

HÁ LIMITES PARA O CRESCIMENTO
DO SETOR IMOBILIÁRIO?

CONVENÇÃO
SECOVI SP
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CYCLISTS, PEDESTRIANS AND PUBLIC TRANSPORT – THE BOGOTA EXPERIENCE

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Environmental Planning

Sao Paulo, September 20, 2010



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?



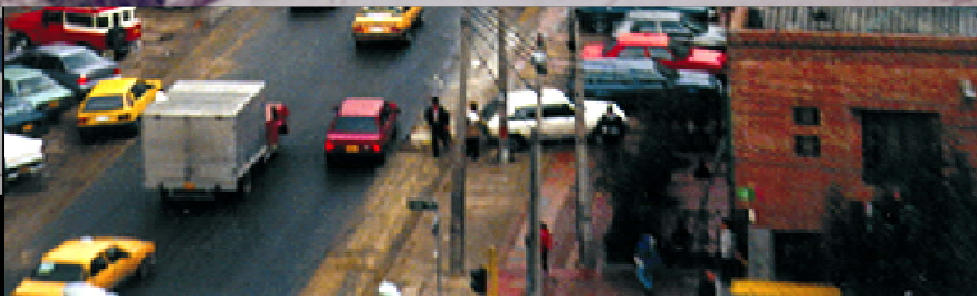
**The city we
used to live:
pedestrian
was the least
priority**



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?



**The city
we used
to live: a
space
taken by
cars and
buses**



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?

The city we used to live



People: the last priority.

Car owners, less than 15% of the population, were driving public investments



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?



The city we were going to live on: some international cooperation agencies were fostering public investment towards second and third floor, for drivers and their cars...



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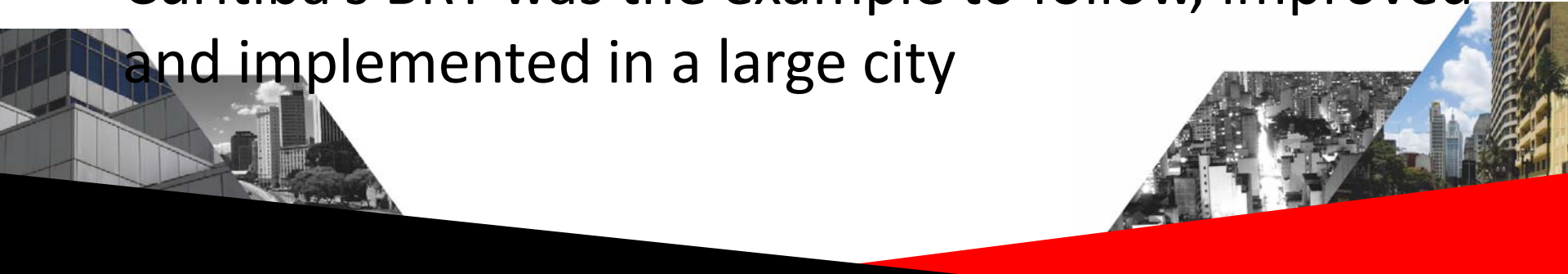


The city we were going to live on: investments on highways while slumps grew... and in wrong places: hills, reverbanks and wetlands...



Some key challenges:

