Tsing Yi

3.500 aptos (70 m^2)
700 vagas

140 lojas (46.000 m^2)
220 vagas

Fenômeno da urbanização

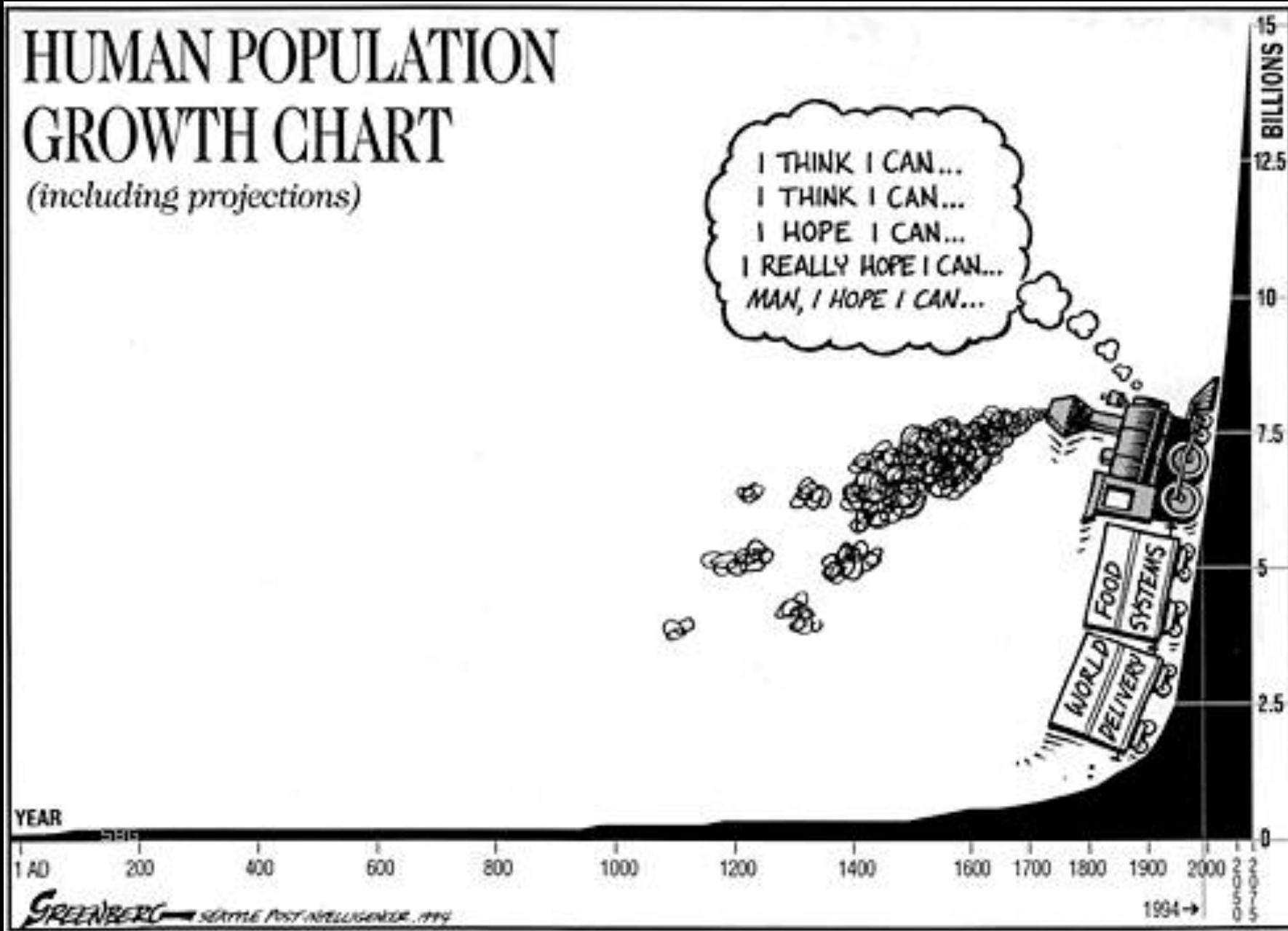






HUMAN POPULATION GROWTH CHART

(including projections)



