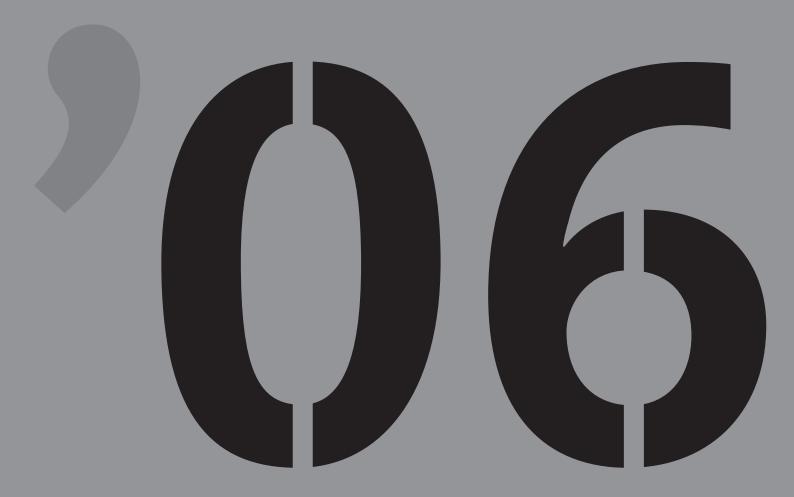
# VESTEDA PROJECT BV REPORT



DEVELOPING AND ACQUIRING RESIDE
HIGHER-RENT SECTOR THAT MEET QUA
TO PROVIDE NEW INVESTMENT PROPE

## NTIAL PROPERTIES IN THE ALITY AND YIELD REQUIREMENTS RTIES FOR VESTEDA GROUP



## VESTEDA PROJECT BV 2006 REPORT

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### **Profile**

Developing and acquiring residential properties in the higher-rent sector that meet quality and yield requirements to provide new investment properties for Vesteda Group. This is the mission of Vesteda Project by.

Part of Vesteda Group

Vesteda Project by is part of Vesteda Group. Vesteda Group develops, finances, lets, manages and sells residential properties and concepts. It is thus continuously raising the quality of its residential portfolio, which is held by its own residential property investment fund with which Vesteda offers property investors access to the Dutch housing market. Vesteda meets households' high quality residential requirements by offering comfortable and luxurious homes. Vesteda is, therefore, an enterprising property investment fund operating in the residential property sector. With more than 28,000 residential properties, with a combined value of over € 4.5 billion, Vesteda is the largest residential property investment fund in the Netherlands.

Higher-rent sector

Vesteda focuses on the higher-rent sector which starts at rents of € 600 per month. Vesteda's customers are chiefly small households: people over 50 and single-person and dual-income households. This target group lives mainly in town centres, in large and medium-sized municipalities. Vesteda offers them comfortable, carefree housing with an eye for detail and design. To this end, Vesteda is developing modern, sustainable apartments and houses. And this is the work of Vesteda Project by.

Commissioning authority responsible for its own results

Vesteda Project by has the role of commissioning authority in acquiring and developing residential projects which are built by third parties. Vesteda Project by is an autonomous company within Vesteda Group, with responsibility for its own results.

Quality has first place

Vesteda Project by has rapidly built up a leading position as a developer. It specialises in sustainable, well-designed rental housing. Acquisitions are carefully assessed on the quality of the location and the fit in the urban infrastructure before being selected, developed and constructed.

Vesteda Group's long-term involvement as owner and its direct involvement through its local offices in letting and management also ensure long-term quality. Only in this way can Vesteda Group offer its tenants above average quality of life, and generate above-average capital gains in the long-term.

Area and project development

Vesteda Project by develops property in different ways. Preferably as a partner in an area development. Involved from the start, so that maximum influence can be exercised on the quality of a large number of residential properties with high-quality public spaces and infrastructure. But locations are also acquired independently and developed in house. Finally, completed projects or those under development can be acquired and made into an end-product, possibly after modification. All types of development result in luxury rental homes, with high standards of town planning, infrastructure, public spaces, architecture, layout, finish, facilities and return.

Specialist organisation

Vesteda Project by employs more than 25 specialists, based in Maastricht and Amsterdam.

### **Objectives**

A model property portfolio has been drawn up using internal and external studies to set a framework for the investment policy until 2015. In Vesteda's view, the rapid rise in the proportion of one and two-person households, especially in the over-50 age group, means a fundamental change in the housing market, and especially in demand in the medium and higher-rent sectors. In due course, a large proportion of Vesteda Group's capital will be invested in the residential property category with rents from about € 600 to € 1,200. Vesteda is also looking to expand in the higher price categories over € 1,200 where there is a structural shortage of supply and where there will also be a sharp increase in demand.

Inflow for the Vesteda Group portfolio

A key element of Vesteda's investment strategy is the annual sale of 3% to 4% of the portfolio in order to emulate the model portfolio as closely as possible. Sales are linked to a similar number of residential properties being added to the portfolio each year. This ongoing rejuvenation contributes to achieving and maintaining the desired geographical and qualitative composition of the portfolio, and on consolidating capital gains. Vesteda Project by's objective, therefore, is to achieve this ongoing rejuvenation, developing about 1,000 residential properties per year.

Inner-city developments increasingly involve homes for both rent and sale. In these situations, Vesteda Project by bears the risk in both categories of residential property. Municipalities and other parties work with a single developer, which makes the work easier. A benefit for Vesteda from developing rental and owner-occupied properties within a project is that it is possible to switch between the owner-occupied and rental sectors at a late stage, depending on the state of the economy. Given the often long development cycles for projects, the proportion between owner-occupied and rental in the hand-over phase can be amended to the then ruling market conditions.

Developing for rent and sale

Vesteda Project by expects to be constructing 1,500 residential properties a year in due course: about 1,000 for the Vesteda Group rental portfolio and about 500 for the owner-occupied market.

New construction volume

Inner-city development projects are often complicated in structure. It can be many years after development starts before the first homes are handed over. It is, therefore, important that Vesteda Project by builds up a stock of 'projects in progress'. Given the completion times, the pipeline has to contain about 10,000 residential properties to ensure 1,000 residential properties are built each year in the rental sector on average. This pipeline is now full. The same applies to the owner-occupied sector: construction of 500 residential properties per year requires a pipeline of some 5,000 residential properties in the owner-occupied sector. Overall, therefore, the pipeline will grow to about 15,000 residential properties.

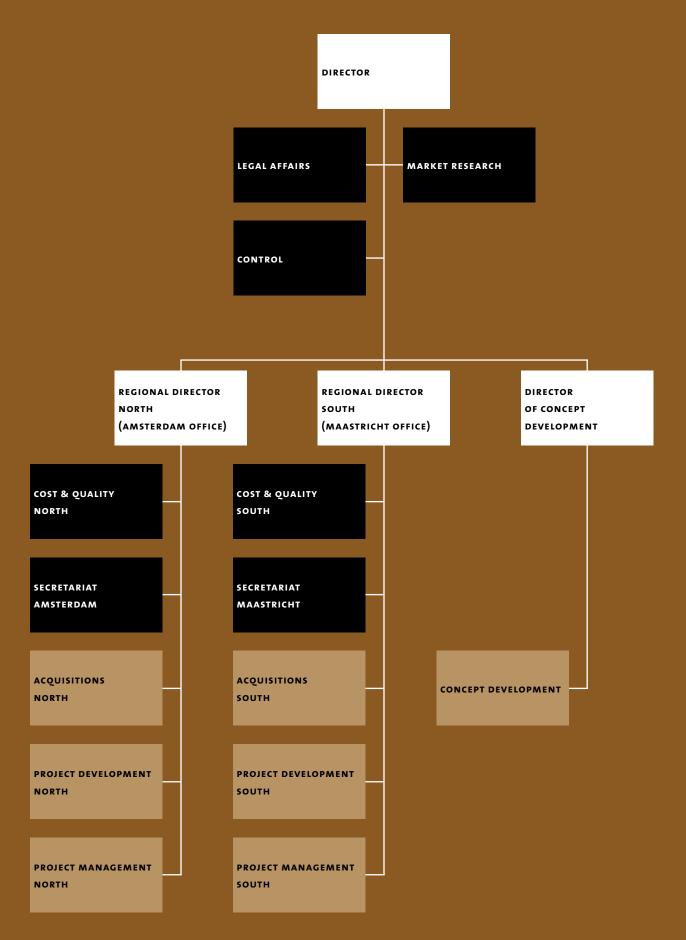
Pipeline almost filled

In view of the development of the pipeline, Vesteda Project by expects to reach the level of 1,000 residential properties to be handed over annually in the rental sector from 2008 and 500 residential properties to be built annually in the owner-occupied sector from 2011.

