

URBAN REGENERATION GUIDELINES

Experiences from São Paulo & Milan

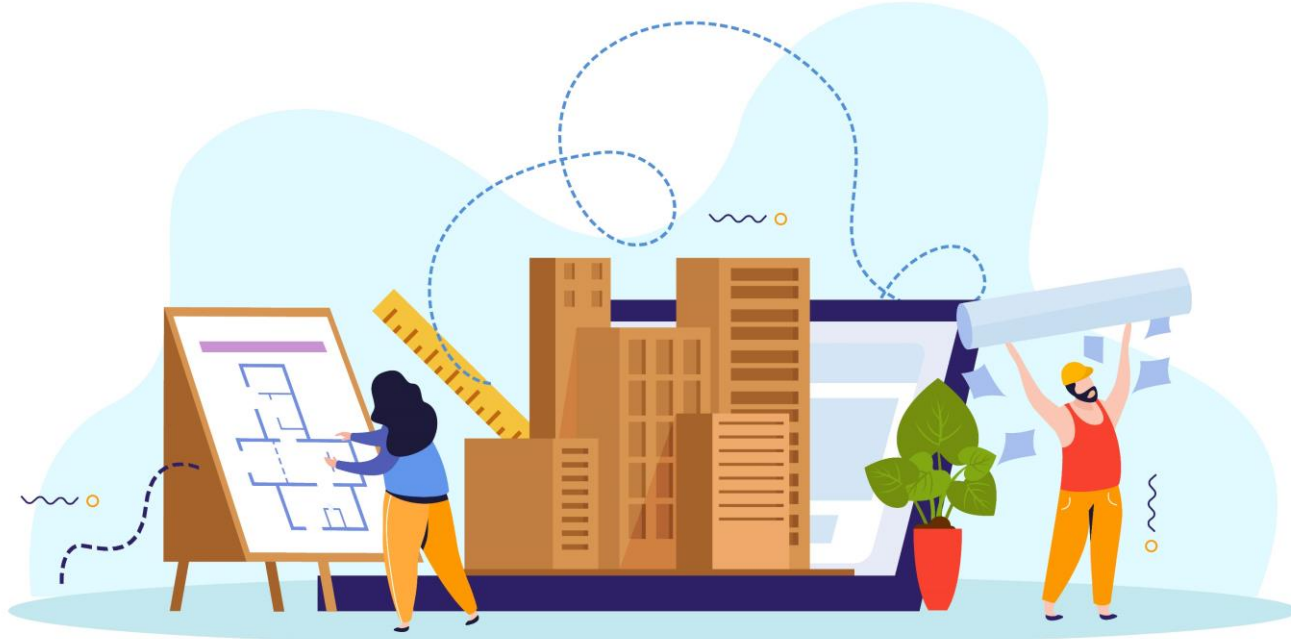
How to transform underused spaces into vibrant nodes and promote a more lively and sustainable city?

As a result of São Paulo and Milan's cooperation on urban regeneration, developed in the framework of the IURC Latin America programme, both cities elaborated a comparative study of instruments and methodologies linked to the creation of more sustainable, inclusive, and lively neighbourhoods through the transformation of vacant or under-used spaces. A final workshop allowed them to discuss common challenges and lessons learned, which led to the elaboration of a guideline for the realization of regeneration plans, which can be applied to other cities and also will be implemented in the regeneration of the Bras area in São Paulo.

1. Zoning & Incentives
2. Territorial Integration
3. Sustainability Perspective
4. Architectural Competitions
5. Accessibility Criteria

6. Intersectoral Synergies
7. Participatory Processes
8. Heritage Guidelines
9. Temporary Uses & Academia

10* International frameworks: As a transversal guideline, to integrate existing municipal planning instruments into international frameworks, such as the New Urban Agenda, Sustainable Development Goals, of the EU Green Deal.