unicef 

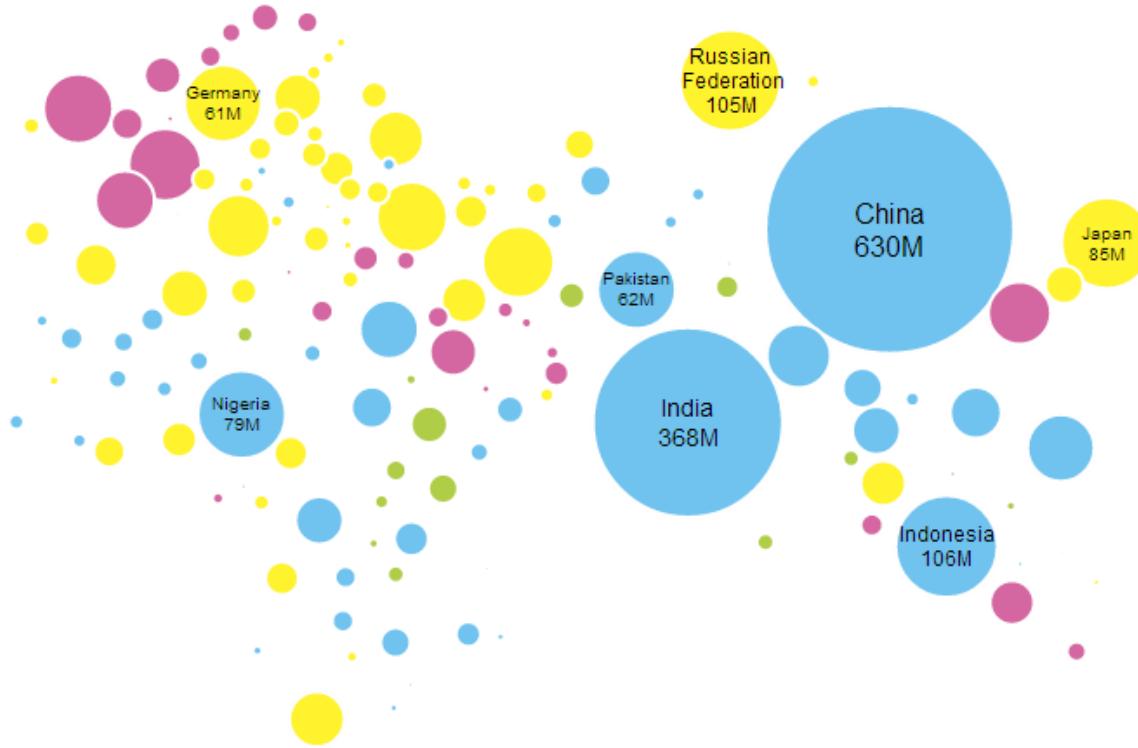
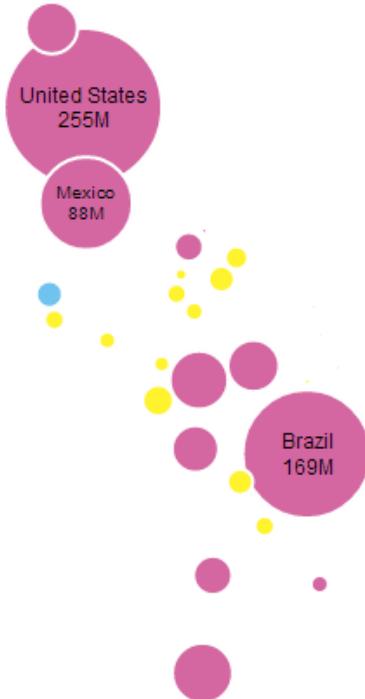
AN URBAN WORLD

This graphic depicts countries and territories with 2050 urban populations exceeding 100,000. Circles are scaled in proportion to urban population size. Hover over a country to see how urban it is (percentage of people living in cities and towns) and the size of its urban population (in millions).

