

Press release

Eindhoven, August 25th, 2020

Holland Immo Group buys residential development Vredeoord VS in Eindhoven from EQUILIS



Holland Immo Group has purchased the residential development at Naaldhout 47 / Grenenhout 8 in Eindhoven from developer Equilis Netherlands. It concerns a transformation of the former VS building at Vredeoord 105, which was previously used by Philips. The residential complex will contain 166 two and three-room apartments with 212 parking spaces in the underlying parking garage.

The building has a total usable area of approx. 11,000 m², divided over 4 building parts and four resp. five floors. The apartments vary in size from 37 m² to 93 m² and have an efficient layout with generous windows, an outdoor space in the form of a balcony or a garden, a private parking space in the underground parking garage and a communal courtyard.

The building is located in the northwest of Eindhoven, on the border between the residential areas Groenewoud and Vredeoord. Strijp-R, S and T can be reached within 5 minutes by bike and the center of Eindhoven is 10 minutes by bike. The former Philips office park Vredeoord, with the characteristic Philips head office as its figurehead, is currently undergoing a major transformation. Vredeoord VS contributes to this redevelopment of the area into a sustainable residential area.

Due to the location and design, the homes will be suitable for various target groups such as starters, young professionals, single or double earners and seniors. This makes the complex well suited to the increasing demand for mid-priced rental properties.

Lucas Francken, Associate Director Residential Investments at CBRE: *“The transformation responds to the continuing shortage of mid-range rental properties in Eindhoven and in this way an empty office building is filled in a sustainable way. This transaction is thus exemplary for the phase in which the housing market is in and provides a nice and appropriate answer to the continuing demand for well-developed new-build homes”.*

Francine Zijlstra and Dimitry Melchior, Management Equilis Netherlands: *“We are very happy and proud that we have enabled a transformation into sustainable urban housing with this project at this dynamic location in Eindhoven. In this way, in line with our European strategy, we create a new place for people in the city where “people can build the happy stories of their lives”.*

Equilis Nederland is part of the European developer EQUILIS, founded in 2006 by Carl Mestdagh. In seven countries, EQUILIS has retail, residential and mixed projects in various stages of (re) development. See further: www.equilis.net

Manfred Kühl, CEO of Holland Immo Group: *“The purchase of Vredeoord VS fits perfectly in our strategy to invest in new-build homes and transformations, whereby we, as a forward funding partner, make an early commitment and work together with a builder. This housing transformation was purchased for one of our investment funds. In this case, we are working together with Ten Brinke Zuid, the new location of Ten Brinke Group in Helmond and, among others, developer, financier and builder of De Gebroeders en Meerrijk in Eindhoven. We have had an excellent cooperation with Ten Brinke Group from Varsseveld for over 10 years, first in Germany for our shopping centers for daily groceries and then also in the Netherlands for parking garages, residential developments and senior living / senior care. We are very proud that we have been able to acquire this high-profile residential development in Eindhoven”.*

The residential team of CBRE and Lexence acted as advisors on behalf of seller Equilis in this transaction. Equilis was supported in development management by Paul Vismans Projecten Beheer B.V. and Cedrus Vastgoed B.V.

ABOUT EQUILIS

We are Equilis and we build.

We build stories.

We create places where people build the stories of their lives.

Love stories, business stories.

Happy stories.

EQUILIS was established by Carl Mestdagh in 2006 as a commercial property developer in the Belgian market. Today the firm develops and completes demanding projects in a broad spectrum – from commercial and residential real estate to offices, brownfield recovery, senior citizen or student housing, recreational facilities, parking spaces, cultural and public spaces. Altogether EQUILIS has built 271,000 m² retail and 832 residential units. Currently a further 215,000 m² retail and 2,004 residential units are under development.

EQUILIS covers all aspects and works and has diversified its activities and expanded its portfolio in the European market. EQUILIS has offices in Belgium, France, Spain, the Netherlands, Portugal, and Poland and recently also in Germany. You will find more information about EQUILIS and its projects under www.equilis.net.

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