



Nova Luz Project

The area surrounded by avenues Casper Libero, Ipiranga, São João, and Duque de Caxias, and Maua street is part of an innovative urban renewal initiative managed by the Sao Paulo Municipality in partnership with the Consortium Nova Luz—a group of local and international organizations composed by Concremat Engenharia, Cia. City, AECOM, and Fundação Getulio Vargas (FGV) —and the community. The 50-hectare site area is comprised of 45 blocks in the core of Sao Paulo’s downtown; this is the largest urban intervention ever designed in Brazil by the public setor.

The Specific Urban Plan for Nova Luz proposes, among other actions, to renew heritage buildings, significantly improve the public realm, develop new green areas and leisure facilities, construct new housing that serves a diverse population, and requalify the urban space. Upon completion, the Plan will define the basis for the future area concession to the private sector.

Preliminary studies were made available to the public in November and December of 2010. The materials (including project guidelines and status) are available for viewing during normal business hours at the Espaço Projeto Nova Luz (Rua General Couto de Magalhães, 381), a public space in the neighborhood, and on the official project website www.novaluzsp.com.br. People are invited to express their opinions, suggestions, and desires at either venue.

The final plan will be delivered to the people of São Paulo in June 2011.

Nova Luz Area

Today, the neighborhood is a commercially dynamic place with 11,600 residents and approximately 24,000 employees; considerably denser than the Sao Paulo average. The area contains some of the most important trade centers of Sao Paulo for consumer electronics (mainly along Santa Ifigenia Street), automotive and motorcycle parts, musical instruments, and sound and lighting equipment.

One of Sao Paulo’s richest concentrations of national cultural facilities also surrounds the Nova Luz area, including the Museum of Sacred Arts, Pinacoteca do Estado, Sala São Paulo, Pinacoteca Station, and the Portuguese Language Museum. In a near future, the block located between Julio Prestes Plaza, Rio Branco Avenue, Duque de Caxias Avenue, and Helvetia Street will also host the City’s new Cultural Complex, a major center for dance and music.. The Complex will have three theaters for ballet, musicals, operas, popular music, and other artistic performances. It will also include the São Paulo’s School of Music Tom Jobim and the SP Dance Company headquarters, rehearsal rooms for resident groups, library, studios, auditorium, administrative areas, coffee shop, and a public plaza.

Furthermore, by the end of 2011, Nova Luz will also house a new Technical School (ETEC) and a Training Centre for Teachers in a complex named Paula Souza Center.



Planning Guidelines

Based on a comprehensive understanding of the area, the Municipality has defined guidelines for the Nova Luz Project development that express a clear respect for the local residents and values, economic environment, and cultural features:

- Enhance the business activities in the region, with special attention to the technology sector (represented by the entrepreneurs of Rua Santa Ifigenia and surroundings)
- Diversify housing profiles, in order to provide a heterogeneous environment
- Recover degraded or deteriorated areas, focusing on environmental improvements
- Expand public areas to create new green and open spaces that promote social interaction
- Improve the mobility and infrastructure conditions of the area
- Preserve the site's historical, cultural, and artistic heritage
- Create a social environment that promotes social and economic development and equality

Project Stages

The Nova Luz Project includes seven evolutionary stages:

Stage 1 – Area Understanding

General diagnosis of the area in terms of existing demographics and population, land use and open space, economics, and environmental conditions.

Stage 2 - Preliminary Urban Plan

Definition of the intervention program and development of the initial draft project design.

Stage 3 - Public Hearing and Preliminary Sectoral Consultancy

Review of the draft public materials at the Information Center, the website, and a Public Hearing, and collection of comments and feedback for consideration in the final plan..

Stage 4 - Project Revision

Project review, adjustments, and detailed design, incorporating comments and suggestions collected during Stage 3.

Stage 5 – Urban Plan Consolidation

Definition of the interventions to be undertaken by the urban concession, including the proposed developments, urban parameters, and solutions to public and private spaces.

Stage 6 – Licensing and Public Hearing

Final public hearing, as part of the project approval process.

Stage 7 – Final Adjustments and Report

Consolidation of final comments and revision of the Project accordingly, in part based on the demands of the licensing organizations. Delivery of the completed final project containing: Urbanization Plan and Urban Planning for Social Interest Zones, Economic Studies, and Environmental Impact Assessment.



Nova Luz in Numbers

28% of the existing built area will be transformed
100% of the heritage buildings will be preserved and restored
9,000 new residents*
20,000 new jobs*
4,200 new homes (total)*
2,000 new social housing units*
New nursery schools
New primary school for 1,800 students
Improved community health: new medical clinic
2 new neighborhood parks
More trees, increasing the overall shading 400%
7.3 km new bicycle paths

Entertainment: special areas for cinemas, theaters, art galleries, and restaurants that contribute to an active and safe nighttime environment

Enhanced pedestrian connections to the Metro and train stations

Widened sidewalks throughout Nova Luz with street trees, benches, lighting, and waste management

Universal accessibility

** Estimate based on the proposed construction area.*

About the Consortium

More information about the consortium integrators:

AECOM Technology – www.aecom.com

Cia. City de Desenvolvimento – www.ciacity.com.br

Concremat Engenharia – www.concremat.com.br

Fundação Getulio Vargas (FGV) – www.fgv.br