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The housing policy in São Paulo and the correlation with the social housing production

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1. Abstract

The housing situation in Brazil is a matter of great relevance, especially regarding the social and economic scenario of the country. Historically, the housing deficit and the strategic policies aimed at this field have a great impact on the quality of life and the variation of social inequality in the country. Brazil's housing environment is directly related to governmental social housing actions.

Today, the state of São Paulo has significant economic strength and socio-cultural representativeness, and for this reason it can be considered one of the most important mobilizing centers of initiative, whether public or private, in the country. Therefore, this study aims to analyze the guidelines that lead the housing policies in the country and their repercussions on population movement and (re)construction of Brazilian urban centers, however, based on the scenario of the city of São Paulo.

Despite the great advances experienced since the 2000s, the current political circumstances have guided the country towards stagnation in housing production and the rehabilitation of consolidated urban centers. Recent indicators show the rapid growth of the housing déficit, with special emphasis on the city of São Paulo. However, taking this scenario into consideration, innovative initiatives are being taken by the local government in an attempt to take control of housing policies, including the social interest.

Analyzing the strategies, difficulties and success stories in this topic, in the social, economic and cultural context of the city of São Paulo, is intended to help to understand and envision a scenario for the future of this field in the rest of the country in the next years.

It is also important to mention the case analysis of the rehabilitation of Parque Novo Santo Amaro through the construction of new housing and the reconstitution of the urban fabric of a consolidated slum area. Urban intervention measures such as these are proving to be effective in solving the housing problem and in fostering the local economy. Promoting the improvement of deteriorated urban areas and the maintenance of low-income populations in central locations, facing the transformative force of the real estate market, is also

a challenge that the city government and social movements have to constantly deal in Brazil.

In some examples such as this, the state has positioned itself as a mediator between the social and private interests, actions that are reflected in the city's new Urban Development Plan, outlining new urban designs and architectural patterns. This study also seeks to highlight the differences that exist between the national urban policies, which are currently in the process of decreasing, and the local policies developed by the state of São Paulo, especially with regard to architectural quality and urban insertion.

Understanding the social and spatial reality generated by the new housing policies in the city of São Paulo can enable a coherent prospecting about the next panoramas for the other large Brazilian cities. For this reason, it is important to draw this parallel, based on analytical observations of the collected data, from the perspective of urban, architectural and social aspects.

2. Introduction

Since the beginning of the 2000s, when there was a significant change in Brazil's political scene, with the stabilization of the national economy and the beginning of the left-wing government that lasted fourteen years (2003-2016), major changes in the country's housing situation happened. Taking into account the size and diversity of possible research fields in this sense that may exist in a country like Brazil, this study is based on the repercussion of these new housing policies in the city of São Paulo.

The city of São Paulo is the largest housing hub in the country, home to about twelve million inhabitants and is also a major economic and cultural center in Brazil. In this city, most of the trends emerge and spread later throughout the national territory, including, when it comes to social policies and social-housing experiments.

Despite the great economic progress experienced by Brazil in the last decades, an interesting phenomenon has been occurring in São Paulo: against the national scenario, the number of people living in favelas in São Paulo has been growing steadily. As a result, the Housing Department of the city has been positioning

itself in a very innovative way in the rehabilitation of urban areas through "traditional" financing provided by the federal government, or seeking local alternatives to the problem.

The social housing policies developed by the federal government were able to significantly impact on the decline of the slum population in large Brazilian urban areas, however, in São Paulo, despite the large investment in this area, the numbers reflect the opposite. This city has a very particular social dynamic, which must also be taken consideration in this analysis.

Therefore, this study intends to clarify the consequences of the current housing policies in the architectural production (and its main characteristics) that has been happening in São Paulo. The comparison between the different architectural productions will also be used as an analysis methodology, emphasizing the Case Study of Novo santo Amaro Park, designed by Villeca Associated Architects.



Photo Tuca Vieira – Folha de São Paulo

3. Theoretical background - scenario of Brazilian housing policy

As the main source of reference, this study is based on the theoretical construction developed by the architect and urbanist Nabil Bonduki for the Electronic Journal of Architecture and Urbanism. Bonduki is a professor at the Faculty of Architecture and Urbanism of the University of São Paulo and a consultant in urban and housing policies. Bonduki is a great reference in the study and elaboration of strategies of urban intervention, his curriculum also counts on important activities in this field since the 80's, when he was Superintendent of

Popular Housing of the City of São Paulo (1989-92) and one of the coordinators of the Housing Project (1999-2000). Still in the political field, he also coordinated the elaboration of the Project-Substitute of the Strategic Master Plan of São Paulo. He was a consultant to the Ministry of Cities for the elaboration of the National Housing Policy and technical coordinator of the National Housing Plan. (BONDUKI, N. 2011)

Considering all its background in academic production and political participation, Bonduki conducted a very cohesive research in the field of social housing resulting from political changes in the country. The title of this work is "Housing policy and social inclusion in Brazil: historical review and new perspectives in the Lula government".

