



THE IMPLEMENTATION OF THE PEOPLE'S PARK, LUIZ CLÁUDIO HOFFMAN, AND THE TRANSFORMATIONS IN THE REAL ESTATE SECTOR OF THE SURROUNDING AREAS IN TOLEDO, PARANA

THE IMPLEMENTATION OF PARQUE DO POVO, LUIZ CLÁUDIO HOFFMAN, AND TRANSFORMATIONS IN THE REAL ESTATE SECTOR IN THE SURROUNDING AREAS IN TOLEDO, PARANA

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Summary: The inauguration of an urban green area, such as a park, is a stimulus for spatial transformations. Coveted by the real estate market, urban parks generate use and exchange value, boosting the growth of a given space. This research examines the impacts of the planning and implementation process of the Luiz Cláudio Hoffman People's Park on the dynamics of land occupation and the real estate market in neighboring regions. The study investigates the role of the different social agents involved in the production of urban space, including the State, real estate developers and landowners, and how their interests were articulated in the implementation of this park. Using a comprehensive methodology that includes bibliographic reviews, document analysis, satellite images, newspapers, articles, on-site fieldwork, interviews and other relevant resources, the study seeks to comprehensively understand the impacts of the creation of this urban facility. The results of the research indicate that the neighborhoods close to the park, such as Jardim Planalto and Vila Industrial, experienced notable growth after its inauguration. Furthermore, Parque do Povo directly influenced the execution of subdivisions in the urban area of the northern region of Toledo - Pr, influencing the appreciation of these areas, used by the real estate market to convert commodity capital into profit, through the sale of adjacent lots.

Keywords: Green areas, Social Agents; Real estate transformations; Urban Growth.

Summary: The inauguration of an urban green area, such as a park, is a stimulus for spatial transformations. Coded by the real estate market, urban parks generate use and exchange value, driving the growth of a given space. This investigation examines the impacts of the planning and implementation process of the Parque del Pueblo Luiz Cláudio Hoffman on the dynamics of land occupation and on the real estate market in the local regions. The study investigates the role of different social actors involved in the production of urban space, including the State, real estate developers and land owners, and how their interests were articulated in the creation of this park. Using a broad methodology, which includes bibliographic reviews, document analysis, satellite images, periodicals, articles, in situ fieldwork, interviews and other pertinent resources, we seek to fully understand the impacts of the creation of this urban equipment. The results of the investigation indicate that the neighborhoods surrounding the park, such as Jardim Planalto and Vila Industrial, experienced notable growth after its inauguration. Furthermore, the Parque del Pueblo directly influenced the execution of urbanizations in the urban fabric of the northern region of Toledo - PR, influencing the valorization of these areas, used by the real estate market for the conversion of commercial capital into gains, the through the commercialization of existing lots.

Keywords: Green areas; Social actors; Real estate transformations; Urban growth.

1. INTRODUCTION

This research focuses on urban green areas, with an emphasis on urban parks, due to their impacts on neighboring areas and the promotion of environmental benefits. The creation of these parks involves complex challenges, which require the analysis of several aspects, such as intentionality and functionality. In the municipality of Toledo (PR), the Parque do Povo Luiz Cláudio Hoffmann, inaugurated in 2010, plays a relevant role in spatial changes in the northern region of the city. The research is justified by the impact of this project on land use, which can reorient urban expansion. With just over a decade of existence, the impacts of Parque do Povo are still under development, making its investigation relevant.

The aim of the research is to examine the impacts of the planning and implementation of the park on the dynamics of land use and the real estate market in the neighboring areas, analyzing the role of the different social agents involved, such as the State, real estate developers and landowners. The study investigates how the interests of these actors were articulated in the creation of the park and the effects of this intervention on the urban space, focusing on the neighborhoods of Jardim Planalto and Vila Industrial, which showed significant growth after the creation of the park.