New construction level reached in 2008–2011

### Management

The members of the Vesteda Project by management team are Mr N. (Nico) Mol (director), Mr M.P. (Mark) Rabbie (director of concept development) and regional directors still to be appointed.





### Strategy

Urban area developments

A distinctive feature of Vesteda Group is its long-term involvement in projects. This makes it attractive for municipalities to work with Vesteda Project bv. Town-planning aimed at sustainability, urban quality and high-quality architecture offers long-term solutions for housing problems within the relevant yield criteria. In this, Vesteda looks beyond just the homes: the quality and prompt layout of the public spaces, infrastructure and location with respect to the town centre and facilities also determine the quality of life of future tenants. Vesteda would like a joint guidance role in this.

Area developments

Objectives can be set jointly, as Vesteda Project by is in a position to become involved in projects and redevelopments at an early stage. Different municipalities' experience shows that Vesteda's specific knowledge of tenants and their wishes can contribute to the municipal policy frameworks. For this, Vesteda has databases to quantify future demand for medium and higher-rental residential properties and the effects of local municipal objectives. Construction plans are input for housing market simulations. Early participation is important for Vesteda as it can then jointly determine the criteria for the new development. Early participation of a private party is also helpful to the municipality as it can work with the same party during the area and development planning, construction and letting. By offering an exclusive residential environment, Vesteda Project is fulfilling a part of municipal policy. Higher-income residents remain in the town, which is important for urban development and trading up in the housing market. It also attracts middle and higher earners to return to the town which is vital for the economic reinforcement of towns. These conclusions are confirmed by surveys at completed projects.

Project development

Residential properties that meet high standards for the inflow are created by participating in project development or by acquiring and redeveloping and/or modifying projects.

Co-operation

Vesteda Project by develops its own properties but also works with other developers. In these cases too, Vesteda Project by clearly has a commissioning authority's role during the preparation and development phase and bears the associated risks.

Rental and owner-occupied properties

Vesteda Project by also takes on the development of owner-occupied residential properties in projects involving properties for rent and sale. This is a favourable point for municipalities, as they can develop a complete residential programme with a single long-term partner. Vesteda has greater product flexibility to respond to the state of the economy.

Increasing mix of functions

Projects increasingly involve more than just residential properties, and have mixed use with shops and offices. The details of such environmental factors are important since location strongly influences tenants' quality of life. In town centres, in particular, it is important that a building should have a base of commercial and cultural facilities to create a lively area. Vesteda Project by often takes the initiative, along with municipalities and other parties, to invest in such facilities. Vesteda's objective is to develop the base so that it adds value to the neighbourhood and, of course, also to the building itself.

Purchasing a project under development is a way of making an acquisition. The same criteria are used as for the company's own developments. Projects are often modified after purchase to the specific wishes of the future tenants, with much attention being given to supporting possible lifestyle changes in the homes.

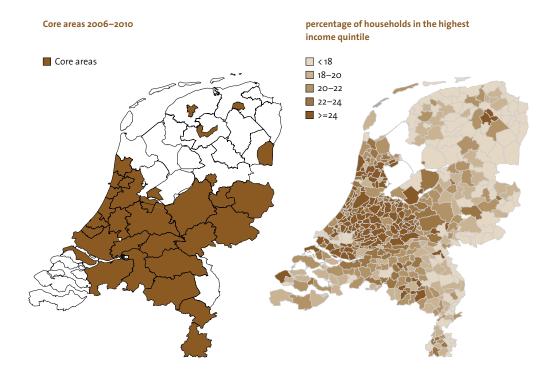
Purchasing projects under development

Management considerations also often require a finish in more durable materials. A large number of projects are still being offered on the market for full or partial acquisition. All are assessed against Vesteda's strict criteria for location, layout, building quality and facilities and yield. Vesteda Project by's own project managers and cost-quality experts supervise the preparation and construction phases.

In the role of commissioning agent, Vesteda not only follows the development of the projects themselves, but the quality and prompt layout of public spaces also receive full attention so that Vesteda can ensure that both the project and its surroundings are ready for use on hand-over.

Vesteda has identified a number of core areas, based on the model portfolio and demographic and economic market analysis of the Corop regions and urban conurbations. The results of this analysis show that it is not possible to refer to a single national housing market, but that regional differences clearly affect the functioning of the market. The investment potential of some regions is more attractive than others. There are also considerable differences within regions. The conclusion is that Vesteda's target group is structurally resident in the larger urban conurbations. These are also the areas where there is permanent demand in the higher rent sector: the Randstad conurbation, in Noord-Brabant, the Arnhem-Nijmegen area and parts of Limburg. Outside these regions, the towns of Groningen, Leeuwarden, Heerenveen, Emmen and Alkmaar are also part of the core area. The map below shows the core areas. For comparison, the areas with the highest 20% of incomes are also shown.

Regional approach







### Management and letting by Vesteda Groep

Vesteda's involvement does not stop when a project is handed over by Vesteda Project bv. Vesteda is the only property fund of its size in Europe that handles the administrative, technical and commercial management of residential properties itself.

The Woongaleries and their satellite front offices in various locations handle letting and personal contacts with customers during the tenancy. The centralised call centre and back-office support the local offices. Tenants contact the call centre with maintenance requests. The call centre sends the maintenance contractor and lets the tenant know how long it will take to deal with the problem. The call centre is, therefore, actively involved in monitoring this period.

The chosen market sector and associated growing demand for service mean that only an in-house property management organisation can adequately ensure customer orientation and high levels of service. The main arguments for this are improved control of the result and customer satisfaction. In addition, in-house offices offer greater manageability and improved control. Finally, direct customer contact provides market and project knowledge that is incorporated directly into the list of requirements that Vesteda Project by applies to area and project developments.

### **Vesteda Woongaleries**

and their areas of operation

- Area covered by Woongalerie Amsterdam (A), with its front office in Almere (1)
- Area covered by Woongalerie The Hague (B), with its front offices in Rijswijk (2) and Zoetermeer (3)
- Area covered by Woongalerie Rotterdam (c)
- Area covered by Woongalerie Arnhem (D) with its front offices in Amersfoort (4), Zwolle (5) and Enschede (6)
- Area covered by Woongalerie Eindhoven (E) with its front office in Breda (7)
- Area covered by Woongalerie Maastricht (F), the location of Vesteda's head office
- External property management



### Report of market developments

### **Completed projects**

During 2006, 477 residential properties were handed over by Vesteda Project by in seven projects, mainly in the Randstad conurbation but also elsewhere in the country.

Amsterdam The *Boston* project, designed by architects DKV is next to the Detroit project, completed in 2005. This building is noteworthy as it allows tenants to choose a layout, supported by a raised floor system which assists flexibility and as the apartment façade can be fully opened. This building's tenants can also use the leisure facilities in Detroit. The 90 apartments were handed over in mid-2006 and letting is going well.

The *De Uitkijk* project of 42 luxury apartments was started in IJburg at the end of 2004. This development was designed by Van Sambeek en Van Veen Architecten.

The *De Drie Bouwmeesters* project of 39 apartments and 44 houses is being built in Geuzenveld, a district to the west of the city. This project, designed by Ton Venhoeven, is the first one to arise specifically from the agreement between Vesteda and the Municipality of Amsterdam to build at least 2,500 residential properties in the medium-rent sector over 10 years. The rate at which these residential properties have been let underlines the pressure on the mid-market sector in Amsterdam. Most of this project had been completed by the end of 2006; the last 18 properties will follow in 2007.

Maastricht Vesteda has bought the *Wiebengahal*, on the southern edge of Céramique, from the Province. This industrial monument retains its distinctive exterior and has been adapted according to a plan by H.J. Henket for a branch of the Netherlands Architecture Institute and Stichting Restauratie Atelier Limburg. Vesteda's Maastricht Woongalerie, the call centre and the back-office are located on the ground floor and first floor. The official opening of the NAI was in early September 2006, along with the first exhibition.