In his study, Nabil Bondiki defends recognition of the importance of the new housing program proposed by President Luís Inácio Lula da Silva (representative of the Workers Party) for the country's economic policy in general. The creation of special and large-scale lines of credit for social housing financing was a watershed in Brazil's socioeconomic situation.

The author also gives a brief retrospective on the history of the country, since 1964 with the fateful creation of the National Bank of Housing - in response to the housing crisis experienced in the country in this period. At the moment, the Brazilian cities underwent an intense process of growth, due to the great rural exodus (intensified in the period before the turn of the century). São Paulo, now consolidated as the largest industrial pole of the country, absorbed a large part of the population that migrated to urban centers.

In his text, the author analyzes the data obtained cautiously, separating them in most cases by region, in order to emphasize the disparity of the housing reality in the country. In the southeast region, where the city of São Paulo is located, the numbers are significantly higher, especially in what is appropriate to the housing deficit. Despite the great changes in the political scenario in the last 60 years in Brazil, the housing issue in the country - especially in São Paulo - remains irresolute, and for this reason requires new strategies.

Faixas de renda	Déficit em milhões de unidades	%
até 3 SM	4.490	83,2%
de 3 a 5 SM	450	8,4%
de 5 a 10 SM	290	5,4%
acima de 10 SM	110	2,0%
Total	5.400	100,0%

Distribution of the quantitative deficit by income bracket. Urban area.
Brazil 2000 Source: FJP, 2001

4. Inequalities in the housing scenario around the country

The housing deficit in Brazil is growing, mainly due to inadequate housing. Currently this is the most representative factor in this process and means that there is a growing number of Brazilian families living in inappropriate conditions, sharing housing, in tenements or slums. The unaffordable value of rents, especially in urban centers, has also become a factor that makes this type of housing unfeasible for lower middle class families.

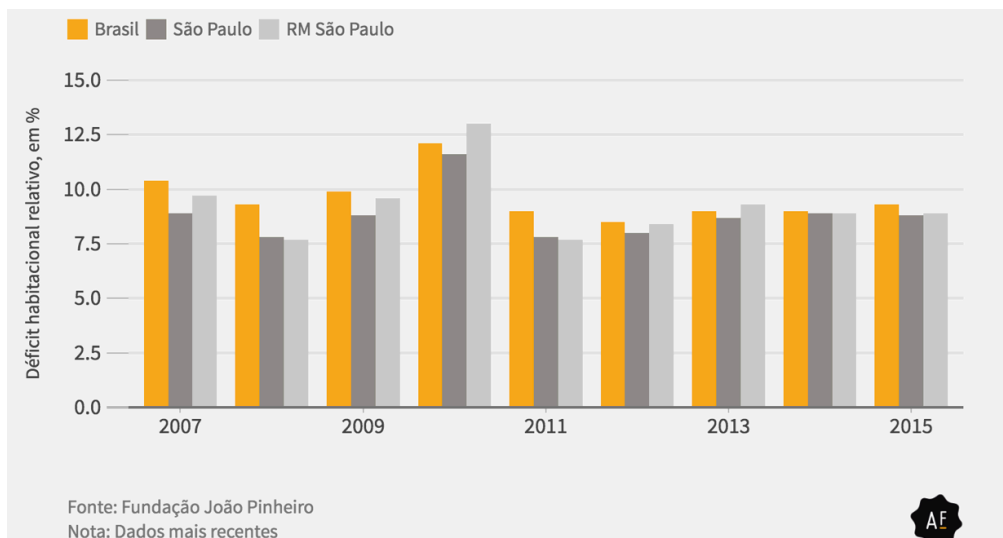
Economic instability is also of great significance in this scenario, as many households have lost their main sources of income and have had to stop their ongoing real estate financing. Households that were not directly affected by the crisis also face insecurity for the future and choose not to initiate home ownership at this time, which also leverages rising rental prices.

Despite the currently stagnant economic situation, Brazil is considered one of the most promising emerging countries in this field, also due to its mostly economically expressive and numerically growing middle class population. Housing demand is a reflection of this complex combination of factors.

