Holland Metropole

What you need to know about **Europe's best connected region**



TOP INVESTMENT PICKS

WANTED 1,000,000 new homes

INCLUSIVE CITIES NEED AFFORDABLE HOUSING

SUSTAINABILITY IS KEY TO HEALTHY GROWTH

Four cities, one European region primed for the future

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

Urbanisation, globalisation, demographic change, technology disruption and cross-border capital flows are changing the face of cities as we know them. By working together, however, the four cities of the Holland Metropole are perfectly poised to make the most of the challenges awaiting them to ensure a stable, innovative and inclusive future for all their inhabitants.
After all, the path to long-term competitiveness is achieved by making the most of short-term opportunities through adaptable and well managed growth.
That is where Amsterdam, Rotterdam, The Hague and Utrecht excel. With a combined population of over 7.5 million, total GDP of €330bn (and forecast growth of 3.1% this year), top flight universities and science parks and exceptional regional infrastructure connectivity, the four cities of the Holland Metropole can rival London, Paris, New York or Hong Kong.
A new benchmarking study by The Business of Cities, a pioneering research group keeping tabs on the world's metropolises, shows just how strongly the Holland Metropole performs against nine of its global peers when measured as a single region. 'Amsterdam, Rotterdam, The Hague and Utrecht routinely share infrastructure, resources, commuting patterns and economic specialisations,' says its chairman Greg Clark. 'This gives them a combined scale, common factors and complementary assets which allow them to punch above their individual weight.'
Drawing on a database of over 300 city and regional performance indices, alongside numerous metropolitan datasets, Clark and his research team show that the Holland Metropole is the seventh most important regional economy in the world, and is close to that of both San Francisco Bay Area and Greater Boston.
In the current cycle it has attracted more foreign direct investment per capita than Paris, Munich and Berlin.
But the Holland Metropole's particular strength comes from the way each city has developed its own specialisms. Amsterdam, for example, is the gravitational centre for finance, the creative industries and IT. Utrecht, with its young, well-educated population, excels in life sciences, healthy living and serious gaming; while Rotterdam's key drivers centre around the port, advanced manufacturing and clean-tech. The Hague, the Netherlands' political capital, is home to many key international organisations as well as The Hague Security Delta, Europe's number one cyber security cluster. It is perhaps unsurprising that the World Economic Forum ranked the Netherlands fourth in its Global Competitiveness Report 2017-2018, thanks to its world class infrastructure, health service, higher education and innovation apparatus.

A new dawn for the four cities of the Holland Metropole. Photo: Claire Droppert



Well-connected

The Holland Metropole region is super-connected by car and public transport – enabling someone who works in Rotterdam but lives in Utrecht to easily meet friends for dinner in Amsterdam. But the region is also super-connected to other European metropolitan areas, thanks to its central location, excellent air and road links and digital infrastructure.



Key advantages

The Business of Cities report shows that Holland Metropole has advantages in three key areas: connectivity, innovation and livability. The Holland Metropole's airports have direct international links to over 240 global destinations. The region is a major port and sea hub but also has excellent links between its four cities. The average travelling time by public transport to key destinations within the region is comfortably lower than its peers in Europe and North America. More than that, the Holland Metropole has excellent digital connectivity, with high internet speeds and broadband penetration rates.
The region's digital and knowledge infrastructure helps explain why it is also competitive with the top innovation eco-systems around the world. The region has also made a point of encouraging start-ups. The government has extended its ambitious Startup Delta project up to 2020 and it is also working to remove obstacles to entrepreneurship and provide incentives such as a special visa system for start-up founders.

A future-proof region

'Amsterdam with its regional partners is becoming a world beater', says Clark. 'And, what is clear is that these regional partners are themselves also leaders with a great opportunity to use the region as their common borrowed scale in their fields of expertise in law and justice, health and education, circular economy and innovation. Four distinctive cities with a common regional platform allows for each city to be in leadership and in partnership at one and the same time.' 'The battle to capture the spoils in the innovation economy is heating up,' says Clark. 'The likes of San Francisco Bay Area, London City and Greater Boston are out in front in terms of size and maturity, but the Holland Metropole is one of the fastest improving innovation eco-systems. And its competitive system of universities provides a unique supply of scientific, tech and business skills.