 $Street\text{-}side, Boston, Oostelijk \, Havengebied, Amsterdam \, (dkv \, Architecten)$ 



De Uitkijk (blok 34), IJburg, Amsterdam (Van Sambeek en Van Veen Architecten)



Water-side, Boston



 $\label{thm:continuous} \mbox{De Drie Bouwmeesters, Geuzenveld, Amsterdam (Ton Venhoeven)}$ 



Wiebengahal, Céramique, Maastricht (conversion Hubert Jan Henket en Partners)



Nieuw Park Leeuwensteijn, Sijtwende, Voorburg (Hagenbeek Architecten)



Parkpromenade Berendrecht



Parkpromenade Berendrecht, Leiderdorp (svp architectuur en stedenbouw)



De Parade (blok 5), St. Josephstraat, Bergen op Zoom (awg architecten)



Het Paleis, Chassépark, Breda (Hans Kollhoff und Timmermann)

Leidschendam-Voorburg The Nieuw Park Leeuwensteijn project is being built in Voorburg on the new northern access road to The Hague, as part of the general Sijtwende plan. The plan consists of four urban villas each with 28 apartments, four per storey, attractively situated on the water. Hand over of half the homes started in 2005 and the rest were completed during 2006.

Leiderdorp The Parkpromenade Berendrecht project of four blocks above existing apartment buildings is on the north side of De Houtkamppark on the promenade and between the Winkelhof and Santhorst shopping centres. Three of the blocks have been developed for letting. Each 13-storey block has 24 spacious apartments. There is 150 m<sup>2</sup> of commercial space on the ground floor of each block. One third of the 72 rental properties were handed over in 2005 and the remainder in 2006. All the properties were let very quickly after completion and mainly to local people.

Bergen op Zoom The new De Parade shopping centre, designed by awg architecten, is being built as part of the attractive retail heart of the historic town centre. The 65 apartments over the shops are being built by Vesteda. Eighteen of these apartments were handed over and let in 2005 and 13 in 2006. The remainder will be available for letting in 2007. This renovation of the town centre is being developed in phases.

Breda In the central Chassé Park, Prof. Hans Kollhoff has designed the Het Paleis project: a distinctive residential building with particular attention to the architecture and finish. The 86 apartments are spacious and offer an excellent residential experience thanks to their central but quiet location in the heart of Breda. These residential properties were handed over in early 2006.

### **Projects under construction**

Some 1,100 residential properties are under construction and due to be handed over in the period to 2008.

Bergen op Zoom The new *De Parade* shopping centre, designed by awg architecten, is being built as part of the attractive retail heart of the historic town centre. The 65 apartments over the shops are being built by Vesteda. 34 residential properties are still under construction and will be completed in 2007.

Six urban villas are being built in the *Laguna* project along the water on the Bergse Plaat; Vesteda is developing three of them for letting. Three different architects Marx & Steketee, Kieckens and Jo Janssen are involved to create greater attractiveness. The 48 apartments are sited in park-like surroundings laid out like a private garden. Work started on this project in late 2006.

Amsterdam There is considerable demand for higher-rent homes in Amsterdam. Short-stay apartments, a formula that Vesteda specifically offers, are very popular. The Zuidas is the new commercial centre of the Netherlands, where homes will have a major role alongside the accommodation for international businesses. One of the first residential buildings on the Zuidas is the Mahler apartment building acquired by Vesteda, part of the Mahler 4 project designed by Architecten Cie with architects Branimir Medić & Pero Puljiz. The block has 24 floors above a multi-storey car park. Vesteda is building 174 apartments in Mahler, while the other homes, spacious penthouses on the top floors, are being sold individually. As well as normal apartments, there are short-stay flats and some with office space. A service manager will be available for the residents, who can also use leisure-facilities such as a swimming pool, sauna and fitness centre. 2,800 m<sup>2</sup> of commercial space is being built on the lower floors and part of this has already been let to a men's fashion store. Completion is expected in late 2007/early 2008.

Vesteda is intensively involved in IJburg, developing several buildings in this new expansion area on the IJ, some of which have already been handed over. Development of 12 single unit residential properties as part of *Blok* 7 started in early 2006. The architects are Geurst en Schulze.



De Parade (blok 8), Parade, Bergen op Zoom (awg architecten)



De Parade (back of blok 8), Paradeplaats



Entrance hall, Mahler 4, Zuidas, Amsterdam (de Architecten Cie/Medic and Puljiz)



Laguna, Bergse Plaat, Bergen op Zoom (Marx & Steketee, Kiekens and Jo Janssen Architecten)



Mahler 4, Zuidas

blok 7, IJburg, Amsterdam (Geurst en Schulz)







Gerenstein, Amsterdam (Heren 5 Architecten)



Gerenstein



Hollandterrein, rear of the building and courtyard



Also in IJburg, 43 apartments are being developed in a block called *De Ontdekking*. The residential properties are along the IJburglaan and have a view over a waterway to the rear. The project is a design by Dana Poneć of Soeters, van Eldonk, Poneć. The official start took place at the end of 2005, building work began in 2006 and completion is planned for 2007.

99 residential properties have been acquired in the Geerenstein Gallery in Amsterdam South-East, formerly the Bijlmermeer. The design is by Heren 5 architects. These homes will be completed during 2007.

Rotterdam Work started at the end of 2006 on the *Parktoren* project on the Prinsenland site, a residential block of some 80 apartments with commercial space in the base, designed by Marge architects. Vesteda will develop 47 apartments for letting.

Tilburg Close to the centre and along the Hart van Brabantlaan artery, a former factory site known as the *Hollandterrein* is being redeveloped into an alluring residential site. The architecture is by Bo.2 Architecture en Stedenbouw of Tilburg. The base of the building that Vesteda is developing will have 700 m² of commercial space. The residential block above this and the corner tower will have 100 spacious apartments, including six with additional work or studio space. 58 apartments will be prepared specifically for letting in the care sector.

Breda In 2001, Vesteda acquired the existing 50-year old *Vredenberg* care home complex, with the aim of redeveloping it. A plan was drawn up by the Architecten Werkgroep Tilburg for 162 serviced apartments, 48 care units and about 3,700 m² of additional care facilities including a restaurant. 124 apartments will be let to people who want to live in luxurious apartments in an attractive building with tailored service facilities and care services. The other homes, elsewhere on the site, are for tenants with permanent care needs. The construction work is being phased so that the current resident's lives and care are not disrupted. Demolition work for the first phase started in 2006 and the first residential properties in the first phase will be handed over in early 2007.

Leeuwarden Vesteda has acquired a block of 31 apartments in the *Zuiderplantage* project, close to the town centre and the hospital. The construction of the rental properties started at the end of 2005 and hand over is due in 2007.

Zutphen Two apartment blocks were started in early 2006 in the *Ravel* project, close to the historic town centre and along its moat. The 34 residential properties, which will be handed over in 2007, will supplement the top end of the local and regional rental market.

Maastricht One of the final pieces in the Céramique district, a Vesteda initiative, is a project of some 92 apartments called *Piazza Céramique*. The design is by Jo Janssen Architecten and Verheij Architecten. As well as the standard apartments, a number of apartments with office space are being built according to a formula developed by Vesteda in co-operation with Michele de Lucchi of Milan. Key features are the entrance halls with large atriums in the two residential buildings. The project will be handed over in early 2007 and is already proving very popular with potential tenants.

To the south of the centre of Maastricht is the former office of the *Waterleiding Maatschappij Limburg*. The building has a dominant presence and distinctive 1930s design. Supervised by architects Henket and Partners, this splendid building is being converted into a residential block of some 27 apartments.



Vredenberg, Claudius Prinsenlaan, Breda (Architecten Werkgroep Tilburg)



Ravel, Zutphen (Roggeveen & Piso)



Zuiderplantage, Leeuwarden (De Zwarte Hond)



Atrium, Piazza Céramique



Piazza Céramique, Maastricht (Jo Janssen Architecten and Verheij Architecten)





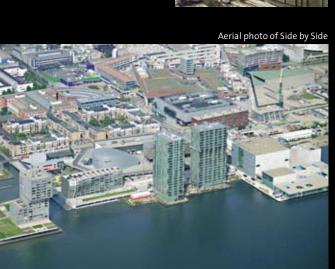


Vesteda Toren, Smalle Haven, Eindhoven (Jo Coenen & Co)



Vesteda Toren, Smalle Haven





Domaine Cauberg, Valkenburg lb (Satijn Plus)





Eindhoven The Vesteda Toren is a real landmark in the Smalle Haven district, right in the town centre. This gem, like the urban plan, was designed by Jo Coenen. Above four storeys of offices, there is a slim tower with 46 apartments, two per floor, whose glass façades offer a panoramic view over the town. The keywords for this building are luxury, comfort and status. The apartments have a flexible layout that residents can specify. Domotics (household electronics) are another innovative feature of this building. The building is completed by a fitness centre and guest accommodation. These exclusive residential properties will be handed over in early 2007. Vesteda located the Eindhoven Woongalerie in the offices in the base of the tower in 2006.