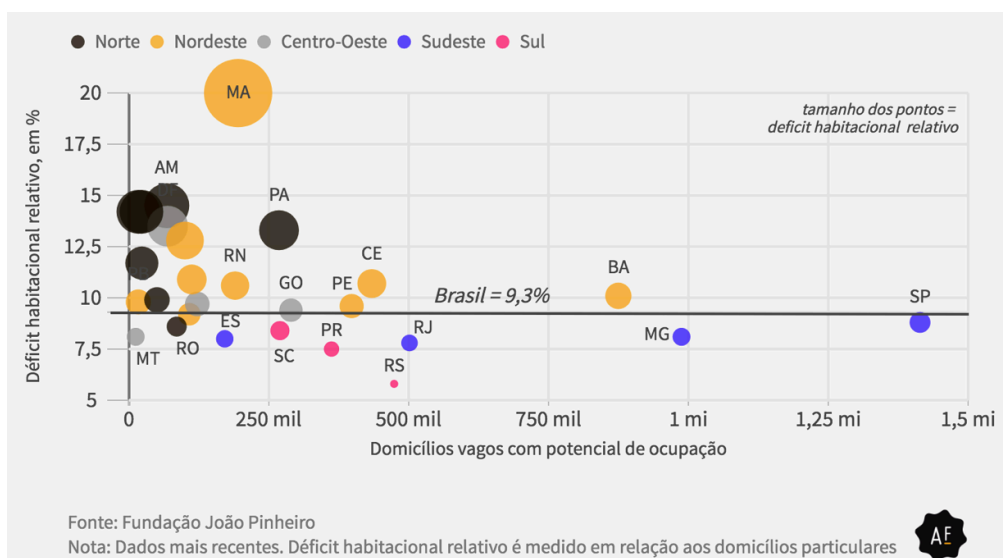
Orderly urban development is becoming increasingly important in Brazilian cities at all scales. Understanding regional development is also an essential concept building a cohesive and sustainable urban fabric. Some efforts in this integrative sense are already being adopted throughout the country, but they happen mostly in the great regional nodes such as São Paulo city and region.

Inequalities in developmental actions around the country generate different housing needs. Although the city of São Paulo leads the need for housing, proportionally, the North and Northeast regions dominate the picture with the largest housing deficit, especially for poorer families. Historically, these regions have been less benefited from public investment, whether in infrastructure or even in social housing.

It is also important to note that the relatively lower quality of life, the low housing supply and the inadequate housing that exists in the northeast also directly affect the increase in housing demand in the South and Southeast. Migration from the northern regions of the country is the major impact factor in the swelling process of the city of São Paulo.



Relative housing deficit, comparing data from the city of São Paulo with the metropolitan region and the rest of the country – source: aosfatos.org



Housing deficit in Brazilian states – source: aosfatos.org

5. Methodology

The main methodology used in the elaboration of this study was the literature processing, with the support of statistical analysis. Because it is a broad and well discussed subject, there is no difficulty in obtaining information, but it is important to find reliable and ideologically unbiased sources.

This is a matter directly related to political strategies, many of the materials found tend to favor a positioning, and for that reason, many data are distorted in favor of certain theoretical construction. It is notorious that even academic articles found, even if implicitly, attempt to lead to specific ideological constructions, which differ from reality.

On the other hand, the diversity of sources and the different approaches to the subject allow for the formation of a sagacious and articulate critical reasoning, and as a result, it is possible to produce a more contextualized study. Much information has also been obtained on news sites, which also "decentralizes" the approach to the topic. To make the correct use of this tool, you must compare the data with other sources and other periods in order to correlate the information and build a solid reasoning.

The choice of the city of São Paulo as the focal point of the research also caused difficulties, since most of the information about the topic usually refers to Brazil as a whole, so it is difficult to carry out data analysis when these are comprehensive. However, the city of São Paulo was particularly chosen because, in the current conjuncture of the country, this is a city taken as a reference, and therefore, what occurs there is often reflected around the country.

Analyzing the local situation through online images has also proved to be a very effective tool. Google Streetview's collection of images makes it possible to analyze urban environments over time, allowing the identification of the main changes in the urban context of the areas of interest.

The state websites, the Department of Housing of the city of São Paulo, the city hall and state government, and especially the data obtained by the Brazilian Institute of Geography and Statistics (IBGE) were also fundamental in obtaining data and information for analysis.

6. Case of study - housing policy in São Paulo and the local architectural production

Taking in consideration the growing housing deficit of the city of São Paulo, this study seeks to evidence the reverberation of government policies in the possible strategies for producing social houses. Due to its economic power and relevance in the national and international context, the city municipality has assumed an avant-garde role in the solution of this question.

Since the military dictatorship and the creation of the National Housing Bank in 1964, Brazil has gradually built up an extremely centralized system of housing administration and financing. The ownership of the home became the main driving force of the economy, being supported by major infrastructure works. This was one of the defining periods of urbanization in the country and in this context, São Paulo was the city that grew the most in terms of population and urban territory, becoming the great Brazilian megalopolis.

