

## **New urban and neighborhoods: From theory of practice in Brazilian reality**

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**ABSTRACT:** In Brazil, in 1950, 36% of the 54 million people occupied the cities. In 2014, its urban population reached 85% of 202 million, demonstrating the rapid urbanization of the country. This process, however, was not accompanied by planning, resulting in negative impacts on social, environmental and economic spheres. In an attempt to solve the existing problems, some initiatives associated with movements "Smart Growth" and "New Urbanism" have been implemented to make cities more sustainable, such as the creation of smart neighborhoods. However, given the specificity of national socio-spatial formation, it is necessary to evaluate the real consequences of these developments, since their lack of articulation with the urban structure that surrounds belied the very principles on which they are based. This study aimed to identify the socio-spatial impacts, in particular the problems of property speculation, gentrification and mobility caused in the neighborhood Pedra Branca, located in Palhoça / SC-Brazil. Therefore, research is explanatory and adopts technical literature procedures, document reviews, interviews and case studies. The results show that the project analyzed favored real estate speculation, with the increase in land value and the number of real estate developments in their surroundings. They also show that the Whitestone contributed to the emergence of urban mobility problems, which especially affect the proportion of the population working in the neighborhood, but whose purchasing power only allows them to live outside its walls.

**Keywords** *New urbanism, Smart Neighborhoods, Pedra Branca.*

## 1. INTRODUCTION

According to United Nations (2015), in 2014, 54% of the world population lived in cities. In 1950, this portion of the population accounted for 30% and, according to projections, will reach 66% in 2050. However, the urban transition did not proceed evenly among the various countries of the globe.

Thus, as occurred in other countries of the South, the Brazilian urbanization process was characterized by rapid development and poor planning, which resulted in the uncontrolled growth of cities (SANTOS, 2014).

Until the 1940s, the Brazilian urban population was 26.35%, through 68.86% in 1980 (SANTOS, 2005) and reaching 84.36% in 2010 (IBGE, 2010). Thereby the share of the population living in cities grew more than 320% in a period of only 70 years.

This rapid increase in the population density of cities has been accompanied by a lack of planning, which resulted in the uncontrolled growth of the same, encouraging real estate speculation and the most varied forms of socio-spatial segregation.

The expulsion of large disadvantaged mass of the population of the central areas, which concentrate most of the services opportunities, employment and leisure, for peripheral areas, dominated by the lack of infrastructure and opportunities, coupled with the targeted territory organization for favoring road transport and individual deepens segregation and creates serious problems of mobility.

In an attempt to solve the existing problems, some initiatives associated with movements "Smart Growth" and "New Urbanism" have been implemented to make cities more sustainable, with the creation of smart neighborhoods.

According Tachieva (2003), the New Urbanism did not invent ideas, but noted previous examples and was based on the empirical. Thus, these movements are grounded in the study of pre-industrial cities where cities have pedestrian priority.

The planning and interventions following the rhetoric of the New Urbanism and Smart Growth are present mainly in the rehabilitation of North American neighborhoods and interventions in Europe, and now they have been studied in academia as a possible solution of the Brazilian metropolises problems, especially in context of urban mobility, as it seeks to discourage car use and encourage the use of the neighborhood for everyday activities.

Among the existing projects in Brazil, we highlight the City Park in São Paulo / SP in the design phase and the Pedra Branca neighborhood located in Palhoça / SC (Romanini, 2014). Given its design of such projects be based on models developed from external and distinct socio-spatial realities of Brazil, besides being in relatively recent movement in the country, it is necessary to further studies aimed at better understanding positive and negative impacts thereof.

So, in an attempt to contribute to this, as well as studies aimed at proposing solutions to the currently existing urban problems, this article aimed to identify socio-spatial impacts, in particular the problems of property speculation, gentrification and mobility caused in the neighborhood Pedra Branca, located in the municipality of Palhoça / SCBrasil.

## 2. THEORETICAL

According to Sposito (1988), despite the phenomenon of urbanization that this is a process that dates back to antiquity, the city never received such great importance, as well as the very urbanization never dealt with such an expressive process worldwide, as from capitalism.

In view of the urban character of industrial production, cities become the territorial basis of industrial capitalism process and the identity between these two phenomena, industrialization and urbanization, is strengthened.

Thus, the intensification of industrial production, thanks to the accumulation of capital and the technical and scientific development, recognized as the Industrial Revolution allowed the accelerated pace of urbanization (SPOSITO, 1988).