Cultural attractions

This opportunity is also reflected in the Holland Metropole's scores for quality of life, affordability and sustainability. The region has a very strong environmental profile, high uptake of public transport and appeal as both a place to visit and live.
The region's number of cultural attractions surpasses every other region in the study apart from London and Paris.
'Holland Metropole inherits a distinctive development and infrastructure model' says Clark. 'This model gives it plenty of options as to how future growth is accommodated, and offers potential for the region to become a global benchmark of what it means to be a sustainable, innovative and competitive metropolis.'•

Wanted:
one million new homes

The Dutch economy is growing and the lure of the big cities is drawing in ever more people. This, planners say, means Amsterdam, Rotterdam, The Hague and Utrecht need to build an increasing number of new homes to house their growing populations.

In 2017 officials in Utrecht opened the first section of what will be the world's biggest underground bike park to international media acclaim. The bike park itself may be big, but it is just one small part of a massive bicycle network being expanded throughout the Netherlands – which includes 'bike motorways' for fast travel between towns. After all, more than a quarter of trips made by the Dutch are by bike.
The bike park and the bike 'motorways' are just part of a major effort underway in the Netherlands to future proof the country which is one of the most densely populated parts of the world.
'If you don't facilitate your growth properly and in a healthy and sustainable way, you will face serious issues in the years ahead,' says Dick van Hal, CEO of Dutch institutional real estate investor Bouwinvest, and one of the driving forces behind the Holland Metropole project. 'We have to rise to the challenges of population growth, otherwise we will end up with increased pollution, congestion and other urban problems.'

Economic growth

The four big Dutch cities have been working together under the Holland Metropole flag for several years now. Being a metropolitan region with four powerful and complementary centres, they are able to compete with the biggest and most successful cities in the world. The Dutch economy is forecast to grow 3.1% this year but the economic upturn has come at a price. The lure of the big cities is drawing ever more people and, planners say, this means they need to build an increasing number of new homes to house their growing populations.

Challenge

The Netherlands is well-poised to rise to the challenge, given that is it wealthy and politically stable innovative in maintaining its competitive position. And the practice of working together to reach a common position or consensus – known as 'poldering' in Dutch – is a key part of the country's tradition.
This strategy of discussing complex issues and finding solutions together is now being applied to the housing market within the Holland Metropole. Developers and institutional investors have joined the four cities in starting a wide-ranging and serious debate about how to drive forward housing development. The main priority, they say, is to create 700,000 new homes to head off future housing problems and ensure cities remain attractive places to live.
Chris Choa, an architect and urban performance expert, helps cities across the globe deal with the changes which are heading their way. By 2050, he says, 70% of the world's population will live in cities and the global balance of wealth will have tipped from Europe to Asia. The four cities of the Holland Metropole, Choa points out, already operate like a single city region.
'They have a connected population with that magic one-hour commuting time between them,' he says. 'That hour is key to becoming a mega urban city region. London is just an hour away as well. In an age characterised by urbanisation, cities are becoming more important than countries.'

Consensus-building is key

The process of reaching agreement by building consensus – as witnessed in the Holland Metropole new homes' project - is a key part of the way the Dutch economy works. The process in Dutch is known as 'poldering', from the word 'polder', the name given to new dry land created by draining lakes or reclaiming parts of the sea bed. It derives from the way everyone has had to work together to keep the sea and rising water levels at bay. Nowadays polder is often used to refer to discussions between unions and employers on controversial or difficult issues, during which they aim to come up with a package of measures to present to government that will be accepted on both sides. In the same way, the agreement between city planners, developers and investors on the need for a united front to build more new homes is a typical example of the polder in action.

Climate change is another key issue, Choa states. As huge areas become uninhabitable or very expensive to live in, billions of people will move, and that makes further urbanisation inevitable. Technological developments such as the sharing economy and the widespread use of self-driving cars will have a further significant impact on how cities evolve.

