

Holland

Tackling urban challenges

Metropole



BUILDING
VALUE IN
TESTING TIMES

CREATING
AFFORDABLE,
INCLUSIVE CITIES

RESILIENT,
CLIMATE ADAPTIVE
DESIGN

The Holland Metropole alliance at Expo Real

Day 1 Holland Metropole October 4

10:00-11:00

Investing in cities: creating real social value and better returns Exhibitor Stage, C2/430

11.30-12.15

Innovative Cities, A2/A21

13.00-14.00

Mariupol Reborn, A2/A22

Day 2 Holland Metropole October 5

12:00-13.00

Holland Metropole Investors Lunch
International Investors Lounge, A1/132

13.00-13.45

Digital Twins, PropTech, Data & Innovation
International Investors Lounge, A1/132



INBO's Little C is part of a major upgrade of the Rotterdam Coolhaven waterfront

Creating affordable cities: the urban investment challenge

The creation of affordable and inclusive cities is central to the Holland Metropole approach. Across the region, local authorities, developers and investors are working hard to make sure cities remain pleasant places to live and can be accessed and enjoyed by everyone, whatever their income or stage in life.

THE Netherlands has a serious shortage of residential property, making the country an attractive option for long-term, stable investment in affordable housing. Within the Holland Metropole alliance, the public and private sectors are working together to help meet official targets of building 900,000 new homes in the coming years. Of those, some 300,000 will be funded by institutional investors.

The Netherlands has one of the largest relative housing shortages in Europe, and this requires a significant investment, says Mark Siezen, chief

executive of Bouwinvest. "It's a situation that offers interesting investment opportunities in the Holland Metropole for both international and Dutch investors."

At the same time, he says, public-private partnerships, such as Holland Metropole, are the cornerstone for advancing sustainability in real estate, particularly in the face of escalating climate change. "As our planet grapples with the consequences of environmental shifts, the real estate sector can play a pivotal role in mitigating these impacts."

AM too highlights the importance of working together to bring about change. "It is both important and necessary to work together with different local authorities to make sure the owner-occupier market is accessible to everyone, through social purchasing, socially-linked ownership and other forms of financing," says Ronald Huikeshoven, CEO of AM.

AM and the city of Amsterdam, for example, are working together on the GEINS project in the district Zuidooost which falls under the special "koopstart" scheme for first-time buyers. Of the 90 apartments, 60% are affordable ownership with a price cap of €250,000 per unit. If sold within five to 10 years, the profit will be split between owner and developer.

"That makes it work in an expensive city," says INBO project architect Wilco van Oosten. In addition, some of the family dwellings have been designed so they can be split in two. Grandmother could then live on the ground floor and the family above. "It is about multiple generation living," says Van Oosten. "And that is something we found out in our consultations with the community."

Anjelica Cicilia, acquisition and development director at Achmea Real Estate, points out the importance of ESG in attracting investors in

today's market. "ESG is not only important to our investors but is a key part of our strategy to meet UN development goals," she says. "Our investments not only have to be sustainable but also focus on the social impact. And affordability is very important because we are looking for long term, stable investors and to meet the demands of house seekers."

Improving mobility is key in The Hague and the city is concentrating its development efforts on the three main railway stations and brownfield sites with good transport links.

Amsterdam, by contrast, is hoping to attract international attention from investors and developers for several new city districts built on either newly created islands or brownfield sites. Strandeiland is the newest stage in the IJburg residential development. "We plan to build 8,000 homes there, for everyone, but with a specific focus on families," said Alfons Oude Ophuis, who is in charge of the project for Amsterdam city council.

"We are aiming for energy neutral homes, for example, and we are setting up a neighbourhood mobility hub where people can park their cars and pick up a shared car, scooter or cargo bike. Sustainability is a very important part of this project."

Dutch residential investor Vesteda sees improving its sustainability performance as a key way to safeguard its fund attractiveness and its long-term risk/return ratio, says head of acquisitions and development René Tim. "We also aim to use circular materials, increase biodiversity around our complexes and improve the climate adaptivity of our portfolio."