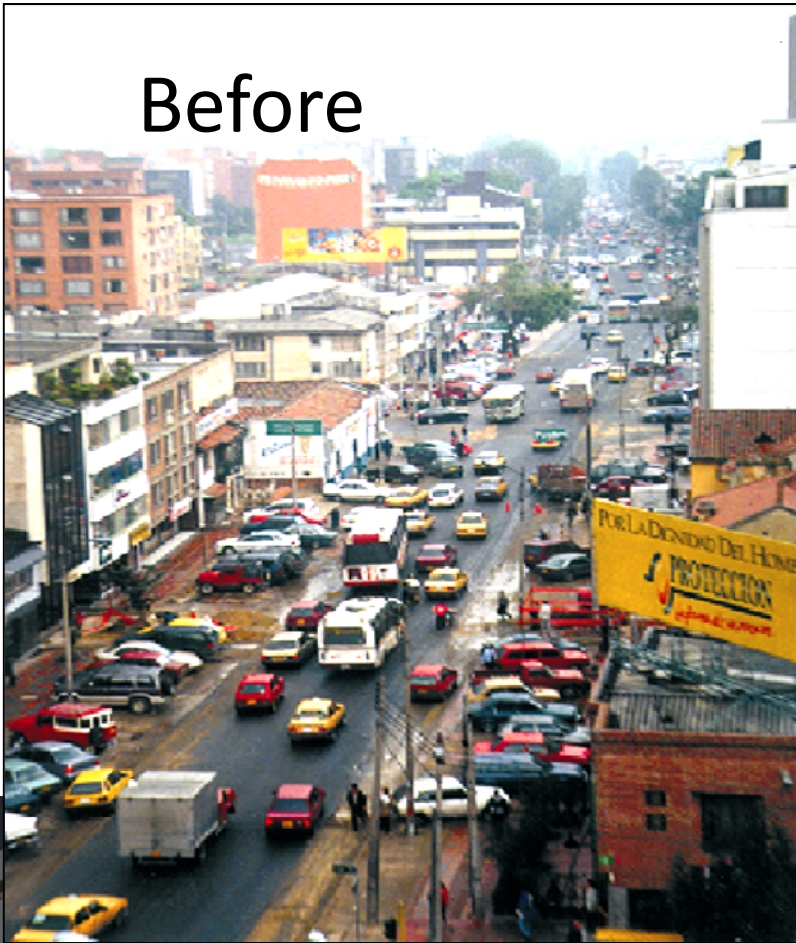
- People first: walkways are for people, not for cars
- Public space: belongs to the citizens, not to a few
- Transportation, a need for all:
 - People need to mobilize faster, cheaper, safer, cleaner
 - Any one should have access to the option of alternative transport, i.e. bikes
 - Curitiba's BRT was the example to follow, improved and implemented in a large city



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?

People first: walkways are for people, not for cars

Before



After



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People first: walkways are for people, not for cars



Before

After



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People first: walkways are for people, not for cars



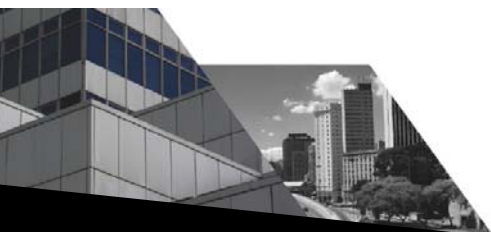
Before

After



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?

**People first:
walkways are
for people,
not for cars**



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?



Primer semestre 1998



Noviembre de 2000

HÁ LIMITES PARA O CRESCIMENTO
DO SETOR IMOBILIÁRIO?

Public space:
belongs to
the citizens,
not to a few
A large public
area in hands
of one club,
became a
public library



Transportation, a need for all:

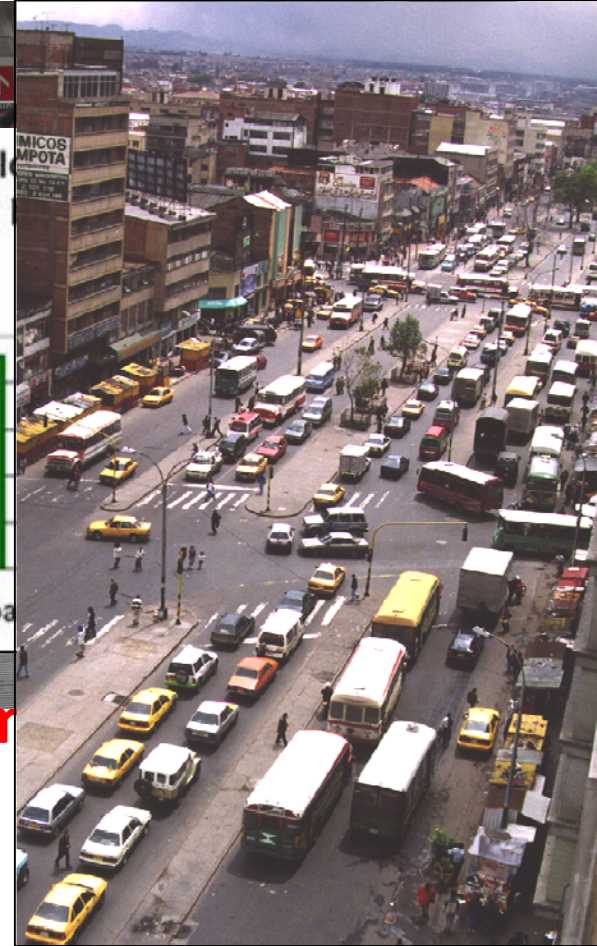
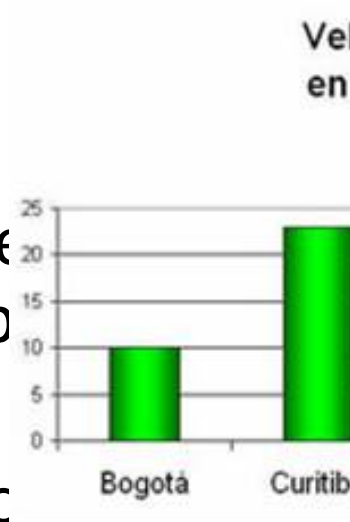
- People need to mobilize faster, cheaper, safer, cleaner
- Any one should have access to the option of alternative transport, i.e. bikes
- Curitiba's BRT: the example to follow, improved and implemented in a large city to serve the majority of citizens



Transportation, a need for

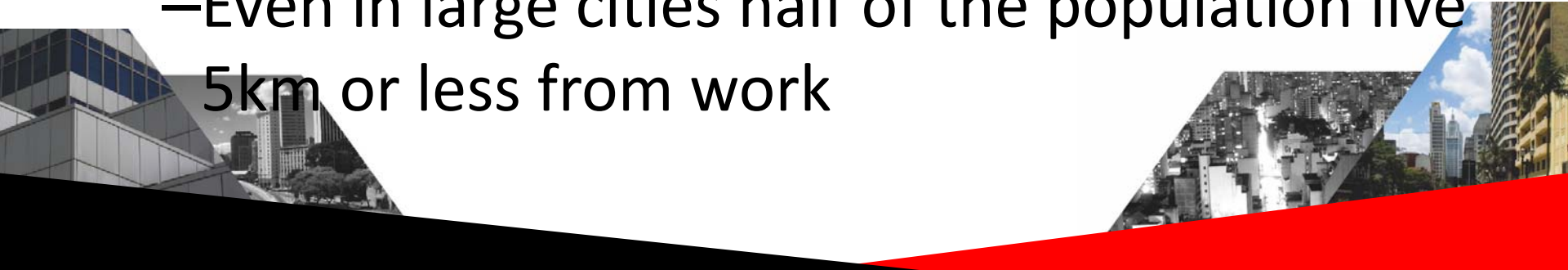
➤ The main challenges

- Eliminate penny war
- Reduce expensive transfers
- Allow access to handicapped
- Increase speed
- Improve driver's labour conditions
- Increase free time for travelers: **11 m**
- Organize chaos