Valkenburg aan de Geul The former Paters der Heilige Harten monastery at the foot of the Cauberg is being redeveloped into the *Domaine Cauberg* project offering homes to tenants with permanent or temporary private care and nursing needs. The 41 apartments are to the high Vesteda standard and intended for tenants who want high-quality living and care, together with an exclusive ambience. The extensive facilities include a restaurant and lounge. The 4-hectare site, on the edge of Valkenberg's historic town centre, is being transformed into a fine park according to a design by landscape designer van Heukelom Verbeek.

Almere The *Side by Side* project is on the Weerwater near the new town centre with the town hall and the existing shopping centre. Rem Koolhaas developed the urban plan for this project. As well as a considerable expansion of the retail area, the town centre will also have a multiplex cinema, entertainment centre, library and a theatre. The project was designed by Frits van Dongen of Architecten Cie. It consists of two blocks with 154 apartments. The basement contains leisure facilities for residents such as a lounge and a swimming pool, sauna and fitness centre. There is also a satellite office of the Vesteda Woongalerie Amsterdam. Hand-over is expected to start in early 2007.

### **Projects in preparation**

About 1,100 residential properties are in preparation throughout the Netherlands and are expected to be handed over between 2007 and 2010.

Amsterdam Some 120 apartments in the medium-rent sector are being built above commercial space in the base of the *Blok 8* project on IJburg Haveneiland West. This block is being designed by bOb van Reeth, awg architecten of Antwerp with Christine de Ruijter as project architect. The skilful design makes best possible use of the views over the water and sunlight. Construction will start in early 2007.

A project is being prepared on the attractive *Steigereiland Noordbuurt* site on the IJ, which will add over 160 residential properties to the portfolio in a phased flow up to 2010, as part of a total of 450 residential properties. The architects vmx, dkv, and Marx & Steketee are designing this district near the entrance to IJburg. Construction of the first vmx phase will start in early 2007.

Work is going ahead on a residential block of some 24 apartments under architect Jeanne Dekkers in the Elzenhagen Noord district of the large Centrum Amsterdam Noord area development.

Rotterdam The New Orleans block will be built on the Wilhelminapier and will be slightly taller than its neighbour, Montevideo, the tallest residential building in the Netherlands, completed in 2005. It is a 158-metre high block designed by Álvaro Siza where 150 rental and 75 owner-occupied homes will be developed. The ArtHouse, a cultural centre, will be in the base of the building. Preparations are being made for construction to start at the end of 2007 and the homes should be on the market around 2010.



Blok 8, IJburg, Amsterdam (awg architecten)



Centrum Amsterdam Noord, Amsterdam (Claus en Kaan architecten)



Steigereiland/Noordbuurt, IJburg, Amsterdam (vmx, dkv, Marx & Steketee)



New Orleans, Wilhelminapier, Rotterdam (Álvaro Siza)





Roomhaeve, Leiden (Inbo Architecten)



Estate of the Art/Maas-gebouw, Hilversum



Maarssen, Op Buuren (Bruno Albert architecten & associés, Mulleners + Mulleners Architecten, Zeinstra van der Pol, Arcas Groep)



Koning Stadholderlaan, Apeldoorn (Rijnboutt Van der Vossen)



Rosorum, Arnhem (conversion Van Ouwerkerk Geesink Weusten)

Leiden Construction of a project of 26 residential properties in two urban villas by a lake in the *Roomburg* expansion area will start in the near future.

Maarssen A project of some 665 residential properties is being built on the banks of the Vecht, close to Oud Zuilen on the former DSM site, including 196 apartments for Vesteda. An attractive plan has been drawn up, establishing an atmosphere for the development of an authentic Vecht village. It expresses a high level of ambition, in which a high-quality residential environment is being achieved. The Vesteda apartments will be in the *Op Buuren-dorp* in Op Buuren. The zoning plan was recently approved and construction will start in early 2007. The first residential properties will be handed over in late 2008/early 2009.

Hilversum The old KRO studio is being transformed into Estate of the Art, a complex of high-quality apartments in small-scale units, to a range of designs with art as the common theme. The listed entrance building will be retained and act as the heart of the complex. 20 apartments will be developed next to the entrance building as part of a plan for about 50 apartments. After many planning problems, it now appears that there can be moves towards implementation.

Apeldoorn Vesteda is developing a project of about 90 apartments in three buildings in the *Stadholderlaan* project on the Koning Stadhouderlaan, the Zuidwestpoort of Apeldoorn, close to the town centre. Construction is planned to start by early 2007.

Arnhem Vesteda has purchased the distinctive *Rosorum* building on the Amsterdamseweg for redevelopment into 21 luxury apartments with private care and nursing facilities. Some of the apartments are for short-term letting to tenants with temporary care needs. Construction is due to start in 2007.

Eindhoven A redevelopment by Arno Meijs is being prepared for new retail and residential property replacing the out-dated *Cassandraplein* shopping centre and 30 residential properties. Vesteda will participate with 30 apartments and a health centre to be built next to a completely renovated service centre. The start of construction is currently being prepared.

36 apartments in a 13-storey block are being prepared for Vesteda tenants on the *Kloosterdreef*. There will also be 13 owner-occupied homes in the project. Building work is expected to start in 2007.

Weert The *Beekpoort* site, the old Landbouwbelang location on the Zuid-Willemsvaart, is being redeveloped and is expected to create 90 homes. Vesteda is participating in two owner-occupied/rental projects. The first, designed by Maccreanor Lavington, will be started in the course of 2007. It contains 40 rental apartments.

Roermond *Huize Ernst Casimir* is a fine, listed building dating from 1908, in a prominent location. The villa will contain three apartments and one town house and there will be new space with 60 spacious and well-appointed apartments. Building work will start in 2007.

Maastricht In the southern part of the Céramique district is the final undeveloped area in the district which, thanks to careful development, has emerged as a trendsetting and very popular residential area. Charles Vandenhove et Associés have designed a block on the Avenue Céramique in this area, opposite the distinctive Wiebengahal. It will have distinctive commercial elements in the base and 33 spacious and well-appointed apartments above.



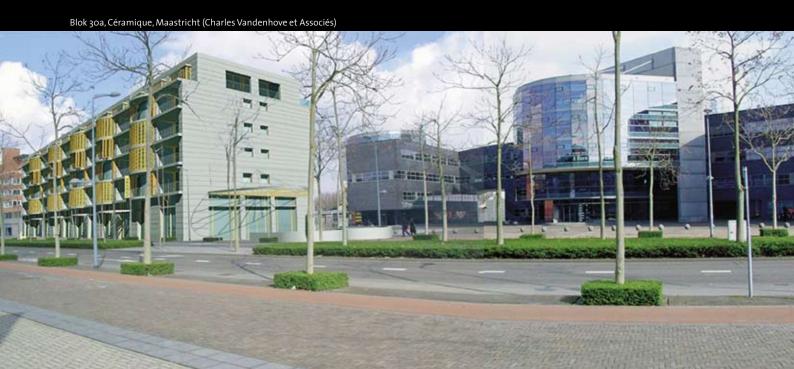
Cassandraplein, Eindhoven (Arn Meijs Architecten)



Kloosterdreef, Eindhoven (De Bever Architecten)



Beekpoort, Weert (Maccreanor Lavington)





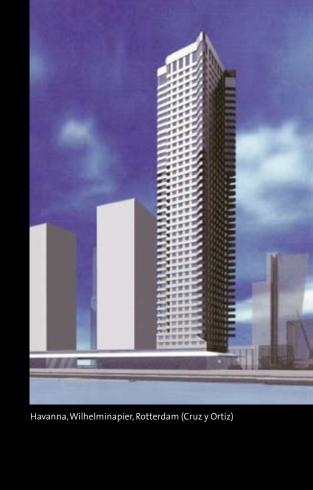
Overhoeks/Shell site, Amsterdam (Álvaro Siza)



Aerial view, Overhoeks/Shell site



Vijzelstraat/ABN-AMRO building, Amsterdam





#### Projects under development

Just under 3,000 residential properties are being built as stand-alone developments or as part of area developments, for hand-over from 2010.