In fact, "ESG, and sustainability risks and opportunities, are part of every real estate and real estate finance transaction we advise on," says Benelux law firm Stibbe.



Holland Metropole partners MRP, Ballast Nedam Development and Achmea Real Estate are involved in the Cartesius Utrecht project



AM, Synchron, BPD and KCAP are among the Holland Metropole partners creating a completely car-free residential area, the Merwede Canal Zone in Utrecht



The park in Eindhoven's Knoop XL development around the main railway station is key to the entire project

Building value in the Holland Metropole

The Dutch market is mature, liquid and transparent, offering excellent opportunities for investors and developers, and residential returns in particular are outperforming their European peers. The Holland Metropole alliance believes that it is only by working together in public private partnerships and creating value for all stakeholders that the urban challenges facing the region can be solved.

Why invest in the Holland Metropole region?

- The Netherlands has the biggest residential shortage in Europe
- A focus on public private partnerships and working together
- Household growth is concentrated in the big cities
- Developed and growing economy with stable and reliable regulatory framework
- High growth potential for institutional investors which provide affordable housing
- The Dutch residential market is relatively transparent and liquid from a Europe perspective

Investing in resilient, healthy and climate adaptive design

The soaring temperatures this summer have brought home just how important it is to tackle climate change.

In the Netherlands, the Holland Metropole partners are working together to ensure that resilient and innovative climate adaptive design has priority when it comes to new residential developments.

Across the Dutch real estate sector, climate change targets are becoming increasingly important and the themes of circular construction, carbon emission reduction and water management are at the forefront of the Holland Metropole approach, whether local authority, developer or investor.

Developer VORM, for example, focuses on using timber, on circular construction techniques and biobased materials. "It is all about securing the maximum impact for the minimum footprint," says CEO Hans Meurs.

Construction group Dura Vermeer has developed a net zero strategy which the company hopes will impact on its partners and clients as well. "We are here for society, not the other way round," says real estate divisional director Marieke Mentink. "We have an obligation to do everything we can to have a positive impact."

Heijmans too sees ESG, sustainability and affordability as of crucial importance. "These are important themes, not just because of laws

and regulations, but because our clients are increasingly asking about them," says Heijmans sustainable development director Robert Koolen. "Our strategy allows us to make a concrete contribution."

Practical steps to boost sustainability and make sure the theories actually work is key. Eindhoven city council and Amvest are among the main backers of the Living Lab 040 project, a development of 119 experimental housing units where technical and other innovations can be tested and tried out in real living situations, together with residents, companies, local officials and scientists.

The implications of climate change, and creating resilient cities requires effort beyond the design and construction process. Architects bureau UNstudio, for example, is involved in a project to turn a busy Amsterdam thoroughfare – said to be the unhealthiest in the country – into a greener and healthier public space, known as the Green Mile.

In Rotterdam, part of the former fruit dock is being turned into a new residential neighbourhood with a focus on affordable housing. "The Merwehaven will have masses of amenities, lots of greenery and we are stimulating active and

clean forms of mobility," says city housing chief Chantal Zeegers. "Parking, for example, will be limited to mobility hubs, which will also include shared forms of transport."

Another first is the Cartesius development, inspired by the Blue Zones, which aims to be a sustainable, inclusive, and healthy neighbourhood of some 3,000 homes in the centre of Utrecht. The MRP and Ballast Nedam Development project has also been included in the World Health Organisation's Healthy Cities programme and residents' wellbeing will be monitored by scientists to see how area developments can contribute to better health. Promoting good health and creating attractive, inclusive places to live is also becoming increasingly important.

Theo Rook, regional director West for Van Wijnen, says projects such as the Parel Moerwijk, the transformation of a post WWII estate in The Hague into a lively mix of renovated and new properties, is a way of showing residents that feeling at home is not confined to indoors.

