



SPONTANEOUS COMMERCIAL RUNNERS IN THE CITY OF MACAPÁ: A CASE
STUDY IN THE NEIGHBORHOOD NEIGHBORHOOD

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SUMMARY

The formation of Spontaneous Commercial Corridors arises in the context of the decentralization of commercial activities in the central areas of the city towards the sub-centers, a factor caused by the population demand existing in the peripheries. This article aims to analyze the dynamics of the formation of the spontaneous commercial corridor in the Novo Horizonte neighborhood in the city of Macapá and its consequences for urban planning and affectivity of the city's social function. The study sought to carry out a general analysis of the formation process of spontaneous commercial corridors by characterizing it in a conceptual way and then presenting a case study as a practical approach to its arrangement. As a result, there are some structural factors that induced the emergence of the spontaneous commercial corridor, emphasizing the implementation of commercial areas also as a coefficient of changes in urban infrastructure. The conclusions point to the resilience of Rua Cicero Marques de Souza in the city of Macapá as a place of great structured commercial diversity, referring to the need to consider the complexity of this phenomenon in the formulation of public policies for the ordering and urban planning of Macapá.

Key words: Commercial Corridors, Spontaneous, Urban Planning.

INTRODUCTION

Considering the new dynamics of space use in Amapá driven by factors such as intense migratory movement, lack of parking, a change in the attitude of local commerce, some roads in Macapá are altering their original characteristics and becoming authentic corridors of concentration of commercial activities and service provision. According to Porto (2003), The accelerated demographic growth of the city of Macapá triggered the urban expansion of the city, along with the economic and social transformations in the intra-urban scope.

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For TOSTES (2006) in his study of the Urban Structure of the former Territory of Amapá, in the 1970s the urban population of Amapá was distributed in five cities, some villages and small clusters, which, strictly speaking, lacked fundamental elements of a typically urban structure. Of the five cities, Macapá (and its districts of Santana and Serra do Navio), Amapá, Calçoene, Mazagão and Oiapoque - Capital of the Territory, concentrated more than 80% of the urban population. It should be noted that we are dealing with a young state in its structural context, but which already suffers from the problems caused by the inefficiency of urban planning.

In this context, the urban Macapaense presents itself with new forms and features; the layout of the roads was the most affected by the city's growth. "Currently, Macapá is considered a medium-sized city, due to its functionality as a distribution and decision center in relation to other municipalities in the State of Amapá. (PORTO, 2003).

The urban expansion caused by the emergence of new neighborhoods is also one of the factors that lead to the decentralization of commercial activity in Macapá. In this sense, commercial corridors begin to form Para Morais and Araújo (2005, p.246) "commercial corridor, this is where regulars and other social agents circulate who, following avenues, streets, corners and sidewalks, establish their sociability and territorialities, discovering the places to stop in the small routes". , in the radial ways to the center, and the centers of more peripheral neighborhoods, places where the population density is more accelerated.

In the case of commercial corridors, it is important to mention that empirically it is already possible to identify several spontaneous formations in Macapá neighborhoods, such as on the Seventh Avenue in the Congós neighborhood, Claudomiro de Morais in Novo Buritizal and the object of study of this research, Rua Cicero Marques de Sousa, located in the North Zone of Macapá in the Novo Horizonte neighborhood. Spontaneous decentralization since no action has yet been noted by the government or by the bodies responsible for urban planning in the city with a view to planning or controlling the expansion of trade and the formation of other shopping centers. To speak of the city is inevitably to speak of history, place and mainly of its users as participants in the plot that forms the identity and characteristics of a region (TOSTES, 2014).

Therefore, with regard to the city, one of the main challenges that municipal administrations must face is the control of the process of expansion and urban and occupational development that has been taking place in the city of Macapá, and to a large extent aggravated by the recurrent pattern of urbanization. which is configured in Brazilian cities, which has caused great distortions in the urban structure, with marked contrasts between idle central areas and very dense and precarious peripheries. In this sense the question that permeates this theme is: how to understand the dynamics of urban space, in the Novo Horizonte neighborhood, reflecting on the factors that contributed to the expansion of spontaneous commercial corridors in Macapá

2 METHODOLOGY

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For the development of the research, a bibliographic survey was made for the proper foundation of this research in books, articles, scientific journals, documentary and spatial analysis and specific Legislation, with regard to the Urban Planning process in Brazil and in the Northern Region and so on. as its importance for the development of the city of Macapá.