Long term

What is key, Choa argues, is how today's popular cities prepare to cope with the challenges of the future. 'You have to think long-term,' he says. 'You have to prepare for change and decide how you will attract the next generation of wealth creators. And it is the biggest, best connected regions which will win.'
In the Netherlands, building new infrastructure can get bogged down endlessly in red tape and regulations. So, developers argue, a concerted effort needs to be made to develop a region-wide view. Land must be made available, planning procedures should be streamlined and speeded up and cities, provinces and national government should be stimulated to work closely with the private sector and pension funds who have the means to finance development.
From the cities' perspective, ensuring that their populations are on board is crucial, particularly when the identity of parts of the city could be challenged by growth. 'The city authorities might be mainly responsible for policy and programming but if we did that without consulting our citizens and the private sector, we would not be able to get houses built, says Robert Simons, the City of Rotterdam's alderman in charge of urban development. At the same time, he acknowledges: 'the expert knowledge of the private sector and its willingness to invest is vital to our spatial development.'

Demand

Amsterdam, Rotterdam, The Hague and Utrecht all have their own housing development programme but will, planners predict, not be able to meet demand in the coming years. 'One million new homes by 2030 means 80,000 a year, but we are currently only building around 50,000,' says Desirée Uitzetter, head of area development at real estate developer BPD.



Amsterdam is expanding on both sides of the IJ waterway

'When we look at what is in the pipeline, we can see that the land for building will be sold out in three to four years. So it is crucial to work together with local and national government on this, as a matter of urgency. We need to speed up procedures and we need the human capacity as well. We have to look at the entire residential market and the long-term view is vital.'
That long-term view means looking at more than simply building houses. Urban planning is key and that means roads, railway networks and bike paths are also an important part of the process. 'The housing crisis is just one part of the whole,' says Lex Brans, director of real estate marketing within the Metropolitan Region Amsterdam. 'We have a common problem and we have to solve it together and that means involving everyone – investors, developers, cities and locals. And you can't build on such a massive scale without the infrastructure. What we are doing now is building around stations and close to roads. Homes need to be close to public transport, or no more than 10 bike minutes away.'
Joris Wijsmuller, alderman in charge of housing in The Hague, says more than just good infrastructure needs to be taken into account. 'The private sector needs certainty and as little risk as possible. A clear vision will help to create an attractive investment climate. And that means clear conditions about what we are building,' he says. 'We also need to ensure good public facilities as well.'

To create one million new homes:

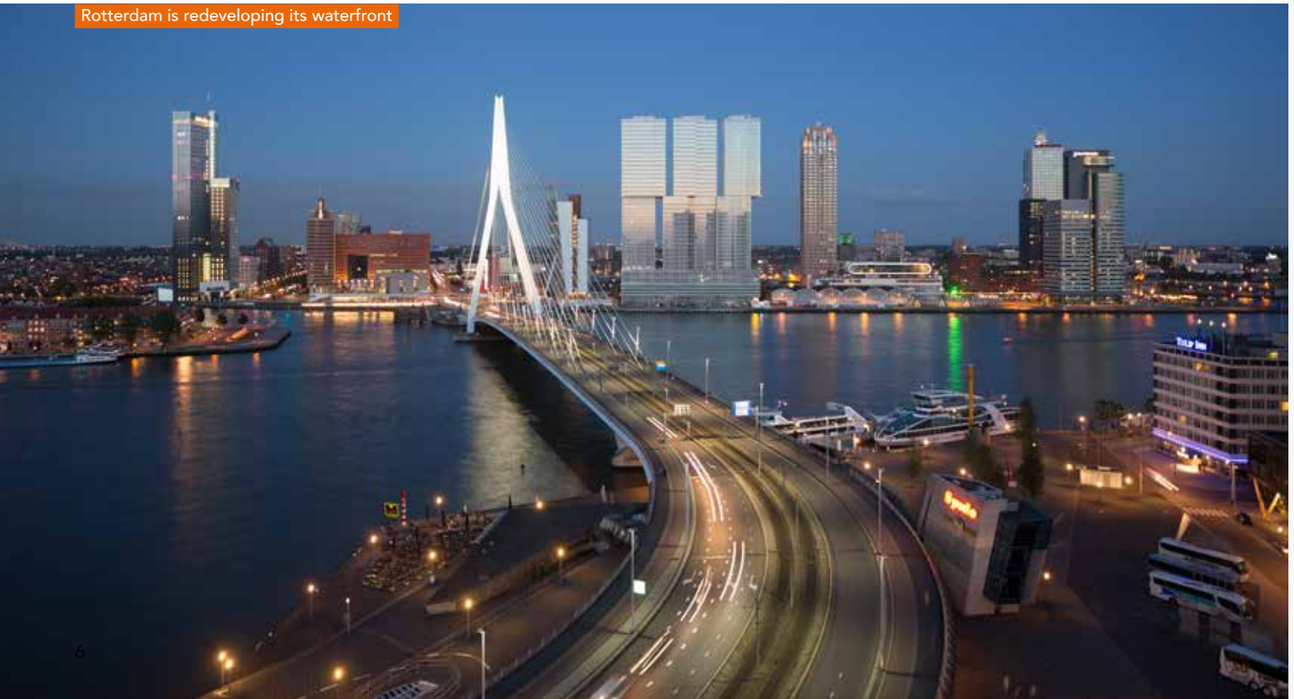
- A long-term vision is essential
- Major infrastructure developments need to be made now
- Cities, investors and developers must work together
- Planning procedures and red tape should be cut
- The 'green heart' should be protected
- Cities must remain inclusive for all