The following methodological strategies were adopted for the research: documentary analysis and on-site fieldwork to record the current configuration of the Park in relation to past proposals. The typology of urban space modeling agents proposed by Roberto Lobato Corrêa (1989) was adopted. The database for discussion is also composed of interviews with representatives of each of the social agents mentioned, in addition to articles, books, newspaper articles and other sources that may point to this relationship between the park and the modeling agents.

The interviews were qualitative in nature, with semi-structured questions. They were conducted in two main ways: in person, through audio recordings, and online, through recordings via Google Meet. Four representatives of the real estate market were interviewed, all conducted via Meet. Two civil servants from the Planning Department of the City of Toledo, PR, were also interviewed in person, and the interview was recorded. Finally, a representative of the land agents, one of the sons of Luiz Cláudio Hoffmann (the name after whom the Park is named), was interviewed via Google Meet. In addition, other sources of information were used, such as satellite images, comparisons between photos, documents, the master plan of Toledo-PR, newspapers, and articles related to the topic.

The research is divided into three main moments. Firstly, it focuses on defining urban space and the use of green areas. Next, it dedicates itself to presenting the city of Toledo –

Pr and the Parque do Povo Luiz Cláudio Hoffmann. Finally, the process of creation of Parque do Povo is presented from the perspective of social agents. The conclusions indicate that the study can contribute to the understanding of the dynamics of urban growth in Toledo and serve as an analysis resource for public authorities and future research.

2. THEORETICAL FRAMEWORK

Urban space is the main setting for social interactions, where most of the population is concentrated and lives their daily lives. Santos (2008) highlights the complexity and controversy of the concepts of urban space and city, which, although similar, are not identical. The definition of urban space is intrinsically linked to the capitalist process, where social relations lead to the production of phenomena in space (Corrêa, 1989, p. 09).

This is what urban space is: Fragmented and articulated, a reflection and social conditioning, a set of symbols and a field of struggle. This is society itself in one of its dimensions, the most apparent, materialized in spatial forms.

For Corrêa (1989), urban space is an articulated and dynamic environment that is closely related to the actions of society. It is not an invisible or random process, but rather a production of space originated by the actions of social agents, which give rise to different uses of land. This complexity of social agents generates constant processes of organization and reorganization of urban space. According to Corrêa (1989), the social agents that act in the formation of urban space are the owners of the means of production, landowners, real estate developers, the State and excluded social groups. In this research, we will define three of these agents and discuss their bias within the theme of urban parks in Toledo - PR. These are the landowners, real estate developers, and finally, the State.

For this research, another fundamental concept is that of urban green areas, which play a fundamental role in the quality of urban life, although their definition varies depending on the perspective, such as health, environment, economy and urban planning. This leads to different terms, such as open spaces, green areas and leisure spaces, without an absolute consensus. Based on Lima et al. (1994), green areas are spaces without buildings, with a predominance of vegetation and permeable soil, occupying at least 70% of the surface. Milano (1993) defines urban afforestation as arboreal vegetation in the city, including the afforestation of public roads and green areas, the latter characterized by predominantly natural spaces, regardless of the size of the vegetation. While Nucci (2001) presents a more instrumental characterization

what are urban green areas.

[...] a special type of open space where there is a predominance of planted areas and which must fulfill three functions (aesthetic, ecological and leisure); vegetation and permeable soil (without slab) must occupy at least 70% of the area; it must be public and used without strict rules (NUCCI, 2001, p. 198).

Nucci's (2001) instrumental definition establishes minimum criteria for classifying a space as an urban green area, with the aim of identifying environments that are more suitable for the population to practice leisure. Squares, parks and spas are some examples of green areas that meet these criteria.

This research focuses on an urban green area characterized as a Park. In line with Kliass (1993, p.19), "Urban parks are public spaces with significant dimensions and a predominance of natural elements, mainly vegetation cover, intended for recreation".

