

Vale do Pinhão, Curitiba

Rebouças Neighborhood

Vale do Pinhão is an area located in the Rebouças District, in Curitiba. It is located near the downtown area and has a lot of urban structures already implemented, e.g. transport connections, sanitation & road networks, among others. It was a former industrial area in the 1940s and the remaining landscape is considered a historical heritage site.

Currently, this area is composed of mixed land uses, such as residential and commercial buildings. Recently, policies have been implemented to encourage start-ups and other innovative companies in the area to grow in the area, in order to transform it into a new innovation hub.



Figure 1: Aerial view of the Vale do Pinhao area (Source: IPPUC/PMC)

Approx. site area:

57ha

Key Information:

The area has a population of around 1,200 inhabitants. Most of the businesses located there are related to the service sector of the economy (34%).

Priority areas & main expectations:

By integrating heritage buildings and the former industrial landscape, the area has potential to become a bridge between old & new.

Curitiba is committed to the climate change goals established in its [Climate Action Plan](#) including being a carbon neutral city by 2050.

The sectors that need to be tackled to solve this challenge are mostly: sustainable transport, energy efficiency and waste management.

Curitiba expects projects for the Vale do Pinhao area to integrate the rich heritage with new innovative uses. The city would like to see the area transformed into an Innovation Hub, a living laboratory, and new and sustainable urban models are implemented.

Students are invited to propose new uses for the area that will attract start-ups & innovation companies, transforming the site area into a living laboratory for innovative and sustainable urban models. In their designs, students should consider:

- Encouraging sustainable & active mobility;
- Ensuring the space is accessible to all
- Bringing new life to the heritage landscape
- Low carbon development & renewable energy;

Presentation of the site and development expectations

The urbanisation of the Rebouças neighbourhood, where Vale do Pinhao is located, began in the 1880s, as a result of the installation of a railroad linking Curitiba to the port municipality of Paranaguá. The transport facilities resulting from the proximity to the train station attracted the installation of several industries in the neighbourhood at the beginning of the 20th Century. From this process, this space became the industrial sector of the city, a characteristic that remained for several decades and was made official by [Alfred Agache's Urban Plan](#) in 1943.

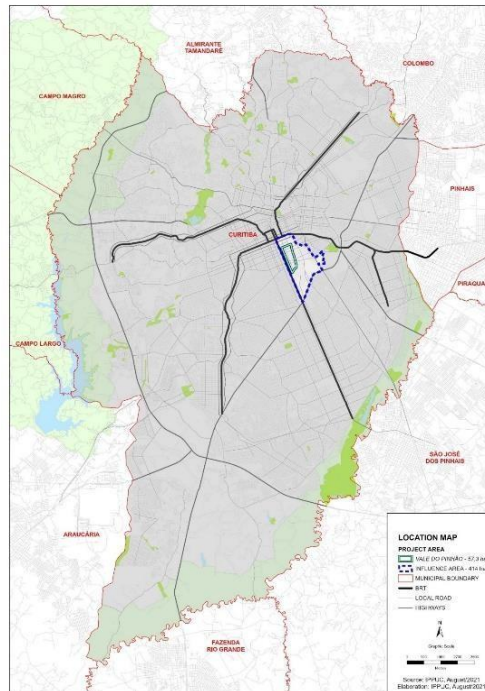


Figure 2: Location Map of Vale do Pinhao area (Source: IPPUC)

The relationship with industrialization in the development process of the Rebouças neighbourhood also influenced the characteristics of its occupation. As evidenced by the *Bulletin of Casa Romário Martins (2000)*, at the beginning of the 20th century, the neighbourhood was composed of a popular class that exercised “urban professions”, working as railway workers or in the traditional centre. The industrialization process that marked the Rebouças neighbourhood in the 19th and 20th centuries left its constructive characteristic marking the neighbourhood’s landscape to the present day.

At the end of the 19th Century, the landscape of the Rebouças neighbourhood was based on railway and industries. With the implementation of Vale do Pinhao, City Council initiative to strengthen Curitiba as a national innovation hub, a new urban landscape of innovation and sustainability is being sought after.