Urban Population

- Greater than 75%
- 50% - 75%
- 25% - 50%
- Less than 25%

 2010



1950 1960 1970 1980 1990 2000 2010 2020 2030 2040 2050

PROJECTED

Notes

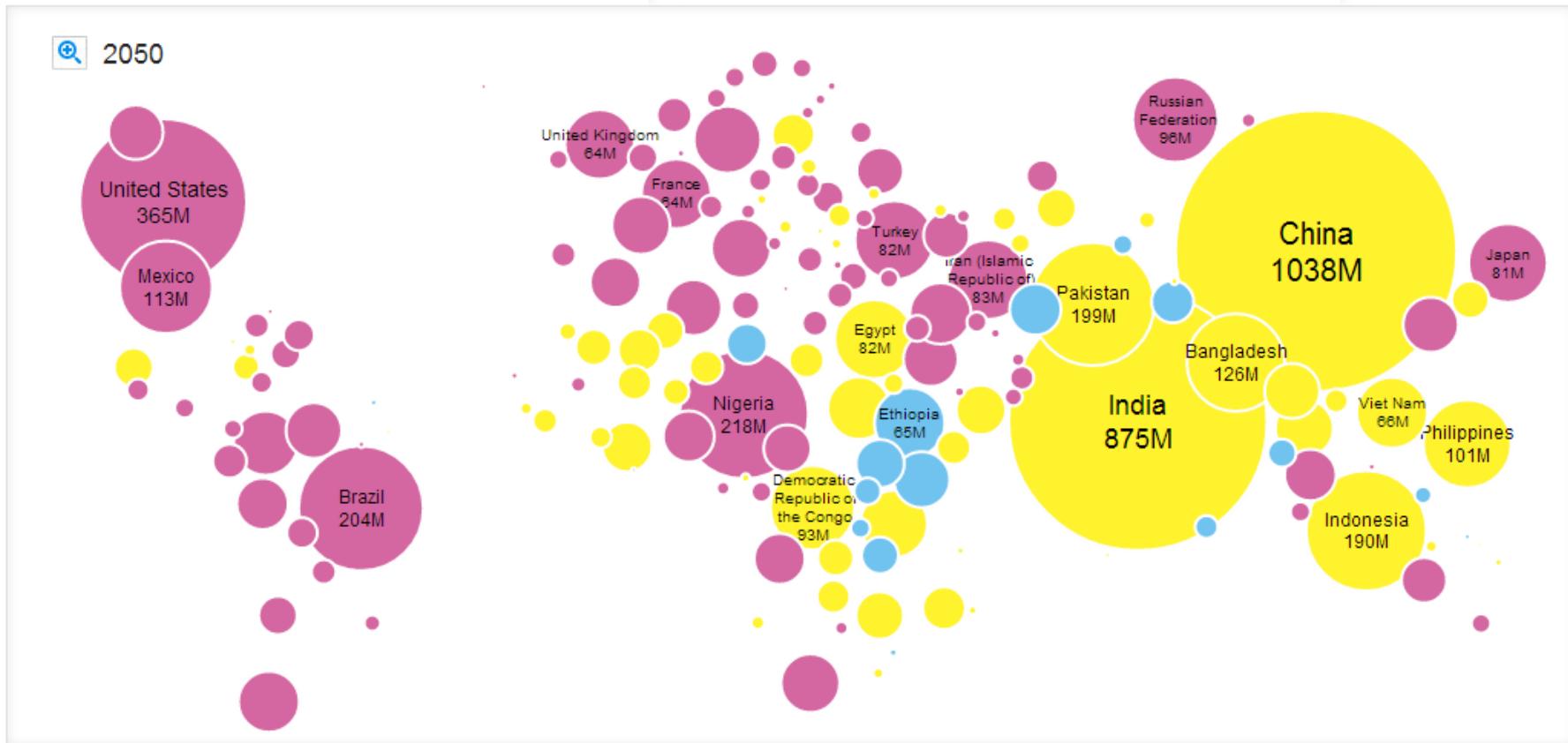
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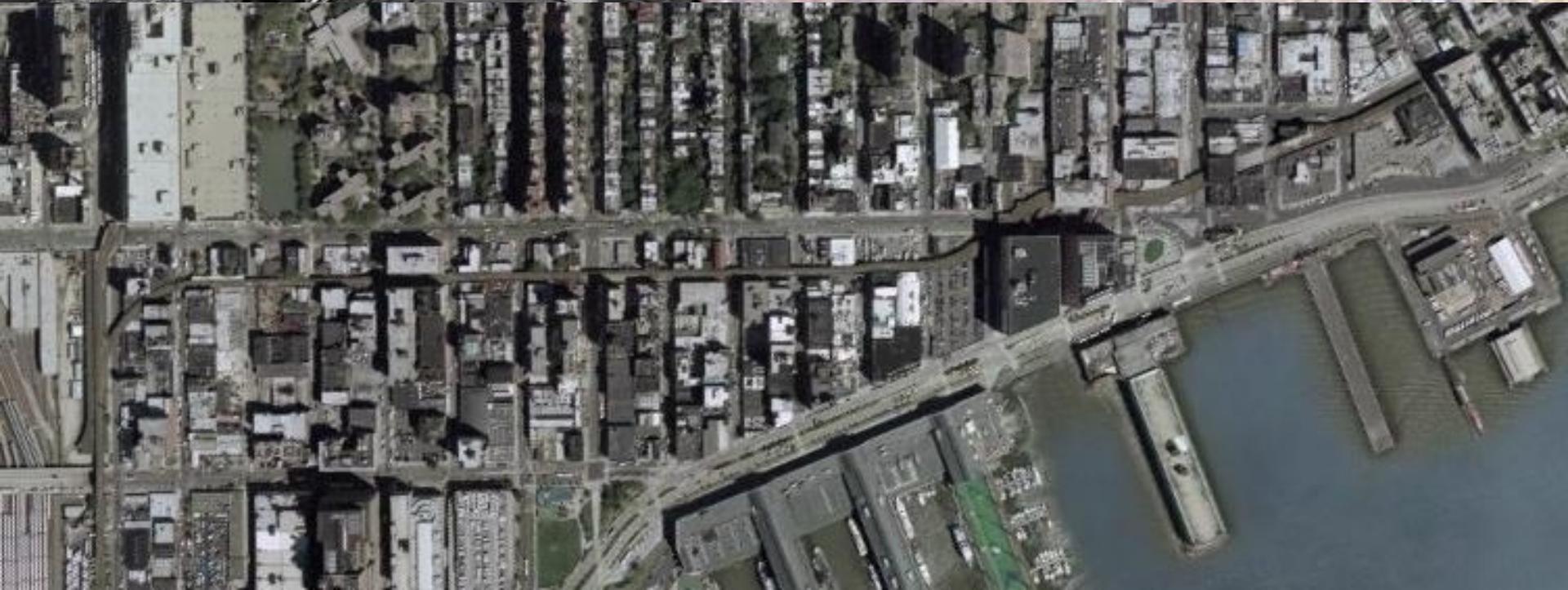
Notes

