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**The Role of Porto Digital in the Revitalization of the
Urban Territory**

Plenary session

Global talent: the coveted treasure

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The Role of Porto Digital in the Revitalization of the Urban Territory

Executive Summary

Porto Digital (PD) is an urban technology park opened and located in an old historical neighbourhood, which has been renovated to house technology companies. This characteristic is the key to building an innovative and creative environment for businesses and workers. So, in this context, Porto Digital Management Unit (NGPD), together with its stakeholders, developed a strategy to revitalize the park territory. This paper will talk exactly about this strategy, as well as the results already reached, the difficulties faced, and the benefits it has provided for the environment, making possible an economic improvement of the region.

1. INTRODUCTION

In the mid-19th century, the dynamism of port activity in the world manifested itself in commercial relations between the port cities, triggering factor of economic activity in these locations. However, the historical identification of the port cities was getting lost gradually and, despite efforts to grant a complementary function to the ports, their decline was inevitable, as the operations required greater efficiency and the implementation of new technologies.

The Recife port situation was not different from that presented in other cities in the world which had a historic port and tried to adapt it to new times. These territorial transformations brought about a series of changes in the urban landscape, since a functional evolution, necessarily correspond to a morphological evolution.

With regard to the Recife's port area urban renewal, and, according to the document "Pathways Development / Metropole 2010" (1998), the new proposals for intervention in the built environment were based on the concepts of cultural heritage, reuse of heritage, access to information and mobility guarantee.

The new metropolitan planning proposal suggested, as a fundamental guideline, was the requalification of public spaces by adding value to the existing place. Additionally, the idea of diversity of urbanization forms, in accordance with the urban space structures, allowed the definition of development opportunities.

The future of the metropolitan space organization has three basic processes, such as:

- (i) The development based on the potential realization of each of the opportunities territories;
- (ii) The search for the development process balance; metropolitan management should seek to mitigate the socio-economic differences between the opportunities territories;
- (iii) The forms of urbanization maintenance that respect local realities, avoiding the homogenization of opportunities territories

The opportunities territories would be potential concentrators and especially strategic for the implementation of new projects due to its possibilities as development irradiators. They would constitute areas of metropolitan interest and important tools that orientate the government in the space induction process for new investments through the articulation and negotiation between agents from public and private sphere. The project of a technological centre creation seemed to be the major focus of this state economy new structure phase, as far as alignment with the latest global strategic trends.

The Bairro do Recife neighbourhood gathered some interesting conditions to house Porto Digital, IT companies, universities and research centres. The historic site on the island docked a cultural element that the project needed to add value to software productive activity. The idea was to strengthen a diverse network of businesses contemplating technology, professional qualification, and research and development (R&D). This IT cluster would be able to attract and bring together companies in an organized network, so these companies would enjoy a collective efficiency and a greater competitiveness compared to companies that acted alone.

Porto Digital implementation in the area belonging to the Bairro do Recife neighbourhood is part of an environmental qualification design. The place chosen to house the park is a historical and architectural heritage of international value. The neighbourhood was the birthplace of the city port in the year 1537. From this harbour, protected by natural reefs, Recife has rapidly established itself as one of the world's top business cities in the seventeenth century. The architectural heritage has great diversity of mixed styles, such as colonial, eclectic, industrial and modern. The perimeter listed by Institute of Historical and Artistic Heritage (Instituto de Patrimônio Histórico e Artístico Nacional - Iphan) has 236 buildings, 51 considered featured properties. The neighbourhood received more than US\$ 13 million investment for urban renewal over the past decade.

Porto Digital's location was to meet the desire of the neighbourhood urban renovation. The revitalization of the area takes place permanently, with several properties in early plan works or architectural design phase.

In this context, the Development Plan designed by Porto Digital for its territory regarding revitalization involves the following: (i) use of empty or underused sets for installation of anchors companies; (ii) quality

improvement of urban space; (iii) leisure areas expansion; (iv) fast and good circulation access for pedestrians, public transport users and cyclists; (v) composition of mixed-use able to attract users and employ IT workers, and; (vi) projection of the project expansion scenarios outside the bounds of Recife.