This research is characterized as descriptive, because according to Richardson (1999, p.66), "descriptive research aims to describe the characteristics of a phenomenon." Thus, it aims to describedynamics of urban space, in the Novo Horizonte neighborhood, reflecting on the historical processes that contributed to the expansion of commercial corridors spontaneously, taking into account a qualitative approach, and in the opportunity the application of questionnaire for the historical survey of the constitution of businesses along Rua Cicero Marques de Sousa in the Novo Horizonte neighborhood.

Field research was also carried out which according to Gil (2009), consists of a much more in-depth study of the questions proposed, with the application of semi-structured interviews and photographs, in addition to the collection of geographical coordinates at the beginning of August. The semi-structured interviews contained pre-defined questions. These were important to understand the problem of the proposed work. They had a quantitative and qualitative aspect.

Collections of geographical coordinates were carried out at points previously diagnosed with field research, interviews and photographs. They were carried out with the use of GPS - Global Positioning System, model Garmim Etrex and are represented in the research through maps and location coordinates of commercial points. For the construction of the cartographic base, the digital meshes of SEMA (Secretaria de Meio Ambiente do Amapá), the Geographic Information System (GIS) and the ArcGis 10.1 software were used.

3 URBAN PLANNING IN BRAZIL AND THE DYNAMICS OF COMMERCIAL CORRIDORS IN AMAPÁ

Urban planning in Brazil started at the end of the 19th century, the same scenario where the modernist movement broke out. This movement is intrinsically linked to the new social and technological realities resulting from industrialization, hence the definition of Modern Urban Planning. For Harrey (2008), modernism emerged as a reaction to the new conditions of production (the machine, the factory, urbanization), circulation and consumption.

According to Maricato (2000) of modernism, this urban planning gained a positive inheritance, the belief in linear progress, in universal discourse, in a holistic approach. From Keynesian and Fordist influence, planning incorporated the State as a central figure to ensure economic and social balance, and a mass market. The theoretical matrix that fed urban planning in the capitalist countries, but not only in these, but also in the socialist countries and which supported the teaching and practice of urban and regional planning in Latin America, attributed to the State the role of bearer of rationality, which avoid market dysfunctions, such as unemployment (regulating work,

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promoting social policies) as well as ensuring economic and social development (with incentives, subsidies, infrastructure production, regulating prices,

In this sense, the Andean Charter, drawn up in 1958, defines planning as a “continuous and permanent application method, designed to rationally solve the problems that affect a society located in a given space, at a given time, through a forecast able to anticipate its subsequent consequences ”(FERRARI, 1977, p. 34). It is important that planning is understood as a continuous tool, whose context occurs constant feedback, which gives it the necessary dynamism, being based on multidisciplinary, the basis for the proper integration of the areas involved.

For Monte-Mór (1980), the expansion of the urban fabric, supported by popular housing and public transport, the valorization of the central spaces of the city becomes a priority to reaffirm the pact of progress and modernity, complementing the class strategy of bourgeoisie in its consolidation in the space of power. Urban improvements, and in particular, the beautification of central urban areas with the construction of large urban parks and squares adorned with public art, cultural facilities and public buildings of neo-classical (Greco-Roman) and / or eclectic inspiration (combining several cultures) characterized the movement called City Beautiful by Foglesong (1986), based on the architect Daniel Burnham, exponent of the Chicago School of Architecture who, together with Louis Sullivan and others, planned the downtown area of Chicago.

Currently, it is undeniable to talk about the inexistence of Urban planning, since studies formulated through periodicals, books and articles show advances in this theme, from the point of view of city planning, the master plan itself is one of the tools that best evidence the theory of Planning Urban in Brazil. According to Tostes (2006), the master plan is an eminently political instrument, whose objective should be to provide transparency and democratize urban policy. Based on the master plan of (2004),

The Macapá Master Plan is the basic instrument of the development and urban expansion policy of the Municipality of Macapá. Establishes the fundamental guidelines and rules for territorial ordering and for urban property to fulfill its social function. As of the approval of the City Statute by Law No. 10,257 of 10/07/2001, it also opens up a perspective for the Municipal Executive Branch to act in an inductive manner in urban development, applying new instruments of urban policy. In this sense, the multiannual plan, the budgetary guidelines and the annual budget must incorporate the guidelines and priorities defined by the Master Plan.

Based on the above, this is a tool that, in addition to proposing solid and sustainable planning for the municipality, also provides budget guidelines and it is up to the managers of the annual budget to incorporate the guidelines and priorities defined by the Master Plan as a priority in actions to be taken. be executed.

For Silva and Tostes (2011) the study of the urban assumes that cities are inserted from the territorial, social and environmental dynamics. The adoption of public policies seeking urban sustainability implies rethinking the development model, rethinking the development of social and economic relations in the sustainable city.