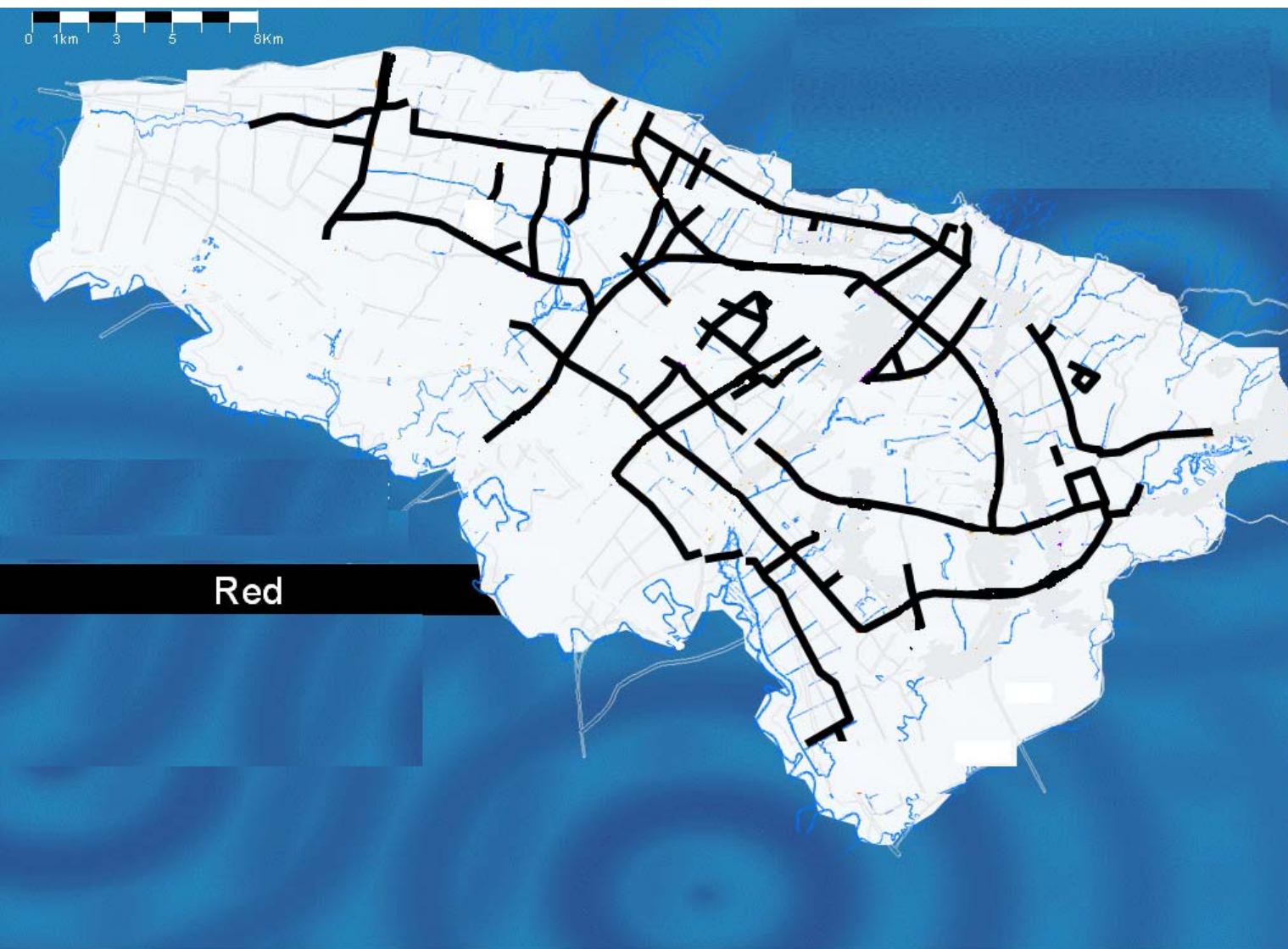


Transportation, a need for all:

- Any one should have access to the option of alternative transport, i.e. bikes
 - Mayor Peñalosa said in 1998: “if we don’t build bike lines no one else will do this”.
 - A master plan was prepared: 1998 - 2007
 - Today 344 km are built and used every day
 - Even in large cities half of the population live 5km or less from work