2. ABOUT PORTO DIGITAL

Porto Digital, considered the best technological park of Brazil, is an urban technology park located in the city of Recife (Brazil) that focuses on knowledge and innovation based on software and services of Information and Communication Technology (ICT) and the Creative Economy (CE), specifically areas intensive in technology such as cinema, video, animation, music, design, gaming and photography. Currently, it has 255 companies that, together, have 8,500 employees; an institution of higher education; two incubators; two accelerators and two research institutes.

PD is the result of an articulation between university, industry and government which objective was to make it a public policy with the challenge to lever the local economy through ICT promotion and development in order to insert the state of Pernambuco in the global innovation scenario. The park's role is to create an environment to attract companies, create new ones from the park incubation and acceleration programmes, and strengthen the competitiveness of resident companies.

To manage the park it was founded in 2001 Porto Digital Management Unit (NGPD - Núcleo de Gestão do Porto Digital) that is a non-profit organization. It works in order to promote: (i) economic development by increasing employment and wealth; (ii) property development, due to the offer of appropriate spaces to accommodate companies that will attract investments to the environment, facilitating region development; and (iii) Technology transfer, promoting university-industry approach.

Developing projects with those aims, Porto Digital reduces, or even eliminate, its companies' bottlenecks, such as poor urban infrastructure to develop products and services, low-skilled human capital available in the market, lack of knowledge about entrepreneurship, and others, bringing about stronger and more competitive companies to access markets.

Regarding specially to the role of providing qualified spaces for companies, associated to the poor urban infrastructure issue, Porto Digital has a specific strategic direction, since its foundation. Such strategy has been developing through the years considering not only the park maturity and companies needs, but also the increasingly local, regional and global context, trends and best practices.

3. PORTO DIGITAL'S STRATEGY FOR THE TERRITORY

The territorial component is a relevant variable in the Porto Digital strategy. One of the founding beliefs of this initiative is that the densification contributes directly to the construction of some of the most important assets for the prosperity of a habitat of innovation, as cooperation and synergy. This results from the physical proximity, contact and daily exchanges between people who produce and do business.

Even the global corporations look for the best places in the world for its location. The selection criteria combine two sets of factors, such as: (i) located transient characteristics, such as tax incentives, cheap work force or abundant labour; and (ii) local long-term characteristics and difficult to replicate.

Thus, it was chosen a world-class historic site to be the core of Porto Digital territory. In this core, there is a combination of an attractive urban environment with access to culture equipment, leisure, food, tourism and sports. Moreover, other factors are also important for the choice of place, such as:

- (i) Availability of idle space and with relatively low cost to host companies and organizations;
- (ii) Central location in the city, allowing quick access from several points of Recife, in particular the international airport;
- (iii) Availability of areas for expansion also idle when running out the main territory capacity;
- (iv) The aim to boost the revitalization of Bairro do Recife neighbourhood so intensely discussed by various stakeholders in the city;

- (v) The rescue of functional and symbolic character of the place, considered as an unique and central area of the city, when it comes to their representation in the economic and social spheres;
- (vi) The large supply of equipment and cultural events required by the new professionals profile associated, directly or indirectly, to the modern economy;
- (vii) Exceptional quality of life in the case of the potential that the reserves of the mangroves represents together with the presence of an environment defined by rivers.

In this context, Porto Digital strategy for its territory revitalization was developed in three waves as follows below:

3.1. Primary Zone 01

The first step in Porto Digital implementation in Bairro do Recife neighbourhood concerns the identification of the opportunities offered by the island, most of them bequeathed by visionaries who looked at the area as more than a degraded historic space.

Porto Digital's Primary Zone (PZ1), graphically represented in Figure 1, set at the time of creation of the Park, covers the whole island of Bairro do Recife neighbourhood. The beginning of the revitalization process of certain areas occurred by installing anchors companies, which were considered the organizations that actively participated in the creation of the Porto Digital concept.



Figure 1 - Porto Digital Primary Zone 01

3.2. Secondary Zone 01

In 2011, Recife's city hall sanctioned the Municipal Law 17.762/2011 authorizing the expansion of Porto Digital territory to another neighbourhood nearby called Santo Amaro. The law also determined the tax incentives extension that was previously focused exclusively on IT companies for the development of the creative industry sector (cinema, audio-visual production, animation, design, photography, and games), which, in that period, was incorporated into the technology park scope. Thus, the Santo Amaro region also started to be covered by the same tax benefits as the Bairro do Recife neighbourhood, guaranteeing PD's benefits for its residents companies regardless of the area (PZ 01 or SZ 01) where they are located. This secondary zone 01 is highlighted together with PZ 01 in the following Figure 2.