Given this scenario, there is no way not to recognize that urban planning is the appropriate instrument to propose the organization of space in order to make it more worthy to its occupants, however it is necessary to consider its long-term effects, to

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allow a shared construction, as well how to better understand the urban system in its entirety, in contrast to its current technocratic reductionist vision.

Macapá being the capital of Amapá has undergone many transformations in its urban form and even in its administrative relations. Macapá, currently presents its modified urban forms, however with similar actions of the old traditional center. The shapes are represented by stores, imported goods, government offices, banking services, public spaces and others. Informal commercial relations are very present in the city, a factor that came from the ex-territory, due to the entry of migrants, attracted by political speeches or expectations of new life (PORTO, 2003).

As for the urban expansion carried out by Macapá, a large part comes from migrations that are much more external than internal, according to data from Campo (2010), where about 60% inhabitants of newer neighborhoods, located in the north and southwest areas, are composed of migrants from the islands of Pará (Afuá, Breves and Chaves) and Maranhão. This population increase and, consequently, urban expansion, propitiates the emergence of commercial demands on the part of the local population.

The appearance of new corridors is triggered by a series of factors, among which we can highlight some. The first is the demographic growth mentioned above, the extension of the city with the consequent increase in distances and the emergence of more peripheral neighborhoods, making it economically viable to offer trade in new locations outside the traditional center of Macapá. The scarcity and high cost of land in central areas, coupled with generally more rigid land use and occupation laws in the Center, can also induce the search for new areas.

Other factors responsible for the formation of new corridors are the development of means of transport (bus, truck, automobile) and the appearance of attraction factors in non-central areas such as low-cost unoccupied land, implanted infrastructure, attractive qualities of the site such as drainage and topography, possibility of controlling land use and other amenities.

4 COMMERCIAL AREAS AND THEIR IMPACTS ON URBAN MOBILITY IN MACAPÁ

When commenting on the commercial corridors with a focus on their spontaneous appearance, it is noted that some circumstances drive these changes that occurred in the space in which the Macapá neighborhoods are located. One of the factors visible on map 01 is the large number of neighborhoods.

Map 01 - Macapá Neighborhoods

Source: SEMA Cartographic Base; Cartography: Elaborated by the Authors, 2016.

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The spontaneous appearance of the corridors of commercial activities is strongly based on the large migratory flow that occurs in the process of expansion of cities and, consequently, in the process of horizontal expansion of access to housing. The increase in the area occupied by people in the cities and the consequent needs that accompany them create a favorable environment for others, called entrepreneurs, to start meeting consumer demands and establish from then on new perimeters of services and activities offering commerce in a certain region of the neighborhoods.

Another determining factor for the appearance of spontaneous commercial corridors, is the fact that in the traditional centers of cities there is no longer any way to handle the demands coming from all regions of that place. The absence of parking and other conditions to attract the demands of the peripheries plays a decisive role in strengthening decentralized commercial corridors, given that in the current situation, residents tend to seek more and more quickly and agility in meeting their demands.

The variation in the framework makes evident one of the main characteristics of the modern city: the inversion of the center / periphery relationship, a consequence of an unprecedented acceleration of urban growth throughout the 20th century. This finding has two consequences: the notion of a center has changed profoundly in a few decades; large agglomerations have several poles. (PANERAI, 2006.p. 135).

As Panerai (2006) attests, the contemporary city can be adequately characterized with the expansion of the notion of center and the verification of the existence, as the case may be, of complementarity or competition between the different poles that compose it.

Considering the aspects related to the consumption that exists and that will be stimulated or even the need to be met in a given location, it has a strong influence on the promotion of the installation of economic activities such as the offer of products and services in locations far from the city center. Shopping centers and / or commercial corridors began to show a strong movement of decentralization of the points of offer of products and services, due to the change in behavior and consumption habits of the people who live in the regions in focus.

The emergence of commercial corridors and especially their constant changes has a strong influence on the turnover of people living in the localities since their initiation, even when some decide to change their homes. The fact is that the demand for products and services is already created and you will need someone to supply and meet those needs. It is also worth mentioning that the expansion of neighborhoods exponentially contributes greatly to the strengthening of these economic activities.

Nowadays, practically all cities have exploded and almost all guides have started to include a schematic map of the agglomeration, in which relevant geographic data - rivers, forests, mountains - are mixed with routes of highways, bus stations and airports, allowing an orientation on a territorial scale in which the details of the city are no longer so important (PANERAI, 2006 p. 140).

Given this scenario one of the biggest challenges for Brazilian urban planning is to order the city and improve it even in the face of an unfavorable scenario where cities full of social tensions and unequal environments are configured. Thus, the planning of

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urban spaces cannot be thought from the perspective of a rational, technical, centralizing and reproducing plan of the capital force, as shown in table 01.