As a result of such acceleration may be cited figures of this process. Thus, according to United Nations (2015), in 2014, 54% of the world population lived in cities. In 1950, this portion of the population accounted for 30% and, according to projections, will reach 66% in 2050. However, the urban transition did not proceed evenly among the various countries of the globe.

The large influx of people from rural to urban areas, and the exhaustion of opportunities in the face of high demand, resulted in the emergence of dramatic paintings, characterized by socio-spatial segregation, the various forms of environmental pollution and increased viscosity of urban flows, affecting the proper development of the economic system that generated it.

So, in an attempt to better understand the process of urbanization, and to contribute towards overcoming their problems generated, there are theoretical approaches, which, according Choay, F. (2015) resulted in a critique of urban dichotomy, according to which opposed the progressive models and culturalist.

Progressive urban planners advocate urbanization that favors industrial development must overcome natural factors such as existing topography and vegetation, cultural factors such as historical districts in favoring the economic and industrial development. This model divides the city into sectors that are interconnected by wide avenues. Seek as an example Hausman avenues plan in Paris and influence the modernist model that will primarily propagator the Swiss franc architect Le Corbusier, who organized the International Congress of Modern Architecture (CIAM), which drew up the Charter of Athens, main document that justified the intervention in cities (CHOAY, 2015).

The antithesis of this will be developed by a critique of industrialization and artifacts by those executed. Thus, the culturalist model's main precursors architect William Morris and John Ruskin, who, under the influence of the Pre-Raphaelite group, propose the rescue of the medieval urbanization, preserving the cultural and historical heritage, natural conditions, the morphology of the courts and topography. It should be noted that this model influences Ebenezer Howard creator of the movement "Garden Cities".

The industrial and financial globalization was instrumental in socio-organization, and thus the progressive model overlaps the culturalist model in the context of urban planning, contributing to the current problems of mobility and segregation of the poorest segments

of the population to outlying areas characterized by neighborhoods where they predominate the needs of urban infrastructure and public transport.

In an attempt to solve these problems planners influenced by the culturalist model formed according Choay (2015), the humanist planning entitled Antropópolis. A member of this movement, the North American sociologist Jane Jacobs (1961), criticizes the orthodox city planning and presents common, everyday principles for the operation of large cities.

Currently contemporary urbanism influenced by the culturalist model and Jane Jacobs concepts are structured on the concepts broadcast by Duany and Zyberk called "New Urbanism" and "Smart Growth".

These are gaining breadth in academic circles and among the planners, basing interventions, such as those occurring in the United States, aiming to avoid the sprawl and suburbanization, and attention to cultural preservation, natural and urban (MACEDO, 2007).

Such a move it is an attempt to integrated urban adaptation to the natural environment or city in which it operates (ANDRADE, 2013), as well as to centralize the daily activities on the scale of the neighborhood (MACEDO 2007).

Thus, the "Smart Growth" or smart planning is structured in the model "Traditional Neighborhood Development" (TND), which recalls the importance of traditional community with neighborhoods that have their center and well-defined boundaries and is based on the mixed zoning which favors the diversity of types of buildings and neighborhoods activities.

Thus, unlike the modernist thinking, which proposes a separate zoning by functions favoring long paths, the letter of the "New Urbanism" approved by the "Congress of the New Urbanism" in 1996, highlights the importance of short trips between the center and the limits the neighborhood. And, between them, they are necessary equipment for education, health, trade, market, services, leisure and housing. These uses are articulated in short distances and this closeness to daily allocation discourages car use and reduces the time and the number of trips avoiding stress in traffic, waste to energy and minimizes costs with great works The first urban intervention using this rhetoric had its opening in the 80's in Seaside resort in Florida and his project was designed by Duany and Zyberk. Since then the theses of New Urbanism and Smart Growth has been used in operations in the United States and Europe (MACEDO, 2007).

After 35 years of its application in different countries in the world, entrepreneurs and urban planners use their guidelines for the implementation of the planned neighborhood called "Pedra Branca - Creative City" in Palhoça - SC.

### **3. METHODOLOGY**

This research can be classified as qualitative and adopts technical procedures of literature review, document analysis, interviews and case studies.