Figure 2 - Porto Digital Secondary Zone 01

3.3. Secondary Zone 02 and Preferred Expansion Zone

In 2013, at the beginning of the current administration, the Recife City Hall and NGPD started a new dialogue on the improvement of tax incentive schemes to Porto Digital companies, having as the main vector the following issues: the resumption of the ability to attract new business, the creation of new jobs, and to extend the same incentives associated to the current territory to other related areas in order to enable its economic revival and also the restoration of the built heritage.

Currently Porto Digital faces concrete demands of areas for expansion from companies that are already located in Recife, as well as from institutions outside the city, which realize the advantage of focusing on the city their new operations. However, it is important to note that the idea of Porto Digital territorial expansion is a public policy strategy. So, it was necessary to discuss this issue with the local and regional governments, as well as with Porto Digital's Board of Directors, which is formed by entities and organizations representing the public sector, university and technology activities of the Information and Creative Economy.

Daily it is common to find in Porto Digital situations of companies that, for different reasons, are not completely sheltered in the current territory defined for the PD (PZ 01 or SZ 01), but they are still associated with the public policy project of IT and Creative Economy development in the technology park.

Given this fact, Porto Digital, after discussions in its Board of Directors, promoted in 2013 an assessment of territorial expansion by incorporating parts of three more neighbourhoods: Boa Vista, Santo Antônio e São José.

Recife's city hall, for the purpose of granting tax benefits, added this new territory, what generated a new perimeter (Figure 3), consisting of three zones: the Primary Zone 1; Secondary Zone 1, and this new Secondary Zone 2. In addition, the city hall suggests the creation of a Preferred Zone Expansion-PZE formed by the length of an important avenue, the Conde da Boa Vista avenue, and its bordering lots, due to its integration via public transport with other defined territories and the need to encourage the resumption of the use of relevant buildings on this avenue that can not reproduce on the upper floors the same dynamism that we see at ground level.

This Preferred Zone Expansion-PZE would not be part of the official territory of PD, but would house new operations of companies already established in the park which, because of its expansion process, possibly not find space in this official territory (PZ 01 and SZ 01 and 02), thus functioning as a kind of lung for them. These additional units installed in the PZE will be covered by PD tax benefits only if the sum of its employees does not exceed 50% of the total staff of the company (considered here the units installed in the official territory and also in the PZE).



Figure 3 - Porto Digital Secondary Zone 02 and Preferred Expansion Zone

4. OUTCOMES


At the beginning, the Porto Digital Management Unit (NGPD) raised about U\$ 5.714.285,00 with the State Government for rehabilitation of buildings to absorb 3 anchors companies to the park. They have been renewed 11,100 m² related to the following buildings:








- (i) C.A.I.S. Porto: A business building where the NGPD is located
- (ii) SECTMA: The Secretariat of Science, Technology and Environment (SECTMA) is the Pernambuco State Government unit responsible for defining and implementing the State Policy on Science and Technology. Porto Digital is one of the actions defined in this policy and SECTMA was the first and main public investor of Porto Digital. And its role as developer of Science and Technology activities in the state make SECTMA an important anchor of Innovation Local System (ILS).
- (iii) C.E.S.A.R: Technology transfer and knowledge centre that develops technological solutions and structure business units. C.E.S.A.R was the first resident of Porto Digital, was born from the University and is still considered one of the main companies of the park.

After this first investment, other outcomes gained prominence, such as:

4.1. Use of empty or underused sets for installation of companies and improvement of urban space

Since 2000, the NGPD raised funds in order to revitalize Porto Digital area as part of the park strategy. This way, the following building were (or are being) renewed:

BUILDING	DESCRIPTION	AREA (m ²)	RAISED VALUE (U\$)	STATUS
 APOLO 181	-NGPD Business Building -Headquarter of NGPD	2.524,37	769.415,13 (R\$ 2.692.952,97)	Finished