Table 01 - Main characteristics of Cicero Marques and Candido Mendes streets

CICERO MARQUES	CANDIDO MENDES
Avenida Comerciária, retailer, services and wholesaler	Street, services, wholesaler and retail predominance
Predominance of clothing and meat retail trade (butcher shops)	Predominance of the clothing trade
Place of residence and distribution of products and services	Place of residence and distribution of products and services
Absence of banking institutions	Presence of a strong banking structure
Outskirts of the City, large population concentration, area of special social interest according to the Master Plan	City Center, low population concentration, commercial area according to Master Plan
Absence of sidewalks, parking, accessibility and specific signage	Presence of sidewalks, parking, planned areas with specific accessibility and signage.

Source: BEZERRA; CASTRO, 2016

In practice, as shown in table 01, urban planning did not seek to articulate actions with public policies on housing, transport, basic sanitation, accessibility, infrastructure and others that interfere in the daily practice of business. In fact, more than solving the questions posed by accelerated urbanization, these actions need to favor private capital and depoliticize the demands under the tutelage of technical rationality, taking into account the political, social and economic determinants of the neighborhoods.

5 THE DYNAMICS OF THE SPONTANEOUS COMMERCIAL CORRIDOR OF BAIRRO NOVO HORIZONTE

The study area of this research and the Novo Horizonte neighborhood in the municipality of Macapá, capital of the state of Amapá. According to Brazilian Institute of Geography and Statistics (IBGE), its population in the 2010 Census was 24 360 inhabitants, 11 996 men and 12 364 women. It had 5,782 permanent private households, which were distributed over a total area of 15.3 km². It is the largest neighborhood in Macapá by area and the second most populous, according to IBGE, second only to the neighborhood Buritizal, which had 25 651 inhabitants in 2010.

So far, in Amapá there is no study aimed at identifying new commercial corridors. Thus, the question that permeates this research is to show that in the Novo Horizonte neighborhood, specifically along Rua Cícero Marques de Sousa, there are a series of commercial activities that have emerged over time and accompanied by the

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demographic growth of the region, which characterize the existence of a Spontaneous Commercial Corridor.

The term spontaneous is the one used in this work in order to identify an unplanned area, that is, one formed spontaneously over time, through the emergence of commercial establishments initially built or not for commercial purposes, a characteristic phenomenon of the formation of the centers themselves. According to the Aurélio dictionary (2013) something that occurs naturally; whose development is not premeditated; that does not possess or demonstrate artificialities; natural and sincere: he was always a very spontaneous subject.

An important implication of this spontaneity phenomenon, the center of our explanations, is that many of the facilities in the planned centers are lacking, such as parking, pavement, differentiated access between consumers and deliverers of goods, space for extensions and adaptations to the new demands of the market, banks and houses lotteries, joint organization to solve common problems, a mix of business suitable to reduce competition and optimize sales, criteria for the proper use of advertising on building facades, banking services, among others.

While the areas properly planned for commercial purposes are those designed specifically for the activity of commerce and services, as happened at Rua Candido Mendes, where one seeks to reproduce, in a planned way the logic of the urban space, adding some facilities and services that improve the center's performance, especially from the user's point of view. This is, in fact, the broadest notion of planned shopping center that identifies with urban centers in cities across the country.

According to Tostes (2016) The relationship between Cândido Mendes as a commercial route, and AV FAB with the institutional character have driven our relationship with the city for decades. Later on, over the years, other important commercial corridors appeared, such as Padre Júlio, Leopoldo Machado, Hildemar Maia, Rodovia JK, Mato Grosso, Feliciano Coelho, Claudiomiro de Morais, September 13 and so many other ways. With the emergence of new neighborhoods from the 1990s onwards, many commercial corridors appeared with a reasonable intensity of small activities. One of the factors that contributed to this purpose was the strong migration stimulated by the resumption of major projects and the creation of the Free Trade Area.

The term spontaneous is still used in this work, since this area was not foreseen in the Master Plan of Macapá 2004 as a Commercial area, but an area of Special Social Interest according to the Complementary Law No. 029/2004 - Land Use and Occupation in the Municipality of Macapá. It should also be noted that the context of a large population occupation of the neighborhood in recent years contributed to the emergence of small commercial activities that are spontaneously emerging by its residents in view of the large population concentration that causes a decentralization of trade. place. Decentralization of commerce is understood here as the process of forming new commercial areas outside the traditional center of the city of Macapá, accompanied or not by the exit of commerce from the historic center.

