

Praça da Bandeira, São Paulo – SP, Brasil

Bandeira Square (Postcode: 01007-020 / Centre of São Paulo – SP, Brazil)

Bandeira Square is in the center of São Paulo, more precisely at the intersection of 9 de Julho Avenue and 23 de Maio (North-South Corridor).

The area is characterized as one of the main flows of displacement between the south and north zones of the capital of São Paulo. In this way, it has a large circulation of vehicles, mainly because most of its space is dedicated to the municipal bus terminal, which has the same name as the square.

The entire region is crossed by viaducts that organize the route at intersections, and by pedestrian walkways that mainly connect the terminal to the entrances to the Anhangabaú subway station. It is worth noting the walkway connecting the terminal to Largo da Memória,

which is a historic site in the city center and home to the first monument in São Paulo, the Obelisco dos Piques.

The surroundings of the square contain important infrastructure such as the São Paulo City Council building, the Red Bull Station Cultural Center, Shopping Light, Vale do Anhangabaú and the Matarazzo Building, the current headquarters of the City Hall of São Paulo.

The Bandeira Square is in the inner portion of the perimeter formed by a ring road, better known as Rótula Central. This ring road symbolically surrounds and delimits the Historic Center and was implemented at a time when urban interventions prioritized cars.



Approx. site area:
Total Area = 76.771 m²

Demographics:

The Bandeira Terminal has a total area of 19,900 square meters, serves 19 bus lines and receives approximately 40,000 passengers per day. It has paid integration with Metro Line 3, through Anhangabaú Station.

Priority areas & main expectations:

1. The main objective is to retake Bandeira Square as a pleasant place for pedestrians to circulate, with a focus on walkability, active mobility, and the creation of green areas.

2. The expectation is that the proposal reclassifies the space based on the restructuring

of the road junctions and connections between the two margins of the Vale do Anhangabaú, as well as between the buildings of the City Council and City Hall of São Paulo. It is interesting to rethink the functioning of the Urban Terminal and the three channeled streams that pass through the site (Saracura, Itooró and Bixiga) and that form the Anhangabaú stream.

3. Finally, it is essential that proposals consider best practices for low-carbon urban development, in order to promote more resilient and sustainable spaces.

Presentation of the site and development expectations

The Centre of São Paulo is the initial landmark of the urban occupation of the city, which originated in Pátio do Colégio and, until the mid-19th century, was limited to the triangle formed by the churches of São Bento, Ordem Terceira do Carmo and São Francisco, a region known as the Historic Centre. From the second half of the 19th century onwards, urbanisation advanced to the west of Anhangabaú, giving rise to the so-called New Centre, which housed some of the city's most iconic structures, such as the Municipal Theatre.

Currently, the Centre has a complete infrastructure and consolidated urbanisation, in addition to concentrating the city's most representative historical heritage, full of cultural centres, institutional buildings, and intense commerce, and is visited by the most diverse public who visit, work, and live in the region.

This portion of the city is well served by public transportation with bus and metro lines, including the Princesa Isabel, Praça do Correio and Parque Dom Pedro bus terminals and the Sé, São Bento, República, Anhangabaú and Luz metro stations. However, communal living spaces are scarce, and it is worth noting that vehicle traffic still takes priority in urban design.

Bandeira Square was chosen based on a survey carried out by São Paulo Urbanismo to identify the projects executed and in preparation for the city centre. The survey identified several public open spaces linked by a ring road around the centre. Better known as Rótula Central (Central Ring Road), this ring road symbolically surrounds and delimits the Historic Centre and was implemented at a time when urban interventions prioritised car traffic.

An urban plan (see Figure 3) was created as a result of this survey with the goal of upgrading the ring road and making it a more inviting route for pedestrians and non-polluting vehicles like bicycles and scooters. In addition, this proposal aims to promote the sustainability of public space, excellence in universal accessibility, the appreciation of historical heritage and the creation of pleasant spaces for the coexistence of people that frequent the region.

The Bandeira Square area is inserted in the inner portion of the Central Ring Road perimeter, and therefore receives a large flow of vehicles that use this ring road. Therefore, it is necessary to reinvent and reclassify the square in order to prioritize and provide greater comfort and safety to pedestrians who access the Bandeira Terminal, but mainly, to think of the square as a public place of conviviality and well-being for the people of São Paulo.

The square was named in honor of the Brazilian flag, having been approved in the 1950s. The pole that supports the large Brazilian flag, seen from various angles of the central region and which has become a landmark for the center, was built in the 1970s and restored in 2008.

It is worth remembering that the Competition Reinventing Cities São Paulo 2022 chose four areas along the Central Ring Road to carry out urban regeneration projects with a focus on greener, more inclusive, and more resilient spaces. So, it is recommended to analyze the winning projects in first place in the competition as a basis for ideas for requalification of the square. We highlight the winning project for AREA 01B – Boulevard Prestes Maia, as it is located on the opposite side of Praça da Bandeira, with Parque Anhangabaú as an intermediary.