Green heart

After all, with clever planning, there is plenty of room for further residential development in the areas around the big cities themselves. Building outside city boundaries is a much more complicated issue and, says Bouwinvest's Dick van Hal, it is crucial to avoid the central rural area known as the 'green heart' which borders all of them, providing a rural escape just minutes from motorways and the urban sprawl. 'You could say the green heart is like the Holland Metropole's Central Park,' he says. 'It is a key part of the entire project.'
'We have to take a long-term view. It is the big picture which is important. It will be an expensive process to carry out but if we do nothing, we will have to pick up the bill for solving pollution, congestion and growing ill health.'
The Student Hotel group has also been pioneering innovative approaches to the challenges of urban living. At the Amsterdam City location, for example, the bike fleet has been fitted with GPS devices, opening the doors to understanding how people move through cities – and ultimately, how to improve urban living and mobility.

Cars as guests

Encouraging a healthy lifestyle is key to the Holland Metropole plans. 'There is major demand for housing in Utrecht and we want to meet that demand in a healthy way,' says Paulus Jansen, alderman in charge of housing at the City of Utrecht. 'We are stimulating the use of bikes and public transport and see cars more as "guests". 'We all see the need for an increase in the amount of housing,' says Nicole Maarsen, CIO Real Estate at Syntrus Achmea. 'And ensuring that we have inclusive cities is key as well. We can also learn from each other. What works well in, say, Utrecht, can work in other places too. The whole point about the Holland Metropole project is sharing best practices and working together towards the same end. The Netherlands has a problem. We need more housing throughout the region. We need healthy cities, we need to ensure mobility. We really must think about the city of the future, about different housing concepts.'•


Rotterdam is redeveloping its waterfront

Top investment picks

Amsterdam

Amsterdam is the cosmopolitan cultural capital of the Netherlands and its entrepreneurial and creative spirit has a unique global reach. The population is growing by some 15,000 extra inhabitants each year. In the comprehensive Metropolitan Region Amsterdam as a whole, some 60,000 residential units will be developed in mixed use districts over the next five years.



Haven Stad

The municipality of Amsterdam is planning to develop a new area to the west of the city in a project known as Haven Stad (port city). The development will comprise 40,000 to 70,000 homes and commercial space providing 45,000 to 58,000 jobs. The project involves transforming 12 separate parts of the port of Amsterdam over the coming decennia into highly urbanised working and living areas. The focus will be on realising a liveable city with all the necessary facilities including schools, sports facilities, cultural oulets and parks. This area development offers great potential for investment in all asset classes.
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Lelystad Airport Business park

Lelystad Airport Business park is located between Lelystad airport and the A6 motorway and was the first to receive BREEAM local development certification as a sustainable work site. A new international airport terminal will open in 2020, allowing the business park to act as a stepping-stone to Europe and the rest of the world Planning status: the focus lies on innovation, mobility and sustainability. Plots of between 5000 m² and 2 hectares are available. The excellent ground structure and short permit process facilitates fast and low-cost building.
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Rotterdam

Rotterdam is a young, dynamic and international city and offers a gateway to Europe thanks to its smart port and logistics facilities. The city authorities are transforming the centre and old harbour areas into high-quality, modern, sustainable living and working environments. Growing international attention and investments have resulted in a lively and vibrant city.