For Tostes (2016) The new corridors were formed in neighborhoods such as Congós, Novo Buritizal, São Lazaro, Jardim Felicidade, Novo Horizonte, Brasil Novo, Muca, Brasil Novo and others that started to contribute to another dynamic. It is common in neighborhoods located in the northern zone of the city to have a large

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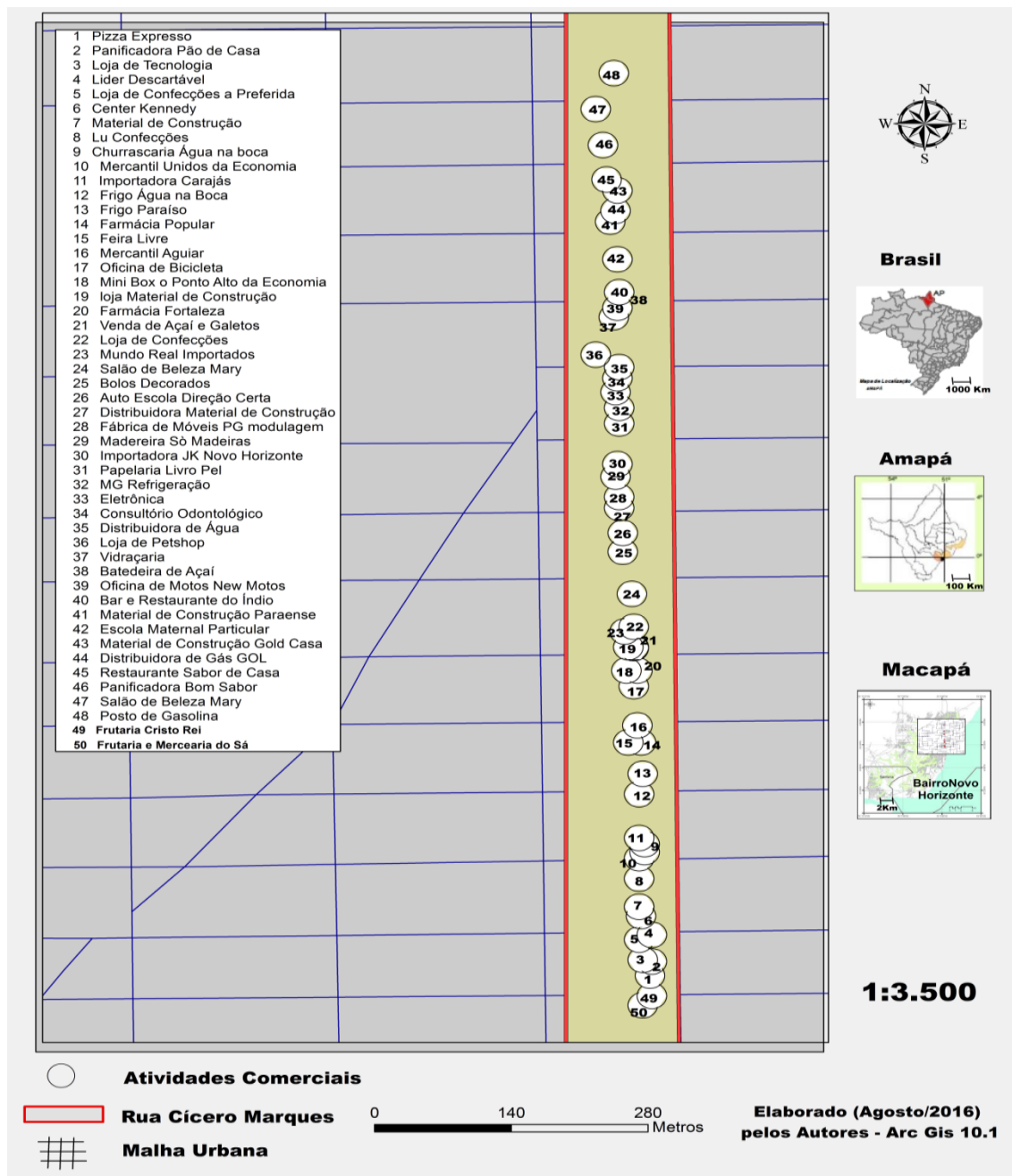
volume of activities, it can be seen how the interaction resulting from the migratory process changed the landscape of the city of Macapá, whether by necessity or survival, the city started to have in multiple larger places exchange relations, now under the tutelage of small businesses, services and businesses, something that needs to be better evaluated from a scientific point of view.

In practice, this urban planning did not seek to articulate actions with public policies on housing, transport, basic sanitation, accessibility, education, health and others. In fact, more than solving the questions posed by accelerated urbanization in the most peripheral neighborhoods, these actions seek to favor private capital and depoliticize the demands under the tutelage of technical rationality, without taking into account the political, social and economic determinants of these commercial areas.

