

Old Limpurb Area

Rua Cônego Pereira, Sete Portas, Salvador, Brazil

Reinventing
Cities

Old Limpurb Area is a 10,356 sqm plot, owned by the City Administration of Salvador, located between a traditional Market and a Supply Center. Its situation on Rua Cônego Pereira, which constitutes with Av. J.J. Seabra an arterial way part of a municipal linear centrality area, offers an excellent connection to the road system and to the public bus transportation of the City.

The region is also a traditionally commercial and service area to be revitalized and strengthened by the

Municipality through urban projects of requalification.

The considered site presents a great renewal potential in relation to adjacent urban occupation. Team bidders will have the opportunity to develop a mixed-use program including commercial, housing and offices with up until 12 m height. The ground floor can be shopping facades with a variety of activities open to the public. It would ensure the street animation and quality of the urban space.



Expected program:

Mixed use building(s) –commercial and housing, commercial and offices, or both.

Activities open to the public in ground floor to ensure the street dynamic and qualify the urban space.

Twelve meters height limit.

Owner:

City administration of Salvador

Plot area:

10 356sqm

Type of transfer intended:

The City intends to lease the site under a long-term concession agreement, but will also consider specific sales conditions.

Presentation of the site and expectations for its redevelopment

Located on Rua Cônego Pereira, an extension of Baixa dos Sapateiros, the lot of about 10 356 sqm is situated between the traditional Sete Portas Market (private) and the Sete Portas Supply Center. In the past it used to be occupied by the first interurban road terminal.

The site also formerly used to host the headquarter of Limpurb, the company responsible for ensuring the urban cleaning of Salvador. Unfortunately, most of the land is now degraded and abandoned. There is a small area currently occupied by a waste recycling cooperative, which will be transfer to make the entire available.

Rua Cônego Pereira and Av. J. J. Seabra constitute a municipal linear centrality area. From the point of view of the road hierarchy, it is an arterial way, and its doubling is scheduled. It offers excellent access in terms of cargo transportation and logistics, as it is very close to the expressway, which connects the area to BR-324, the road to Salvador (the other one connects to the coast and is mainly used for tourism). The region, well served by public bus transportation, is located within an important bus corridor that connects the expressway (medium-capacity road) and the Brotas neighborhood, one of the most populous in Salvador, to the Lower City and Baixa dos Sapateiros.

The region is a traditionally commercial and service area, but it is in a process of physical degradation, with sidewalks and street equipment in degraded conditions, obsolete general infrastructure, as well as several

abandoned public and private properties. The City Hall, aiming to revitalize this area, is preparing an Executive Urban Project and Complementary Requalification Projects for the Cônego Pereira corridor. The considered site is part of this strategy to revitalize the street stores, constituting with Baixa dos Sapateiros an important axis of popular stores that the Urban Development Master Plan foreseen as an area for wholesale stores. There are specific taxes on services and investments incentives under a program name REVITALIZAR that makes investments in this area very attractive.

A new occupation of this lot presents great transformative potential in relation to adjacent urban occupation. The considered site is outside the historical heritage area, but is part of the Old City Center, to which it is functionally connected.



Specific planning rules and regulations regarding the development of the sites

According to LOUOS specifications - Law 9.148/2016 (that regulates the land use and occupation of Salvador and provides other measures), this area corresponds to ZPR-3 (Preferentially Residential Zone), established for regions with high demographic density of construction. These areas are priority for residential use and other uses compatible with residential uses.

The Municipal Law encourages mixed using – residential (R) and non-residential (nR)– and that the constructed area destined for nR use will not be considered in the calculation of the utilization coefficient up to the limit of 20% of the total constructed area, respecting the maximum utilization coefficient. The total construction area allowed for these lands tends to be higher than in other areas.

In addition, the Municipality has the “Green IPTU”. IPTU stands for Tax on Urban Property. In order to encourage sustainable buildings. There is a reducing tax on urban property (IPTU) in up to 10%. There is a criteria based on sustainable solutions such as water-saving systems, energy efficiency and renewable

energy, reduction of greenhouse gas emissions. Properties receive grades according to their sustainable solutions and a categorization as bronze, silver or gold. For each category will have 5%, 7%, or 10% discount.

Specific climate or environmental issues regarding the development of the site

The selected area does not present risk of landslides and/or mudslides, according to the Civil Defense Municipal Authority. The climate in the city of Salvador is tropical. There is significant rainfall during the year, even in the driest month. It does not have climate problems such as tornadoes, hurricanes or storms. It is very atypical to have flooding in this areas despite of heavy rains.

According to the Municipal Law , the site is not located in or near any type of preservation or conservation area, the land is located in the urban occupation macro zone, strategically located far from the macro zone of environmental conservation, and in the macro area of consolidated urbanization.