This conceptual perspective is crucial for understanding the implementation of these environments, as it involves a complex discussion about the production of urban space and the relationship with green areas.

3. Materials and methods

The research adopts a materials and methods approach aligned with the proposed objectives, which are divided into general and specific objectives. The general objective of this research is to analyze the effects of the planning and creation process of the Parque do Povo Luiz Cláudio Hoffman on the dynamics of land occupation/real estate sector in the surrounding areas. Through this objective, we seek to obtain a complete and in-depth understanding of the relationships between the implementation of an urban park and the transformations in the surrounding areas.

In order to achieve the general objective, specific objectives are established that contribute to its achievement. The first specific objective consists of presenting the current configuration of Parque do Povo, describing its planning process and identifying the stages of its creation and the defining elements of its location. This stage aims to characterize the current model of Parque do Povo and understand how its development occurred. To achieve this specific objective, the following methodological strategies are adopted: documentary analysis and on-site fieldwork to record the current configuration of the Park in relation to past proposals.

The second specific objective is to identify and understand the role of the different urban agents directly involved in the park implementation process. To achieve this objective, the theory of social agents proposed by Roberto Lobato Corrêa in "O Espaço Urbano" (1989) is adopted. Three agents that shape urban space are highlighted: the State, real estate agents and landowners. The interaction between them will be discussed and

analyzed the way in which the conciliation of interests between these agents occurred.

In the third point, of the specific objectives, the configuration of Parque do Povo as an urban green area and its relationship with the urban expansion of Toledo will be analyzed. For this, several sources of information will be used, such as satellite images, comparison between photos, documents and articles related to the topic.

4. RESULTS AND DISCUSSIONS

4.1 THE MUNICIPALITY OF TOLEDO IN PARANÁ AND THE LUIZ CLÁUDIO HOFFMANN PEOPLE'S PARK

The municipality of Toledo is located in the western region of Paraná, more specifically in the Western Paraná Mesoregion and the Toledo Microregion. According to the IBGE census, the population of the municipality is 156,123 inhabitants (IBGE, 2022). Its urban fabric has some valuable characteristics, such as its river characteristics. It is no coincidence that the municipality's anthem begins with "Toledo das águas de prata" (Toledo of the silver waters). This refers to the various rivers and the various lakes, streams and springs that are part of the urban area (TORNQUIST; ALVES; FERREIRA, 2015).

Furthermore, the city offers several notable tourist attractions that make use of these natural resources, such as the Sanga Panambi Linear Park, the Diva Paim Barth Ecological Park and the Luiz Cláudio Hoffmann People's Park. The latter, opened in 2010, is considered one of the most prominent tourist attractions in the city and has been the scene of major transformations in the urban space of Toledo, and is therefore the object of study of this research.

This park is located on the banks of BR-163 and has an area of 343,000 m², and is accessed through the Vila Industrial neighborhood, on Rua 13 de Abril. The park is located in the northern region of Toledo, close to the Jardim Planalto and Vila Industrial neighborhoods (Figure 1).

Figure 1. Location of the Luiz Cláudio Hoffmann People's Park.