To better understand the dynamics of the Urban space in the Novo Horizonte neighborhood, it was necessary to reflect on the factors that contributed to the emergence of this corridor. The Novo Horizonte neighborhood, according to IBGE (2010), is the second largest neighborhood in the City of Macapá, a factor that contributed to the growth of its urban area, accompanied by an intense population growth. And in this sense, the need for the emergence of several commercial activities to meet the needs of the local population is justified.

Map 02 - Commercial activities identified in the commercial corridor of Rua Cícero Marque in Novo Horizonte

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Source: SEMA Cartographic Base; Cartography: Elaborated by the Authors, 2016.

The research shows the formation of a commercial corridor on Rua Cícero Marques, an affirmation based on cartography that points to the concentration of activities of commerce, industry and services in the area. Such training was not accompanied by a basic infrastructure for the efficient organization of a commercial area where the built urban space meets the basic prerequisites for mobility and urban sustainability. Based on the analysis, it was possible to identify the variability of existing activities along the corridor.

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Details that corroborate with the georeferenced image on map 01, which describes the main commercial activities present throughout Cícero Marques. It is worth mentioning that there are currently 157 establishments on Rua Cicero Marques and of these only 05 are residential houses, the remaining 152 are physical structures that serve the local business. The georeferenced points on map 01 reflect the great diversity of diagnosed activities and not the number of commercial establishments.

Even with strong characteristics of an area dedicated to the business of the neighborhood under analysis, it is important to highlight that, according to the 2004 Macapá master plan, this is an area that appears in the Special Social Interest sub zone:

Art 128. The Social Interest Areas - AIS - are those primarily intended for the implementation of the housing policy of the Municipality of Macapá, and housing programs aimed at the low-income population, including those provided for in this law, regulated by their own installment rules, land use and occupation. (DIRECTOR'S PLAN, LAW 026 of 2004, p.144)

According to the Master Plan of Macapá (2003), areas of Social Interest can be divided into areas of social interest I constituted in places already occupied by low-income population and have urban irregularities and precarious infrastructure and Areas of Social Interest II that are destined to the promotion of popular housing obtaining priority to the resettled populations of the hangovers, inserted in municipal, state or federal programs that aim at the occupation of empty or under used properties.

It was initially called Capilândia, and later moved to Novo Horizonte. Officialization took place in 1994 with (Municipal Law 611/94 - PMM), when the governor of the time (Aníbal Barcellos) opened the street and made electricity available. The neighborhood grew so much that it was divided into Novo Horizonte II and III, and in 1998 (Municipal Law 951/98), it has 272 blocks dividing the area of the neighborhood. A specificity of the neighborhood is that few Amapá inhabitants live there, the majority are northeastern immigrants according to the tabulated data.

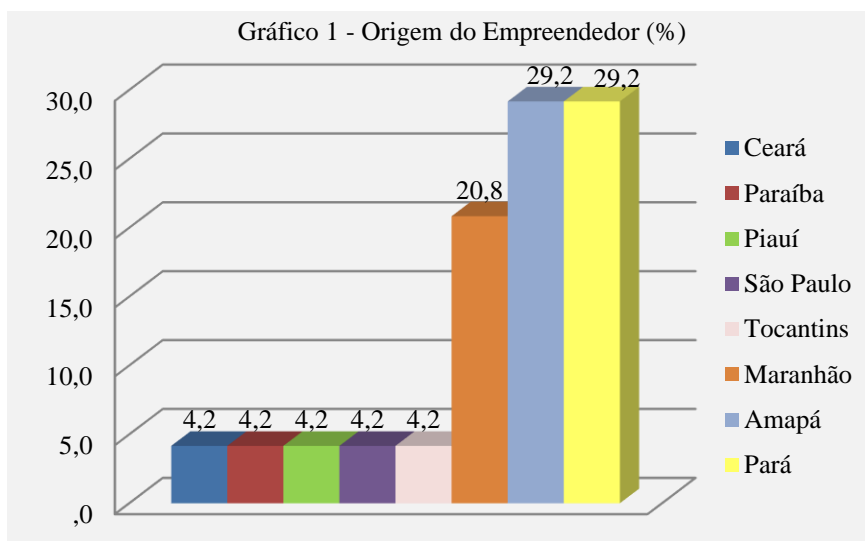
Based on the data above, it is important to note that currently Rua Cicero Marques de Sousa has strong characteristics that shows the emergence of a spontaneous commercial corridor, where its commercial activities have gradually emerged over the years in response to the interests of the local community, and small establishments grew, diversified and formalized taking into account the commercial demand arising from the expressive population growth in the neighborhood.