From the outset, the centralization of housing policies at the national level was aimed at solving the problems related to this issue by creating the largest number of dwellings in the shortest possible time, often indiscriminately. The distribution of resources across the country also occurred in an egalitarian way, intensifying social inequality among the regions of Brazil. São Paulo, therefore, received much of the resources and underwent major infrastructure works.

However, since this first phase of implementation of the national housing policy, serious structural problems were already possible to be identified. According to Nabil Bonduki in his text about Housing Policy and Social Inclusion in Brazil:

"The strategy implemented by the National Housing Bank benefited civil construction, which was able to count on a stable source of financing for the production of ready-made units, but contributed little to face the problem that the body intended to solve. The management assumptions adopted by the BNH - typical of the military regime - were rigid and centralized, impervious to the incorporation of the practices developed by the population to face, at lower costs, the housing problem, being thus characterized: authoritarian administration; lack of participation in the design of programs and projects; lack of social

control in the management of resources; adoption of the home as the only form of access to housing; absence of strategies to incorporate alternative processes of housing production, such as self-construction, into public programs. In addition, using only returnable resources, without any source of subsidies and adopting bank financing criteria, the system excluded significant portions of the lower income population from the housing policy. "(BONDUKI, N. 2011)



Typical urban structure of housing estates MCMV – Photo: Construção Mercado (PINI), 2018

Bonduki describes how the centralization of housing policy and the exclusion of the poorest sections of the population from this process has had an impact on the growth of informal occupations, which has given rise to hundreds of favelas throughout the country (especially in the regions southeast and northeast):

"A critical analysis shows that one of the great misconceptions was to return all resources to the production of the house, built by the formal civil construction system, without having structured any significant action to support, from a technical, financial, urban and administrative point of view, the production of housing or urbanization by alternative processes, that incorporated the own effort and organizational capacity of the communities. As a consequence, there was an intense process of informal and savage urbanization, where the vast majority

of the population, without any government support, had no alternative but to self-stage their own homes in precarious urban settlements such as clandestine and irregular settlements, villages, favelas, floods, etc., often far from urban areas and poorly served by infrastructure and social facilities. "(BONDUKI, N. 2011)

The implementation of the "Minha Casa Minha Vida" program, carried out by President Lula in 2009, gave new guidelines to the housing issue in the country. To the point where the program was created, the already worn-out housing policies were restructured and launched with new rules and new public agencies involved. Despite this, many misunderstandings have been repeated and the "new" national policy (also centralizing) has not been able to solve the housing problems with the expected effectiveness.

Minha Casa Minha Vida intended to provide two million homes for Brazilians who have an income of up to ten minimum wages until the year 2018. To achieve this goal, resources were released for the construction and financing of housing, totaling 10 billion euros.

The distribution of resources was made based on the current housing deficit, which is 7.2 million households (data from the IBGE / PNAD 2007), by regions of the country. Therefore, the distribution of resources occurred according to the need of each region and happened as follows: Southeast (37%), South (12%), North (10%), Northeast (34%) and Midwest (%). Currently, it is estimated that 368,000 new homes are needed in the city of São Paulo.

In addition to the regions, the deficit by income brackets in the process of distribution and administration of resources was also considered. In Brazil, 90.9% of homelessness is concentrated in families with incomes of up to 3 minimum wages, 6.7% of 3 and 6 wages 2.4% from 6 to 10 minimum wages.

In 2018, the São Paulo government announced the construction of 3,895 housing units through the Minha Casa Minha Vida Program for low-income families (with a monthly income of up to 3 minimum wages). Although the beneficiary families are indicated by the municipality, the local government has low control in relation to constructive restrictions and to the financing processes. Therefore, it is clear

that the National Housing Program, in addition to not meeting the expected quantitative needs, also does not meet expectations at the qualitative level.

Taking this scenario into account, the city of São Paulo created an action plan that is based on five programs:

- I. Maintain the activities related to **Minha Casa Minha Vida**, which, despite its deficiencies and peculiarities, is still the main source of funds for the creation of social housing in Brazil;
- II. “**Casa da Família**” program, which was created to provide the necessary resources for the construction of 24 thousand family homes. The program aims to build housing in regularized lots through joint actions between the City of São Paulo, through the Municipal Housing Department, and the Federal Government. The city's municipal government adds subsidies to the resources of the Minha Casa Minha Vida and FDS (Social Development Fund) Program, for housing organizers authorized by the Ministry of Cities, articulating efforts to build housing.
- III. **Land regularization actions**, based on the urban policy instruments of the Urban Development Plan, proposes that based on the recognition of the social and territorial reality of each irregular settlement, the right to the possession and permanence of the inhabitants of areas be promoted and increasing access to the urbanized area, with priority for low-income families.

