

## Pilar Community, Salvador

*Jequitaia Avenue, Comércio District*

The community of Pilar is home to a rich heritage of historical, functional and aesthetic references. It was established in the 16th century at the base of Salvador's geological fault, which divides the city into an upper and lower level.

Located in the Comércio district, between the Nossa Senhora do Pilar Condominium and the area known as "Taboão", it is part of the Historic Center and the Comércio landmark area. It is an area that requires intervention to improve the living conditions of the people who currently occupy it precariously. Actions such as restoring buildings for housing and urban spaces for

leisure, sports and collective activities make the Pilar community ideal for the kind of innovative architectural and urban proposal that can come from a competition such as the one proposed by Students Reinventing Cities.

The overarching objective is to repurpose this space, which is now physically degraded and socially stigmatized, by reconnecting this territory with its own history and people. Thus, what is hoped for from Students Reinventing Cities, is not for Pilar Community to be another intervention, but rather a turning point for change.



Figure 1) Pilar Community, UNESCO 2021, Jefferson Peixoto

### Approximate site area:

12.93 ha.

### Key information:

5.62 ha of the territory occupied by the Pilar Community is within a Special Zone of Social Interest (ZEIS-161 Pilar) with informal settlements and low-income residents, where 467 people live, making up to 174 families. More information about ZEIS is in the section "Specific rules and regulations" or in this [link](#).

### Population:

- 467 people, 49.9% male and 50.6% female (2020);
- 25% children up to 11 years old;
- 15% teenagers between 12 and 18 years old;
- 52% adults between 19 and 59 years old;

- 7% elderly people;
- 53% black, 39% mixed race, 8% white;
- 18,5% completed high school;
- 5,4% completed higher education;
- 10% salaried employees;
- 21% unemployed;
- 70% of the families live below the poverty line.

### Priority areas & main expectations:

Redevelop the area to improve residents' living conditions by:

- Restoring infrastructure to create mixed-use affordable housing.
- Improving recreational facilities.
- Ensuring activity mobility is accessible.
- Boosting climate resilience through urban greening, nature-based solutions and clean energy.

## Site presentation and development goals

Pilar street is located in the Comércio, a neighborhood that is part of Salvador's port area and which for years suffered successive landfills to increase its area, transforming the Comércio into the economic center of the city, with the presence of important buildings and public spaces. This architectural complex was listed as a National Monument by the National Historical and Artistic Heritage Institute (IPHAN) in 1938. However, with the transfer of the city's financial center to the Camaragibe region and the consequent emptying of the population and reduction of economic activities in the Comercio neighborhood, the degradation of the real estate and historical heritage, the region lost its residential and economic character, leaving the aforementioned neighborhood and its immediate surroundings with several empty buildings that began to be occupied by the low-income population.

Today, the Pilar community is characterized by having deteriorated, unoccupied or occupied buildings or groups of buildings, predominantly in the form of tenements, collective housing, villas or rows of houses. The main access to Rua do Pilar is via Av. Jequitiaia and ends at Travessa do Cais do Ouro in Praça Mal. Deodoro Square, belonging to the historic district of Comércio. This street leads to the Pilar slope and the Pilar inclined plane, which give access to the Santo Antônio tourist district. With Baroque, Rococo and Neoclassical architectural elements, the architectural complex of the Pilar district was built in the mid-17th century at the base of the 70-meter-high geological fault that divides the Upper and Lower Towns.



Figure 2) Pilar Community, UNESCO 2021, Jefferson Peixoto

This street is home to the Nossa Senhora do Pilar Church, the Trapiche Pequeno, the Trapiche Barnabé and the Pilar's Plano Inclinado Pilar. The Requalification Project presented here covers an area of 2,365.70 m<sup>2</sup> and is part of the Urban Plan for the Pilar Community that is being drawn up by the [Mario Leal Ferreira Foundation \(FMLF\)](#), together with its residents, with a view to regularizing the ZEIS.

In its efforts to make Salvador's Historic Center (CAS) more dynamic, the City Council, through the FMLF, has developed the CAS Sustainable Urban Occupation Program. The Pilar Community is one of the areas that will benefit from this programme, through the development of an Urban Plan to revitalise the area, considering its status as a [ZEIS \(Special Zone of Social Interest\)](#).