Figure 3: Praça Eufrásio Correia, in 1915, with the train station standing out in the background. Júlia Wanderley Collection / DPC/FCC Collection

Key focus areas within the site include:

The Innovation Mill

- Fontana Mill, Paranaense Mill, Rebouças Mill and the Innovation Mill are central icons of the Pinhao Valley, and the Curitiba manufacturing landscape.

The Train Line

- The trainline that boosted the economy (along the Curitiba-Paranaguá route, north of the state and south of the country) today promotes cutting-edge innovation research in the best higher education institutions, *in addition to hospital centres of excellence and also the Botanical Garden, an important genetic bank of native flora.*

Belém River & Água Verde River

- These spaces, as well as the Linear Park along Conselheiro Laurindo street and João Negrão street, have great potential to boost the sustainability of the area, and access to safe & inclusive green spaces.

Cultural Curitiba

- From the gunpowder deposit that was transformed into a theatre, **Paiol Theatre** is integrated in Vale do Pinhao, and is a significant cultural attraction, bringing in visitors from across Brazil and worldwide

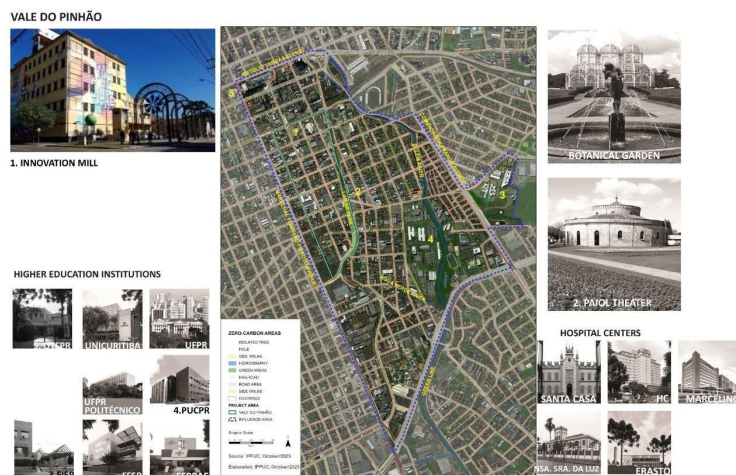


Figure 4: Vale do Pinhao and its surroundings: relevant buildings and institutions (Source: IPPUC)

The redevelopment of Vale do Pinhao presents an opportunity to reactivate the infrastructure of the past, opening new doors to the future. In their projects, teams are encouraged to develop a plan for the area that will:

- Develop the site into a sustainable and accessible innovation hub;
- Prioritise active mobility (boosting cycling & pedestrian networks, sidewalks & electric vehicles);
- Encourage the creation of start-ups & co-working spaces;
- Create green jobs and income for the city;
- Develop infrastructure resilient to the impacts of flooding, drought and urban heat common in the area;
- Incorporate low-emission practices, to align with the City's goal to become net-zero by 2050.

Teams are also invited to consider the area's great connections, such as:

- Direct access to the Green Line (a corridor that leads to the São Paulo-Porto Alegre connection)
- Access to the highway that leads to the seaport and to the Afonso Pena International Airport.

Teams are invited to be inspired by the analogy of a pine nut, the symbol of Curitiba. With a new seed, we can guide our city towards the future, without losing the strength of our past.