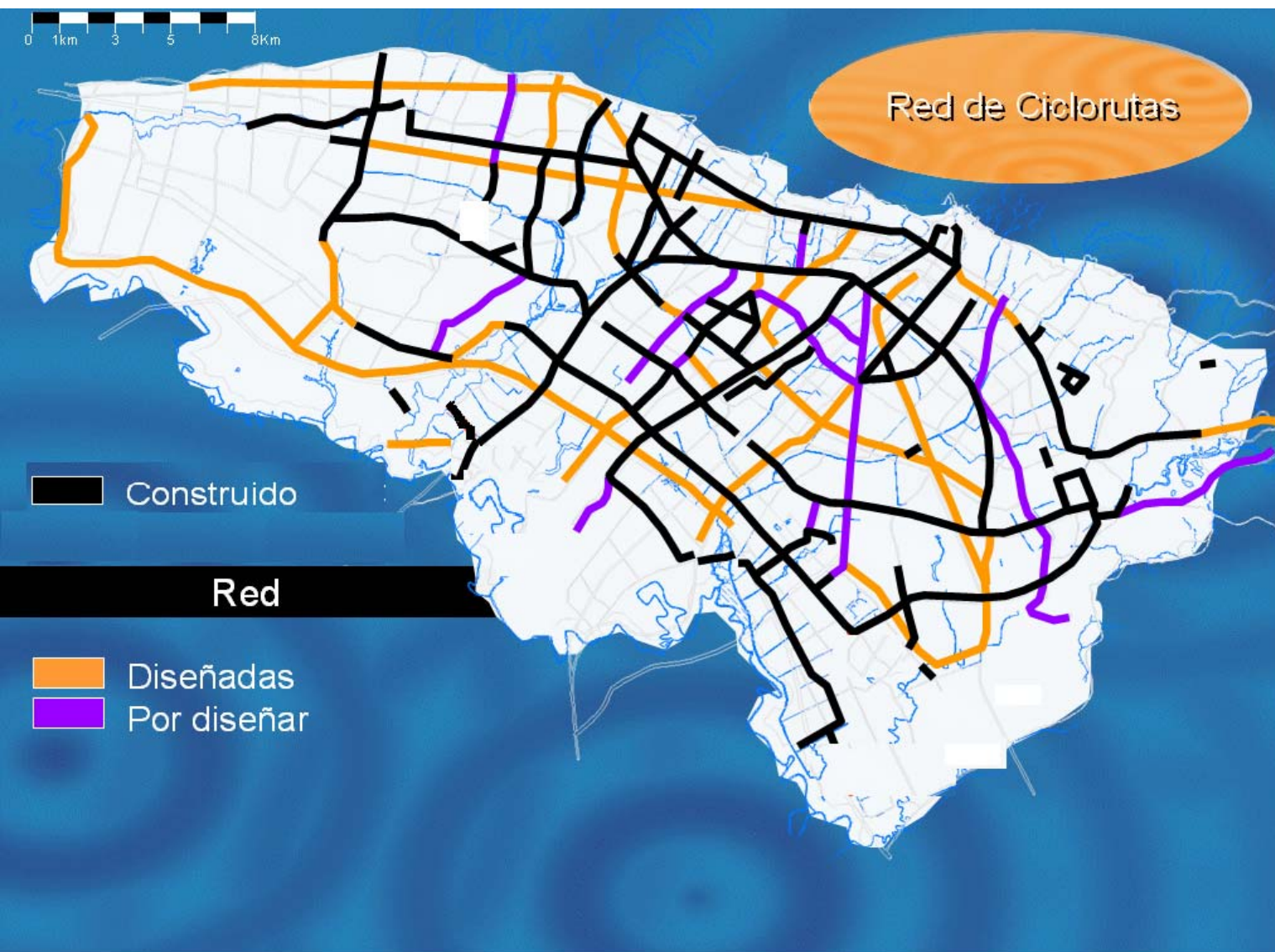


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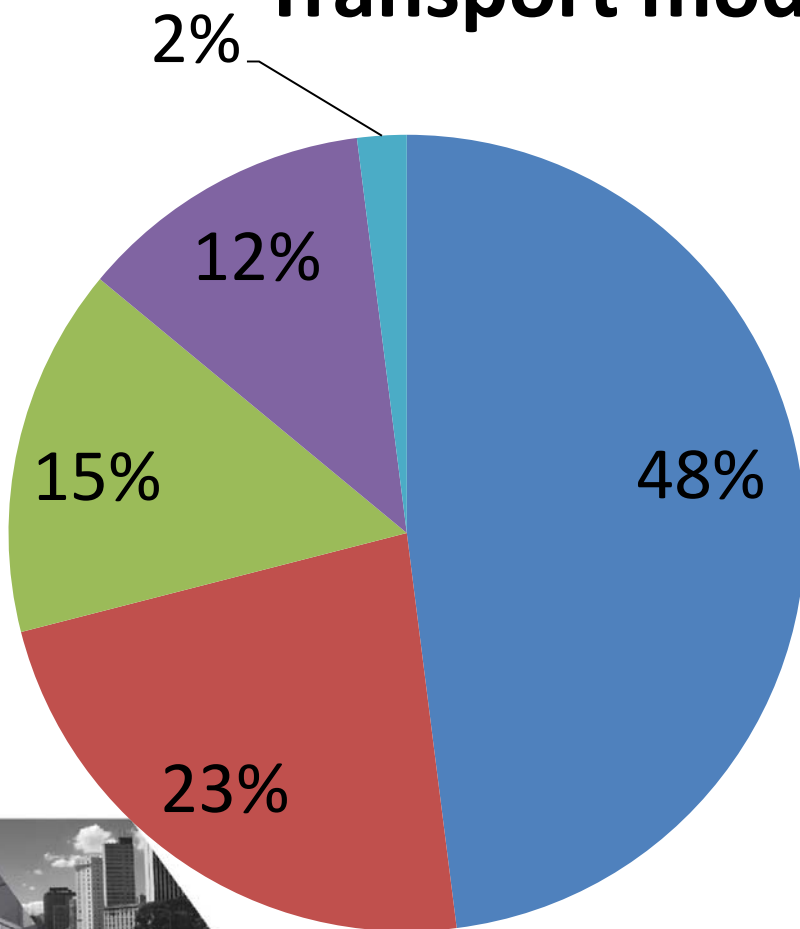
Bike
paths
designed
in 1998

HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?



Bike paths
in place,
2008,
designed
(ready to
build) and
to be
designed

Transport mode, 2010, %



Public convent. Transport

TransMilenio

Private

Pedestrian

Bike

HÁ LIMITES PARA O CRESCIMENTO
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How Bogota looks like, in public space and transportation

- Alameda El Porvenir,
the longest in Latin
America



HÁ LIMITES PARA O CRESCIMENTO
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**How Bogota
looks like, in
public space
and
transportation**



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?

How Bogota looks like in public space and transportation

- ITDP helped improving modes



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?