BUILDING	DESCRIPTION	AREA (m ²)	RAISED VALUE (U\$)	STATUS
 APOLO 213	Business building where is located the FIAT Innovation Centre (a big Brazilian car industry company)	971,71	1.035.477,49 (R\$ 3.624.171,20)	Finished
 APOLO 235	-PORTOMÍDIA 2 - the centre of Creative Economy focused on movies productions	1.495,11	2.837.661,65 (R\$ 9.931.815,76)	In progress
 VASCO RODRIGUES - (Pavements 1+2+10+11+13+15)	-Accenture Company	10.186,04	1.263.721,67 (R\$4.423.025,85)	Finished
 VASCO RODRIGUES (16ºpaviment)	-Headquarters of NGPD		181.712,45 (R\$635.993,56)	Finished
 VASCO RODRIGUES - Refrigeration System	-NGPD Business Building		641.162,98 (R\$2.244.070,43)	Finished
 VASCO RODRIGUES	Cinema		311.799,61 (R\$1.091.298,63)	In progress
 CAPITÃO LIMA 420	JUMP - Porto Digital Companies Accelerator		980,34	1.040.007,91 (R\$ 3.640.027,67)
CAPITÃO LIMA 420 2º Floor	Porto Digital Companies Incubator	223.130,51 (R\$ 780.956,80)		In progress

BUILDING	DESCRIPTION	AREA (m ²)	RAISED VALUE (U\$)	STATUS
 MOEDA 50 - HOTEL DE EMPRESAS STARTUPS	Companies Hotel - Start-ups	2461,66	1.022.857,14 (R\$ 3.580.000,00)	In progress
 MARIA CÉSAR 68 - PORTOMÍDIA PÓS-PRODUÇÃO	-PORTOMÍDIA - the centre of Creative Economy focused on movies post-productions	1792,93	1.058.571,43 (R\$ 3.705.000,00)	In progress
 APOLO 169	Business Centre	1.160,00	1.634.142,86 (R\$ 5.719.500,00)	In progress
 AC CARUARU	Creativity Warehouse in Caruaru City	1.800,00	1.051.039,66 (R\$ 3.678.638,80)	Finished
 AC PETROLINA	Creativity Warehouse in Petrolina City	1.800,00	1.539.158,80 (R\$ 5.387.055,80)	In progress
 DIÁRIO DE PERNAMBUCO	Business Centre	7.000,00	178.571,43 (R\$ 625.000,00)	In progress
 CIN - UFPE / PORTO DIGITAL	Co-working Space	100,00	28.267,57 (R\$ 98.936,52)	In progress
TOTAL		32.272,16	14.816.698,30 (R\$ 51.858.443,99)	

Since its creation in 2000, it was raised U\$ 36,028,625.58 (R\$ 126,100,189.52) million in investments in the requalification of 80,539.10 m² directly by the action of NGPD and ICT and creative economy companies, as well as associated service companies, infrastructure and services to support innovation and entrepreneurship stimulated by Porto Digital foundation. Other 23,908.04 m² are interventions in progress, with an investment forecast of U\$ 13.677.475,29 (R\$ 47,871.163,51).

The investment made is distributed in:

- (i) Business and Infrastructure, and innovation support and entrepreneurship services in Porto Digital ecosystem
U\$ 11.432.287,55 (R\$ 40,013,006.42) by the direct action of NGPD;
U\$ 19.847.969,00 (R\$ 69,467,891.6) by other initiatives
- (ii) Services Business Associates structuring for ICT value chain and EC, developing actions: education, research and consulting, government or public entities of fostering entrepreneurship and innovation, associations and entities representing the class
U\$ 4.748.369,00 (R\$ 16,619,291.5)

The investments to be made, U\$ 8.834.161,00 (R\$ 30,919,563.51) shall be made by NGPD and the remaining U\$ 4.843.314,29 (R\$ 16,951,600.00) for other initiatives in business and Infrastructure and services to support innovation and entrepreneurship.

In addition to the investments made through the stimulation of Porto Digital's actions, it is estimated that business support services environment users are responsible for the restructuring of 10,233m² and U\$ 7.961.511,43 (R\$ 27,865,290.00). Other investments in the environment were made through tourist and cultural facilities, totalling the requalification of an area of 26,368.51m² and U\$ 43.836.647,86 (R\$ 153,428,267.50) to date.

4.2. Expansion of leisure areas

After 15 years of existence and investments made, it is remarkable the expansion of leisure areas created in the park. The park growth is exponential and, together with the new companies installed, a lot of other initiatives had arising, such as:

- (i) Paço Alfândega Shopping Centre;
- (ii) Cais do Sertão Luiz Gonzaga Museum;
- (iii) Frevo Museum;
- (iv) Porto Digital Warehouses (a complex with restaurants, bars, handicraft centre);
- (v) Marco Zero Square;
- (vi) Arsenal Square, among others, as shown in Figure 4.