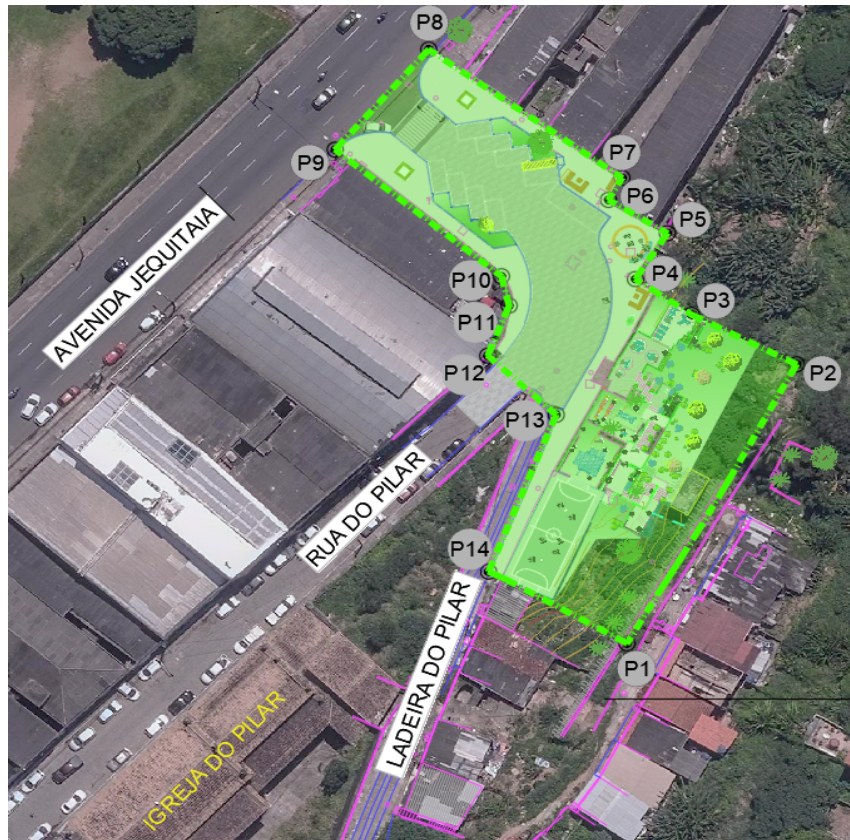


Figure 3) Polygonal of the Rua do Pilar Redevelopment Project, Mario Leal Ferreira Foundation

In light of this, the City of Salvador is seeking innovative proposals to redevelop the area, and inspire the area's future design. Students should specifically consider the following priorities in their projects:

- Revitalize derelict buildings and upgrade existing infrastructure.
- Create mixed-use developments with social housing, and active ground floors.
- Improve recreational facilities, whilst fostering a sense of community, via sport & leisure facilities, street art, and cultural events.
- Integrate photovoltaic solar energy to power the neighbourhood's electricity supply.
- Boost climate resilience by using nature-based solutions and urban greening, as well as measures to protect residents from the impact of urban heat.
- Integrate an efficient waste management system.
- Connect the community to surrounding areas, via accessible, low-carbon, active mobility options, such as cycling.
- Designing a space for children, based on the principles of [URBAN95](#);
- Design a sports area, including accessibility for people with disabilities;
- Design a cultural and community center in one of the existing buildings, at the team's choice.;
- Design a housing solution in an existing building chosen by the team;
- Design a better urban solution for internal mobility articulation (bike lanes, walkways, etc.).

## The city's climate priorities and specific environmental challenges

Salvador has a [Climate Change Mitigation and Adaptation Plan](#) (PMAMC), which defines the following environmental priorities and strategies, among others:

- A gradual reduction in GHG emissions to reach net zero by 2049;
- Promotion of active mobility through incentives to expand the cycling network and increase the number of journeys by bicycle;
- Transition of the municipal energy matrix through the photovoltaic sector;
- Achieving at least 36m<sup>2</sup> green per inhabitant for the city (current rate: 30m<sup>2</sup>); and
- A 70% reduction in vector-borne diseases (*Aedes aegypti*) compared to 2018 rates by 2049.

These target priorities were defined based on local studies that were able to identify the main climate risks affecting the city of Salvador and its population. According to the [results found](#), for the region in which the Pilar Community is located, the main climate risks and environmental challenges, that projects should consider, are as follows:

- Heat waves. It is estimated that by 2100, around 294 days a year will exceed a temperature of 30°C;
- Vector-borne diseases: There is an estimated proliferation of such diseases increased by the housing deficit and prominence of informal settlements.
- Sea level rise: Projected increase of 14 cm by 2030, 29cm by 2050 and 80cm by 2100;
- Air pollution;
- Incorrectly disposed of waste.

In this context, the following are environmental objectives and solutions that could be part of the suggested intervention in the Pilar Community:

- Expanding green spaces;
- Integrating photovoltaic energy;
- Revitalization of deteriorated buildings, improving infrastructure and ambience for greater well-being, integrating sustainable aspects and taking advantage of natural resources (Nature-Based Solutions);
- Responsible waste management;
- Integrating art, culture and sustainability;
- Improving low-carbon mobility and active mobility.

## Specific rules and regulations for planning

The Special Zones of Social Interest (ZEIS) are legally delimited areas characterized by precarious housing and urban planning, mostly occupied by low-income populations. Their categorisation as ZEIS limits real estate development which could lead to the gentrification and expulsion of these communities. It also establishes these areas as priorities for public investment in urban services.

Inserted in the Cultural and Landscape Protection Area (APCP) of Salvador's Centro Antigo (a historic center), according to [Municipal Law No. 3,289](#) of September 21, 1983, Pilar, almost in its entirety, is part of the Special Zone of Social Interest - ZEIS -161. It is classified in the [Municipal Urban Development Master Plan \(PDDU\) \(Law No. 9,069/2016\)](#) as ZEIS type 2, defined as follows: "These are areas occupied by low-income populations, equipped with infrastructure, with deteriorated buildings and which are intended, as a priority, for Social Interest Housing".

Projects need to consider the following restrictions:

- Students must bear in mind the height of buildings and impact any obstacle may have on Salvador's frontispiece (one of the issues protected by IPHAN). If students plan to focus on a pre-existing building, the height of the building cannot be changed. However, any project involving new buildings must take into account the maximum height of the pre-existing buildings in the area.
- Existing historical frontages may be protected by IPHAN, and therefore it is not possible to make any structural changes. This needs to be taken into account when choosing a historical building for intervention.

## Language requirements

Proposals must be submitted in either English or Portuguese.

## City specific prizes

The winning project will be celebrated at a dedicated event and exhibited online by [Fundação Mário Leal Ferreira \(FMLF\)](#), the governmental foundation responsible for urban planning in Salvador.