

The João Pessoa Action Plan

Source: **Plano de Ação João Pessoa Sustentável**, 2014

*The text is a transcript of the João Pessoa Sustentável Action Plan

The Action Plan, with the BID and CAIXA teams, outlines the necessary actions for the city's problems detected in its diagnosis. Individual actions were classified as short (up to two years), medium (two to five years) or long term (more than five years). The issue of housing and inequality was considered critical and caused it to be discussed with support from the Land and Housing Corporation (LH). According to the Action Plan, the first action focuses on more than 80 thousand people who live in different subnormal agglomerations (slums). In order to prevent socio-spatial segregation, the revision of the Municipal Master Plan with Special Zones of Social Interest (ZEIS) was indicated. Among the proposed actions are:

- 1) Development of Conception Studies and Basic Urbanization Project for Subnormal Agglomerates;
- 2) Urbanization and housing construction for subnormal communities (Beira Rio and Linha Férrea complex);
- 3) Construction of public facilities in subnormal communities;
- 4) Urbanization of the old Porto do Capim and its surroundings (located in one of the oldest areas of the city center);
- 5) Urbanization of Parque Sólón de Lucena (also located in the city center);
- 6) Hiring a consulting firm to review the Master Plan;
- 7) Hiring consultancy to prepare legislation for ZEIS;
- 8) Implementation of management, monitoring and evaluation systems for investment programs and projects;
- 9) Acquisition of qualified equipment for urban planning work;
- 10) Organizational restructuring of the Planning Secretariat.

It was decided to start work on two existing community complexes: the Beira Rio Complex and the Linha Férrea Complex, the latter is located in the center of the city (therefore more detailed along this text) with five communities and approximately 6440 families, a total of approximately 40 thousand people in need. adequate infrastructure surrounded by middle- and upper-class neighborhoods) The BID, through a partnership with Korea Land and Housing Corporation (LH), developed a Pre-Feasibility Study for the Urban Requalification of the two complexes. Guidelines were established for: resettlement methods, architectural planning, environmental planning, construction method planning and infrastructure planning. For each community and its different reality, different stages were proposed for: location and description; current situation in the area; number of expected homes; development strategy; method of planning the resettlement cycle; necessary infrastructure; necessary public equipment; areas for cultivation and reforestation. The study proposes two rotational

resettlement plans using empty land from nearby communities or with divisions in the community area and construction of temporary structures.

The Porto do Capim community is located on the city center, on the banks of Sanhauá River. The action plan for it is described on a.2 item on section 7:

“a.2) Porto do Capim Rehabilitation Project

The Porto do Capim area is endowed with heritage, environmental, landscape and symbolic values that are fundamental to strengthening the city's identity. This region has a connection with the Beira Rio Complex, through the “S” Community, which together can be considered a large area with potential for revitalization.

According to information from the Planning Secretariat (Seplan), currently in the space there is a process of physical and environmental degradation, even though it is linked to the preservation of the city's memory. Thus, it is essential to carry out actions to recover the heritage and the landscape.

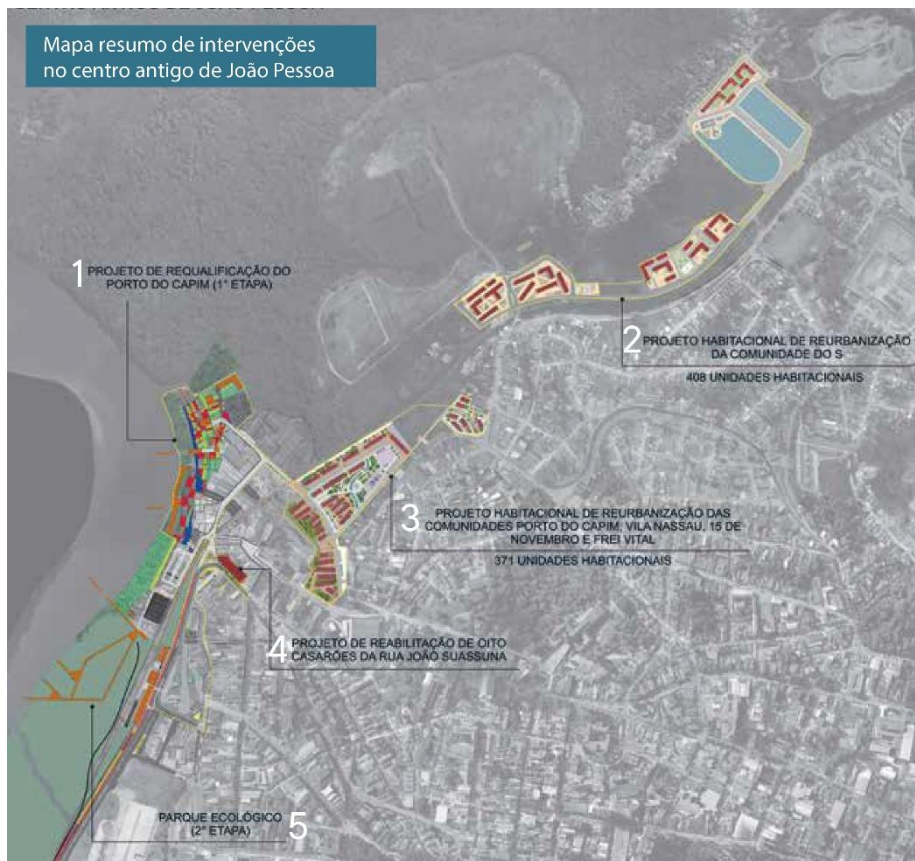
Developed by Seplan, the Porto do Capim Requalification Project includes guidelines that consist of valuing the relationship between the river and the city, as described in the General Revitalization Project of the Historic Center of João Pessoa, developed by the Permanent Commission for the Development of the Historic Center João Pessoa - CPDCHJP.