After resettlement and recovery



Before, next to a wetland



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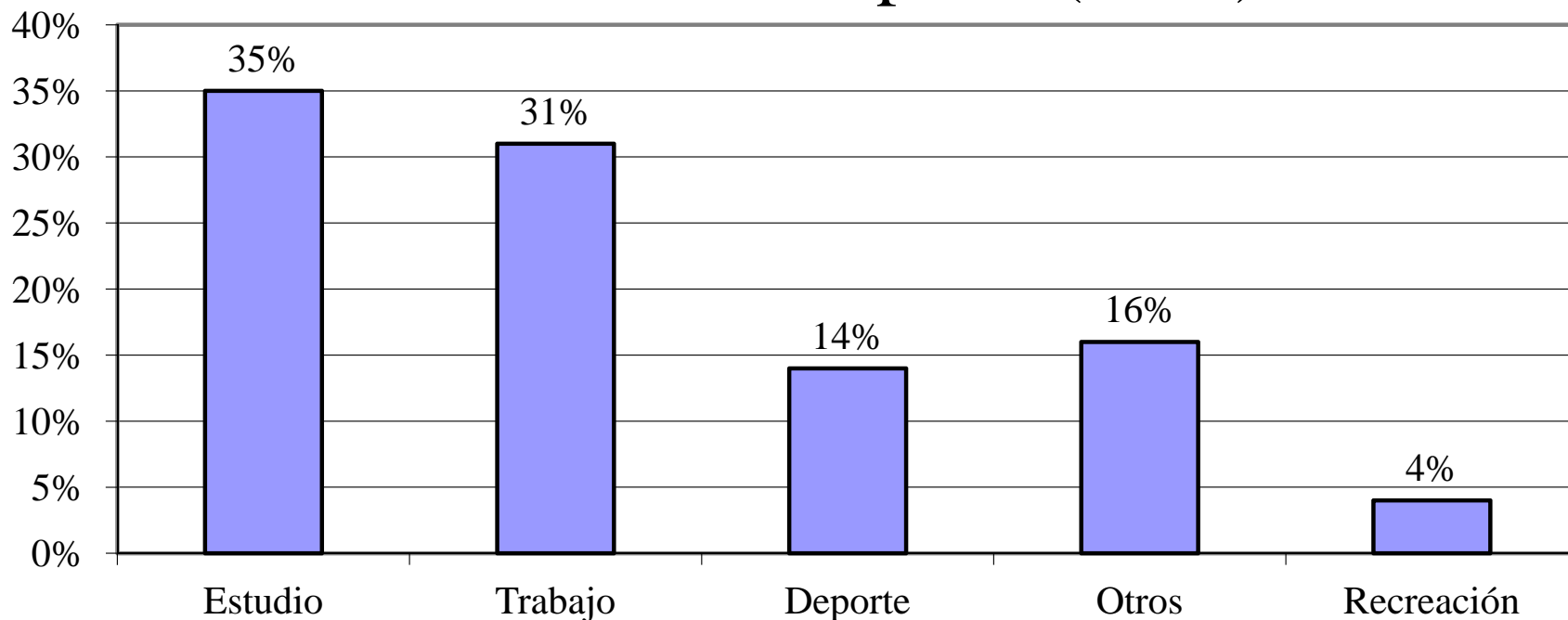
How Bogota looks like, in public space and transportation

- Some ITDP's recommendations in place



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?

Use of bike paths (2006)



HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?