ONU, ECO 1992: Sustentabilidade
Social, Ambiental e Econômica

conceito continua atual



High Line, NY – PLANEJAMENTO URBANO ESTRUTURADO



NYC – DEPARTMENT OF URBAN PLANNING

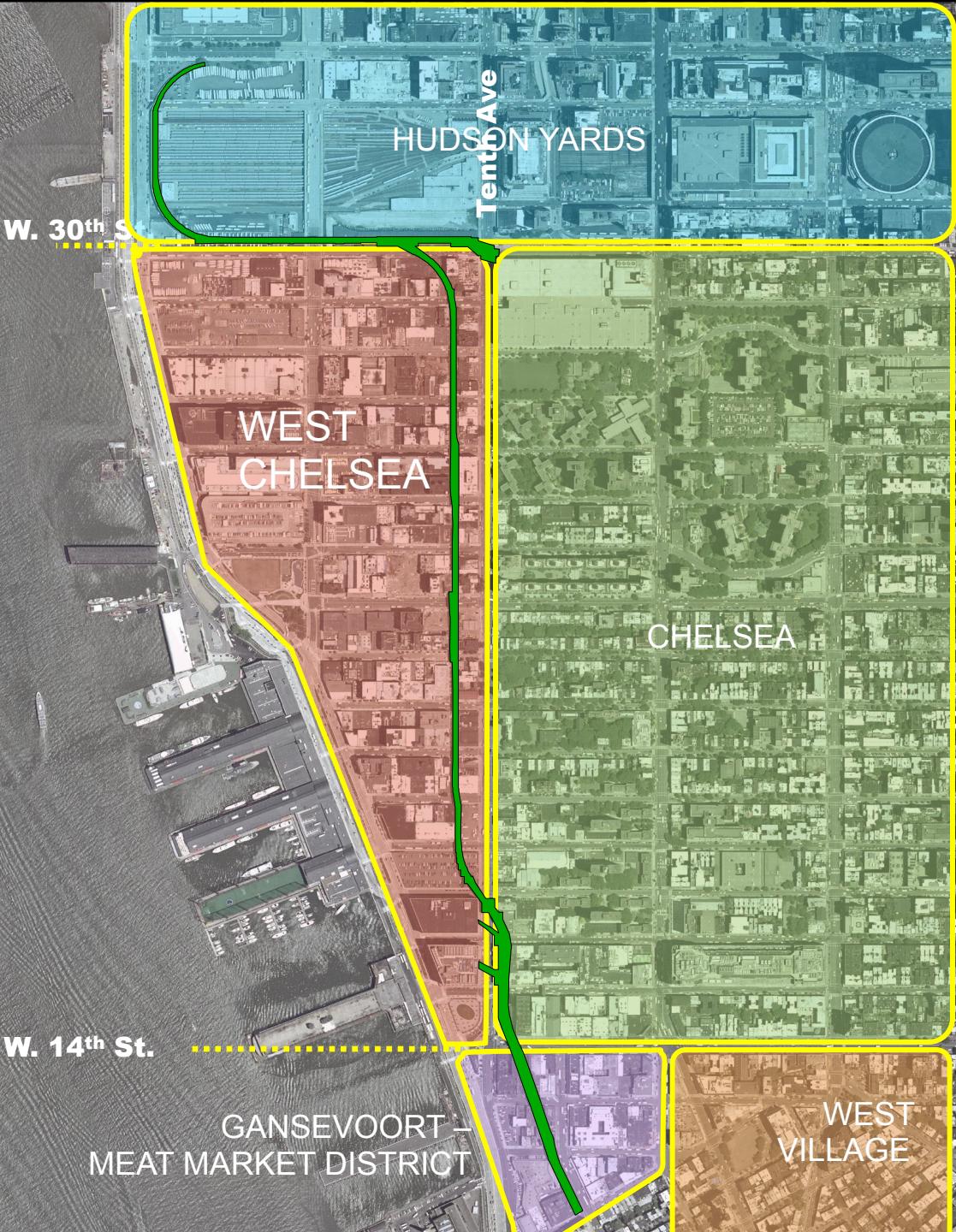




EXISTING CONDITIONS CONTEXT

Neighborhood is bordered by:

- ▶ Residential Chelsea
- ▶ Gansevoort Meat Market
- ▶ Hudson Yards
- ▶ Hudson River

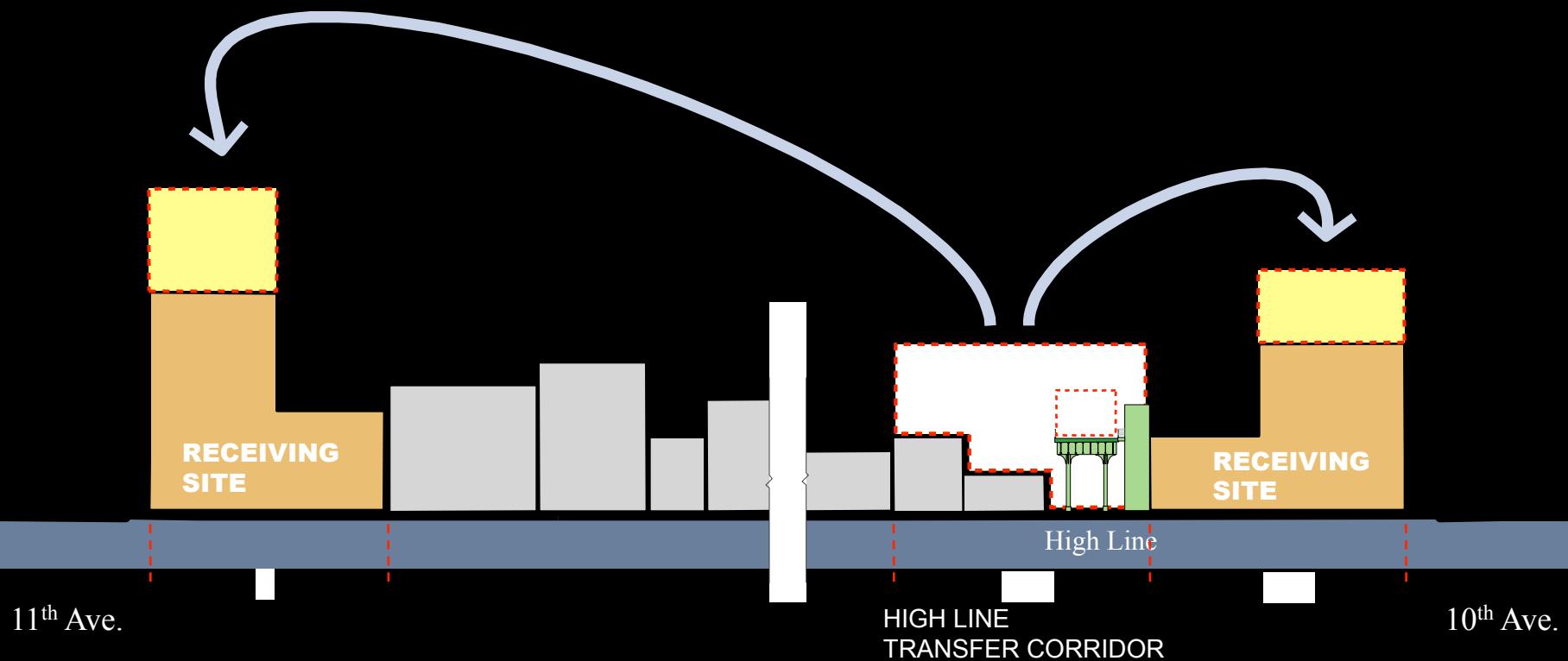


EXISTING CONDITIONS OBJECTIVES

- ▶ Transform the High Line into a unique linear park
- ▶ Provide market rate and affordable housing opportunities
- ▶ Preserve West Chelsea gallery district
- ▶ Encourage a dynamic mix of land uses
- ▶ Ensure the form of new buildings relates to neighborhood character and proposed High Line