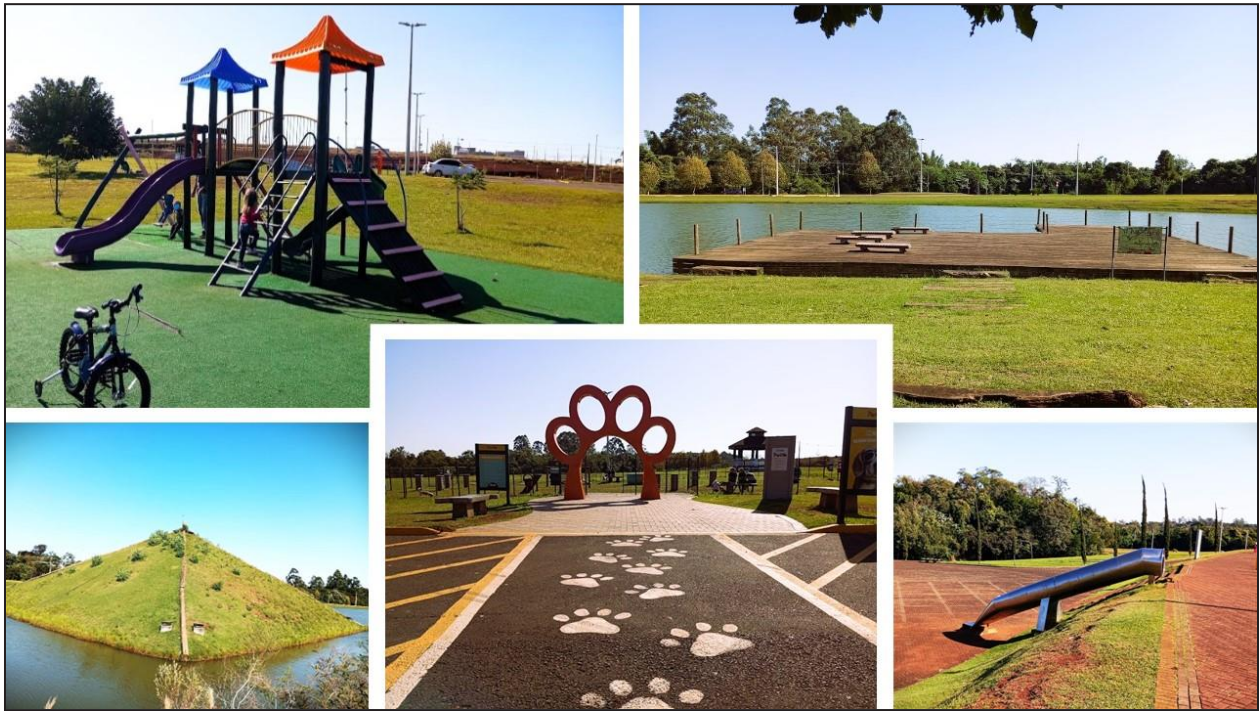
Source:Rose (2024)

According to the justification for Bill 125/2010 sent by the Executive Branch, “the Perimetral Park was named Parque do Povo 'Luiz Cláudio Hoffmann' as a posthumous tribute for his work in the social, community and professional areas and for his contribution to the development of the Municipality” (TOLEDO, 2010). The Bill also determines the rules for using the new park. No commercial activity will be permitted in the area. The sale of snacks and drinks from stalls or trailers will not be permitted. In addition, it also prohibits the installation of courts or fields for the practice of collective sports activities. The proposal determines that Parque do Povo:

The park's main purpose is to reconcile the protection of flora, fauna and other environmental resources, with their use for educational, scientific, sociocultural, recreational, religious and charitable purposes and events, aiming to provide leisure, rest and conditions for a healthy quality of life to the population (TOLEDO, 2010).

Even with these reservations, Parque do Povo has a variety of attractions, including the Gardens of the Palace of Versailles, the Cherry Orchard, the Landscape Pyramid, the Araucárias Park, a stainless steel slide, a seniors' gym, floating decks, a bridge with the seal of love, among other options (Figure 2).

Figure 2. People's Park Equipment



Source:Rose (2024)

Tornquist, Alves and Ferreira (2015) emphasize that Parque do Povo Luiz Cláudio Hoffmann stands out for its composition as a set of distinct spaces, many of which are characterized by regional history or references to other countries. Tornquist, Alves and Ferreira (2015, p. 48) describe these spaces as the Parque do Povo pyramid, the gardens inspired by the Palace of Versailles, the bridge of the seal of love, the slopes, among others.