Amsterdam Overhoeks, the old Shell site on the IJ in Amsterdam Noord does not look very attractive at the moment, but thanks to its location on the water, it has much potential. There is an area development underway with an urban residential environment being created for housing, working, commercial and cultural facilities. Vesteda is participating in this area development, adding about 350 residential properties to its portfolio. Álvaro Siza is designing some 120 residential properties in the first phase of the 'block town' for Vesteda. Construction of this part of the project is planned to start in 2007. The urban strip with many real skyscrapers will be designed in 2007.

Vesteda has purchased the dominant ABN-AMRO building on the Vijzelstraat, between Keizersgracht and Prinsengracht, as part of a joint venture. The bank will continue some of its activities from this building for the time being while a residential and commercial redevelopment of the site is being prepared.

Work is going ahead on two canal-side blocks of 28 apartments and 4 single-unit residential properties in the Elzenhagen Noord district of the Centrum Amsterdam Noord area development. The architect of this project is Claus en Kaan.

Rotterdam The Havana building will be the final element on the Wilhelminapier in the space between Montevideo and the Luxortheater. This block will be 158 metres high and has been designed by Cruz y Ortiz. There will be a medical centre in the base of the building. Hand-over is planned for 2012.

Work is going ahead on the Lloydpier on a tower at the pier head, containing about 135 rental apartments. Construction is expected to start in 2007.

The Hague In Kijkduin, Vesteda currently owns the *Deltaplein* site where a complete redevelopment is being prepared. This is based on the structural plan and further implementation prepared by the municipality of The Hague.

Amersfoort The *Puntenburg* plan is being developed to the north of the station in the Eemkwartier. Rudy Uijtenhaak is architect of a project with about 120 residential properties.

Apeldoorn Three blocks are being developed by architects firm Diederen Dirrix next to the new Omnisportcentre currently under construction. One block will be built for the rental sector.

Wageningen The new Haagsteeg expansion plan includes two urban villas of 18 apartments each. The plan architect is Marx & Steketee.

Den Bosch About 110 residential properties are being developed on the site of the former Hogere Agrarische School to a design by Liesbeth van der Pol of Atelier Zeinstra van der Pol. About 50 of them are for letting. The public space around the site is undergoing a complete transformation. Construction of the Vesteda properties is expected to start at the end of 2007.

The Paleiskwartier has been transformed in recent years into a new town centre, 60% of which has now been developed. The dominant *Jeronimus* tower, being built at the head of a row of 10 Armadas, will contain 87 apartments. It was designed by Baumschlager Eberle. Construction is due to begin in 2007.

Venlo A project of 46 residential properties is being developed on the *Maasboulevard* in Venlo, in an attractive location along the Maas. This is another spectacular block by Jo Coenen. Building work is expected to start on this project during the year.



Puntenburg, Amersfoort (Rudy Uytenhaak Architecten)



Wageningen, Haagsteeg (Marx & Steketee)



наs site, Den Bosch (Atelier Zeinstra Van der Pol)



Omnisport, Apeldoorn (DiederenDirrix)





Terminus, St. Pieter, Maastricht (Gulikkers Architecten)



Zitterd Revisited, Sittard (Souto de Moura/Cruz y Ortiz)

Maastricht Nine houses and apartments in the Terminus project, designed by Gulikkers, are being developed in an attractive location in the very popular Sint Pieter district. A doctor's practice will be part of the plan. Construction will start in 2007.

Sittard Three sub-projects have been announced that Vesteda will build in an initial phase of the Zitterd Revisited urban development, in which Vesteda is playing a leading role. These projects involve over 100 homes to be built from 2007. Two architects are designing these properties: Souto de Moura of Portugal and Cruz y Ortiz of Spain. The 98 properties will be built in three phases, construction of the first of which will start at the end of 2007.

Heerlen A tall apartment block is being developed at the edge of the town centre, on the Van Grunsvenplein, with architecture by Mecanoo. Some 85 apartments will be built, 40 of which are for letting.

#### **Area developments**

Amsterdam CZAN The Centrum Amsterdam Noord area development, where Vesteda will build about 250 residential properties, is in Amsterdam Noord, along the Nieuw Leeuwarderweg at the end of the Noord-Zuid metro line. The urban plan by Soeters, van Eldonk Pone was approved in 2004. The first part has now been almost fully developed. A start was made in early 2006 on developing the first plans in this area, including 85 rental properties for Vesteda. Construction of the first district, Elzenhagen Noord, is planned to start in 2007.

Amsterdam A development has been started at the *Amstelstation*, in which several parties are co-operating to boost this area. Vesteda will be developing about 150 residential properties. Plans are being made for a total volume of some 70,000 m² in a residential, commercial and facilities mix around the east of the station. Vesteda is one of four participants. The urban plan is reaching completion. Building work will start in 2008.

Rotterdam The details of the public areas on the *Wilhelminapier*, Kop van Zuid, are being developed with the municipality and the other private parties operating on the pier. Bolles en Wilson have been engaged to draw up a design for this area. The New Orleans and Havana buildings are at the development stage.

Zandvoort The *Middenboulevard* Functional Zoning Plan is being developed with the municipality of Zandvoort. awg architecten of Antwerp is the urban planner for the development. The municipality has formally approved the plans, which are now being developed in detail. The development will start on the three focal points: Watertorenplein, Badhuisplein and around the Palace hotel.



Centrum Amsterdam Noord, Amsterdam (Soeters van Eldonk Ponec Architecten)



Amstelstation, Amsterdam (Andries Geerse)



Wilhelminapier, Rotterdam (Bolles en Wilson)



200000000

Middenboulevard, Zandvoort (awg architecten)



Rijnboog, Arnhem (Manuel de Solá Moralès)



Zitterd Revisited, Sittard (Jo Coenen & Co)



Jeka site, Breda (Rothuizen Van Doorn en 't Hooft Architecten/ mtd Landschapsarchitecten



ROC Houtkwartier, Leiden (VHP Architecten)



Norfolk, Scheveningen (Jo Coenen & Co)

Arnhem The *Rijnboog* district is on the town side of the river between the two bridges and the historic town centre. A large-scale development is being prepared to a concept by architect and town planner Manuel de Solá Moralès to restore the link between the town centre and river. A new element is a marina at the centre of the new district. The form of the marina will be the subject of a referendum in June. Several partners and the municipality are co-operating on getting all the facilities, including high quality urban homes, built. The first phase of three residential blocks in Coehoorn Zuid will be developed in 2007.

Sittard Vesteda is one of the private-sector partners in the *Zitterd Revisited* development. Jo Coenen is designer and supervisor of the development. The initial subplans have been developed within the master-plan.

Breda A development with a 'coach and care' theme is starting on the *Jeka* site. This development focuses on the group of older tenants or those requiring care. An initial planning concept for combining care, education and living has been submitted to the municipality.

Leiden There is also an area development with residential, educational and care facilities on the site of the ROC in the Houtkwartier.

The Hague With the departure of Norfolk Line, space has been created in Scheveningen harbour for a possible re-shuffling of the fisheries and to add residential, tourism and recreation facilities. The aim is to create a 'metropolis on the coast'. The municipality issued invitations to four combinations of parties and the combination with Vesteda has asked Jo Coenen to prepare a plan. This should lead to a decision in early 2007.

### **Staff and organisation**

Vesteda Project by is a specialised organisation that places high demands on its employees. Buyers, developers and project leaders have to be entrepreneurs and speak the language of municipalities, architects/town planners and investors.

Five people joined Vesteda Project by in 2006 and two left, bringing the overall workforce at the end of the year to 26. Some recruitment procedures have not yet been completed because of shortages on the labour market

In addition to the head office of Vesteda Group in Maastricht, Vesteda Project by operates from its Randstad office in Amsterdam, where eleven people, including a Vesteda Group market researcher, are based. The workforce at this office will be increased further, in line with the higher production targets in the conurbation. The organisation will have about 40 employees by the end of 2007.