ZONING OVERVIEW HIGH LINE TRANSFER CORRIDOR



AFFORDABLE HOUSING INCLUSIONARY PROGRAM

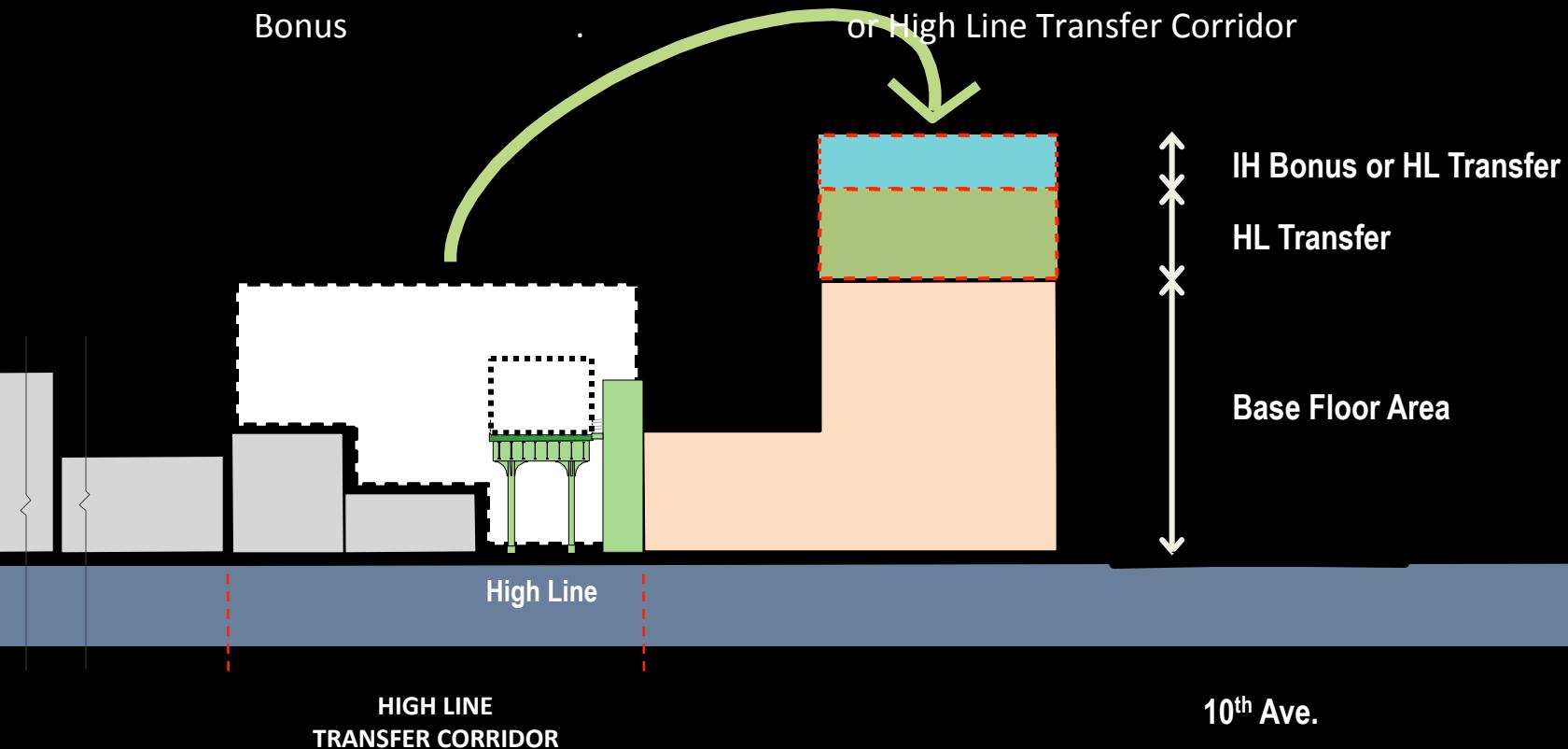
Floor area increase from Base FAR to Maximum FAR