The Land Regularization program has as a priority the precariousness that manifests itself in the insecurity regarding the ownership or ownership of land experienced by the population that lives in the settlements characterized by land irregularity. It aims to meet the set of precarious settlements identified by the Municipal Housing Plan, operating with a greater or lesser degree of integration in relation to the other actions that make up the program line Integrated Intervention in Precarious Settlements.
- IV. **Favelas Urbanization Program**, which is developed by the Municipal Housing Secretariat and focuses on urbanization and land regularization of degraded areas, occupied in a disorderly manner and without infrastructure. Urbanization is an important process for the land

regularization of areas occupied by low income families, and it is fundamental to promote the insertion of this population in the physical and legal context of the city. The land legalization program promoted by Redeitura de São Paulo is the country's largest Urbanization Regularization Program, covering large areas of irregular and precarious subdivisions.

- V. **Public Private Partnerships** promoted between the municipal government and companies that have interest and develop mainly residential projects subsidized by the city hall. This is the newest of the strategies adopted by the government in order to attract investments in the area and boost the state's capacity to solve the housing shortage in São Paulo. The project has been developed and tested on a smaller scale for the long term, however, it was officially launched in December 2018.

In addition to the great differential with regard to the way the projects are financed, the initiative stands out mainly because it does not have the same restrictive models that led the national housing projects to failure. In this case, the architectural and urban conditions are considered extremely relevant and are fundamental for the approval of the possible projects.

The objective is to promote social housing for low-income families in central areas of the city, with easy access to public means of mass transit and with architectural and constructive quality. In addition, the projects must be profitable for the interested companies and, therefore, are made possible by the artifice of high density housing.

The description of the program found on the website of the Municipal Housing Secretariat highlights:

"The housing complexes will not only be used for housing, but will also have in their ground areas areas directed to public facilities, such as health centers, schools or nurseries, as well as commerce, and will be located near large public transportation corridors, according to Strategic Plan for Urban Development.

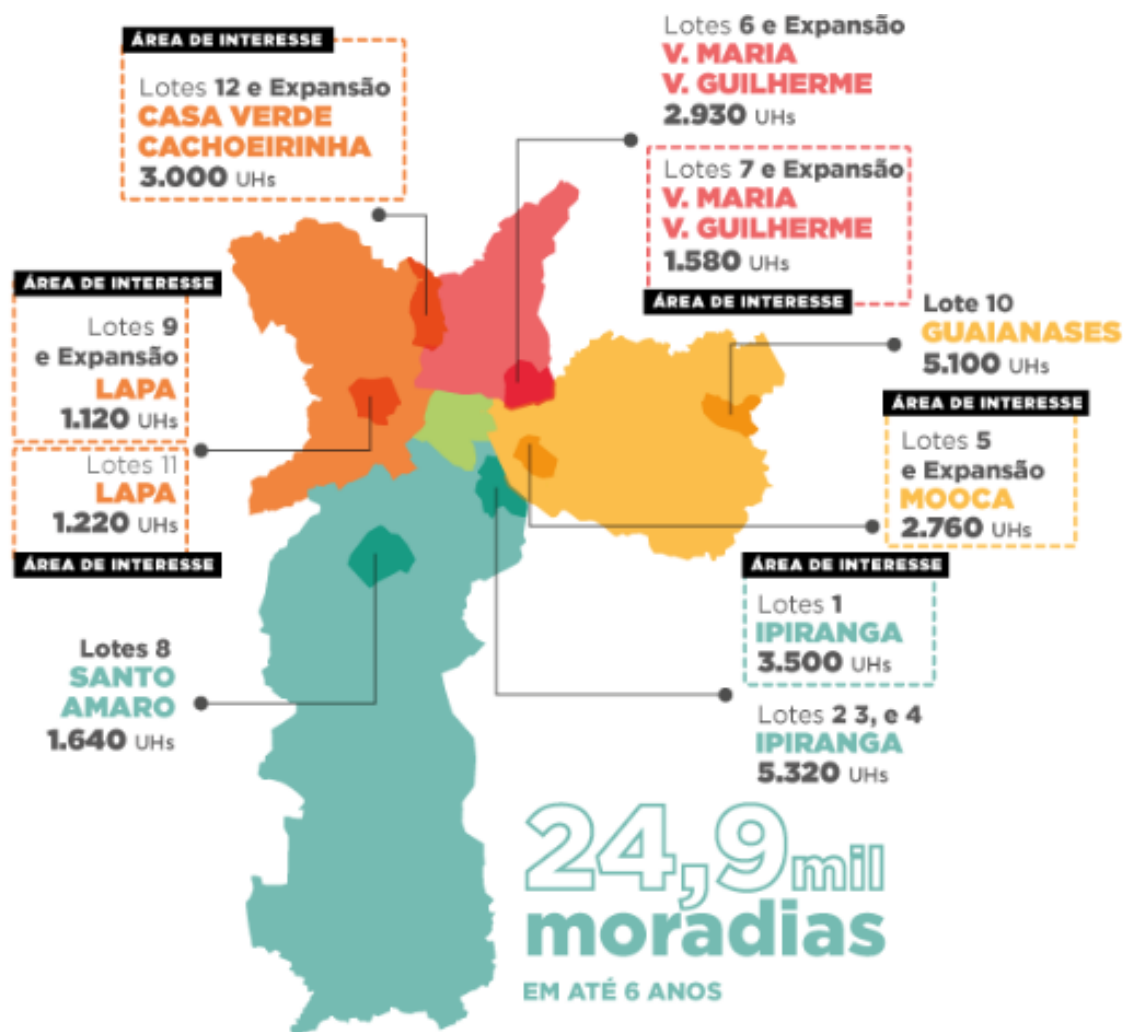
The concessionaire will have the operational support in obtaining financing for families and the provision of pre and post occupation social work services, support to condominial management and building maintenance.