Feyenoord City

The new 63,000 seat stadium will act as a catalyst for the further development of Rotterdam Zuid with space for sport and leisure as well as residential units. The new infrastructure and stadium development will be accompanied by an extensive social programme with sports at its core.
Planning status: The project involves 180,000 m² of housing and 64,000 m² of commercial space, including a cinema, restaurants, hotels and shops. A further 83,000 m² will be devoted to a new sports experience centre and sports fields.
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Rotterdam Central District

Rotterdam Central District is an appealing business location offering several opportunities to build or redevelop residential area and offices. The area is extremely central, has excellent transport links and is particularly suitable as a headquarters location for companies, as well as for startups and short-term rentals.
Planning status: There are three plots on offer for further development, the first of which is Delftseplein, a 45,000 m² mixed use site adjoining the eastern side of Rotterdam Central Station.
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The Hague

The Hague is home to some 240 international organisations and this has made it an attractive location for companies such as Shell, Total and Siemens. The city's international character and excellent standard of living attract 6,000 new inhabitants every year, making it an interesting location for investors in real estate.



Stadspostkantoor and Globe

The area close to the Hollands Spoor railway station is being redeveloped into an exciting new city district with a lively square, plus residential and commercial property.
The former post office building Stadspostkantoor is being transformed by Belgian developer LIFE into a 'city within a city', including short stay accommodation for The Hague's growing expat population. The nearby Globe building, a mixed use complex with offices and retail space, has also been bought by LIFE, as has an adjoining plot of 3,300 m².
Contact: Claire Laarman
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De Schoone Ley

The Hague has embarked on a three-stage major overhaul of the area around the Haga hospital to turn into a residential area with social housing, middle income rental properties and owner occupier homes. The first phase has already been completed and the second phase, involving mixed housing and an underground car park with space for 842 cars is now under way.
When completed, the project will include some 610 homes, 3,000 m² of commercial property and a 7,000 m² roof garden.
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Utrecht

Utrecht is described as the beating heart of the Netherlands. Utrecht is developing from a medium-sized provincial city into a regional capital of European importance. In fact, the Utrecht region has one of the most favourable economic growth forecasts of all the city regions in Western Europe, thanks to its knowledge-based economy and young, highly educated population.



Station area

After a successful overhaul of both the shopping centre and the largest Dutch railway station, several new buildings are now being developed in the surrounding area to compliment the new World Trade Center, which opens in March. One of these, the Noordgebouw complex, includes a hotel, restaurant, bar, wellness centre, offices, apartments and shops. The project meets the growing demand for innovative living and working spaces.
www.cu2030.nl
stationsgebied@utrecht.nl

Merwedekanaal zone

Utrecht is working with various partners to transform the former Merwede canal industrial area into an urban area for living, working and recreation.
The project involves 6,000 to 10,000 residential dwellings and amenities for 20,000 new inhabitants. The aim is to develop innovative and sustainable solutions for high density building as Utrecht is forecast to grow by 70,000 inhabitants by 2030.
www.utrecht.nl/merwedekanaalzone
merwedekanaalzone@utrecht.nl



Four cities, innovating for smarter, sustainable and energy-efficient futures

Maximising mobility, energy efficiency, sustainability and social cohesion are the foundations of the Dutch approach to urban development. Throughout the Holland Metropole region, smart buildings are springing up that aim to slash energy bills and create a sustainable housing stock.

In Rotterdam ground-breaking projects are underway involving sustainable building techniques. In the Concept House Village, products and techniques are being tested to develop housing which is both innovative and energy-efficient. The Rotterdam innovation centre for sustainable construction on the RDM Campus is another project to help developers go green. These are just two of a raft of projects underway within the Holland Metropole which have sustainability at their core. 'The biggest challenge we face is keeping cities diverse, accessible and sustainable as places to live and work,' says Ronald Huikeshoven, director of area and property developer AM.
In Amsterdam, Rotterdam, The Hague and Utrecht, Haarlemmermeer, Lelystad, Almere and Delft, new housing developments are springing up in which energy efficiency is central. The drive



BPD is developing a 225,000 m² brownfield site in Amsterdam, into a fully integrated new urban centre including public facilities, apartments and the new headquarters for Booking.com. The architect is UNStudio.



