

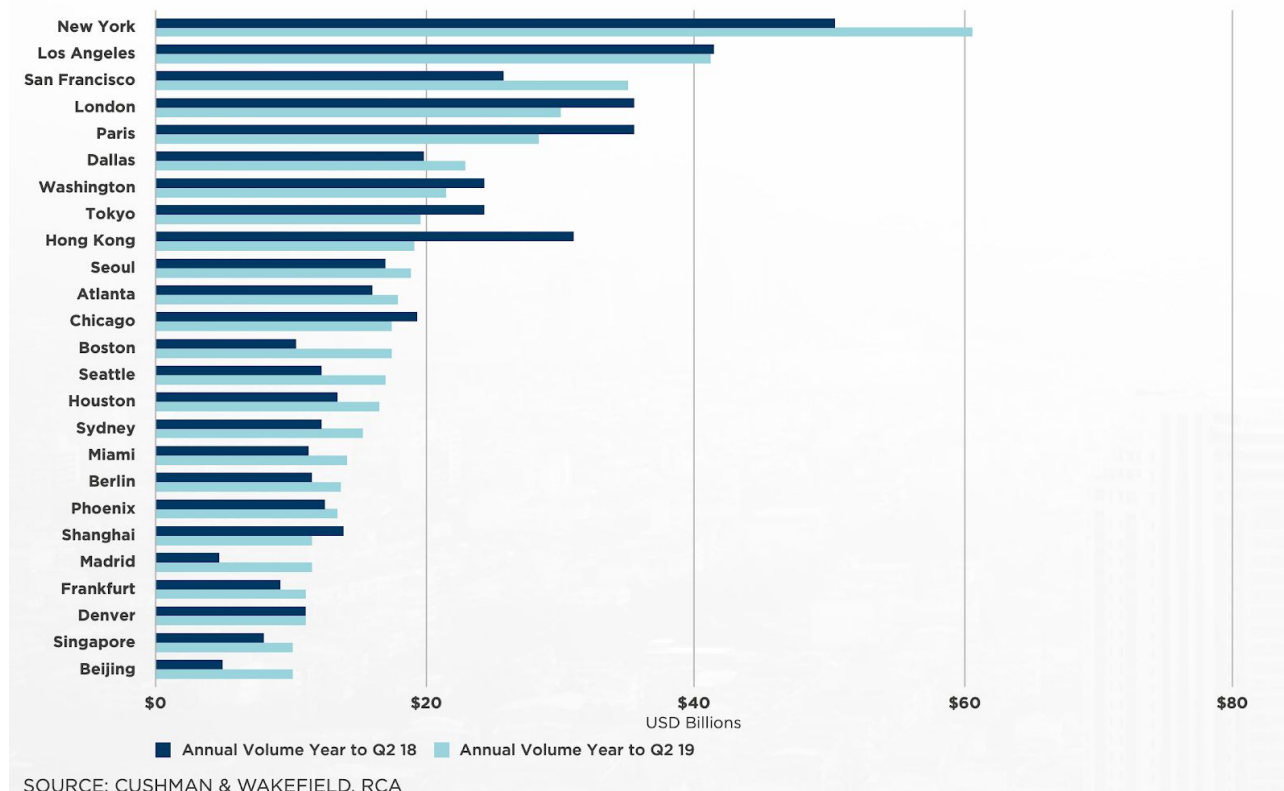
# Plotting the path to coronavirus recovery

## Data analytics in implementing recovery strategies for cities

It is clear that we are entering the times of unprecedented risks and opportunities for property investors. Long-term companies like British Land and their investors are ready to manage the downside risks and opportunities linked to the coronavirus recovery in cities. But successful investing in property and other assets will require new data to do this across markets in a time of unprecedented market volatility. With the UK's commercial property sector valued at around [US \\$1.5 trillion](#) prior to coronavirus, and the global sector worth over [US \\$30 trillion](#), the recovery of the property sector – across commercial and residential segments – will be hugely important for the global economy.

## Data is key to implementing a recovery strategy

For most of the top investment cities identified in Cushman and Wakefield's annual analysis, planning the recovery will require more granular data. With just 5 cities – New York, Los Angeles, San Francisco, London and Paris are accounting for the lion's share of inbound commercial property investments in 2019-2020, these cities also have the most to gain from a well-planned recovery.



*Cities are the centre of global real estate but are also the hardest hit by coronavirus.*

[Cushman Wakefield 2019](#)