The program housing actions with urban development while proposing the creation of new centralities, bringing housing and employment, especially in underutilized areas in important regions of the municipality.

The PPP also seeks to consolidate the guidelines of the Strategic Master Plan by incorporating investments in urban infrastructure, commerce and services, requalifying some regions with a focus on economic, environmental and social sustainability. Investments in urban infrastructure and public facilities will represent up to 28% of the values applied in the construction of housing.

Another differential of the PPP will be the allocation to the private partner in obtaining financing for the implementation of residential and non-residential projects. The counterpart of the municipality (consideration) will be paid only after and in proportion to the delivery of the dwellings, in the long term and in compliance with the principles of fiscal responsibility.

PPP does not replace or reduce any existing program or action. For example, efforts to make projects via the Minha Casa Minha Vida Program continue to preserve the areas for this program, without compromising the municipality's ability to acquire new ones. The PPP will be a complementary program in the offer of new housing in the city, whose goal plan provides for the delivery of 25 thousand new housing by 2020. "(MUNICIPAL HOUSING SECRETARIAT, 2018)



Location of the new social housing projects in São Paulo – Municipal housing Secretariat, 2018

These five strategies of action shape the scenario of social housing in the city of São Paulo. This is a heterogeneous situation, with very different architectural results and urban realities.

Historically, the parameters required by the national housing policy make difficult the creation of new urban areas that are articulated with the preexisting areas, stimulating the suburbanization and the indiscriminate standardization of the projects. The constructive demands lead contractors to replicate projects that fit the standard expected by the Federal Government.

However, a wave of innovation is driving the resolution of these issues in São Paulo, not only in the search for new financing methods for social housing, but mainly in the understanding that the urban centers - the areas of consolidated occupation - can be restructured, guaranteeing the permanence of the low income populations in these places. The central idea of this type of intervention is to guarantee quantity and quality in the generation of social housing.

In this way, the Parque Novo Santo Amaro V project, located in the south of São Paulo and developed by the architecture office Vigliecca and Associados, is a good example of social housing that has managed to overcome the barriers defined by extremely restrictive legislation and the low cost of construction.

7. The Parque Novo Santo Amaro project and its reverberation in the social housing scenario in São Paulo

The city of São Paulo has a particular social and spatial dynamics. Although the number of Brazilians living in favelas has declined over time, the opposite occurs in São Paulo. The news site 32xsp made in November 2018 a summary of the situation of the favela areas in São Paulo:

"São Paulo has the largest number of favelas in Brazil, with 1,715 occupations registered by the Municipal Housing Secretariat (SEHAB). They are estimated to hold 391,000 households and more than two million residents, equivalent to 11% of the city's population.

Across the country, the number of Brazilians living in irregular housing is 11.4 million. The data are from the 2010 IBGE census (Brazilian Institute of Geography and Statistics).

The favelas are characterized by precarious inhabited spaces that arise from spontaneous occupations, made without prior definition of lots. These dwellings generally have insufficient infrastructure networks and a high degree of precariousness.

Excluded here are the "urbanized nuclei": favelas that have 100% water infrastructure, sewage, public lighting, drainage and garbage collection, made possible through actions by the public power or not. The Secretariat of Housing informs that 425 nuclei are registered in its system and estimates 60,600 families living in these places. "(32xsp, 2018)



Homeless people set up stalls in front of São Paulo City Hall – Folha de São Paulo

Only recently, in the early 1990s, the great Brazilian cities began to see more concrete possibilities of requalification of degraded urban areas, promoting actions of restructuring of road systems, implementation of basic sanitation system and reconstruction of housing. However, in general, these actions always occurred in an arbitrary way, without including the participation of the population involved in this process and eradicating the existing urban structure, implanto new and decontextualized roads and buildings with questionable architectural and constructional quality.

