

## 《经济学人：居家办公重塑了金丝雀码头》



Canary wharf is reinventing itself.

金丝雀码头正在重塑。

When it was London's new financial hub in the 1990s, bankers and lawyers filled its glass towers.

20世纪90年代，当它成为伦敦新的金融中心时，银行家和律师挤满了它的玻璃塔。

Now that Londoners are not commuting five days a week, the district is broadening its appeal,

现在伦敦人不再每周通勤五天，该地区正在扩大其吸引力，

to accommodate those seeking somewhere to live or let loose.

以容纳那些寻求住处或放生的人。

Will it succeed?

它会成功吗?

An effort to diversify has been in the works for years.

多元化的努力已经酝酿了多年。

But the exodus of workers during the pandemic, and the departure of corporate tenants such as hsbc, a big bank, and Clifford Chance, a law firm,

但疫情期间工人的大批离开, 以及大银行汇丰银行和高伟绅律师事务所等企业租户的离开,

have sharpened it.

让它变得更锋利。

Across the capital 9.5% of office space is empty, above the five- and ten-year averages, cramping valuations.

在整个伦敦, 9.5%的写字楼空置, 高于五年和十年的平均水平, 限制了估值。

Rising interest rates have pushed up borrowing costs, just when landlords face extra bills to make buildings greener.

不断上升的利率推高了借贷成本, 而此时房东正面临着让建筑更环保的额外账单。

Canary Wharf's investors are unruffled.

金丝雀码头的投资者则泰然处之。

The district has known hard times before.

这个地区以前也经历过艰难时期。

It crashed into bankruptcy in the 1990s; in 2008 the fall of Lehman Brothers, an American investment bank,

它在20世纪90年代破产;2008年, 美国投资银行雷曼兄弟倒闭,

cleared over 76,000 square metres overnight.

一夜之间清理了超过76,000平方米。

The estate's joint owners—Brookfield, an asset-management firm, and the Qatar Investment Authority,

该庄园的共同所有者是资产管理公司Brookfield和卡塔尔投资局,

the emirate's Sovereign-Wealth Fund—injected GBP 400 million (\$485 million) last year.

阿联酋的主权财富基金去年注资4亿英镑(4.85亿美元)。

Housing plays a big part in Canary Wharf's reinvention.

住房在金丝雀码头的改造中扮演着重要角色。

Nearly all new building is earmarked for homes for rent.

几乎所有的新建筑都被指定为出租房屋。

The plans mirror Brookfield's playbook elsewhere, notably Manhattan West and Hudson Yards in New York, where offices, hotels,

这些计划与布鲁克菲尔德在其他地方的策略如出一辙,特别是纽约的曼哈顿西区和哈德逊庭院,那里的写字楼、酒店、

shops and housing sit side by side.

商店和住房毗邻而坐。

Today more than 3,500 people live in Canary Wharf; the first residents moved in only in January 2020.

今天,金丝雀码头有3,500多人居住;第一批居民于2020年1月才搬入。

To shed its image as a sterile office district, Canary Wharf has rolled out activities including Go-Karting and a Padel Club.

为了摆脱毫无生气的写字楼区的形象,金丝雀码头推出了卡丁车和帕德尔俱乐部等活动。

In the summer it hosts outdoor sports screenings and concerts, and a beach volleyball tournament for firms on the estate.

夏季，这里会举办户外体育放映和音乐会，并为庄园内的公司举办沙滩排球锦标赛。

The water surrounding the former docks, mostly unused until recently, now affords swimming, boat rentals and 5km of boardwalks.

以前的码头周围的水直到最近还大多没有人使用，现在可以用来游泳、租船和5公里的木板路。

Where there was once a largely vacant car park, there is now an indoor playground with a roller rink, ball pits and bumper cars.

曾经那个基本空置的停车场，现在成了一个室内运动场，有滚轴溜冰场、球坑和碰碰车。

The drive to diversify is paying off.

多元化的努力正在奏效。

Around 6.3m people visited the estate in January, up by 8.2% year on year.

1月份，约有630万人参观了该庄园，同比增长8.2%。

At the end of 2022 midweek trips returned to pre-pandemic levels; visits between 4pm and 10pm were 50% higher.

2022年底，周中出行恢复到疫情前的水平；下午4点至晚上10点之间的出行次数增加了50%。

Fears that retailers and hospitality businesses would leave as offices emptied have not materialised.

人们担心零售商和酒店业会随着办公室的清空而离开，但这种担心并没有成为现实。

There are now 70 bars, cafes and restaurants, up from 40 or so before the pandemic.

现在有70家酒吧、咖啡馆和餐馆，而疫情爆发前只有40家左右。

The Waitrose supermarket in Canary Wharf has long been the upmarket chain's best performer by revenue.

金丝雀码头的Waitrose超市长期以来一直是这家高端连锁店收入表现最好的超市。

Offices are still at the core of Canary Wharf, but their importance has shrunk:

办公室仍然是金丝雀码头的核心，但它们的重要性已经缩水：

from 95% of the portfolio's value 20 years ago to 74% by 2022 (of that, big banks make up just over half, down from 70% in 2004).

从20年前投资组合价值的95%上升到2022年的74%(其中，大银行占比略高于一半，低于2004年的70%)。

Plans are in hand for a swanky life-sciences campus.

一个时髦的生命科学校园的计划正在进行中。

Canary Wharf is also attracting creative types.

金丝雀码头也在吸引创意人士。

Last year it welcomed the Qube, which provides studios and production space for music producers, podcasters and social-media influencers.

去年，它对Qube表示欢迎，Qube为音乐制作人、播客和社交媒体影响力者提供了工作室和制作空间。

The result is a mix that should be more resilient to fluctuations in demand for any single class of property.

其结果是，对任何一类房产的需求波动，这一组合能更具弹性。

But the office workers still toiling in the sleek towers above the dog-walkers,

但仍在遛狗者上方的光滑塔楼里辛勤工作的上班族，

pram-pushers and joggers lining the riverside paths have not been forgotten.

推着婴儿车的人和慢跑者仍会走在河边的小路上，他们并没有被忘记。

Citigroup is spending over GBP 100m to refurbish its 42-storey skyscraper.

花旗集团正斥资超过1亿英镑翻新其42层的摩天大楼。

Barclays has revamped its 32-storey tower, adding a trading floor with a cafe selling mocktails and coq au vin.

巴克莱对其32层的大楼进行了翻新，增加了一个交易大厅，里面有一家出售鸡尾酒和

椰子的咖啡馆。

A co-working floor is filled with bean bags, board games and mirrors with supposedly motivational prompts ("You've got this").

协同工作的地板上堆满了豆袋、棋盘游戏和镜子，上面写着所谓的励志提示(“你有这个能力”)。

And the view over east London's old docklands is bright.

东伦敦老码头视野开阔风光旖旎。

## 重点词汇

Canary wharf 金丝雀码头；加那利码头

Now that 既然；由于

a week 一周；一星期

let loose 放开；放出，放开；对不加约束，听凭行事

has been 已经

in the works 已列入计划；已开始

for years 好几年

such as 例如；……等；像；像……这样，像……那种；诸如……之类

office space 办公空间；办公室面积

interest rates 利率；interest rate的复数