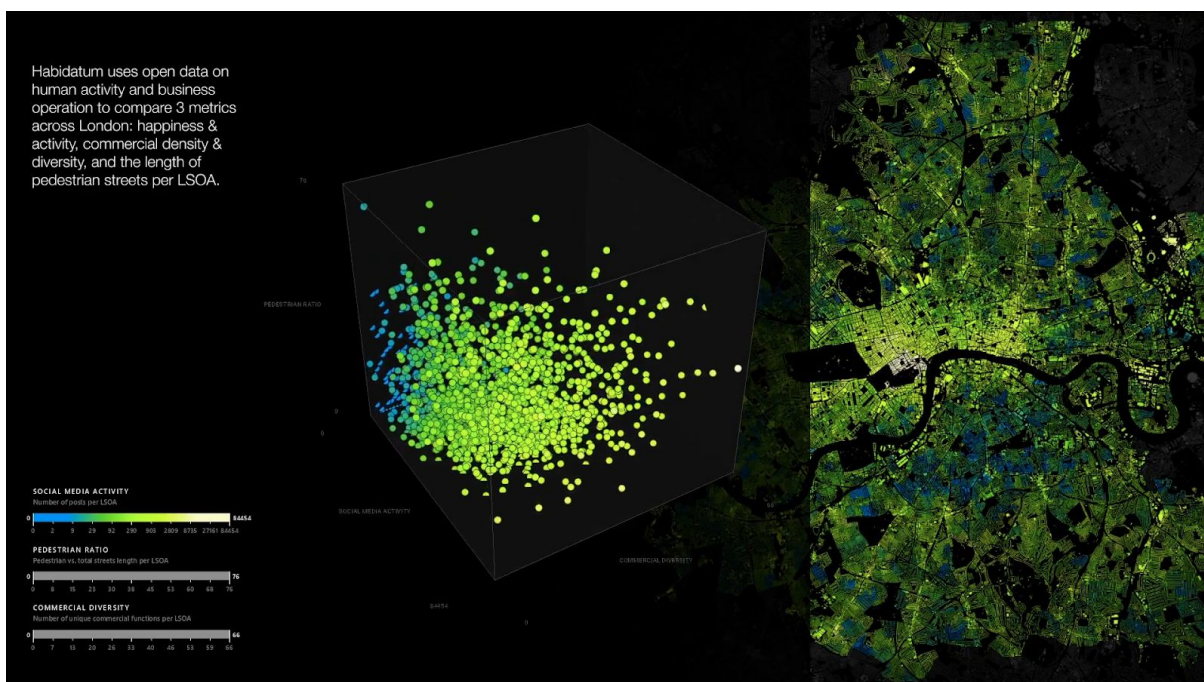
Commercial tenants, property owners and their investors need to understand what the recovery will look like in a structured way and be able to understand and model data to test different recovery scenarios. They also need to plan for a staged, location-based recovery in commerce. To do this properly, new approaches to data analytics and modelling are required. In the context of the globally unprecedented disruption of cities during lockdown, Habidatum is developing data models to enable policymakers, urban planners and investors to plot a path to coronavirus recovery and beyond.

## There is no “one size fits all” approach to the recovery

While some political leaders expect the reopening of whole countries to happen in a rapid manner, in reality it will likely be a “block by block” or segmented recovery in all major cities. Investors who are used to managing a range of market conditions will understand that local geography matters. Our mobile phone, consumer spending and social media data can enable property investors to understand different recovery scenarios based on changes in people’s activity and mobility – work from home and shift in transit patterns have influenced the way citizens now interact with the city.

## Trends that could define the future of urban mobility

Returning to a Paris dominated by cars after the coronavirus lockdown ends is “out of the question,” according to the city’s mayor, Anne Hidalgo. With around 95 percent of people with COVID-19 living in urban areas, cities around the world are leading the coronavirus response and will determine the future shape of mobility.



*Walkable London by Zaha Hadid Architects with data analytical support by Habidatum*

This has brought into sharp relief some of the fundamental inequalities at the heart of our towns and cities. In Paris, Mayor Hidalgo is [promoting](#) the idea of a 15-minute city – where everything you need is on or near your doorstep, a 15-minute walk away. This plan aims to support a post-coronavirus economic recovery while also enabling active travel and access to local food for all residents and visitors to the city. Her pitch to Parisians recalls [Habidatum's work](#) on the Walkable London project with Zaha Hadid. In London, the coronavirus crisis is finally mobilising policymakers and residents to achieve the vision laid out below. The ideas and actions underway in London and Paris point to the key trends in urban mobility through the recovery period.

### **A data-led transition to demand responsive transport & land use.**

The lockdown period has shown that the most flexible, affordable and responsive transport modes are walking and cycling. The recovery will be built around town and city centres and enhancing active travel infrastructure and public transport systems. Connecting the world's densest city centres from Mumbai, Hong Kong to Lagos, London and New York with expanded space for safe social distancing, walking, cycling and public transport is a huge opportunity and a necessity.

Land use restrictions in cities will be adapted to enable restaurants and bars and cafes to operate through a social distancing for quite some time. Streets will be converted into temporary commercial space to enable a local business recovery. Data will inform how this happens. Even in smaller urban areas like Brookhaven, a suburb of Atlanta, mayors are already empowering restaurants to convert on-street parking into restaurant space. The megacities will follow, with the City of London's [Square Mile](#) potentially the world's first great pedestrianised city centre.

### **New commuting patterns for work & school.**

On a normal week day, over [1 billion children](#) around the world head to school and much of the world's adult population commutes to a job. Coronavirus and the recovery mean that school systems and offices of all types will have to embrace mobility management in cooperation with local governments. Large swathes of the working population could be working from home, enabling staggered commuting and shorter working weeks. Mobility for school and work through the recovery period will focus on walking and cycling, but also on public transport, and micro mobility solutions. The mix of each will depend on urban form and target modal shares agreed by local governments. With global mayors [committed to](#) zero emissions transport and reducing emissions from the built environment, the coronavirus represents an opportunity to "build back better" with real time data available to inform decision-making.

Bringing back business, schools, and commerce to our cities is vital. Mobile phone, GPS tracks, spending and other data sets will all be key to understanding new ways people interact with their cities.