1 Zoning & incentives



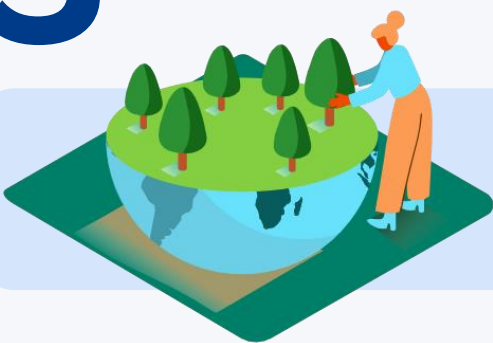
- **Zoning strategy to identify opportunity areas:** well-connected nodes, and vacant or under-used spaces with potential for regeneration.
- Integration of new projects into existing **urban guidelines** and their potential for transformation
- **Requirements and incentives** for the creation of vibrant & livable neighbourhoods.

2 Territorial integration



- **Accounting for wider urban dynamics:** territorial integration of surrounding neighbourhoods.
- **Integration between micro and urban scale:** connection of specific regeneration projects with other urban dynamics and surrounding areas.
- **Taking advantage of new regeneration projects** to create integrated strategies for transformation of the whole neighbourhood.

3 Sustainability perspective



- **Sustainability strategy** in urban regeneration guidelines and Master Plans for land-use allocation and green areas.
- **Considering current & potential scenarios:** park creation, tree planting, and vegetation coverage.
- **Incentives & mandatory environmental requirements (quotas):** maintain green spaces and implement sustainability criteria.

4 Architectural competitions



- **Incentives to developers to create architectural competitions** for master planning and regeneration, in close collaboration with the municipality.
- **Municipality establishes rules and guidelines** for the development according to local zoning and regulations.
- **The winner must include participatory process** to adapt the plan to local needs and citizens' feedback.

5 Accessibility criteria



- **Regeneration strategies around transportation nodes** to increase accessibility of the redeveloped area and its integration into the urban fabric.
- **15-minutes city models** to increase access to basic services and infrastructure through biking and walking.
- **Job creation** near residential areas.

6 Intersectoral synergies



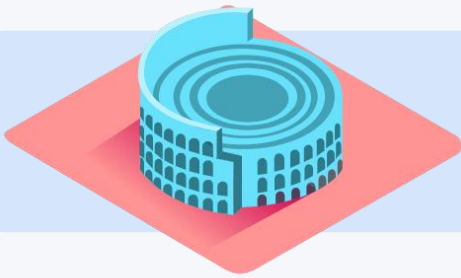
- **Identify key public and private synergies** within and between sectors.
- **Local Economic Development to achieve social outcomes:** relate private advantage to public benefit, by creating a positive feedback loop to generate jobs, taxes, profit, and benefits for the neighbourhood.
- **Promote tax exemption or incentives** to the private sector for social housing and economic development strategies leading to job creation (public benefits in exchange of private service).

7 Participatory processes



- **Participatory methodologies for regeneration processes:** work with local communities and not just for them.
- **Ensuring that transformation processes will benefit** to citizens and is accepted.
- **Innovative participatory processes** to involve local communities at each step of a project's development (planning, implementation, maintenance).
- **Participatory processes as an opportunity** rather than a challenging requirement.

8 Heritage guidelines



- **Heritage preservation as opportunity** to use urban space in a smart way.
- **Heritage as middle ground between environment and regeneration priorities:** use cultural development with other urban priorities and integrate the regeneration of heritage sites in a sustainable way.
- **Transforming buildings and assets is more sustainable** than demolition or new constructions: great environmental importance.

9 Temporary uses & Academia



- **Temporary uses to bring new activities to regenerated area** as regeneration and urban transformation can take time and large amounts of investments.
- **Inclusion of local communities** in interventions developed: bring liveliness to the neighbourhood.
- **Academia creates knowledge & capacities** by facilitating temporary activities & building strategic partnerships around environmental sustainability and economic development.