Figures 1 and 2 show the square and the urban context in which it is in the central region of the city of São Paulo.

Figure 1 – Bandeira Square, São Paulo



Source: SPUrbanismo Archive, 2023.

Figure 2 – Bandeira Square, São Paulo



Source: SPUrbanismo Archive, 2023.

City climate priorities and specific environmental challenges

The São Paulo City Hall launched the [São Paulo Climate Action Plan - PlanClima SP](#) on 3 June 2021, with guidelines to reduce greenhouse gas (GHG) emissions by 2030 and make the city carbon neutral by 2050. PlanClima SP proposes actions to promote mobility, zero GHG (greenhouse gas) emissions and increase the use of renewable energy sources to replace fossil fuels in transport. To adapt, the Municipality will need to implement a series of measures, which include increasing rainwater infiltration and creating more green spaces, which will contribute to reducing flooding.

The Municipality expects proposals for this site to increase the sustainability and resilience with mitigating the risk of heat island effect and flooding through the provision of measures such as Sustainable Urban Drainage Systems and nature-based solutions.

The climatic risks to which the area is susceptible are floods, since the area is extremely impermeable and is partially implanted over a watercourse, the Ribeirão Anhangabaú. In addition, the effect of heat islands may also occur, since the location has low vegetation cover. Teams should consider these specific climate characteristics and risks in their proposals.

Specific requirements necessary to participate in the competition

To participate in Students Reinventing Cities São Paulo, it is necessary to adhere to some specific criteria that differ from the general competition guidelines General Regulation, as follows:

01 – It is mandatory that the teams have a member responsible for the project, and that member must be a student currently enrolled at a University and is a student of an Architecture and Urbanism course, during the entire period of the competition. This member will be responsible for receiving official communication from the competition, as well as being the main point of contact for the group throughout the competition;

02 – Teams are expected to be multidisciplinary, however, it is recommended that at least 50% of participants be students of the Architecture and Urbanism course;

03 – It is mandatory to indicate a teaching advisor to guide the teams, who is an Architect and Urbanist duly qualified and registered in CAU - Council of Architecture and Urbanism, in the case of Brazil, or with the respective architecture and urbanism council of the country where, currently, develops its professional and/or academic activities. It should be noted that the teaching advisor is only responsible for offering technical support to the teams.

04 – The submission of proposals must follow the Submission Chapter of the General Regulation of the competition, with the delivery of all documents, however, in the case of São Paulo, in item 3. Graphic presentation, the digital illustration board must be presented in **A1 format** for illustrate the project;

05 – In item 4. Implementation Plan, there is no need to forecast the budget, deadlines, and detailed responsibilities. These are estimates, according to the Implementation Plan model of previous editions, available in the São Paulo Competition dataroom. It should be

noted that as a competition for ideas, the aim is to bring the competition closer to the professional practice of architects and urban planners.