First increase: 2/3 of increment from High Line Transfer Corridor

Second increase: 1/3 of increment from Inclusionary Housing

Bonus

. . . or High Line Transfer Corridor

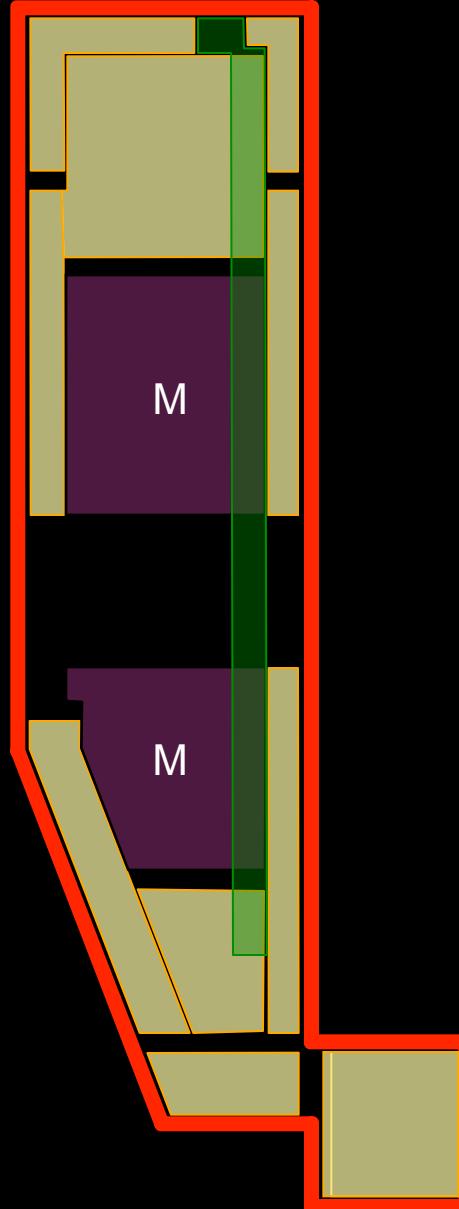


ZONING OVERVIEW SUMMARY

Zoning text amendment
Zoning map amendment

SPECIAL WEST CHELSEA DISTRICT

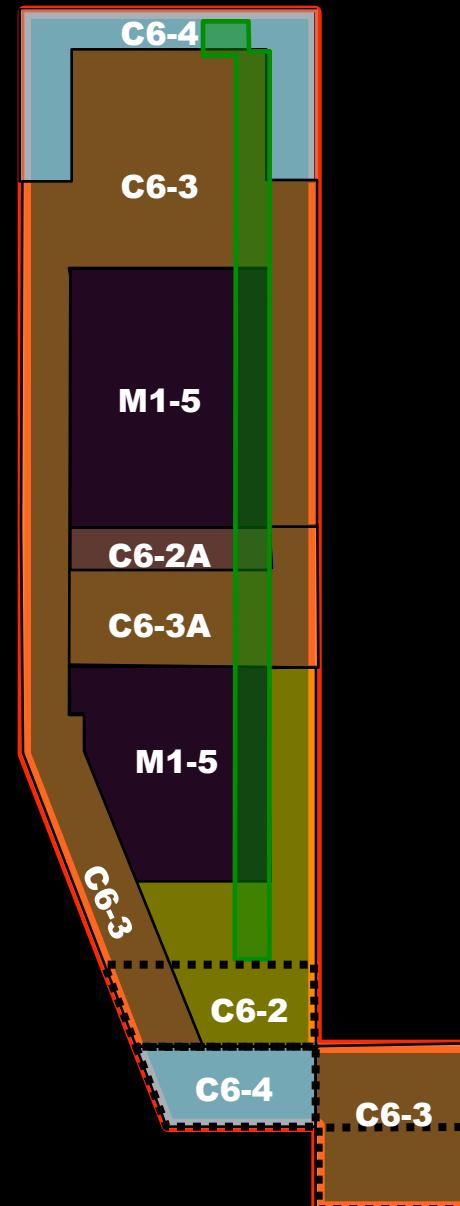
- New residential uses
- Retain M1-5 zoning at the core of the arts district
- Allow the transfer of floor area away from the High Line