For case study purposes, we adopted the neighborhood Pedra Branca, located in the municipality of Palhoça - SC / Brazil. Palhoça is a city of Florianópolis, its territory covers an area of 395 square kilometers, and according to the last census of 2010 its total

population is estimated at 137,000 inhabitants of which 135,000 live in urban areas with a total population density of 347 inhabitants by Km<sup>2</sup>. The Pedra Branca district this was a family farm that with the establishment of a private university, has changed the dynamic spatial partner site, attracting people and becoming a new center in the region.

This potential has attracted the interest of entrepreneurs, from the late 90s, began the transformation of the site with the subdivision registered as University City Pedra Branca (Figure 1).



Figure 1 – Aerial photo of the region and photomontages of the proposed venture.

Source: Folder property release.

Currently, according to administrators Bairro Pedra Branca has a population of 5 thousand residents, 5,000 working on site and 7000 studying in educational institutions and university.

The choice of that neighborhood is justified, given that, according to its management, design and planning of the same structure in the 10 principles established by the "Congress of the New Urbanism" and the "5Cs", namely creative city, complete, complex and compact with ways to encourage conviviality.

To achieve the objective of this study, there was a technical visit to the site in January 2016. On this occasion, the authors had the opportunity to get information and project documents and interview an architect and an engineer responsible for the administration. Further, courses were held within the district for recognition and obtaining photographic material.

The acquisition and data selection, we tried to observe conformities and non-conformities neighborhood in relation to the mentioned Decalogue, and detailed by Lucchese (2010), namely: Facility for pedestrian; connectivity; mixed use and diversity; Diversification of housing; Quality of architectural and urban design; Structure of a traditional neighborhood; Increased density; environmentally sound public transport; Sustainability; and quality of life.

Also tried to observe indicator elements of development of relations with the environment, from direct observation and cartographic material analysis, namely the map of the master plan of the municipality of Palhoça - SC.

## **4. RESULTS AND DISCUSSIONS**

### **4.1 Results of interviews**

Among the questions used in the interviews, three stand out in this study, as follows:

Question 1: In the course held up the project, there was areas near the district occupied by low income and lack of infrastructure. The project has contributed to the exclusion of such portion of the population?

Answer: The respondents answered that the project did not contribute to the segregation of the neighboring population to the project and highlighted the partnerships established by the Institute of Construction (ICOM) in which have invested resources in the provision of training specialized in construction, with certificate issued by the National Service Industrial Education (Senai). Also highlighted the offering computer courses to people from the surrounding areas. Also highlighted events held within the district, the example of the Spectacle Natalino, open to resident and non-resident population, which brought together thousands of people on December 12, 2015.

Question 2: There satisfaction survey data of the population living and working within the neighborhood?

Answer: The respondents highlighted a satisfaction survey among the residents, which showed that 81.2% of the population are satisfied or very satisfied with the neighborhood. Also highlighted that 24% and 18% of respondents pointed out the beauty of the development and planning of the spaces respectively as differential venture.

Question 3: We found that in the surroundings of the external limits of the project there are a number of new real estate projects. The neighborhood, to raise the value of the square meter could be favoring indirectly the ennobling process "gentrification" which expelled the population of lower income to more peripheral and remote areas of the services offered by the district?

Answer: The respondents pointed out that the project is obeying the use of legislation and land use and had no information about the actions of municipal authorities in areas outside the enterprise.

### **4.2 Recognition of the area results**

The journeys made it possible to identify the presence of principles of new urbanism and smart neighborhoods in the urban quality of the central sector with streets that favor pedestrians and local businesses, as well as the existence of living areas on the sidewalks allowing the permanence and the use of people on the streets.

The proximity of the areas of work, consumption and leisure favor mixed use and inhibit large displacement. The launch of residential complexes with different patterns favors the diversification of housing and enables the interaction of people from different social classes. Here we highlight the role of management, which aims to strengthen these ties from the meetings regularly established with the residents.

It also highlights the well-defined center of a square with public facilities and the limits marked by access roads, which allow connectivity to other districts and the city of Florianópolis.

However, observing the quality of the central sector and its typology, stand out in the perimeter area to neighborhood types that do not match the proposed plan presented, which, being closer to the proposals of the progressive plans of compartmentalization, showed a discontinuity proposal of the regional plan.

This observation was also performed by Ribeiro (2004), which criticizes the proposal of Pedra Branca, indicating that there was a conflict between the goal of the entrepreneur and the goal of the movement, noting that the discourse of sustainable marketing and new urbanism, was used as a tool to enter value and distinction to other ventures.