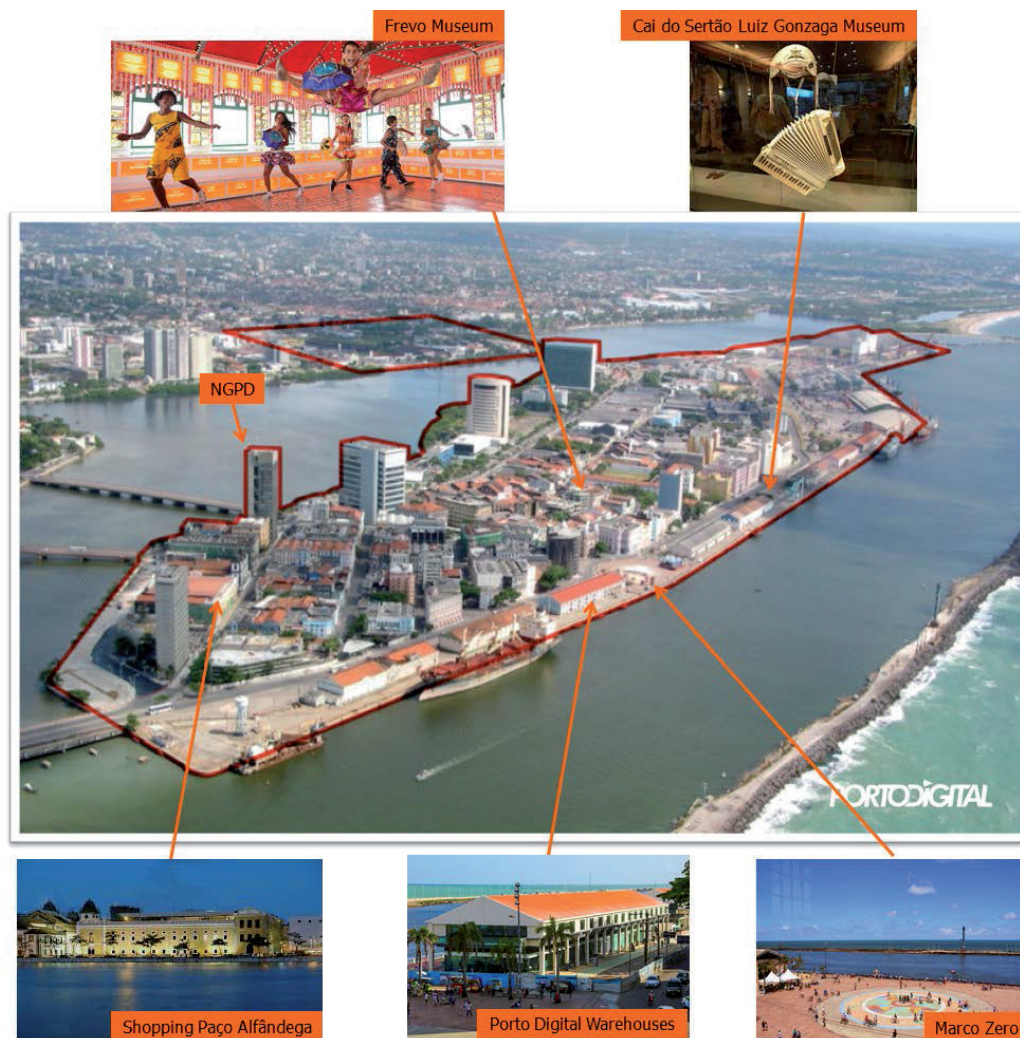


Figure 4 - Expansion of leisure areas

4.3. Good circulation for pedestrians, public transport users and cyclists

As the park brought to the neighbourhood 8.500 workers it also brought a big circulation of people in the area. So, as a result of this, the following actions were made:

- (i) The City Hall closed the Rio Branco Street only for pedestrians circulation;
- (ii) Porto Digital created a project focused on mobility that called Porto Leve. It includes an app that shows all the bus stations in the city, the bus lines that pass in each station and the route each bus line does. This solution helps public transports users providing them easy access to these transport information
- (iii) Porto Digital introduced in the city the concept of bike and car share system (another result of Porto Leve project), placing 10 bike share stations around the park neighbourhood and 5 car stations. The bike share system easily got the people attraction and it quickly gave rise 2 new projects in the city: the expansion of bikes share system with 70 more bike station in the whole city and the introduction of 36,5 km of bike lanes during holidays.

