

## The rise of urban logistics in Paris

Logistics real estate, innovation and experimentation in dense urban environments

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Accelerated by the digital revolution and the COVID 19 pandemic, the development of urban logistics and the flows that it requires have been reinforced. Faced with a multitude of players, **logistics real estate in dense urban areas is forced to innovate to deal with more competition than ever**. Thus, innovation seems to be the best way to meet both contemporary environmental challenges and the profitability of a model that tends to be more and more complicated to find. In Paris and in many European cities, the challenge is to develop 21st century spaces in a historic city.

This research project aims, not to predict **the future of e-commerce and urban logistics**, but from its rate of evolution and **the current observation to identify and show the traces of its physical manifestation in the dense urban space** (the Parisian territory), and **to define the issues and consequences that this implies**. In addition, it will **question the role of the actors, both public and private, in the development of this urban logistics**. Three hypotheses have been formulated. The first hypothesis would be that the actions carried out by urban logistics actors are based on public action and the fight against nuisances for local residents, while private actors make the development of these logistics possible through heavy investments and optimization of their supply chain, whether in terms of storage, flows, etc. The second hypothesis would no longer be based on the regulatory aspect, but to say that the fierce competition between urban logistics players has encouraged them to be ever more innovative in order to stand out and that it is ultimately the private players who are at the origin of these logistics. The third hypothesis would be to say that the current climate and environmental emergency has prompted the various players, both public and private, to fully mobilize to transform their actions in favor of greener, low-carbon logistics that emit less pollution. **The aim is to examine how the public and private actions of urban logistics real estate players are leading to a physical transformation of the Parisian urban landscape and what the impacts are for its inhabitants.**

With the help of a survey to assess the temperature of Parisian knowledge of urban logistics, a bibliographic survey and numerous interviews with professionals in the sector (logisticians, transporters, consultants, architects, urban planners, local authorities, etc.), as well as **nearly twenty site visits**, several results were highlighted.

Thus, the urban logistics offer has been **broadened and diversified through processes (click and collect) and new network points (relay points, smart lockers, autonomous mini-markets, dark stores, etc.)**. Innovation levers exist, whether technical, urban planning, real estate, digital, etc. In addition, the strong ambition of public action, on a local or national scale, has enabled the development of urban logistics in Paris, aided by historical players with

partnership approaches. Today, many solutions are involved in this development and are in line with our contemporary challenges, particularly through a regulatory, technical and social prism.

In conclusion, urban logistics is a process that began several decades ago and was favored by the development of the Internet and e-commerce and exacerbated by the Covid 19 health crisis. **Its growth has led to the appearance of new players competing directly with the historical players in urban logistics.** Urban logistics represents a formidable breeding ground for innovation for Paris, which represents an extraordinary field of experimentation.



Figure 1: P4 site - 19th arrondissement of Paris. Winner of the MIPIM 2021 award. Source: Sogaris

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