

McKinsey
Global Institute

Urban Design and welfare in the Post-pandemic World

Jaana Remes, August 18, 2021

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Arundhati Roy

Financial Times

April 2020

Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different.

It is a portal, a gateway between one world and the next.

Summary

The COVID-19 changed household, business, and government priorities, requiring us to **rethink how cities can best promote wellbeing**

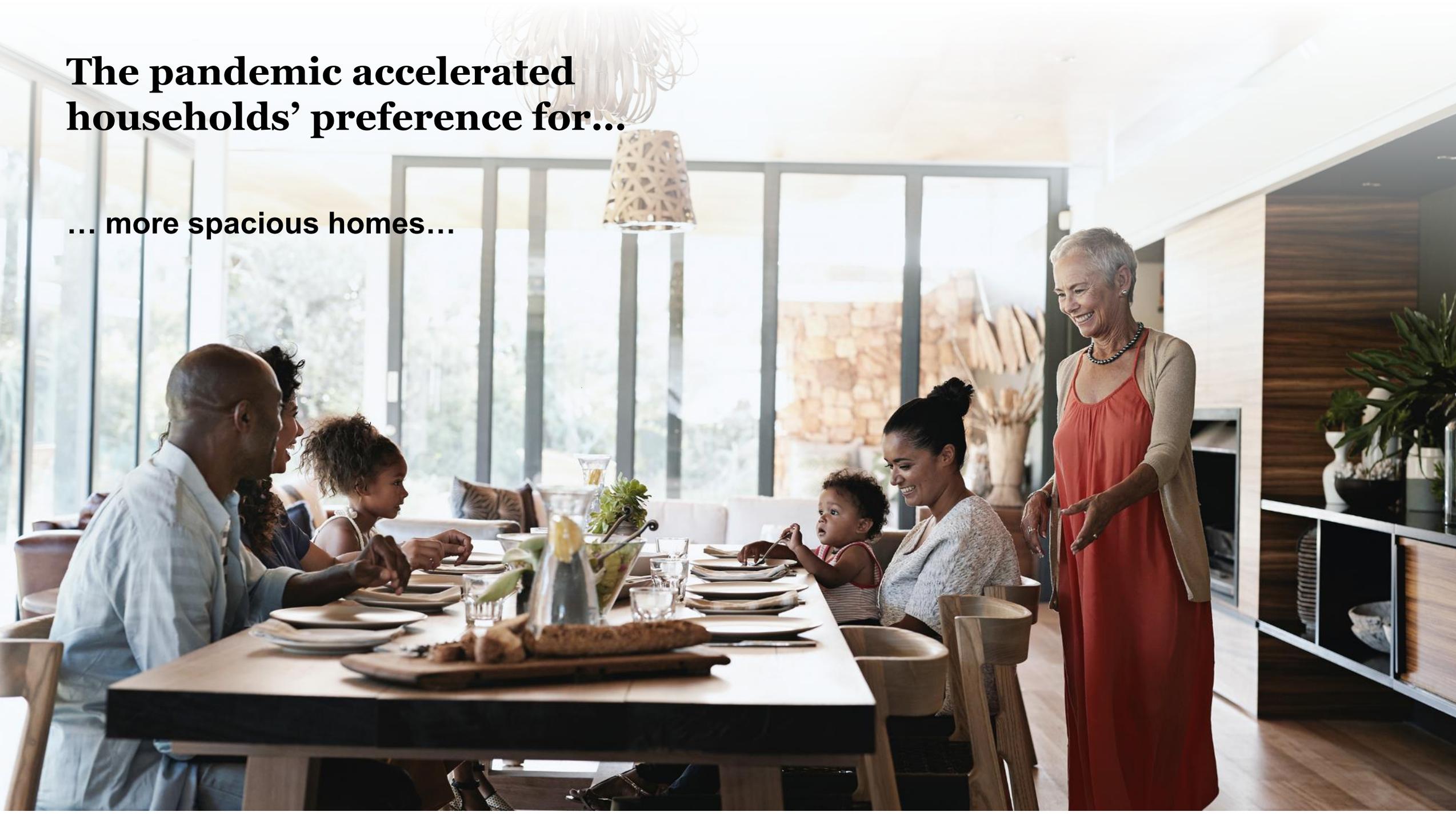
Many global cities **responded by advancing their long-term strategies**

How can urban designers, builders, financiers, and others **shape our cities for a healthier, happier, and more resilient future** for Colombians?