After analyzing the current layout of Parque do Povo, it is clear that it is an environment that offers several attractions. However, there are still some negative aspects to its layout, such as the lack of courts and multi-sports complexes, which are prohibited by law, in addition to the lack of shade for the comfort of visitors. Despite this, the positive aspects stand out and make the park one of the main landmarks of the city of Toledo. The park is a reference for the entire city of Toledo, especially for the northern region, which has experienced significant urban expansion thanks to the influence of the park.

4.2 THE PROCESS OF CREATING THE LUIZ CLÁUDIO HOFFMANN PEOPLE'S PARK FROM THE PERSPECTIVE OF SOCIAL AGENTS

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When contacting the Toledo city government through the urban planning department in 2023, it was found that the process of creating the Luiz Cláudio Hoffmann People's Park occurred in different stages. The People's Park was inaugurated in 2010, but its construction was only completed in January 2012, after a significant investment by the Toledo city government.

According to Bezerra (2013), US\$ 952,955.00 was invested by the municipality, and the Inter-American Development Bank (IDB) loaned US\$ 1,018,300.27, totaling an investment of US\$ 1,971,255.27. This project's main objective is planned and sustainable urban expansion, seeking to harmonize the city's growth with environmental preservation and the social and economic development of the northern region of the city (Bezerra, 2013).

In an interview with a State representative, we spoke with Lorisvaldo de Souza, who said:

The Luiz Cláudio Hoffmann People's Park [...] started, let's say, there was a mayor here in Toledo who really liked to copy some situations that worked in other municipalities, so he would travel and bring some new facts to Toledo [...] then came the idea of creating the People's Park, that is, a park like the parks in Europe, which are open parks, large and spacious, where it is common for people to spend the whole day, to hold events, festivities, walks with children, dogs, games like flying kites, so he had several concepts from outside and then brought them to the municipality of Toledo (Souza, 2023)

The public administration of Toledo has demonstrated a clear intention to manage the city's natural resources appropriately, seeking to increase both the green areas available for leisure and for environmental preservation. However, the process of producing urban space is complex and each action taken generates transformative consequences for the urban environment. It is important to highlight that the justification for investing in Parque do Povo is not limited to its use for leisure and environmental value, but also to its potential for increasing real estate value.

The presence of a green area can attract real estate investors, in addition to contributing to urban expansion. In this sense, it is essential to evaluate the process of creating this Park, which was evaluated by the Toledo City Council and approved on September 13, 2010.

The creation of the Parque do Povo Luiz Cláudio Hoffmann was approved by the Toledo City Council in the session held last Monday – September 13 – through the unanimous vote of Bill (PL) 125/2010. In practice, the proposal formalizes the creation of the so-called “Perimetral Park”, a 343 thousand m² leisure space that is being built by the City Hall in the northern region of the city (TOLEDO, PL 125/2010, 2010).

The unanimous approval of Bill 125/2010 by the Toledo City Council demonstrates the convergence of interests among council members in favor of creating the park. These council members, through their mandates, are part of the local government, which represents the authority of the State, one of the main agents responsible for the configuration of the urban space of the municipality of Toledo.

Furthermore, the reconciliation of interests was not limited to just a few councilors, but

also involved representatives of real estate agents. According to Bezerra (2013, p. 10), the creation of the Park:

It relies on the partnership of the real estate sector, which owns urban land in the expansion zone. The reconciliation of interests occurred with the definition of urban indexes for a plot of land in subdivision where a better urbanization standard will be promoted. The proposal had the support of the real estate sector, which, before seeing these new rules as a market restriction, saw them as a guarantee of the upper middle class market that values green areas and larger lots.

With the creation of Parque do Povo, real estate agents saw an opportunity to transform commodity capital into money capital, since the green areas around the park are highly appealing and the sale of these areas becomes a good opportunity to make a profit, increasing the value of the land and transforming it into a commodity to generate profit.