BPD and The Hague city council are developing the Proeftuin Erasmusveld project, a sustainable complex of some 350 homes in the city's green zone. The project involves a great deal of input from locals to create residential district in which recycling, sustainable materials and energy efficency are central.



Eiland de Oevers is a project to develop 51 energy-neutral homes on the edge of Rijswijk near Rotterdam. The homes will all have an energy system based on geothermal energy with solar panels and under-floor heating. The brick buildings' design is inspired by traditional Dutch countryside dwellings.

to build energy-neutral homes is, says Utrecht's alderman for housing Paulus Jansen, the most important innovation in current housing policy. 'Rules for new projects are getting tougher and have led to better quality, stimulated innovation and boosted market security,' he says. 'But we need to move in a similar direction for existing buildings as well.'

District heating

One step toward this is changing the way homes are heated. Many apartments throughout the Holland Metropole region, for example, are kept warm by district heating schemes, whereby heat created by industry or waste incinerators is piped directly into homes from a central point. District heating is seen as key in the drive by both Rotterdam and Amsterdam to phase out the use of natural gas as a source of heating and to cook on. 'This is a massive, far-reaching project which we are already working on,' says Rotterdam alderman Robert Simons. 'But in doing this, we are working towards cleaner air, jobs, comfortable homes and contributing to the Paris climate agreement targets.'
In The Hague, by contrast, a ground-breaking project is underway to use geothermal heat from two kilometres underground to warm houses. The source, says alderman Joris Wijsmuller, is right in the city, near a hospital, and will be able to heat a large number of homes. The project has the potential to make a major contribution to boosting the sustainable housing stock in the southwest of the city and help The Hague become energy neutral by 2040 – a key council target.

Housing concepts

After all, says Desirée Uitzetter, director of area development at BPD, sustainability is not just about building enough homes. 'We have to look at the type of housing and ask who we are building it for.' This also means new developments need shops, places of entertainment and schools. 'The area itself needs to be interesting,' she says.
Heijmans, for example, has a focus on future-proofing its developments. 'We realise energy neutral buildings and reuse materials as much as possible,' says director Peter van der Gugten.
Dura Vermeer re-uses old interiors by transforming them into new ones. 'We also ensure spaces are flexible and multi-usable in order to meet up future demands,' says board member Ronald Dielwart.
'We need to look much more thoroughly at different housing concepts,' argues Nicole Maarsen, CIO Real Estate at Syntrus Achmea. 'We need to look at how can we facilitate mixing in cities and we should invest in other spaces which support living as well. If you live in a micro apartment, you will move on to a different sort of house as you get older and your needs change. That will bring more dynamism into the housing market.'

Flexibility

The demands of an ageing population add another dimension to the housing debate. After all, the need for more sustainable housing within the Holland Metropole is just one part of a complex package of issues relating to climate change and population shifts, says Lex Brans, director of real estate marketing in the Metropolitan Region Amsterdam. 'We all agree that we have a major problem,' he says. 'Paris was a wake-up call… it was a signal. We have a common problem and we can only solve it if we are both proactive and work together.'•



This 10 storey energy-efficient building is being developed in the south of Utrecht by Syntrus Achmea and others and will provide housing for 200 students. The building itself covers a limited amount of land to maximise the use of the green surroundings, in line with the wishes of the neighbourhood.

Holland Metropole: future proofing the inclusive city

You won't find gated estates for the wealthy and ghettos for the poor in the Netherlands. Ensuring socially mixed cities with sufficient affordable housing is a key component of Holland Metropole housing policy and current architectural trends.



The Pontsteiger development on Amsterdam's waterfront is an iconic, 90 metre high residential project with 252 rental apartments, 66 apartments for sale, some 2,000 m² of facilities and commercial space, 263 parking places and 45 berths for boats.