6 RESULTS

The central idea of the aforementioned is, from this study, to propose alternatives so that the aspects corresponding to the supply of consumption needs can be considered through the prediction of spaces for the structured emergence of the corridors of commercial activities and the provision of services in the urban areas of the city. from Macapá, offering entrepreneurs the minimum infrastructure conditions for the emergence of enterprises.

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The application of the questionnaires to the entrepreneurs of Rua Cícero Marques de Sousa revealed what was already observed in the visits made to get to know the object of study. It was decided to identify the origin of the entrepreneurs, which is shown in the following Graph:



Source: Field research. Prepared by the authors, 2016.

The analysis of the data reveals that the highest index of origin of the entrepreneurs of Rua Cícero Marques de Sousa comes from 50% of the States of Maranhão and interior of the islands of the state of Pará, highlighting the strongly immigratory character of the demographic expansion of the neighborhood and, therefore, of the offer of commercial activities, with the presence of 29.2% of the sample coming from people from the state of Amapá. Mention should also be made of the percentage of 21% of the occupation carried out by states such as Ceará, Paraíba, Piauí, São Paulo, Tocantins, with 4.2% for each state cited.

Table 2 - In what year did you start working on this activity in the Novo Horizonte neighborhood?

	Frequency	Percent
2011	3	12.5
2013	3	12.5
2014	3	12.5
2016	3	12.5
2008	2	8.3
2010	2	8.3
2012	2	8.3
1999	1	4.2
2000	1	4.2
2002	1	4.2
2004	1	4.2

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2009	1	4.2
2015	1	4.2
Total	24	100.0

Source: Field research. Prepared by the authors, 2016.

When analyzing the evolution of the constitution and strengthening of Rua Cícero Marques de Sousa as a corridor of commercial activities, it is noticed that this movement becomes more intense in the period of the study between 2002 and 2016 due to the demographic explosion of the neighborhood and that presents itself very intensely in the space of 15 years.

The great demographic expansion of the Novo Horizonte neighborhood was accompanied by an increased need for consumption and, consequently, the need to offer products for commercial enterprises and services to meet and supply these needs. It is necessary to consider that the increase in the offer of products and services is due to the inefficiency of accessibility to commercial and service points hitherto constituted in the city of Macapá.

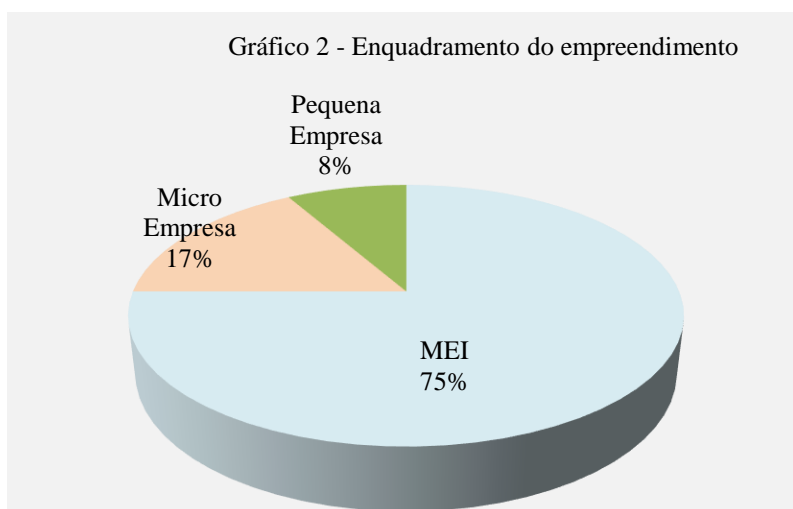
Table 3 - Did you have a business elsewhere before starting activity on the new horizon?

	Frequency	Percent
Yes	7	29.2
No	17	70.8
Total	24	100.0

Source: Field research. Prepared by the authors, 2016.

The table concerning the verification of entrepreneurial skills shows that these entrepreneurs mostly started their business activities when they occupied Rua Cícero Marques de Sousa, occupying the percentage of 70.8% of the surveyed sample, as well as the perception of a opportunity to offer and increase family income due mainly to the lack of jobs in sufficient quantity to attend everyone who installed residence in the Novo Horizonte neighborhood.

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Source: Field research. Prepared by the authors, 2016.

Considering that the majority of the enterprises are formalized, we obtain the percentage of 75% of Individual Microentrepreneurs, a figure that has different treatment under the General Law of Micro and Small Enterprises and which encourages the emergence of formalized entrepreneurs with reduced and appropriate taxation to reality developments in peripheral locations in cities. The indicator of 17% of Micro Companies and 8% of Small Companies is still detected, which by legislation has a higher revenue and which requires a greater infrastructure and urban organization for its operation. It is noted in the approach taken with the ventures, most of these entrepreneurs are engaged in trade and are formalized with the offer of food products, clothing and mainly products linked to consumption.