Furthermore, we still have the interests of the landowners. Parque do Povo was implemented in rural lot no. 134-A.2 and in rural lot no. 134/135/136-B.2, of Linha Marreco, 8th Perimeter of Fazenda Britânia. These allocations made by the public authorities on rural lots were established by decree no. 30, of February 21, 2009. This declares properties located in the urban area of the municipality of Toledo to be of public utility for the purposes of expropriation, intended for the implementation of the Parque Perimetral Norte.

These lots had no improvements when they were acquired and belonged to Osvaldo Hoffmann. With the acquisition by the city hall, the property was expropriated by mutual agreement. According to the Director of the Department of Assets and General Services of Toledo (2023), rural lot number 134-A2 cost the government coffers R\$71,678, while rural lot 134/135/136-B, registration number 5,030, had a value attributed in the negotiation of R\$1,214,538.00. Both expropriations occurred amicably.

With the creation of Parque do Povo in Toledo, the State, real estate agents and landowners all had a direct contribution to the park's existence. To facilitate understanding of how each of them acted, an explanatory table will be presented to facilitate understanding of this relationship, as shown in Table 1.

Table 1. Performance of social agents in Parque do Povo

Social agents	Performance at the Luiz Cláudio Hoffmann People's Park
Agents real estate	It is possible to see that the entrepreneurs actively participated in the process of creating the park, encouraging and influencing the government in decision-making. They saw the opportunity to transform commodity capital into money capital by increasing the value of the green areas around the park in order to generate profit. In addition, it was found that they benefit from the green area, using it as a marketing strategy to increase the value of their products.
State	It represents the dynamics of Toledo society, which is constantly expanding its urban area and needs to expand its green areas to meet the demands of the population. To this end, the government acquired land from landowners, using both mutually agreed expropriation and judicial processes. In addition, there was collaboration with real estate agents so that the northern area of the city could grow and develop within its urban fabric.
Owners landowners	They sold the lands that now make up the park to the State, profiting from the sale of the registrations involved in the expropriation. They also played an important role, negotiating with real estate agents and receiving attractive prices to sell their properties.

Source: Pink (2023)

From the analysis of Table 1, it is possible to note that there was a reconciliation of interests between the three social agents that shape the urban space. This reconciliation of interests is only possible if all parties are satisfied with the benefits that the space can offer, since real estate agents saw an opportunity for profit in the appreciation around the park and used this as a marketing strategy. The government acquired land from landowners to expand the green areas, counting on expropriations and collaboration with landowners who profited and also favored the growth of the city.

It is important to highlight that this reconciliation of interests between social agents does not always occur, for example, with the interviews conducted with real estate agents, for Kloh (2023), partner and owner of the Aliança real estate company in Toledo, “there is also another difficulty, convincing these owners to bring in income and get off the land. Many are almost dying there and cannot take advantage of it, but they will not get rid of it”.

This statement highlights the challenge of persuading landowners in Toledo to use their properties “productively” and consider selling them. It highlights the plight of many elderly landowners who are unable to fully utilize their land but are still reluctant to part with it. According to the interviewee, this difficulty can represent an obstacle to the city’s development and planning.

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However, this reality was not observed in the case of Parque do Povo, since the Hoffmann family observed that it would be viable to sell the space. During the interviews, there was an opportunity to talk to Marcelo Francisco Hoffmann, who works both as a land agent and as a real estate agent, since the lands around Parque do Povo belong to him and his family, and is also a real estate agent as he is a partner and owner of the 4H development company. For Mr. Marcelo Hoffmann (2023), "My family has always played a fundamental role in promoting development, including in the South and Southwest regions of Paraná, and when he arrived here too, in the West, when the city hall began surveys to purchase the land, your grandfather quickly understood that it would be the best decision to be made, recognizing that this would bring benefits to many people in the community."

For the Hoffmann family, Parque do Povo was a very important investment for Toledo, and they understand that investing in high-end developments in the region can further boost the growth and appreciation of the area. For them, this strategic approach not only benefits 4H's business in the short term, but also contributes to long-term real estate appreciation.