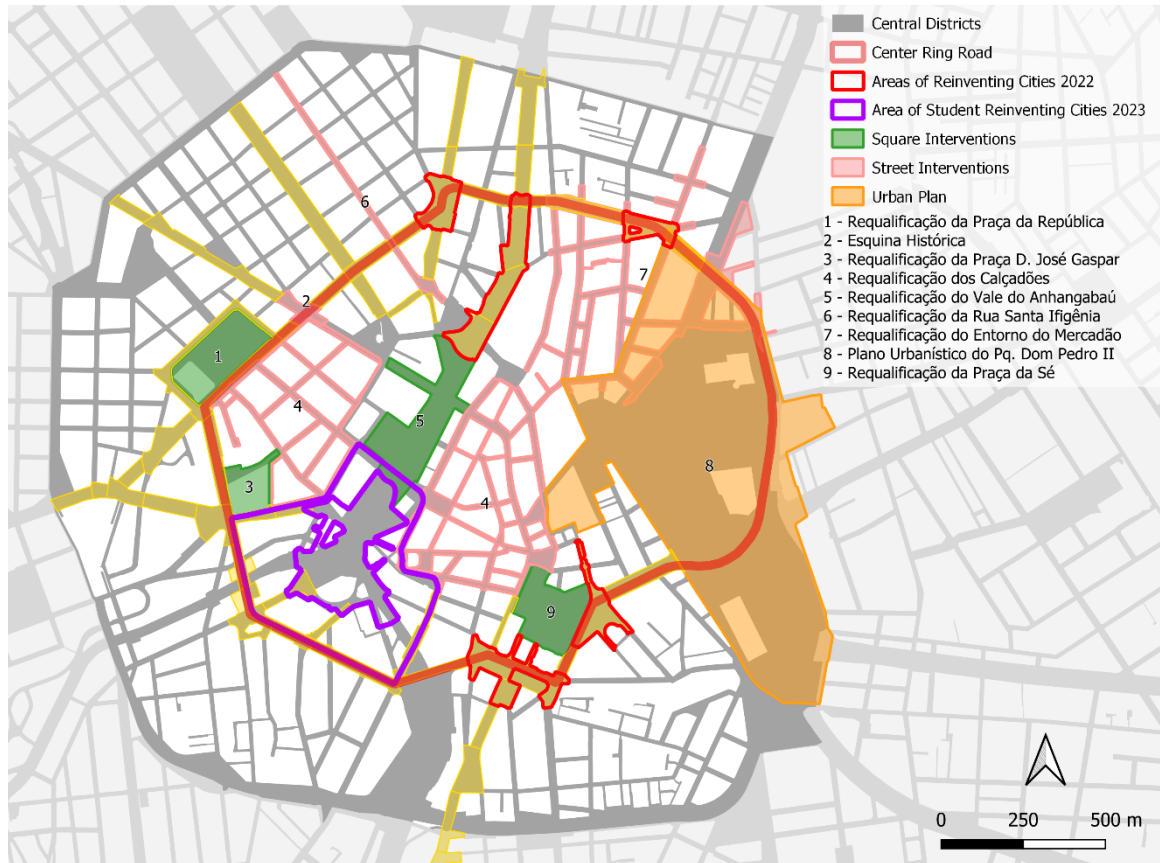
Specific planning rules and regulations

Teams must adhere to the following legislation, standards, plans, and guidelines that direct the development of more inclusive, sustainable projects that improve the quality of life of the users in order to carry out the proposals for the regeneration of the public open space, such as:

- Lei Municipal n. 17.844/2022 – PIU Setor Central
- Lei Municipal n. 16.050/2014 – Plano Diretor Estratégico (PDE)
- Plano Regional da Subprefeitura da Sé
- Plano de Ações Climáticas (PlanClimaSP)
- Plano de Mobilidade do Município (PlanMOB)
- Plano Municipal de Arborização Urbana (PMAU)
- Plano Municipal de Turismo (PLATUM)
- Programa de Metas (PdM 2021-2024)
- Resolução Conpresp 17/2007
- Resolução Conpresp 01/2021
- Resolução Conpresp 08/2021
- Lei Municipal n. 14.223/2006 – Lei Cidade Limpa
- Lei Municipal n. 16.642/2017 – Código de Obras e Edificações (COE)
- Lei Municipal n. 16.402/2016 – Parcelamento, Uso e Ocupação do Solo (LPUOS)
- Decreto Municipal n. 58.845/2019 – Plano Emergencial das Calçadas
- Portaria 44/10 SVMA - Manejo de vegetação de porte arbóreo – DPA_3,0cm
- Manual Técnico de Arborização Urbana – SVMA
- ABNT/NBR 9050 – Acessibilidade a edificações, mobiliário, espaços e equipamentos urbanos
- Lei Federal 10.098/00 - Promoção da acessibilidade das pessoas portadoras de deficiência ou com mobilidade reduzida
- Decreto Federal 5.296/04 - Regulamenta a Lei Federal 10.098/00
- Lei Federal n. 12.587/2012 - Política Nacional de Mobilidade Urbana
- Lei Federal n. 13.146/2015 – Inclusão da Pessoa com Deficiência
- Lei Federal n. 10.257/2001 – Estatuto das Cidades

Participants should take into consideration the regeneration projects that have already been developed, under implementation or under construction by the Municipality of São Paulo. Figure 3 identifies these projects and includes Bandeira Square Area (in purple) as part of a set of regeneration interventions in São Paulo's city centre.

Figure 3 - Identifying Regeneration Projects for São Paulo city centre



Source: Illustrated by SP Urbanismo, 2023.

Regarding the projects already executed, the majority focus on the regeneration of large public spaces, for example:

- Urban renewal of Sé Square, completed in 2007;
- Urban renewal of the Republic Square, concluded in 2007;
- Urban renewal of Dom José Gaspar Square, completed in 2011;
- Urban renewal of Vale do Anhangabaú, concluded in 2021.

Among the ongoing projects, the majority deal with the restoration of roads, as follows:

- Regeneration of the pedestrian walkways, which includes the replacement of the flooring and urban furniture and improvements to the drainage system and public lighting of the exclusive pedestrian streets in the Historic Centre and the New Centre;
- Esquina Histórica, which calls for the enhancement of the urban environment at the intersection of Ipiranga Avenue and São João Avenue;
- Regeneration of Santa Ifigênia Street, which includes the improvement of pavements and intersections, the installation of landscaped areas and the improvement of the urban ambiance of Santa Ifigênia Street;
- Regeneration of the surroundings of the Mercado, which includes the improvement of pavements and pedestrian crossings and the replacement of urban furniture in the streets near the Municipal Market.

The most significant existing project is the Urban Plan for Parque Dom Pedro II, which is currently undergoing public consultation and calls for a series of interventions in the road system and public transportation system, as well as the implementation and upgrading of buildings and the complete re-planning of Parque Dom Pedro II, the largest public space in the city centre.

Language requirements

Proposals must be submitted in English or Portuguese.