It is worth mentioning that the sector studied is part of the tertiary sector which, according to Abrantes (2014) is the productive sector of Amapá, for the author it is structurally not very diversified, spatially concentrated and economically fragile, which keeps the state dependent on imports of products other markets and contributes to the concentration of the majority of the population in the urban environment.

This sector is concentrated in the two largest cities in the state (Macapá and Santana), where commerce (characterized by small and medium enterprises), service providers and public administration companies form the main subsectors. The activities of wholesale and retail trade are carried out by micro, small and medium-sized companies, which have a deficient structure and are directly dependent on the importation of products from other markets, which decisively contributes to higher prices and, consequently, to the cost of in addition to having their sales volume conditioned to the income generated by the public service. (ABRANTES, 2014. p.155)

The current operating situation of Rua Cícero Marques de Sousa demonstrates that there are not many possibilities to carry out commercial activities in the informal sector, because today access to the neighborhood already finds a greater flow of people and, consequently, of the control and inspection bodies of business activities in the local, a fact that substantially corroborates that the majority of businesses installed on

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the referred street are legalized and are up to date with the requirements demanded by the City Hall and the State Tax Authority for its operation.

Data that corroborate with the Sebrae report (2010), which shows that between 2006 and 2008, the number of formal companies in Amapá increased by 11.38%, from 5,752 to 6,407. The sector that grew the most was services with 17.61%, followed by industry (13.09%), agriculture and livestock (9.75%), and the trade registered a variation of 7.24%. This shows a stable stability in the Amapá economy in that period. According to the data in Graph 02, it is possible to state that the formality indexes continue to rise, and that depending on the intensity of the other commercial corridors in Macapá, it will be possible to check the representative predominance of an economy heated by the public administration (paycheck economy) , as confirmed by Chelala (2008).

The growth of local commerce is evident in the data presented by the Sebrae Management report (2014), with a 7.6% growth in the number of companies in an average variation of 5 years. Brazil presented 3.6% and the northern region 5.3%. Distributed companies by economic sector, commerce accounts for the largest share 4,395 (52.94%) of the total, services 2,838 (34.18%), industry 961 (11.58%) and agriculture 56 (0.67%) ; Number of companies by size: micro 7,099 (85.51%) and small 1,094 (13.18%).

It was also verified that given the dimension and extension of Rua Cícero Marques de Sousa and the business occupation that today and over the last 15 years has been strengthened in the mentioned territory, it also points to considerable generation of employment for the residents of the neighborhood. As these are commercial activities on average, the companies located in the commercial corridor analyzed served the number of 1 to 3 employees per enterprise, contributing to their own growth when the wages paid to employees returned in part in the purchase of food and pieces of food. clothing and footwear.

With fieldwork it was possible to observe some problems caused by the lack of urban planning, such as the lack of street signs and cross streets, the visual pollution caused by the wide variety of shops, in addition to the lack of parking and sidewalks, as well as the misuse of sidewalks by some local traders obstructing the public walk for pedestrians and wheelchair users, as shown in image 01.

Photo 01 - Misuse of the sidewalk on Rua Cícero Marques.

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Source: Field research. Authors' credit, 2016.

At Rua Cicero Marques de Sousa, given the commercial explosion resulting from the demographic growth, in addition to the formalized shops, there is also a popular fair located on the margins of the public promenade, where in a totally unstructured way and without the minimum conditions of hygiene and handling, many street vendors sell fruits and vegetables and other foods, bringing various health and odor disorders to the place, a fact that shows the lack of infrastructure for the sale of certain types of products in that place of study.

7 FINAL CONSIDERATIONS

The study on the dynamics of the spontaneous commercial corridor illustrated the case of a street in the Novo Horizonte neighborhood in which the analyzed indicators point to a great diversity and resilience of the commercial function along Rua Cicero Marques in a structured way. At the end of the work, some perspectives on the decentralization of trade are presented. These focus on the factors that tend to repel trade from the Centers and also those that tend to attract trade out of it by settling in more peripheral areas, however with a large population concentration.

From the point of view of the factors driving the trade out of traditional centers, some points should be highlighted. The revitalization processes have sought concerted actions aimed at improving the management, attractiveness and functioning of the Centers. Actions to regulate and control informal commerce and landscape improvements are positive for retailers, but the problem of access and parking and obstruction of sidewalks persists, which is critical for Macapá commerce.

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