What we are trying to promote now, for example, in this developer we are going to invest, we are even building a gated community, there is another area that we are also going to work on, my idea is actually to invest to enhance the place, with the aim of creating more value than what already exists, that is the idea. (Hoffmann, 2023)

4.3 THE ROLE OF PARQUE DO POVO IN THE EXPANSION PROCESS OF THE CITY OF TOLEDO - PARANÁ.

The inauguration of Parque do Povo was one of the most important works and achievements of the process of urban expansion, improvement of quality of life and environmental preservation in the northern area of the city, being a true postcard of Toledo (GAZETA, 2021). This is because the park provided ventilation and directed the expansion of the city to the northern area.

After the park was opened, several subdivisions were built in its vicinity. This can be seen in the satellite images shown in figures 3 and 4. It is important to note that, due to the high investment in these areas, it is likely that the population that will live in these residences will have a medium to high income. Although the process is gradual, it is already possible to see this trend in the evolution of the local landscape.

Figure 3. Location of Parque do Povo in 2010



Source: Rose (2024)

Figure 4. Location of People's Park in 2024



Source: Rose (2024)

Over the years, Toledo's urban expansion has been remarkable and when comparing figures 3 (2010) and 4 (2024), we can identify two main points of growth. The first point is the Vila Industrial neighborhood, which already existed before the creation of Parque do Povo, but which had a considerable expansion in its urban fabric with the opening of subdivisions such as Brisa do

Lago and Quinta do Lago. The second point is the creation of the Jardim Planalto neighborhood, which has become an important real estate hub with subdivisions such as Nexus, Rossetto, Flor do Campo and the Raio de Sol under construction. All of these developments emerged after the creation of Parque do Povo, contributing to the expansion of the northern area of Toledo.

The first point of expansion is the Vila Industrial neighborhood, which had its urban fabric expanded and received new subdivisions. One of these subdivisions is Brisa do Lago, located between Santos Dumont and Waldemiro Merlo streets, inaugurated on July 2, 2020 by the company Loteamento Brisa do Lago LTDA - CNPJ 37.596.394/0001-00. The company is part of the Pascoal Loteamentos group, one of the real estate agents in the city of Toledo, and currently uses the green area as a positive marketing point, as demonstrated by the subdivision's slogan: "Close to the lake, close to downtown, close to being yours!" (PASCOAL LOTEAMENTOS, 2022).

Another project created for the expansion of Vila Industrial is the high-end subdivision Quinta do Lago, owned by the company 4H Incorporadora Ltda, with CNPJ 34.540.295/0001-00, founded in 2020 to manage real estate projects. The subdivision has larger lots and complete infrastructure to serve a demanding market niche that seeks a life surrounded by nature and with security, using the park as a positive marketing point to promote its real estate products. In its project descriptions, the use of phrases such as "live surrounded by nature and security" and "take advantage of the opportunity to live a few meters from Parque do Povo, providing a better quality of life and comfort for your family" is notable (QUINTA DO LAGO, 2022).

The second point of urban expansion is in the Jardim Planalto neighborhood, which was developed after the creation of Parque do Povo, and therefore has several new subdivisions. One example is the Nexus subdivision, owned by the Petros Imobiliária group and located on Rua Shirley Maria Lorandi Saurin. With 90 available plots, starting at 360 square meters and a minimum frontage of 12.50 meters, this development offers a complete infrastructure, including LED lighting, trash cans on every corner, paver paving, easy access, and green areas (IMOBILIÁRIA PETROS, 2023).

The Jardim Planalto neighborhood is also home to other notable real estate developments, such as the Rossetto and Flor do Campo subdivisions and, soon, the Raio de Sol subdivision. All of these investments were launched after the creation of Parque do Povo, and although they are not yet fully occupied, they have already been opened or are in the process of being built.