Vesteda Project by uses the services of Vesteda Group for market research, income analysis, product development, communications, control, administration, personnel and legal and tax affairs. Vesteda Project by will soon have its own market researchers, controller and legal specialist.

#### **Results**

Vesteda Project by did not succeed in meeting its target for the financial year. The main reasons for this were delays in starting projects. Planning procedure problems have a major role in this with longer preparation programmes before construction starts. This meant that ten projects which should have started in 2006 have been moved to 2007. Conversely, only two projects led to construction work in 2006. A second element was the lower tempo of building work, with the delays at the Mahler tower on the Zuidas being a very major factor.

#### Investment level

The budgeted investment level was €220 million to €250 million. The actual investment level in 2006 was €169 million.

#### **Acquisitions and Project development**

(millions of euros, Investment level, incl. vat)	2006	2005	2004	2003	2002
Target	220-250	230	200	140	114
Actual	169	184	206	153	117

#### Completions

669 residential properties were handed over to Vesteda Project by in 2006.

#### Pipeline

The hard stock of projects under development, in preparation and under construction remained the same during the year. The table below shows the size of the pipeline at the end of 2006. Including soft stocks, projects in acquisition, the total pipeline is approaching 10,000 residential properties.

#### Pipeline

year end 2006, hard stocks, number of residential properties		
Projects under construction	1,100	
Projects in preparations	1,100	
Projects under development	3,000	

#### **Outlook**

Vesteda Project by expects to complete about 700 residential properties in 2007 and its target is to add some 1,000 rental properties a year to the Vesteda Group portfolio plus a further 500 owner-occupied homes from 2007. Given the inflow of new projects, Vesteda Project by expects to achieve the target for the rental homes and to have made a start on the 500 in the owner-occupied sector. The investment levelwill rise in the next few years. The target for 2007 is € 250 million (incl. VAT).

The further expansion of the acquisitions portfolio will continue to be an important task for the coming years, with participation in area developments and the autonomous acquisition of positions for in-house project development activities having priority. The inclusion of owner-occupied properties in the acquisition of projects will further strengthen Vesteda Project by's position in the market.

Given the completion time, the working stock in progress will have to be raised to over 10,000 residential properties. The current hard stock of 6,000 residential properties will have to grow to 10,000 over the next few years, in fact to 15,000 including the soft stocks, to achieve an annual addition of 1,000 residential properties to the portfolio and the development of 500 owner-occupied properties.

More projects incorporating existing residential concepts will be started to meet current and future tenants' requirements in the higher-rent sector. Examples are the flexible layout concept already in place in a number of projects, homes with office space, the application of domotics, and care services available in certain projects. Saunas and fitness centres, often with a swimming pool, will be incorporated in projects where the size, quality and location can justify them.

The organisation will be reinforced and expanded into a fully-fledged project development company. During the coming year, this means an increase of fourteen new staff, mainly in the Amsterdam office.

Vesteda Project by has rapidly become a significant player in the development and construction of residential properties, specialising in the mid- and higher-rent sector and in town-centre area developments. The coming years will see further expansion of this position.



# **Quality for rent**

```
General areas → page 48

Impression → page 60

Public spaces and buildings → page 72

Facilities in the building → page 86

Finish of the building → page 102

Finish → page 102
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Vesteda stands for quality. Every day, Vesteda Group has hundreds of people working on maintaining and improving the quality of homes for our tenants. For Vesteda Project by, this focus on quality starts at a very early stage in the development process and goes far further than the home.

We believe residential quality starts with the choice of surroundings. As we ourselves say, the site must be excellent; that part of the river, that area of the town centre, that view, that skyline. The layout of the site, with accessible parking, managed and safe public spaces and with local shopping services, cultural and leisure facilities, requires an overall approach to quality. The immediate surroundings make a big contribution to quality of life and so to the attractiveness of a project.

It is then the turn of the quality of the building we will be putting our name to. Aesthetic and functional. Spacious and light. We do not care whether we find an architect in the Netherlands or abroad. Vision and talent are decisive for us. With the aim of creating a building with a strong identity. A building that belongs in its area.

Our interpretation of quality goes much further. As the Dutch people are opting more and more for convenience and service, a number of our buildings and apartments contain facilities such as fitness centres, swimming pools, lounges, shops, guest accommodation, medical services, and the rest. Of course the quality is reflected in the layout and finish of the homes. The materials used, the heating/air conditioning and the quality of the kitchen and bathroom ensure a pleasant stay. Add our love of interior design and you have a full picture of Vesteda, of the ways we think and work. We take pride in showing this on the following pages. After all, Vesteda has quality for rent.

### General areas

Granida, Eindhoven → 1, 2, 3

Detroit, Amsterdam → 4,5

Piazza Céramique, Maastricht → 6, 7, 8, 9

Vesteda Toren, Eindhoven → 10, 11, 12

De Hoge Heren, Rotterdam → 13,14

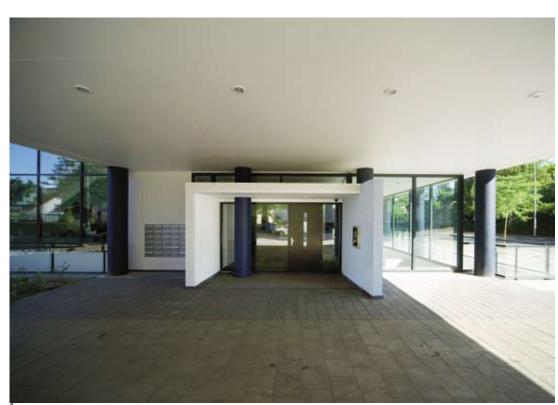
Toren van Siza, Maastricht → 15

La Fenêtre, The Hague → 16, 17

Het Paleis, Breda → 18

Cortile, Maastricht → 19

De Drie Bouwmeesters, Amsterdam → 20



- Entrance hall, Granida, Eindhoven.
   (Photo: Norbert van Onna)
- **2** Central hall, Granida, with artworks by Adam Colton.
- 3 Artwork by Adam Colton.











- $\uparrow \textbf{4}~$  Artwork by Henk Visch in the atrium, Detroit, Amsterdam.
- Atrium, Detroit, Amsterdam. The carpet was designed by bOb van Reeth.







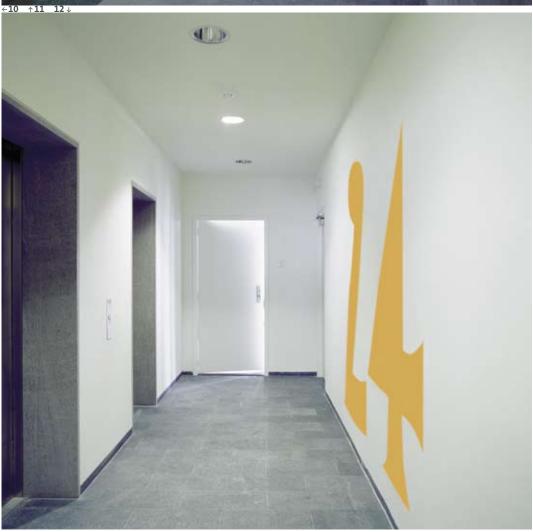


- Atrium.
- Dancers performing in the atrium.
- 8 Atrium
- Atrium of block B in Piazza Céramique during dance performance on site (October 2006).





- **10** Exterior of entrance to Vesteda Toren with artwork by Fons Haagmans.
- 11 Interior of entrance to Vesteda Toren.
- **12** Vesteda Toren, Eindhoven. Floor numbering designed by Fons Haagmans.



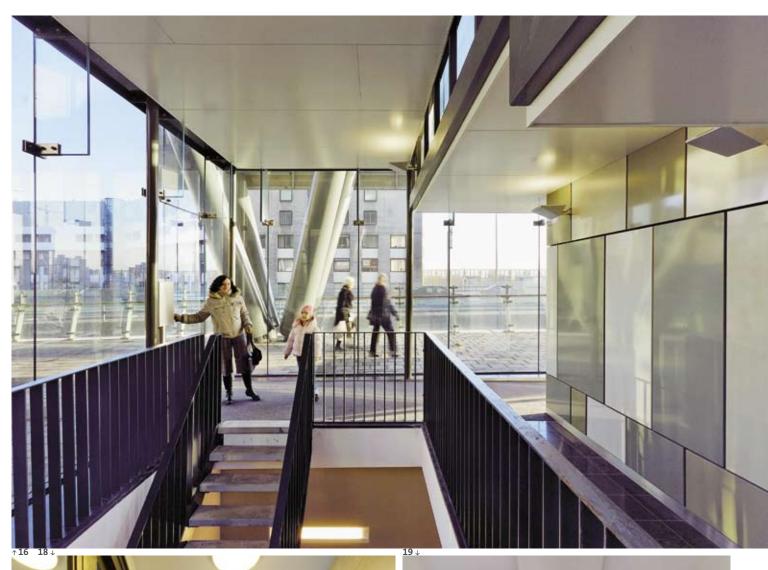




- 13 Entrance hall, De Hoge Heren, Rotterdam.
- 14 5th floor lobby, De Hoge Heren.



15 Floor corridor with full-length windows in Toren van Siza, Maastricht.











- Entrance to La Fenêtre, The Hague.
- 17 Artwork, La Fenêtre
- Interior of entrance to Het Paleis, Breda.
- 19 An entrance to Cortile, Maastricht.
- Entrance to De Drie Bouwmeesters, Amsterdam.

## **Impression**