4.4. Mixed-use spaces able to attract users and employ ICT workers

A lot of buildings in the park have a mixed use, such as:

- (i) The IT Business Centre (ITBC) building that is one of the biggest business buildings of the park which has around 30 companies, an auditorium room, a training room and a cafe;
- (ii) Jump Brasil Building has 2 companies incubators, 1 companies accelerator, meeting rooms, auditorium and a co-working space;
- (iii) Vasco Rodrigues building has a diversity of services, like bank, IT companies, Woman Public Department, and is also NGPD headquarters.

These diversities in the buildings facilitate the attraction of users, making their lives easier and helps to bring new employees to the park.

4.5. Expansion of the project beyond the limits of Recife

As part of the internalization policy of the knowledge economy, a commitment made by the Government of the State of Pernambuco in 2014, led to Porto Digital expansion to the cities of Caruaru and Petrolina with the project Creativity Warehouse. The purpose of this project is to promote the reduction of inequalities between the regions of the state through the expansion of opportunities to access infrastructure to support entrepreneurship and innovation.

The city of Caruaru stands out as an important fashion centre of the state, especially textile production, concentrating about 12 thousand factories. The city has a Commercial Pole with more than 500 stores where the Porto Digital has its unit inside it, called Caruaru Warehouse, composed by laboratories with high quality equipment focused on fashion production that can be used by the fashion companies, business room, meeting rooms and auditorium. It aims to provide a support to the city's companies to help them to develop faster with access to the most modern equipment focused on fashion production.

The Petrolina Creativity Warehouse will be opened in the near future, this city, in turn, is located in the hinterland of San Francisco, distant 712 km west of Recife. It is the fifth most populous city of Pernambuco and the second of Pernambuco interior, behind only Caruaru. According to the Economic Development Department of Pernambuco (SDEC), between the years 2007 and 2013 about 28 industries were attracted to the Industrial District of Petrolina, companies installed move the various industrial sectors, such as beverages, food, plastic, textile, metalworking, non-metallic minerals and agro-industry. However, the tertiary sector is the largest producer of wealth of the municipality, representing approximately 60% of the local economy (according to data released by IBGE, 2011).

4.6. Offer a propitious environment for creativity and innovation

Once Porto Digital stimulates companies development, creating new spaces, providing high tech structure, bringing new investments, offering leisure spaces, it facilitate the people to be more connected and more creative. The innovation is part of the park culture. Every week has events happening in the island where the workers can be connected, and where they create and changing ideas. Porto Digital is really a creative and innovative area.

5. IMPACTS AND BENEFITS

Besides the outcomes reached with the revitalization projects executed by NGPD, meeting Porto Digital's strategic objectives regarding its urban territory, there are some mainly impacts and benefits that must be highlighted, which follows below:

5.1. The revitalization itself

A building revitalization is important not only because the property ceases to be degraded, but also because it consists in a action to renew a building a space providing it for various uses at the same time that prevents demolition, eliminates insalubrity, minimizes construction waste and land pollution, transforming the place usable and safe. Such revitalizations impacts were identified in Porto Digital's case as well.

5.2. The increase in the number of residents

Qualified land and buildings in Porto Digital's territory for new residents is scarce, but continuous development is needed to keep up with the park growth. So, on the situation of this lack of enough qualified spaces to meet

the high demand of companies interested in installing their operations in the technology park looking for its lasting and hard to replicate conditions for entrepreneurs and employees, the buildings revitalization created more space for new companies. With that, the number of resident companies in Porto Digital increased. Nowadays, for example, there are around 20 companies in Porto Digital's assets and there are projects (in planning and execution phases) to house up to 70 more companies.