In contrast, the city of São Paulo is undertaking a new approach, including the participation of the population and seeking to insert the necessary changes in the urban context to which they belong. The residential project Parque Novo Santo Amaro V is set in this political and social scenario.

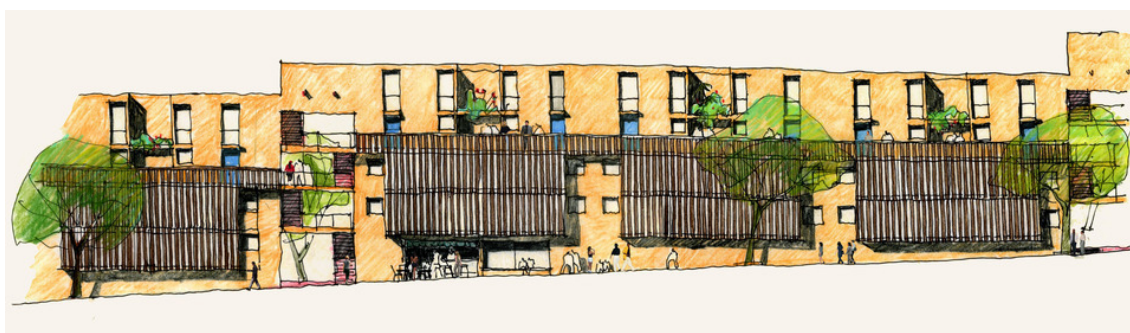
The project is located in an area of environmental protection, because it is a region cut by water sources of the Guarapiranga dam. This complex environmental situation made the project still challenging for the architects, and resulted in an extremely characteristic architectural solution. The search for non-standardization, but for the adaptability of the architecture in its physical and

social context, is one of the main design artifacts developed by the architects involved in this project.

The architecture office founded in 1996, has established itself nationally in the real estate market through the intervention proposals it has developed for favela areas and the redevelopment of risk areas. The sensibility undertaken in their projects is well-known, especially with regard to their implementation in context, materiality and urban ambience.

According to the architects of the housing and redevelopment project, the intervention area is inserted in a Special Zone of Social Interest (determined by the law of the Urban Development Plan of São Paulo), composed of public areas and subdivisions occupied irregularly. In this way, they sought a project that respects the geography and local constructions, valuing the variety and identity of the surroundings, organizing a collective large-scale housing project within the urban network (VIGLIECCA & ASSOCIADOS, 2012).

Construction of the residential building began in 2009 and was completed in 2012, at the request of the São Paulo City Hall and the High Tietê Water Supply Environmental Sanitation Program. The housing density of the region is around 79 hab / ha, while the project density is approximately 405 hab / ha, demonstrating the maximum utilization of the terrain through verticalization. The intervention area has a total area of 21,900 m², with a built area of more than 14,600 m², where housing units vary in eleven types and have between 52 m² and 76 m². (VIGLIECCA & ASSOCIADOS, 2012)



Sketch of facade – Archidaily Brasil



Implantation Parque Novo Santo Amaro V – Archidaily Brasil

Increasing housing density in an area of informal occupation is possibly the biggest challenge, considering that the project must meet the architectural and technological demands demanded by the federal government (through the basic regulation of *Minha Casa Minha Vida*) and the city's civil construction code from São Paulo. The high density in favelas is one of the most typical characteristics in these areas, since the buildings are built following the logic of maximum use of the land, without retreat, which causes problems of health, accessibility and safety.

The Parque Novo Santo Amaro project was developed based on the pre-existing connection axes in the territory, not becoming a segregative physical barrier, but seeking to facilitate the articulation between the two sides of the irregular terrain. The vertical accesses were also strategically positioned and sized for a certain number of inhabitants, which generates separation of users and gradation of uses between public areas, public and private.

This project has become a reference in what is appropriate the theme of social housing in Brazil, because it differs drastically from other projects produced in the country. After its construction, the Novo Santo Amaro Park gained repercussion in the media, and has since been taken as a reference for other interventions in this field.

The Vigliecca Office was selected for other housing projects being developed by the city of São Paulo. An example of this was the Heliópolis redevelopment process, developed in two stages, following the same guidelines established in health and accessibility.

Currently, São Paulo City Hall, after having gained experience with "innovative housing projects" in areas of consolidated and high-density urbanization such as Heliópolis and Parque Santo Amaro, is developing new projects through public-private partnerships (as mentioned above) previously). The combination of this new type of urban and housing proposition and this form of partially public and partially private financing is the bet of the city of São Paulo to solve the problem of the grid housing deficit in the city.