As part of a proposal on a macro scale, the intervention in Porto do Capim is one of the priorities because it is an area of irregular occupation and important environmental fragility. In this sense, in addition to boosting tourism, the project provides for actions to improve infrastructure for the benefit of visitors and residents, recovery of the natural ecosystem (mangrove) and also return of the urban vitality lost with the growth of the city to other areas. The complete project involves:

- Requalification of the old Cais do Porto –Culture and Events Arena;
- Requalification of access routes to the Culture and Events Arena;
- Implementation of the Rio Sanhauá Ecological Park.

The funds for implementing the projects were budgeted at R \$ 36,045,000.00 and are currently being studied and contracted with CAIXA Econômica Federal.

Summary of interventions in the old center of João Pessoa



Source: Action plan João Pessoa sustainable, 2014.

1. Rehabilitation Project of Porto do Capim.
2. Housing project for community re-urbanization.
3. Housing project for communities reurbanization Porto do Capim, Vila Nassau, 15 de Novembro and Frei Vital (371 housing units).
4. Rehabilitation project for eight houses on the Avenue João Suassuna – Villa Sanhauá.
5. Ecologic Park”

Another part of the implementation of the Action Plan in the City is related to "Making João Pessoa more competitive". The plan described João Pessoa as a city with a series of vocations for economic development not yet explored. Among them are tourism and the promotion of initiatives linked to technology-based ventures. The historic center of João Pessoa is an area with potential for tourism and new sustainable developments.

Item b) "Making João Pessoa more competitive" of the action plan described:

"João Pessoa is located between two major tourist centers in the Northeast of Brazil: Pernambuco and Rio Grande do Norte. Having in Ceará, further north, as a large tourist center, it is understood which is the best prospect for a potential city the development of a regional tourist hub, with regionalized rotators, integrated exploration of the coastline formed by the Costa das Piscinas and adequate use of urban beaches - less busy than in neighboring cities. Adding the history and culture of Paraíba, backcountry and northeastern, João Pessoa has as ideal resources for the development of a diversified and sustainable tourism.

However, the sustainability of investments in the hotel and tourism segment in general depends on overcoming seasonality that is characterized by holiday and season tourism, or that requires investments to develop other attractions that are not so dependent on seasonality and eleven level of during low season. On the one hand, the government has made investments using terms of infrastructure for large events, or the private sector still needs investments for a hotel and service chain to support the increase in visitors.

João Pessoa has a Tourism Master Plan prepared in 2012 and still in its initial application phase. It includes a series of actions aimed at improving the municipality's capacity to generate business, employment and income in the various segments of tourism. These actions are guided by five main axes: (I) improving the public management capacity of tourism; (II) positioning of the municipality in the national and international markets; (III) improvement of the general infrastructure and management of tourist attractions; (IV) capturing major events; (V) expansion and qualification of the offer of tourist services and equipment. The planned actions seek to anchor in this plan to enhance its results. In this sense, training the workforce, especially the low-qualified, is one of the complementary actions to the Tourism Master Plan and of high impact for João Pessoa's competitiveness. In addition, other actions also seek to strengthen enterprises in the service sector so that they are integrated with the productive arrangements that relate to the sector.

In addition to the development of tourism, the diagnosis phase, meetings and workshops to find solutions highlighted the limitations of the industrial potential in the municipality's perimeter and the opportunities present in this segment in its immediate surroundings. João Pessoa can and should integrate with the municipalities of the metropolitan region with an industrial vocation, both as a service provider and qualified labor, as well as a logistics hub to distribute this production in the Northeast region. In addition, the potential for taking advantage of technologies developed locally in centers of excellence such as the Federal University of Paraíba (UFPB) and the Federal Institute of Education, Science and Technology of Paraíba (IFPB) was identified to integrate João Pessoa with the existing production chains in region.

The State Secretariat of Water Resources, Environment, Science and Technology has as priority project the constitution of a Technological Park in João Pessoa, aimed at the implantation of an incubator for Technological Based Companies and incentives to attract ventures with support consultancy and advice in strategic areas. Initially, the areas identified as potential to attract business are Information and Communication Technologies (ICTs), renewable energies and biotechnology, all associated with the training of human resources by the Federal University of Paraíba (UFPB) and other technological institutions in the city and

state. Deepening the understanding of the economic viability of the initiatives that make up the Technological Park, as well as the establishment of local development axes linked to the service sector, seems essential. For this reason, the study of the business environment of the municipality and the economic viability of the Technological Park and Business Incubator is critical to guarantee the exploitation of the economic potentials in the municipality. The resources for the study, estimated at R \$ 250,000.00 (US \$ 112,000.00), are already part of the consultation letter submitted by the municipality to the Secretariat for International Affairs (Seain) of the Brazilian Ministry of Planning, Budget and Management.

As mentioned, another major limitation to economic development and generation of jobs and income in the municipality is related to the qualification of the workforce. For this reason, qualification programs for specific sectors must be part of the strategy to make João Pessoa more competitive. For this, two parallel strategies will be developed: a program for the qualification of labor for workers with low qualifications, and another for a better use of the specialized labor trained locally, especially from UFPB and IFPB. These actions are integrated with the initiatives of the Technology Park and Business Incubator. In parallel to these initiatives, the Action Plan also foresees to encourage innovative entrepreneurship in the municipality, aiming at training small and medium-sized entrepreneurs in order to qualify the productive initiatives that are inserted in chains both in the areas aligned with the technological park and the services that are integrate the tourism sector. The relationship between the Impact and Feasibility of each of the actions is shown in the chart on the side. The size of the circles demonstrates the relative size of the investment between them. "