Examples from Milan & São Paulo'

application of Guidelines

Milan

- Zoning & incentives:** In identified areas with potential for pedestrianisation and developments with active facades, small shops (< 250 sqm) on the ground floor do not require parking provision and may not be considered in the total amount of Gross Floor Area developed: important incentive for private developers that is integrated in municipal zoning ordinances.
- Territorial integration:** Territorial integration is defined in the Piani di Area (Neighbourhood Plans) and PGT: to integrate neighbourhood dynamics by reinforcing local services, improving public spaces, creating active frontages and active mobility opportunities.
- Sustainability perspective:** Clear requirements for soil permeability, vegetation coverage, and carbon neutrality. Index for green surfaces that can be integrated depending on their efficiency. For the construction of new buildings climate neutrality objectives are mandatory while the reconditioning of old ones needs a 15% reduction in CO₂ emissions, through energy efficiency and sustainable materials. In larger development plans, 30% min. of soil has to be permeable.
- Architectural competitions:** For the redevelopment of the railway freight yards, private developers were obliged to promote an international competition to create a masterplan from the Strategic Vision established by the Municipality Reinventing cities is another example of international architectural competition to trigger the renewal of important sites identified by PGT as urban regeneration areas.
- Accessibility criteria:** Adopted the 15 minutes city model. Provides incentives for mixed uses developments, private services of public interest and economic activities.
- Intersectoral synergies:** In defined areas, PPP are developed to consider local economic activities (shops, craftsmanship) as services of social interest and therefore give them tax exemptions or discounts. In return, local entrepreneurs must provide benefits for the neighbourhood, such as employing local staff or opening their premises to host helpful and inclusive activities (i.e. workshops, after-school, courses, etc.).
- Participatory processes:** Participatory processes are defined through mandatory instruments; however, these are often bureaucratic procedures that lack organic considerations.
- Heritage guidelines:** There are rules for morphological control to ensure that new developments are in line with cultural elements from the city and its urban landscape. There are also important requirements to maintain in specific heritage sites.
- Temporary uses & Academia:** Working closely with universities for both the Ex Macello and Bovisa regeneration. Allows to attract young people, develop intergenerational dynamics, and new skills. Temporary uses are developed in the Ex Macello with cultural and artistic activities.

São Paulo

- Zoning & incentives:** New law focused on the downtown area (Bras): promotes regeneration through Public-Private Partnerships (PPP) based on tax incentives for new developments that are coherent with the zoning established in the Master Plan.
- Territorial integration:** Integral Density strategy: prioritization of sustainable mobility over car with active mobility and quality public space in the Gasometer regeneration plan.
- Sustainability perspective:** The Master Plan sets criteria of both environmental and cultural preservation for regeneration projects and interventions. The environmental quota is a mandatory formal instrument for new projects and interventions, depending on zoning: minimum 15% of soil has to be permeable in the downtown area. If there are high levels of built areas, compensatory infrastructure should be built (Nature-Based Solutions, reservoirs for storm water management, sewage and drains).
- Architectural competitions:** Important projects are not looking for the best architects but the most profitable. The competition system is however promoted for the construction of parks: take different plans and ideas from people using the area and try to integrate them together. It is not a contest per se but ends with a "win-win" situation, that could be improved through a set of incentives, and applied to the regeneration of the Gasometer area.
- Accessibility criteria:** Historical challenge in the city to think about services, economic activities, housing, and transportation in an integral manner.
- Intersectoral synergies:** Beginning to change the relationship with the private sector. The Bras development will focus on creation new economic activities and capacity building opportunities by becoming a specialized hub. The city is currently buying housings for social purpose. It is difficult to have an instrument allowing to measure benefits of the policy, but the social outcomes exist event if not quantifiable. It can be an issue common to many public policies.
- Participatory processes:** Participatory processes are defined through mandatory instruments; however, these are very bureaucratic procedures that lack organic considerations.
- Heritage guidelines:** The city defined criteria for heritage and cultural preservation, that are linked to environmental preservation. Incentives allow to ensure that owner provide adequate maintenance and use to heritage buildings.
- Temporary uses & Academia:** Challenges to involve de university. In the Bras regeneration, there is a demand to attract specialized university faculties to support the textile, gastronomy, and wood sectors in their new hub for development and accompany them in their environmental transition.

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