**The pandemic accelerated
households' preference for...**

... more spacious homes...



The pandemic accelerated households' preference for...

... more spacious homes...

... high-speed internet...



The pandemic accelerated households' preference for...

... more spacious homes...

... high-speed internet...

... and access to the outdoors



Businesses faced...

**... need to protect their workers'
and customers' health ...**



Businesses faced...

**... need to protect their workers'
and customers' health ...**

**... abrupt shift to digital
channels...**



Businesses faced ...

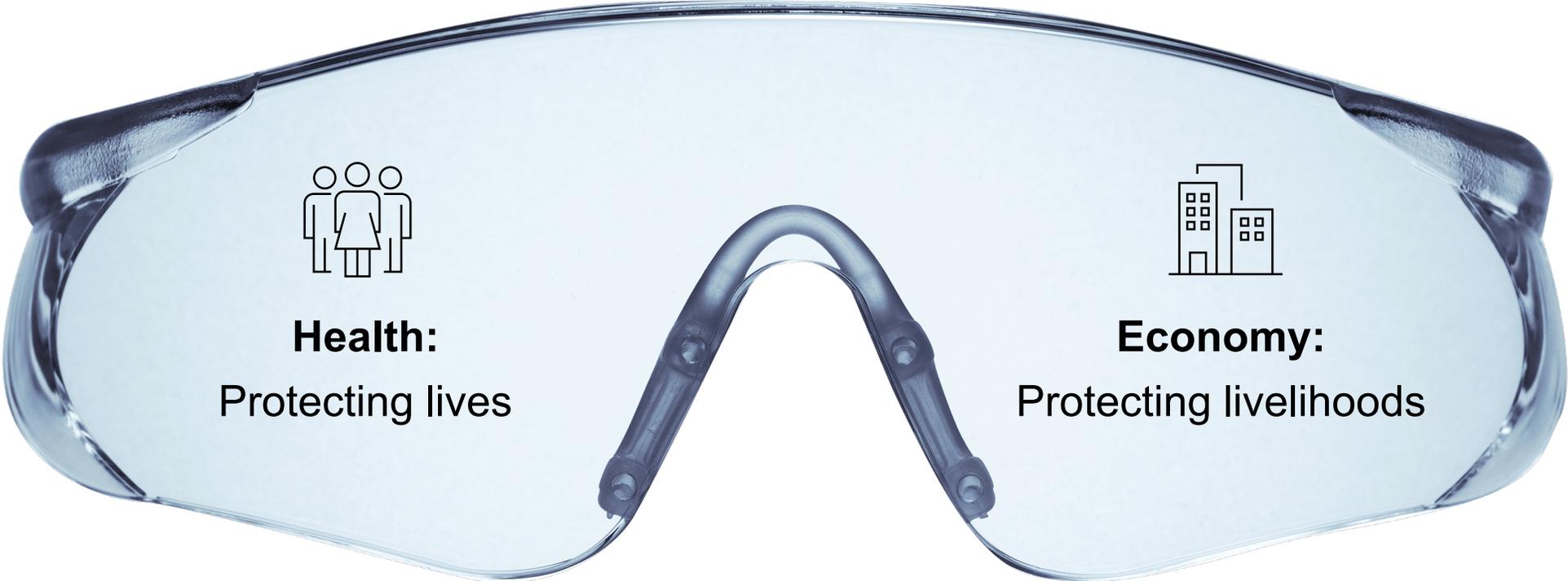
... need to protect their workers' and customers' health ...

... abrupt shift to digital channels...