How Bogota looks like, in public space and transportation
Room for all



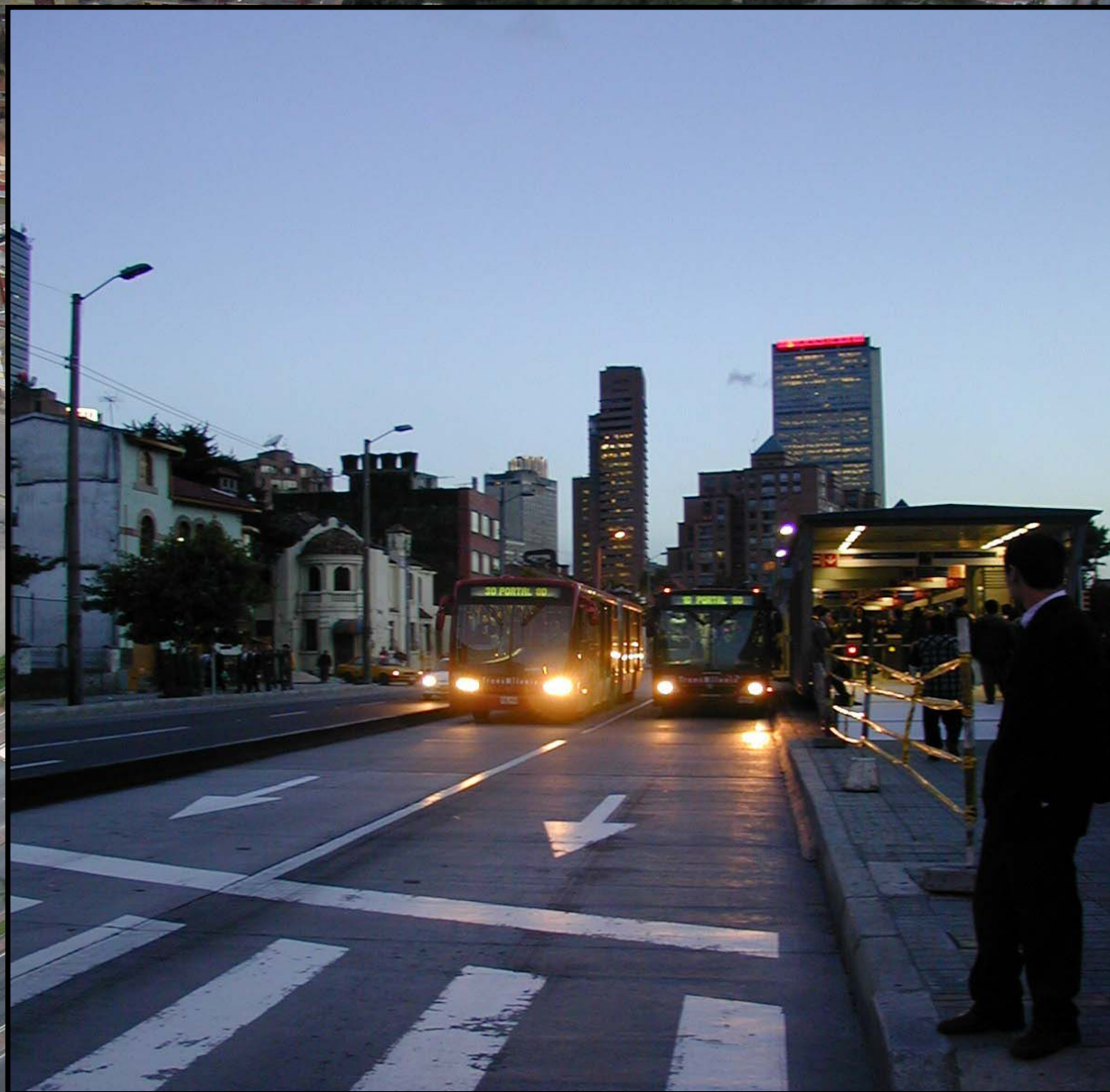
- **Success brings problems too:**
 - Crowded stations and buses: up to 40.000 pax at peak hour, like any good metro
 - Response of TM with more and more buses, reducing speed (alleviated thanks to express services that use overpass)
 - Slow response of the city with more trunk lines, stations and pedestrian access
 - Diesel technology still in place



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Fotos: JM Vargas (El Tiempo);
<http://elmurodelbarrio.blogspot.com/2011/05/ampliacion-de-la-estacion-alcaldel.html>

HÁ LIMITES PARA O CRESCIMENTO DO SETOR IMOBILIÁRIO?

How Bogota looks like, in public space and transportation
Integration of 3 modes



HÁ LIMITES PARA O CRESCIMENTO
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**How Bogota
looks like in
public space
and
transportation**

Free ride to
TransMilenio's
truk line



The experience in Bogota has been above all possible expectations, punished by its own success and because it didn't go for the classic solutions: highways and metro. Still got transformed.

The experience has been paved of difficulties

To face problems experts were called mainly though ITDP, recognized Brazilians like Garrone Reck. **Not a few recommendations are in place!**

The experience was used by ITDP to prepare a BRT guide that helps many cities worldwide

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Imagem criada por SURUMBO LTDA. Copyright 2006-2010



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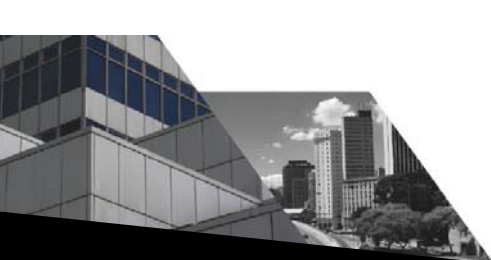
Three final messages around urban development: 2. bikes,

- Help people **reducing**
 - Transport needs
 - Transport costs
 - Infrastructure costs
 - GHE
- Help people **improving
their health**



Three final messages around urban development: 3. Walking,

- Is good for health
- Is a fundamental human right, therefore **walkways too**



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Thanks!!!