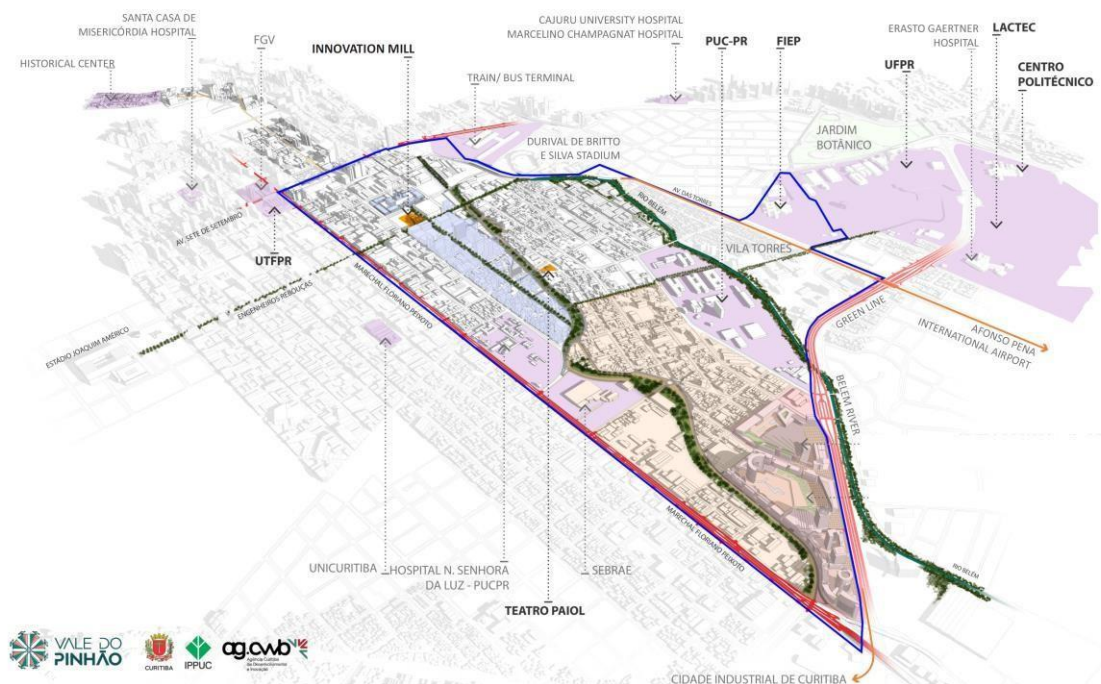


Figure 5: Overview of the Vale do Pinhao area (Source: IPPUC)

City climate priorities and specific environmental challenges

In Curitiba, the city's temperature is, already, on average, 1.2 °C higher than six decades ago. There have been changes in rainfall in recent years. Strong and intense storms have become more and more common, as well as periods of drought. In both cases, the population is impacted, either by inconveniences resulting from floods and flooding, by scarcity of water or by thermal discomfort.

The City of Curitiba has been progressively strengthening its environmental policy and advancing initiatives to face climate change at the local level. The establishment of the climate change strategy of Curitiba ([PlanClima](#)) provides medium and long-term technical actions aligned with the Municipal Plan for Mitigation and Adaptation to Climate Change.

Curitiba has the ambition of being a carbon neutral city by the year 2050. The planning to reach this goal started with the PlanClima development, which provides the basis for the implementation of climate actions. One way to seek carbon neutrality is to establish low emission areas in the City of Curitiba. The challenge is to find innovative and integrated business models, services and/or technologies for the occupation of multiple urban functions, such as mobility, energy consumption and waste management, with support from governance, business, investors, academics and the population in general.

Specific planning rules and regulations

In the Federal sphere, the Statute of Cities, Law n. 10.257/2001 and the Statute of the Metropolis, Law n. 13.089/2015 establish the principles and guidelines in which all cities in the country must base their development plans.

[The Municipal Master Plan](#) establishes a set of principles, guidelines, plans and programs that regulate and guide the city's development and how innovations should take place over the years, by action of the municipality, the population and the private sector. The most important regulation to guide the urban development of Curitiba is the city's Master Plan. Its main guidelines were proposed in the 60's and were revised on several occasions until now. The current Master Plan was elaborated in 2015 and presents a long-term vision for Curitiba. Besides the Master Plan, there is the [Zoning and Land Use Law](#) that establishes the allowed uses (households, services, commercial and industrial uses, etc.) in every region of the city. This regulation also brings details regarding the size of the buildings, parking, permeable areas within the plot, number of floors and height for the building, among others. It is one of the most important laws to guide developers who intend to build and reuse existing buildings in Curitiba. According to the Zoning Law, the area of Vale do Pinhao was demarcated, corresponding to the area of the mixed use zone, ZUM-VP, with specific parameters of land use and occupation (Law 15.511/2019). It is a zone that allows for a mix of residential, business and commercial uses and it greatly favours the installation of startups and technological business. Concerning the Climate Action, the city has recently approved a Climate Action Plan for Adaptation and Mitigation regarding Climate Change, the PlanClima. This law brings the current situation, especially regarding the sectors with more emissions: transport, energy and waste. It also brings the goals to reduce carbon emissions and the challenge that needs to be solved.

Language requirements

Proposals can be submitted in English or Portuguese.