The analysis evolution data of the values of the Whitestone neighborhood of properties compared to other districts in the municipality of Palhoça for the period March 2015 to May 2016, said that while there was depreciation of real estate because of the crisis financial and real estate, real estate Bairro Pedra Branca suffered appreciation, keeping higher values on the Brejaru neighborhoods, Passa Vinte, Jardim Eldorado, New Way, Rio Grande, San Sebastian and center (Figure 2).

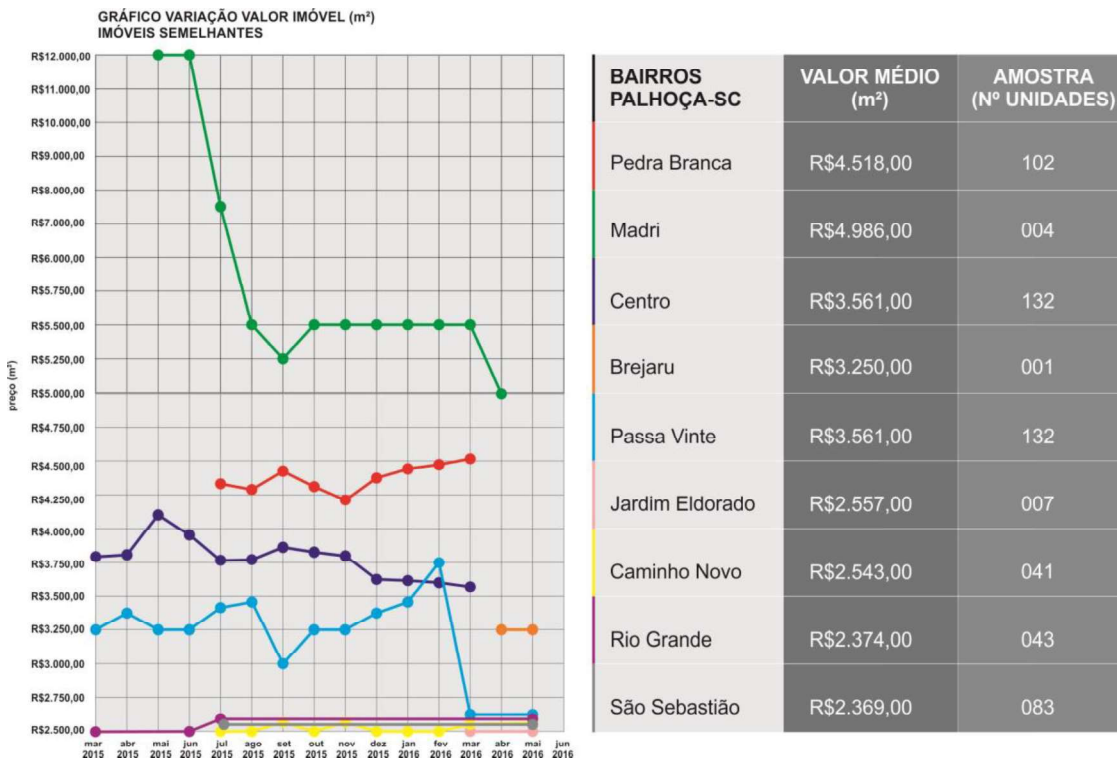


Figure 2 - Change Real Estate Market, from March 2015 - May 2016.

Figure 2 also shows that the Madrid neighborhood had higher values than the values of the square meter of the Whitestone neighborhood, but it turns out that it suffered the biggest depreciation of real estate, among the analyzed neighborhoods.

In general, the observed elements indicated that the urban quality of Pedra Branca and its central features have created an attraction pole of investments that instigate the interest of people who are seeking a better quality than that offered in large urban centers, this



quality also attracts real estate speculators who take advantage of the conditions of infrastructure and land supply to launch their ventures in the surrounding neighborhood.

This trend favors real estate speculation and segregation of the poor population to more distant areas of the enterprise, which lack infrastructure and accessibility conditions.

Thus, such an occurrence will be the mismatch of the principles of movement as they make the paths of large portion of the population that works in the neighborhood, but that resides in increasingly remote and peripheral areas, increasingly long.

These indicators potentiate the interest of entrepreneurs and investors in the local favoring economic development, but the urban discontinuity and social distinction undermine the territorial dynamics, causing mobility problems as people living in peripheral areas end up needing to use more modal toward center where their jobs are located, disadvantaging the flow on foot.

The discontinuity of the urban layout of blocks from the central sector and the surrounding area was also observed. You can identify the location of the mixed zone described in the map of the blue color in this context was possible deployment following the principles based on the new urbanism Decalogue.

