

Residential real estate market in Paraisópolis: what has changed in the last ten years?

BACKGROUND

With 17,000 households, Paraisópolis slum is the second most populous of São Paulo, encroached the valued neighborhood of Morumbi. In 2005, it was a case part of a nationwide study on informal residential markets. Three responsible for that research are part of the team of this proposal, which will make use of the old questionnaires, numbered about 800. Much has changed in Paraisópolis and its surroundings since: urbanization works, implementation of infrastructure, social facilities construction, removals and relocation of families living in risk areas, construction of housing: punctual interventions.

OBJECTIVES

This project aims at: consider the changes in the informal housing market in Paraisópolis slum and its relationship to public intervention and the development works undertaken between 2005 and 2015.

SPECIFIC OBJECTIVES:

- Identify the types of real estate transactions in the informal market. For example: buying, selling, renting of "land", independent housing units, units ready in housing, comfortable, "slabs"; real estate production for rent; demarcations and shacks in reoccupations.
- Observe the part of commercial real estate trajectories surveyed in 2005, the motivations for the transactions and investigate possible destinations for families occupying these buildings.
- Lift the real estate launches the formal market in the slums surrounding neighborhoods and identify whether and what would have been the impacts of urbanization works on this market.
- Studying the constraints and prospects for adoption in the area of recovery policies of land valorization.

HYPOTHESIS

The hypothesis is that the informal market intensifies with the development of public works, the assurance that the territory is formalized gradually consolidating some housing situations also creates favorable conditions for transactions, awake interests and demands

within the favela or between favelas of the region. It is observed still some cases raising specific questions:

- The construction of the upright housing tends to create a kind of marketing of finished units, informal and "unauthorized".
- Unoccupied areas, object of work fronts removals, undergo a process of reoccupation by selling "lots" marked and rudimentary shacks. These situations do not involve actual spaces for housing and aim to ensure future housing care, featuring trade public records.
- The mechanism of rent allowance (grant 400 reais a month granted the family removed to the final housing assistance) may be causing an impact on the informal market rent.
- Apartment buildings or rooms on ground floors of commercial use, built by informal promoters reveal a kind of "real estate production" forward-rental. That's probably a novelty,

METHODOLOGY

An empirical research that crosses quantitative and qualitative methods has been defined... Secondary data collection will allow verify the order of magnitude both of the recent real estate transactions, the sample selected from the universe surveyed in the past decade. These two moments are compared, observing any changes in the dynamics of this market. Semi-structured interviews with current estate of residents surveyed in 2005 have the specific purpose of identifying the impact of new dynamics in this informal market on the wellbeing of families.

Finally the information of the formal launch nearby enable check, for example, the relationship between prices for this segment and those in the informal market or intervention in the settlement could have an impact on formal surrounding market.

SPONSORSHIP

This research – to be started this November 2015 -- is sponsored by the Program on Latin America and the Caribbean of the Lincoln Institute of Land Policy with supplementary support of the Faculdade de Arquitetura e Urbanismo da Universidade de São Paulo.

IN SUM

The proposed session at the IV World Planning Schools Congress is to present the first results of this research and to have them discussed with experts from Brazil and abroad.

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