5.3. Leveraging more renovations

Since with the revitalization of many buildings PD's territory became more usable, safe, and occupied, naturally, the trend of the innovative companies of PD's environment were to become more fixed and established in this territory. This situation resulted in the leverage of more renovations made by the company's owners that, together, renovated about 10.000 square metres. Additionally, other institutions from different sectors were attracted to install their operations in the territory, such as: (i) the federal government, that renovated some old warehouse to run a museum; (ii) the state government, who is renovating the pier area with restaurants, pubs, handcraft centre, maritime passenger terminal and business centre; (iii) the local government, that refurbished a secular building to install a museum; and (iv) a federal bank, that transformed the building of the former stock exchange in a cultural centre.

All these impacts, together, promote a boost in the local economy growth, because, at the same time, they contribute to create job opportunities and more usable floor space at competitive price for different trades.

6. DIFFICULTIES

All urban interventions and projects executed, generating all impacts and benefits pointed above, were not that simple or easy to implement. Porto Digital faced some thorny issues in order to follow its strategy and facilitate all the projects execution. All these difficulties can be classified in groups of bureaucracy issues and civil works issues as follows in details below.

6.1. Bureaucracy Issues

Nowadays, in Recife, the legal framework that rule urban interventions is composed by one law from 1996, the Law of Use and Occupation of Land (Lei de Uso e Ocupação do Solo - LUOS), and some public institutions involved, such as: City Hall, the Institute of Historical and Artistic Heritage (Instituto de Patrimônio Histórico e Artístico Nacional - Iphan), and others. So, every project that PD developed before its execution must have been approved by all these institutions based on this specific law.

In this context, the difficulties faced by PD regarding its project for urban regeneration and requalification, were:

(i) Out-dated and static law: As said before, the law that rules all real estate interventions in the city of Recife was written 20 years ago and was never updated. So, it does not consider all evolutions regarding urban issues during this period, neither has a continuous improvement of its legal basis, processes or references. Therefore, it has been difficult to assess the legality of all creative and innovative projects developed by NGPD to the heritage environment that are based on the increasingly global world trends.

(ii) Insufficient law: The law in discussion does not make any specific reference to the heritage aspect of some areas of the city as the area where Porto Digital is located. So, there is no parameters which can be used as reference to develop all projects focused on the park territory that can ensure alignment with the law, bringing about more work for the professionals who will analyse the project legality in all regulatory and supervisory institutions involved in the process.

(iii) Lack of communication and alignment between institutions: The regulatory and supervisory institutions mentioned before are from different instances. So, at the same time, there are local and national agencies analysing the projects. These institutions, however, have no clear and patronized interaction, processes and understanding, what causes considerable delays in the project approval.

6.2. Civil Work Issues

It is related to the difficulties found during the project execution. As the interventions are made in a heritage environment, there are more unusual problems than common constructions as detailed below:

(i) Archaeological Finds: During some constructions, there were some archaeological finds which must be treated and studied by the responsible institutions, leading to the work temporary suspension and consequent project delay.

(ii) Application of Modern Construction Techniques: Since the projects objects are secular buildings, some aspects of them can derail or hinder the idea designed for them. The buildings dimensions as well as its conservation state, in some cases, did not allow the application of modern construction techniques, harming the project innovative and creative aspect.

Some of the difficulties listed above were overcome by NGPD and, in other cases, the team responsible for the project stills working to find an adequate solution in order to hurt as little as possible the project objectives and deadlines. However, these burning issues presented inhibit designer's capacity to devise creative and sustainable projects, which can be more economical and environmentally friendly.

7. CONCLUSION

The territory is one of the main components for an urban technology park. In the last 15 years of existence Porto Digital area has raised R\$ 126,100,189.52 million in investments in the requalification of 80,539.10 m². A lot of building has been revitalized and the neighbourhood has become a new place. Before it used to be a dangerous and inhabited place hosted in an old port. Today it is a synergic environment where people can be easily connected what brings a lot of facilities becoming a perfect place to raise innovation what makes the park more competitive.

Together with the buildings requalification, naturally, the area attracted a leisure side. New spaces were created, such as: mall, museums, squares, handicraft space, bars, restaurants, and cinemas, among others.

As an urban place, the mobility also takes place, especially when put together: a technology environment, traffic problems, and public spaces. New projects were created to make it easier the life of people that use the park area, such as: Bike share system, bus station information system, electric car share system, closed streets only for pedestrians.

The connection between the key actors was essential to make this transformation happen in the city. The market, the govern and the academia had an important role in this changes what made it happen and transform Porto Digital in a place much more alive, connected, innovative and competitive.