"The surroundings play an important role," he says. "We have worked together with the residents to make sure the outside space is a place to feel comfortable in as well."



The Maestro development in The Hague is a green building located close to the dunes and beach

WHAT ELSE ARE HOLLAND METROPOLE PARTNERS DOING?

Amvest's 273-apartment Jonas complex in Amsterdam has a BREEAM Outstanding rating, is zero-energy and is packed with technology.

Amsterdam is developing a new neighbourhood for 11,000 people on an artificial island on the edge of the city. The Sluisbuurt will have 5,500 dwellings when completed.

AM and **ABN Amro** have signed a letter of intent to finance and develop movable and affordable homes to help solve the housing shortage.

Multidisciplinary design team **KCAP** is closely involved in the Fellenoord development in Eindhoven which aims to transform the railway zone into a lively and mixed urban district, focusing on climate adaptation and transport links.

The Cube House will be the first timber-based office complex in Amsterdam's Zuidas business district and forms part of **a.s.r. real estate's** portfolio.

The Beurskwartier project in **Utrecht** involves reusing as much of the construction materials released during demolition as possible to build new 2,500 to 3,000 housing units.

BPD is working to create areas which are resistant to excess water, drought and heat. Climate adaptive developments, the company says, require tailor made approaches.



Haarlemmermeer's Lincoln Park project is both energy-neutral and uses as many natural materials as possible, including wood



AM's Zoë Amsterdam is a nature-inclusive project housing project on an artificial island on the edge of Amsterdam



BPD's SWITI is a residential complex in Amsterdam, made of wood and bamboo

Holland Metropole: one European region primed for the future

Amsterdam, Rotterdam, The Hague, Utrecht and Eindhoven are thriving cities in their own right. As an alliance, they form one of the most competitive regions in the world.

The five cities of the Holland Metropole are working closely together with private partners to ensure a stable, innovative and inclusive future for all their inhabitants and to create value for all stakeholders.

Key facts

Holland Metropole has advantages in three key areas: **connectivity**, **innovation** and **liveability**

One of the top seven most productive big regions in Europe

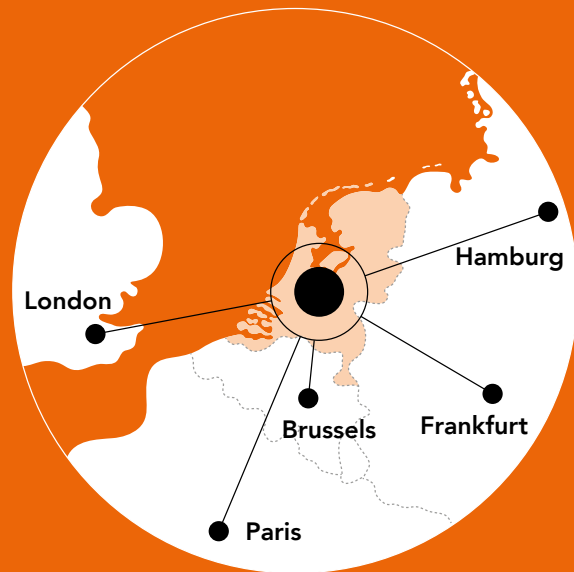
A public transport system which is among the fastest and most reliable in the world

Super-connected to other European metropolitan areas, thanks to its central location and excellent air and road links

Excellent digital connectivity with high internet speeds and broadband penetration

A strong DNA of tolerance and a good work-life balance

A high standard of public services



Climate change, the circular economy and sustainability are central to the Holland Metropole's strategy for the future. At the same time, each city has its own specialism.

Amsterdam: finance, the creative sector, IT

Utrecht: health, IT, education

Rotterdam: transport, clean-tech

The Hague: diplomacy, cyber security

Eindhoven: advanced IT, materials science

'The range of companies and institutions now moving to the Holland Metropole is a big vote of confidence in its combined scale and complementary value propositions of the five cities. The region remains firmly near the top of the foreign investment charts.'

The Business of Cities, benchmarking update 2023