The lack of affordable housing is a key issue facing the four big cities of the Holland Metropole as more and more people move into urban areas. 'The shortage of mid-priced rental accommodation is one of the most pressing problems we have,' says Robert Simons, alderman for urban development at Rotterdam city council. 'It means that families, for example, stay in social housing or move out of the city. This is why we are working with developers, investors and housing corporations to plan the proper amount of affordable housing and make sure we have the right zoning requirements.'

Affordable

Utrecht too is undergoing major expansion and is the fastest-growing city within the Holland Metropole. Houses which fall into the middle segment are becoming smaller – so don't meet demand – or are so expensive that they are not an option for starters and people on medium incomes, says Paulus Jansen, alderman in charge of housing in Utrecht. 'This is one reason why we are going to take steps to ensure that the homes being built remain affordable, while making sure that the return on their investment meets developers' needs for continuity.'
Among the projects Jansen is particularly proud of is Place2BU, a project where refugees with residency permits live alongside people who have been in some form of residential care home and 'ordinary' people. Another similar mixed-use development is De Saffier, where students and the elderly live alongside each other and a real effort is made to get the two groups to mix.

Diversity

'There simply isn't enough social housing in our region,' says Joris Wijsmuller, the alderman in charge of housing in The Hague. 'In new housing developments, we strive to ensure 30% are rent-controlled. We want to ensure The Hague is an inclusive and attractive city with a very wide selection of living environments. It should be possible for everyone to live in the city and residential districts must be mixed. That demands diversity and flexibility in the way we live. We are experimenting with niche types of living such as self-build, home office concepts, full service apartments, tiny houses and housing co-ops.'
The Student Hotel group, for example, breathes life into old, often disused buildings and helps regenerate communities. 'Our complete connected community concept revitalises neighbourhoods, but to do this we have to innovate and challenge bureaucracy,' says Charlie McGregor, chief executive of the company. 'The rule books for property development and operating hotels were written before most of our guests were born, and we have to push against those rules to make our properties and the industry fit for purpose in the 21st century.'
Working with local partners is key. Delft-based architects' office Mecanoo was involved in a mixed-use project in the Amsterdam suburb of Osdorp together with housing corporation Ymere, the local school board, a design studio and an artist. The result is a building that contains social housing, a school, sports hall, two playgroups, day-care centre and care support centre.
In Amsterdam, Rotterdam, The Hague and Utrecht, redundant offices are being turned into housing units aimed at young people in their first jobs. In The Hague, for example, the office complex which used to house the national statistics office CBS is being converted by BPD into part of a car-free housing complex with 235 homes and two large enclosed gardens.

Traditional households

The trend towards niche housing, particularly targeting the young, is apparent across the Holland Metropole. 'Young people live in a different way to those in traditional households,' says Lex Brans, director of real estate marketing at the Metropolitan Region Amsterdam. 'They are used to sharing common spaces and being part of community activities. We want to create a mixed city, where poor and rich live side by side, and that is a deliberate part of our policy. We don't want homes where the rents are too high. Amsterdam must remain an inclusive city.'•

The Dutch rental housing market

Social, or rent-controlled housing, comprises homes with a rent of up to €710 a month. The rent is determined according to a point system based on size, facilities (such as outside space) and location. Affordable, or middle-rent housing, is generally accepted to mean housing with a rent of €710 to around €1,000 a month. Free sector, or non-rent controlled property, includes all property with a rent of over €710 a month. Landlords are free to set the rent level but Amsterdam and Utrecht have introduced plans requiring developers to agree to keep rents in new developments affordable for a certain number of years.



'Modern society needs sustainable and inspiring urban living environments,' says the team at KCAP Architects&Planners, responsible for the design of Cruquiuseiland Amsterdam, a development by AM, among others.

The Holland Metropole: a public private initiative

The Holland Metropole initiative is an alliance between Amsterdam, Rotterdam, The Hague and Utrecht and a number of development and investment partners. The aim is to highlight the development opportunities available in the Netherlands' four biggest cities. All four are well known in their own right, but together they form one of the most successful city regions in the world. As Europe's best-connected region, with many international and innovative institutions and stable economic growth, the Holland Metropole offers investors a world-class business and investment climate.

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Cover photo: The Bajes Kwartier is a new Amsterdam district, based around a former prison and developed by AM.