```
Granida, Eindhoven → 1, 2, 3

Detroit, Amsterdam → 4, 5, 6

Boston, Amsterdam → 7, 8, 9

De Waterlinie (blok 2), Amsterdam → 10

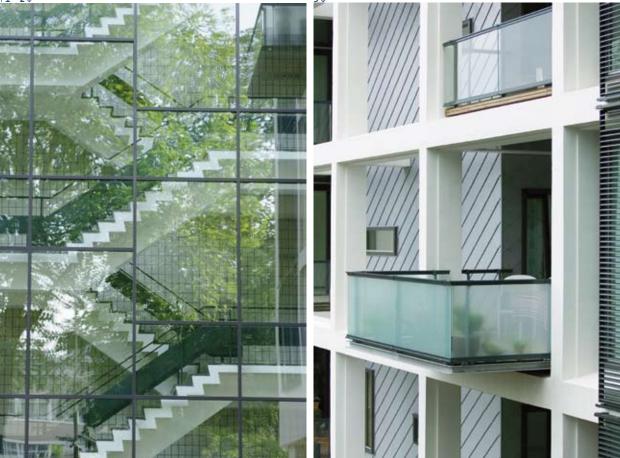
Vesteda Toren, Eindhoven → 11, 12, 13

Cortile, Maastricht → 14, 15, 16

Piazza Céramique, Maastricht → 17

Het Paleis, Breda → 18, 19
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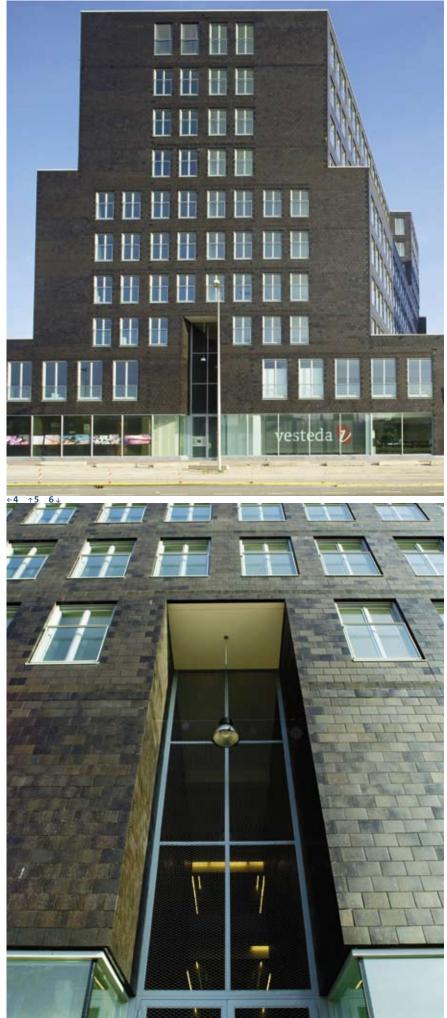


- 1 Signage on Granida, Eindhoven. (Photo: Norbert van Onna)
- 2 Staircase, Granida.
- **3** Apartment balcony, Granida.





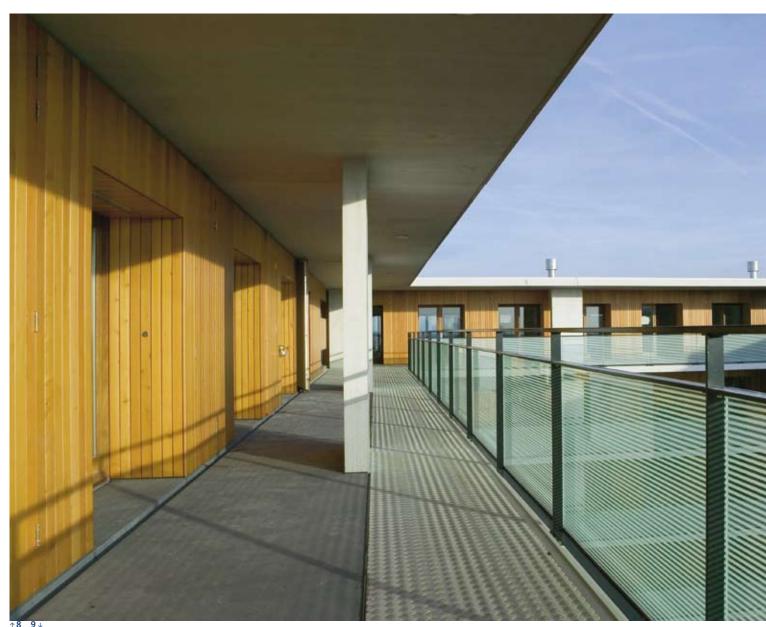
- Street façade, Detroit.
- Entrance to street façade, Detroit.



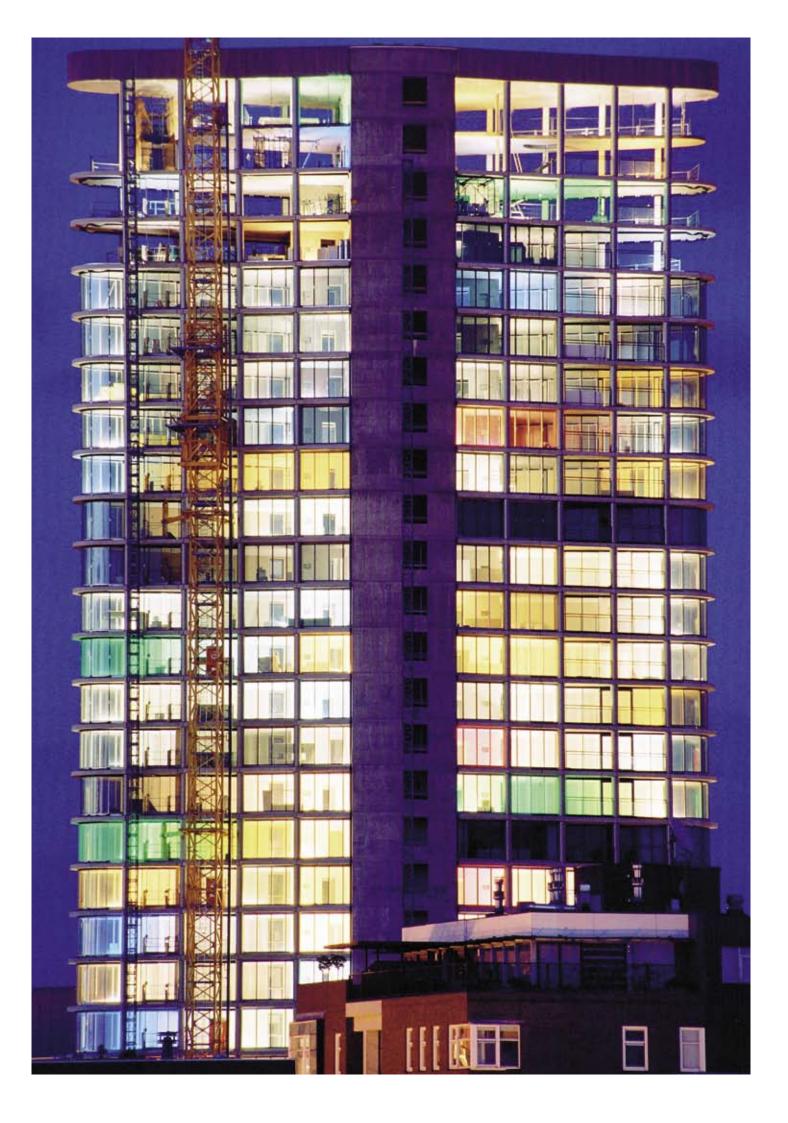


- **7** Boston under construction during Sail, Amsterdam 2005.
- 8 Gallery, Boston.
- **9** Boston.
- 10 Entrance to De Waterlinie (blok 2), Amsterdam.