... and demand shift from business centers to suburbs



Governments faced two challenges simultaneously



Uneven effects of
the pandemic
widened
inequality



**Uneven effects of
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Reshape urban design

Paris: 15-minute city



Image: Paris en Commun

Malmö: Green spaces



Image: Fredrik Johansson

Accelerate green mobility and reduce climate impact

Milan: *Strade Aperte*



Image: Paris en Commun

Seoul: *Driverless/robot delivery*



Image: roboticsandautomationnews.com

Care for the most vulnerable

Rotterdam: *Homeless*



Image: Marcel van den Bergh / de Volkskrant

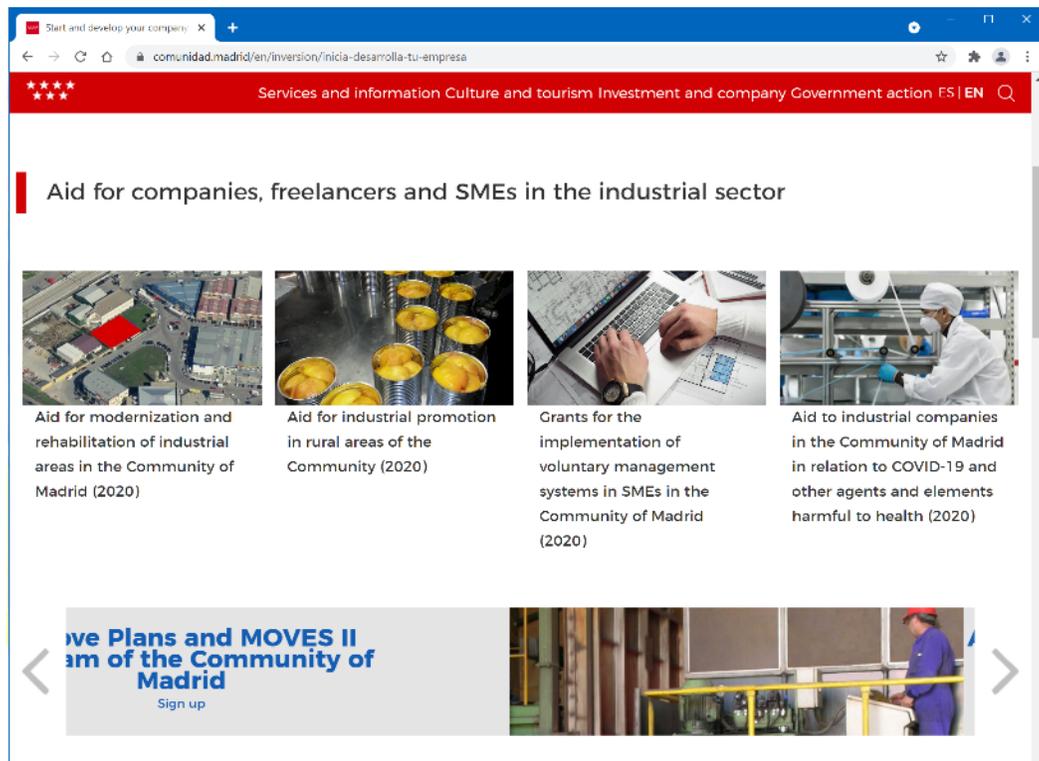
Mexico City: *Affordable housing*



Image: roboticsandautomationnews.com

Intentionally shape economic development

Madrid: *SME support*



The screenshot shows a web browser window with the URL [comunidad.madrid/en/inversion/inicia-desarrolla-tu-empresa](https://www.comunidad.madrid/en/inversion/inicia-desarrolla-tu-empresa). The page features a red navigation bar with the text "Services and information Culture and tourism Investment and company Government action ES | EN". Below this, the main heading is "Aid for companies, freelancers and SMEs in the industrial sector". There are four columns of content, each with an image and a title:

- **Aid for modernization and rehabilitation of industrial areas in the Community of Madrid (2020)**
- **Aid for industrial promotion in rural areas of the Community (2020)**
- **Grants for the implementation of voluntary management systems in SMEs in the Community of Madrid (2020)**
- **Aid to industrial companies in the Community of Madrid in relation to COVID-19 and other agents and elements harmful to health (2020)**

At the bottom, there is a banner for "Five Plans and MOVES II of the Community of Madrid" with a "Sign up" button and a right-pointing arrow.

