

## São Paulo, Brazil

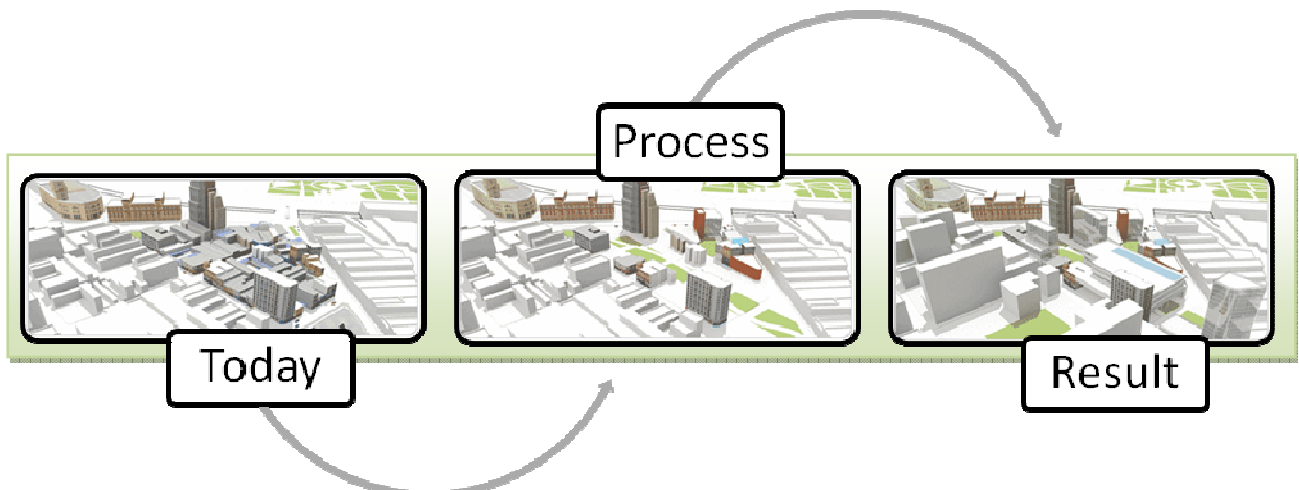
São Paulo will be revitalizing a **½-million meter area** located at the **very heart of the city**. It consists of the ***Nova Luz Project***, one of the most promising investment opportunities in São Paulo.

In addition to special **tax benefits**, the Nova Luz region will benefit from *urbanistic concessions*, a format newly created by the City Hall for **private involvement** in urban development, renovation and re-urbanization in selected areas. Such concessions grant private companies the right to explore, manage and execute works, such as land division into lots, demolition, reconstruction and grouping of buildings.

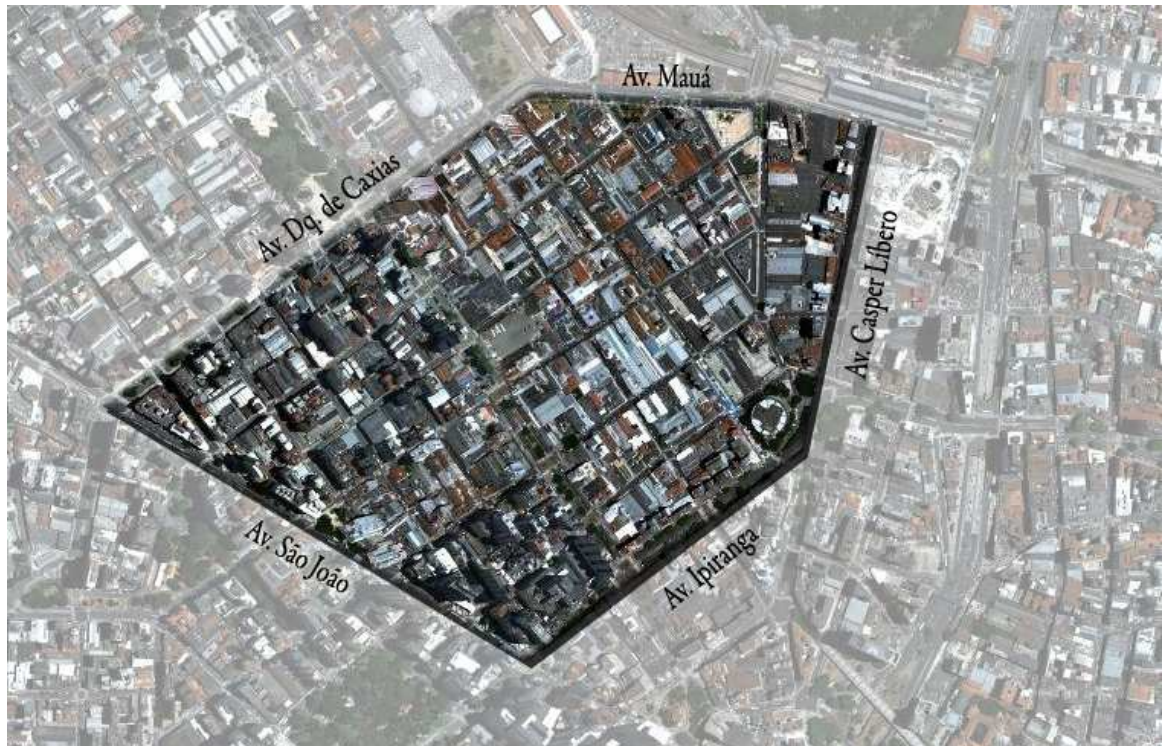
The City Hall has established architectural **guidelines** to be followed in the project elaboration. Some of the guidelines are: to stimulate the business activities, to promote real estate development, to renovate and preserve historical buildings and to encourage retrofitting and recycling activities in the area.