The announcement of the intervention guidelines for blocks 37 and 38 of the district of Campos Elísios was carried out in March 2019. In it we can observe the relevance given to the urban context of the project and the importance of keeping the low income family population living in the place. The Public-Private Partnership (PPP) is also highlighted, giving an overview of how the process will take place:

"The Municipality of São Paulo presents in this document the guidelines of the Intervention Project of Blocks 37 and 38, located in the Special Zone of Social Interest (ZEIS 3), District of Santa Cecília, Sé Regional Government, for discussion and future approval in Board of Directors of this ZEIS.

This region has been the object of different forms of public intervention over the last decades. It is a territory located in the heart of the city of São Paulo, extremely well served by health, education and mobility structures and services that provide public and cultural equipment of historical relevance and great interest for preservation, including at the national level as it is the case of Estação da Luz, but with the expressive presence of degraded properties, slums and situations of social fragility, with homeless people.

In compliance with the Strategic Master Plan of the City of São Paulo, the ZEIS Board of Directors of Quadras 37 and 38, with the

participation of local residents and merchants, was created to discuss and discuss the proposed intervention for these blocks, the guidelines of which are presented this document. In this context, the need to offer housing solutions emerges as a priority number one.

According to the guidelines of the PDE, it is estimated that approximately 680 housing units of different typologies can be built on the two mentioned blocks, as well as spaces for non-residential, public (equipment) and private (trade and services) uses.

The integration of intervention in blocks 37 and 38 with the Júlio Prestes Complex, in the final phase of construction by the PPP Habitacional do Estado, with the future hospital to be built by the State is also of high public interest and more comprehensive requalification of the region. by PPP, Sala São Paulo and other public facilities - squares, school of music, leisure and the Estação da Luz itself, a fundamental equipment for urban mobility in the city.

In order to meet these demands, this document presents a brief diagnosis of the central territory, especially on socioeconomic, urban and housing aspects, with special attention to the surroundings of Blocks 37 and 38.

Next, and from the evaluation of the socioeconomic records of the families residing in these two blocks, identified in a registry and sealing work by the public authority, the intervention guidelines are presented. For this, the most relevant points about the urban architectural project, public facilities and housing programs that define the conditions of the housing service to the families directly affected by the intervention are listed. "(Municipal Secretary of Housing of São Paulo, 2019)

This new direction in the direction of the political decisions for the social housing issues in São Paulo is an indication that new proposals can quickly transform the precarious reality of life of many Brazilian families. Santo Amaro Park was an experimental project that presented good results in terms of its cost-effectiveness, which means that it is possible to innovate and generate low-cost social housing with architectural quality.



Heliópolis Gleba H – Villeca and Associates



Heliópolis Gleba H – Villeca and Associates

8. Conclusion

Brazil, as one of the countries with the greatest social inequality in the world, presents a very diversified scenario regarding the issue of the national housing deficit. The data varies widely between regions, but in São Paulo, the largest city in the country, the data report an even more complex situation.

The housing policy centralized in the federal government has not presented the minimum results expected in the resolution of the question and for that reason, the São Paulo government assumed a larger share in this responsibility. The current Brazilian political and economic crisis causes even more obstacles in this journey, therefore, it was necessary to create new alternatives.

Understanding the current urban structure of the city was also essential in this procedure, so the launch of the city's latest Urban Development Plan in 2009 is of great importance in outlining the new trends for the future of the city. The identification of Special Zones of Social Interest, for example, for which most of the restructuring and urban qualification works are foreseen, is part of the content of the PDDU of the city.

The zoning of São Paulo and the guidelines associated with it, form the basis that structures all the major changes that occur in the city today. Some of these "deficit areas" were chosen for the experimentation of a new less segregationist housing policy, based on improving the quality of life of poor people living in areas of consolidated urbanism and increasing population density, in order to generate new units housing.

The Novo Santo Amaro V Park was a watershed within this context. The participatory project stands out from the other social housing projects, as it integrates with the existing urban network, articulating the region and promoting the flow of people, and provides quality housing, with logical modulation and in keeping with the reality of the families that live over there.

This model is not innovative only for its physical and immaterial characteristics of urban composition, but also because it is based on a new type of partnership between government and private companies. The works have shared financing according to a model denominated PPP (Public-Private Parery).

The results in this field have been positive, and for this reason, it would be stimulating to conduct a research in the follow-up of the development of this housing policy and its possible repercussions in the rest of the country. São Paulo is usually a field of experimentation, not only in technological aspects, but also where new ideas arise and are exported to the other regions of Brazil. The

progress achieved in this city can mean a lot about the future of this theme in the country.

Understanding the housing policy in São Paulo and its correlation with the production of current social housing may mean understanding the future of the housing system in large Brazilian urban centers. This theme is directly linked to the basic structure and dynamics of cities.

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