So, watching the map of the master plan (Figure 3), identifies the central sector of the project highlighted on the map with red dashed line.

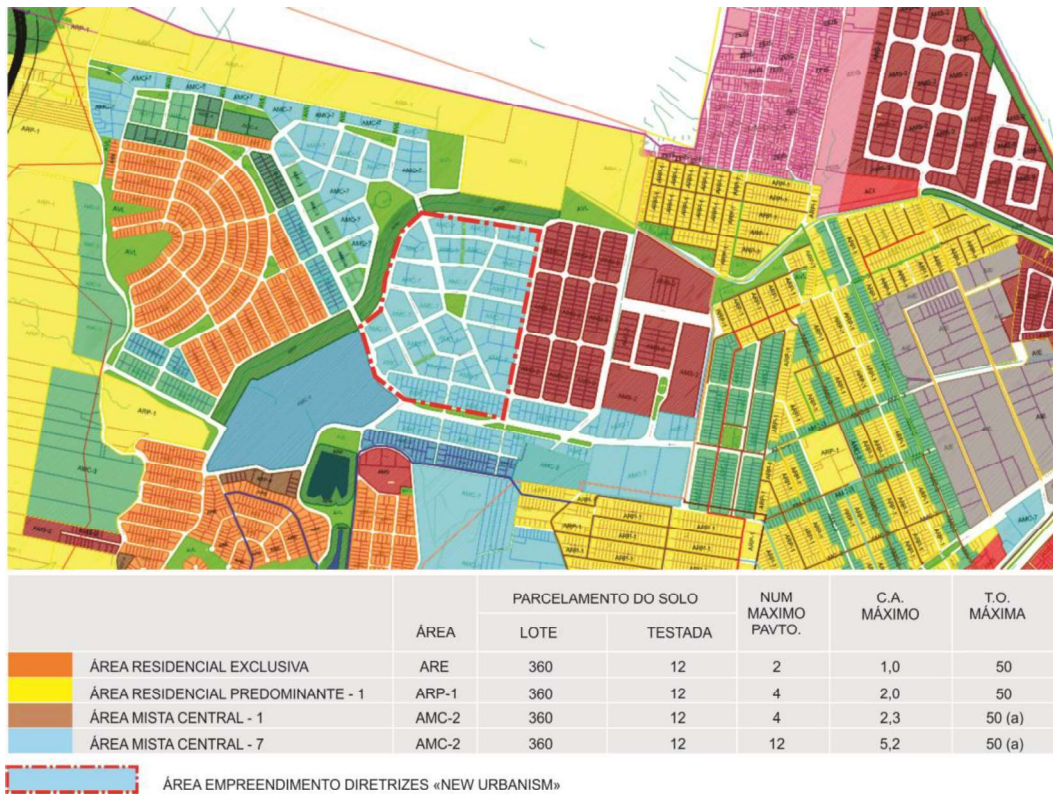


Figure 3 - Map of Use and Land Use / caption and land use indexes.

Source: Adapted Plan of the City of Palhoça.



This area established for the mixed zone enables the diversity of use and occupation, enhancing the project in motion templates. However the plan at the level of the region does not extend this context determining the area only for residential purposes, which does not allow the same urban quality for the rest of the city.

It is surprising the fact that the master plan of the municipality peripheral area is for the less favored social interest for the population, which provides segregation. This area is identified in pink map of Figure 3.

## **5. CONCLUSION**

In this study, we sought to identify the socio-spatial impacts, in particular the problems of property speculation, gentrification and mobility caused in the neighborhood Pedra Branca, located in Palhoça / SCBrasil.

It was found that the project's features are in line with the principles established by the "Congress of the New Urbanism." However, preliminary analysis highlighted problems caused mainly by indirect real estate valuation of the areas surrounding the same, which has promoted the installation of real estate projects of higher socio-economic status, which implies the exclusion of much of the local population.

This process of ennoblement, characterized by the expulsion of the low-income population to more peripheral areas may result in further escalation of existing urban problems, especially those related to mobility, given that a large portion of the population that works in the neighborhood does not reside in the same . Thus, there is the need for greater attention by the municipal government, especially in the regulation of land use and occupation, so that the positive initiatives of the district, are not expected to turn into urban problems that reproduce historical error planning.

Finally, there is the need for further work to enable the lifting of quantitative data about the problems now treated.

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