ZONING OVERVIEW

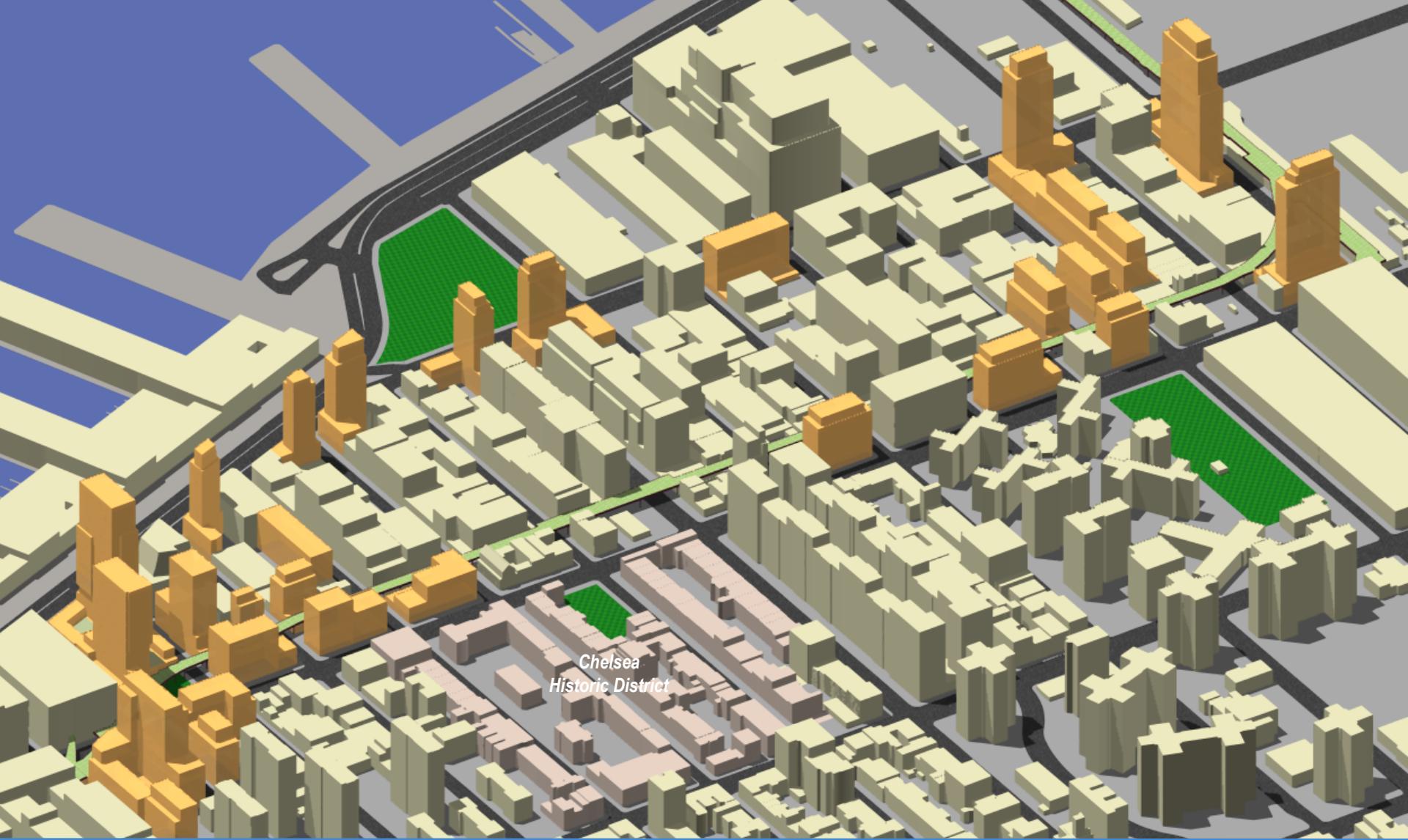
PROPOSED ZONING

	DENSITY	BASE:	MAX:
M1-5		5.0	
C6-2		5.0	6.0
C6-3		5.0	7.5
C6-2A/ C6-3A		6.0	7.5
C6-4		7.5	10.0
			12.0 inclusionary housing





BUILT FORM



BUILT FORM

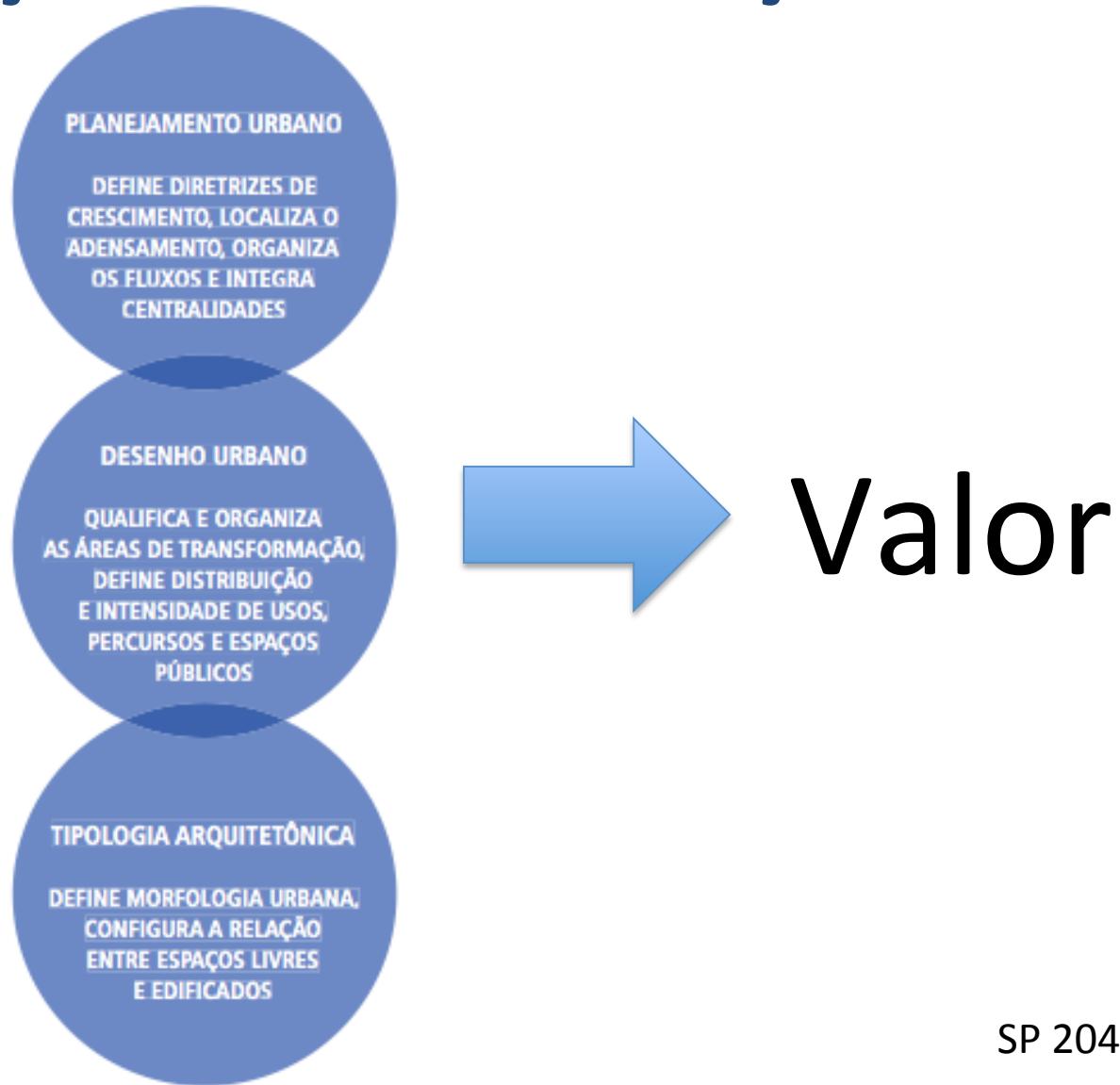
EXISTING CONDITIONS NEW DEVELOPMENT

IAC/INTERACTIVE CORP.
The Georgetown Group
Architects: Gehry Partners
COMMERCIAL



23rd Street (north side)
Alf Naman Real Estate
Architect: Neil Denari
RESIDENTIAL