<https://www.comunidad.madrid/en/inversion/inicia-desarrolla-tu-empresa>

Singapore: *Urban Farms*



Image: foodtank.com

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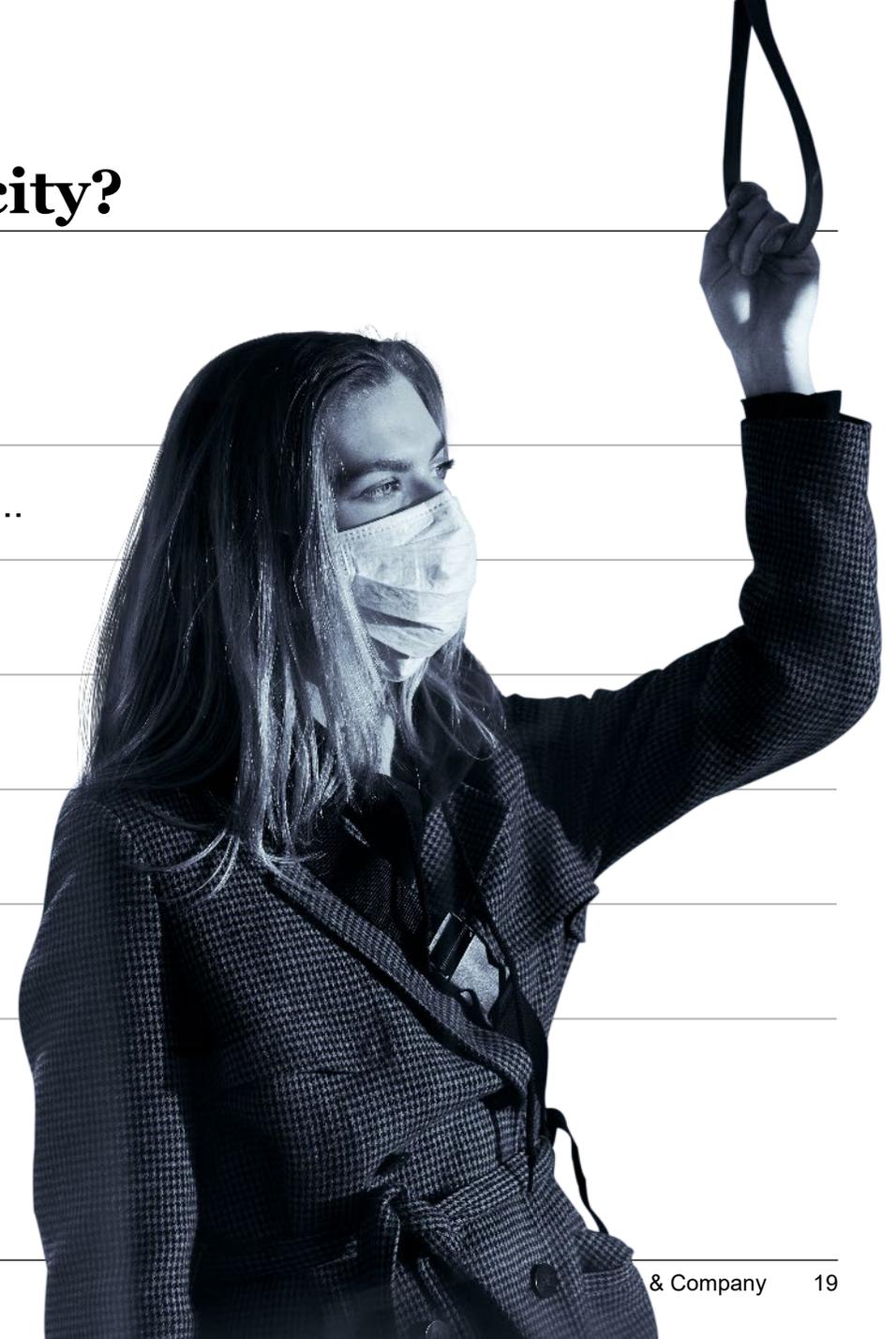
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How to envision a livable post-pandemic city?

	From	▶▶	To
House	Home		Home+work+cafe+..
Work	Business hubs		Dispersed work
Shopping	Brick-and-mortar		Delivery
Socializing	Crowds		Safe distance
Transportation	Multimodal		Cars and bikes
City services	Centralized		Dispersed



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Thank you