Urban development at Nova Luz consists of two phases: (a) public bid for elaboration of the **urban project** and (b) selection of **consortia** to be granted *urbanistic concessions*.

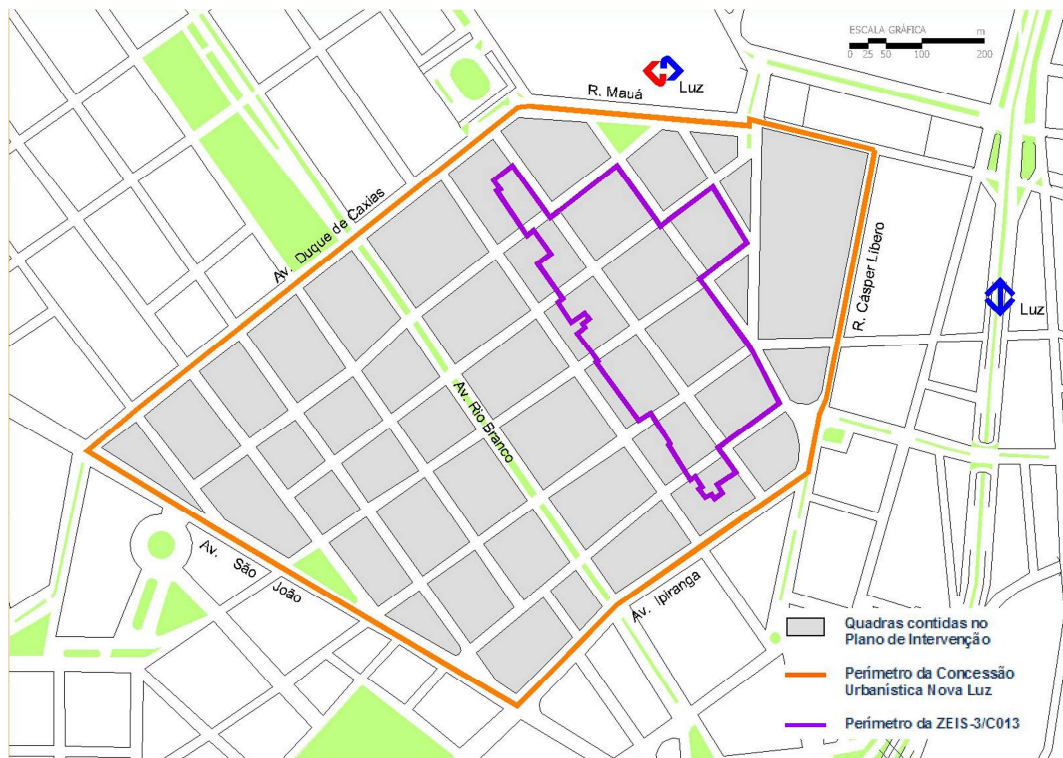
The public tender in question has been published on August 6<sup>th</sup>. For further information please write to: [spglobal@prefeitura.sp.gov.br](mailto:spglobal@prefeitura.sp.gov.br).



# Nova Luz Project



Satellite view of the perimeter covered by Nova Luz Tender, within the Republica District, Sao Paulo, Brazil



Picture showing the blocks within the Intervention Plan (in grey), the Urbanistic Concession Perimeter (in orange) and the ZEIS perimeter (in purple)