Parque do Povo, from its conception to its completion, has become an example of how the creation of a green area can directly influence the urban expansion of a city. The park benefits the environment, providing numerous benefits that are valued by the real estate market. By selling a property near it, you attract buyers interested in your

qualities and advantages. Therefore, due to the amenities it provides, there is an increase in the value of the lots, which also attracts a more specific social class to this region. To illustrate this phenomenon, we can compare the value of the subdivisions near Parque do Povo with those located in other regions of the city of Toledo, in Paraná.

In the Nexus subdivision, located in the Vila Industrial neighborhood, on Shirley Maria Lorandi Saurin Street, a 360m² lot offered by the Petros real estate agency is valued at R\$295,000.00 (figure 15). On the other hand, a 315m² lot located in the Vila Pioneiro neighborhood, offered by the Ativa real estate agency, is valued at R\$140,000.00 (figure 5). It is worth noting that, although the Vila Industrial lot is 45m² larger than the Vila Pioneiro lot, it is important to note that the monetary difference is R\$155,000.00. This value is considerably higher, not only due to its size, but also due to the proportion of appreciation that occurs in the neighborhoods near Parque do Povo.

Figure 5. Price variation between subdivisions: Nexus and Vila Pioneiro subdivisions

PETROS
IMOBILIÁRIA
CRECI: 306574

Ref.: 1284 | **R\$ 295.000,00**

TERRENO JARDIM PLANALTO

(m²) Área do Terreno: **360,00**
(m²) Área do Terreno

Observações:

Endereço: Rua Shirley Maria Lorandi Saurin Bairro: JARDIM PLANALTO

Cidade/UF: TOLEDO/PR Loteamento: Loteamento Nexus

O LUGAR DOS SEUS SONHOS AGORA É REALIDADE!!
LOTEAMENTO NEXUS!!

ATIVA
IMOBILIÁRIA

Terreno Lote - Vila Pioneiro Residencial

Venda	140.000,00
(ITBI, Registro, Escritura e Cessão)	CONSULTE-NOS
Total	140.000,00

Código: 9392 Fazer Pergunta: **Dúvidas** A. Terreno: 315,00 M²

Descrição do Imóvel Terreno localizado na Vila Pioneiro, com 315,00m²
Seja bem vindo! Por R\$140.000,00

Simule um Financiamento

Source: Pink (2022)

As a result of this urban expansion in the Parque do Povo region and the significant commercial appreciation of this space, it is clear that the social level of this area of the city tends to become middle/upper class. This is due to the characterization of this urban network, which points to a high and exclusionary cost of living. Only specific segments of society can afford to acquire and maintain these spaces, so it is questionable who exactly this benefit is intended for.

FINAL CONSIDERATIONS

This study analyzed the implementation of the Parque do Povo Luiz Cláudio Hoffman in Toledo (PR), focusing on the transformations in the real estate sector of the surrounding areas. The park is justified for two main reasons: environmental, contributing to the creation of an aesthetic, ecological and leisure space; and economic, benefiting the real estate sector, which invested in the surrounding areas, attracting new subdivisions and generating profits.

There was an articulation of interests between the three main social agents involved in the formation of the urban space: the government, real estate developers and landowners. The park boosted the value of the surrounding areas, used as a marketing strategy by real estate developers, while the government expanded green areas with the collaboration of landowners. However, the dialogue between the agents was not always harmonious, as evidenced in the interviews with representatives of each group, especially when interests between the use value and exchange value of the land came into conflict.

The creation of the park became a landmark for the city, especially in the northern region, which experienced rapid urban expansion. The park attracted a middle/upper-middle class due to the amenities it offered and the appreciation of the land. This expansion increased the value of the properties, resulting in the predominant occupation by people with higher purchasing power, generating an elitism of daily access to the park.

Ultimately, Parque del Pueblo represents not only a physical landmark in Toledo's urban landscape, but also a testament to the transformative potential of installing urban parks in their surroundings and even in a given region within a city.

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