Política de Desenvolvimento Urbano: integração de escalas de ação



Criação de valor a partir da Política de Desenvolvimento Urbano

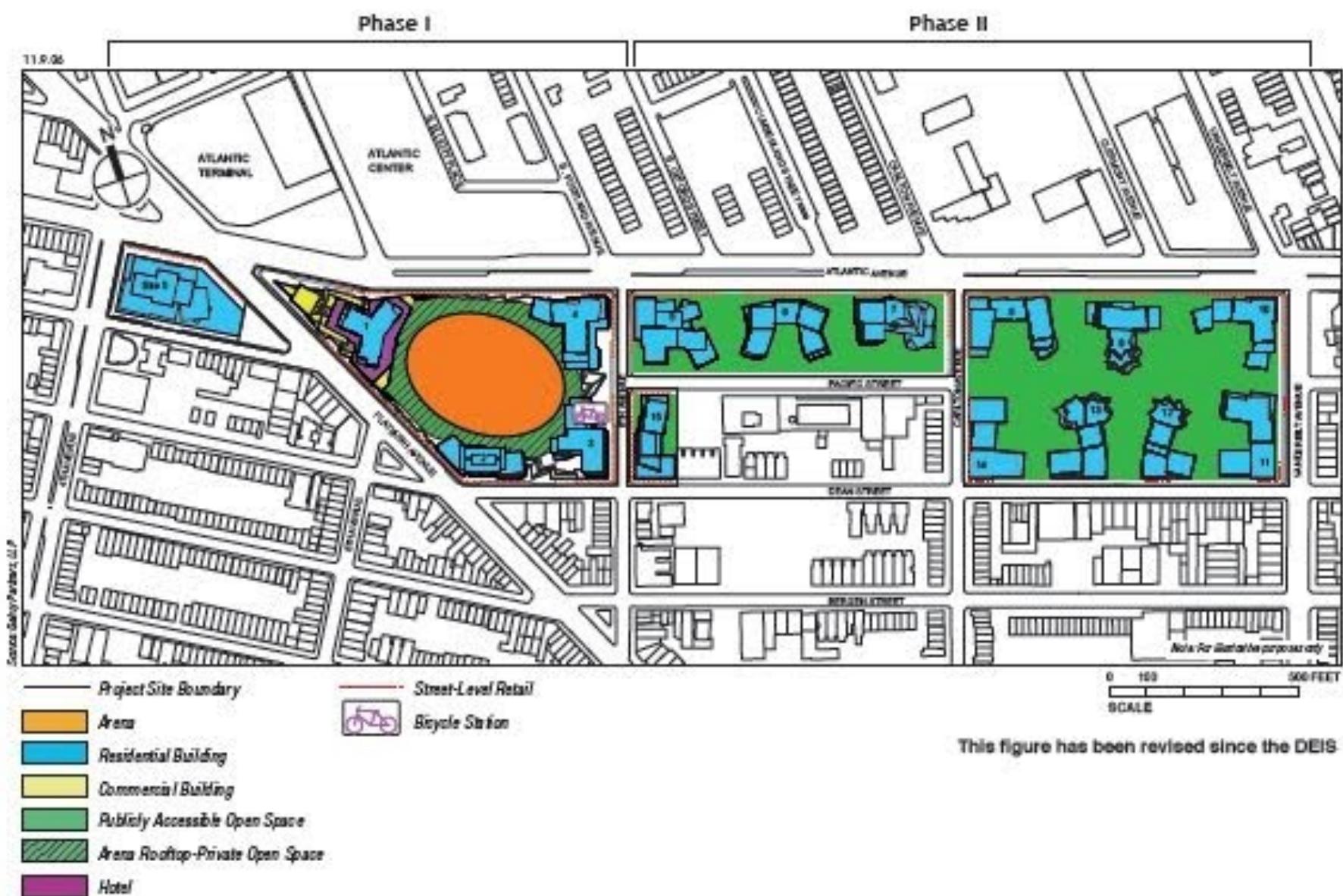


Atlantic Yards – Brooklyn, Nova York

Proposta de Manifestação de Interesse



FOTO EM ABRIL/2011 – EM CONSTRUÇÃO



This figure has been revised since the DEIS.

Atlantic Yards Arena and
Redevelopment Project

Residential Mixed-Use Variation Site Plan

Figure 1-3

Atlantic Yards – Barclays Center, Brooklyn, Nova York





BARCLAYS CENTER

2 3 4 5 B D N O O

CITI
BARCLAYS





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sh p



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Cidades Globais brasileiras

- 16 cidades acima de 1 milhão hab.
- Questões Sociais e ambientais
- Escassez de Terra → preço alto
- A (difícil) questão da mobilidade

CIDADE COMPACTA & “TOD”

Discussão

- “Land Readjustment”: gera espaços e valor
- Parcerias-público-privadas
- “Land Value Capture”: reciclagem, políticas públicas inclusivas e contrapartidas ambientais
- Inovação
- Smolka: 3 ls “ideologia, interesses, ignorância”
- Abordagem transparente e técnica



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