11 Light-show art project by Peter van Kempen (2005), Vesteda Toren, Eindhoven.
12 Curved windows.
13 Vesteda Toren.



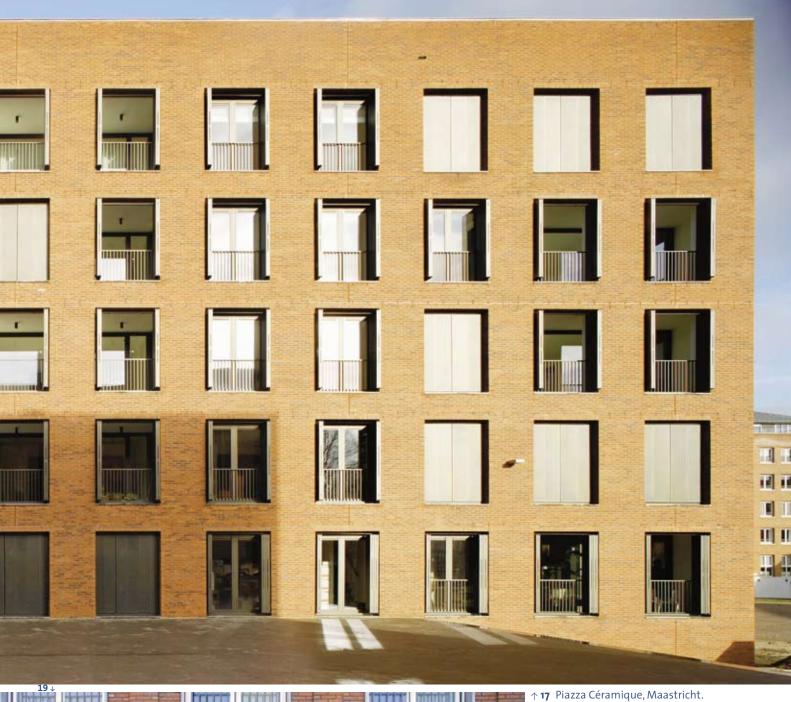


- Façade detail, Cortile.
- Entrance sign.











- Het Paleis in Breda with conical pillars and coffered ceiling.
- 19 Entrance to Het Paleis.

## Public spaces and buildings

```
Piazza Céramique, Maastricht → 1

Céramique, Maastricht → 2

Vesteda Resort Zonnestraal, Hilversum → 3

De Drie Bouwmeesters, Amsterdam → 4,5

Noorderplassen, Almere → 6,7

Domaine Cauberg, Valkenburg → 8

Parkpromenade, Berendrecht → 9

Side by Side, Almere → 10

Cortile, Maastricht → 11,12,13

La Fenêtre, The Hague → 14,15

Boston, Amsterdam → 16,17

Vesteda Toren, Eindhoven → 18,19,20
```









- 2 Cycle and pedestrian bridge over the Maas in Maastricht, linking Céramique and the town centre.
- **3** Vesteda Resort Zonnestraal, Hilversum, in park-like and wooded surroundings.
- **4** De Drie Bouwmeesters in Geuzenveld, Amsterdam.
- **5** Seating in De Drie Bouwmeesters, Amsterdam.







- Garden shared by owner-occupied and rental homes, Noordplassen, Almere.
- Noorderplassen.
- Park under construction around Domaine Cauberg, Valkenburg.
- Parkpromenade, Berendrecht.
- Side by Side sign, Almere.





- Public space and pergola. East side of Cortile, Maastricht, with access to Céramique.
- Pergola, Cortile.
- 13 Courtyard garden, Cortile.













 $\uparrow$  14 Bridges between La Fenêtre and the bus station. In the background het Pruis.

Entrance to La Fenêtre.



**16,17** Courtyard garden, Boston, Amsterdam.









- Access gate under Colonnade.
- 19 Access gate to park.
- Square between Vesteda Toren and Colonnade, Eindhoven.





## Facilities in the building

```
De Waterlinie (blok 2), Amsterdam → 1

Cortile, Maastricht → 2, 3, 4

La Fenêtre, The Hague → 5

Detroit, Amsterdam → 6, 7, 8, 9, 10, 11

De Hoge Heren, Rotterdam → 12

Vesteda Toren, Eindhoven → 13, 14, 15
```









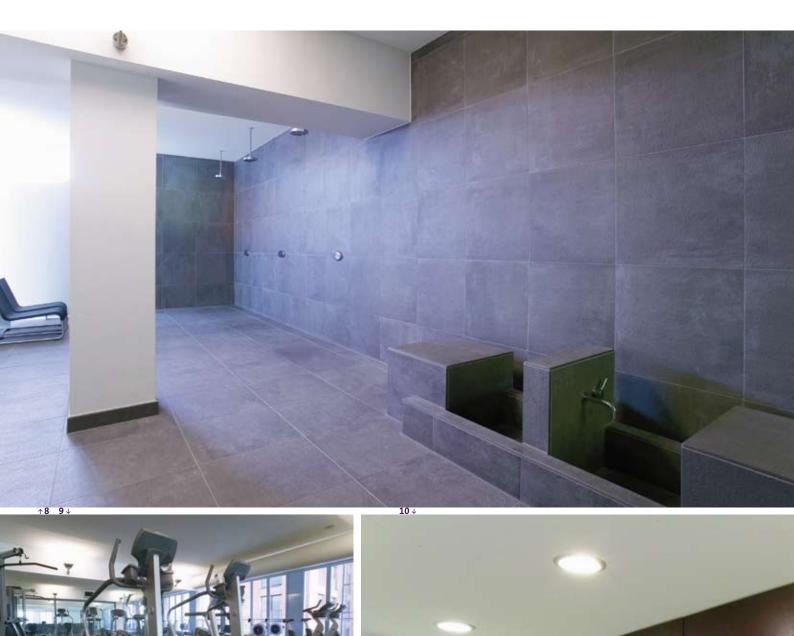
- Céramique Health Club in Cortile, Maastricht. Fitness centre and swimming pool.
- Swimming pool, fitness centre and saunas, Cortile.
- IRS door-bell panel, Cortile.
- Car park at La Fenêtre, The Hague.



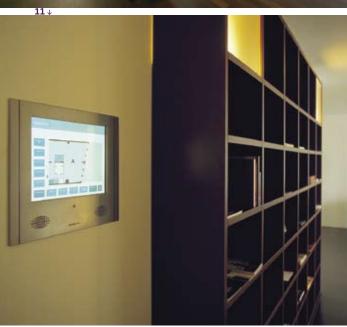




- Swimming pool in Detroit, Amsterdam.
- Cubicles with washer-dryers, Detroit.
- Relaxation space, sauna, Detroit.
- Fitness space, Detroit.
- 10 Lockers in the health club, Detroit.
- 11 Video-intercom and domotics service panel in apartment, Detroit.











12 Swimming pool in De Hoge Heren, Rotterdam.











↑ 13 Video-intercom in apartment, Vesteda Toren, Eindhoven.

- **14** Guest accommodation, Vesteda Toren.
- 15 Health Club in Vesteda Toren with numerical art by Fons Haagmans.



## Finish of the building

```
Toren van Siza, Maastricht → 1, 2, 3, 4
```

Cortile, Maastricht → 5, 6, 7

De Hoge Heren, Rotterdam → 8, 9, 10

Vesteda Toren, Eindhoven → 11, 12, 13, 14

Detroit, Amsterdam → 15









- 1 Entrance to penthouse, Toren van Siza, Maastricht.
- 2 'Welcome man' mural in penthouse, Toren van Siza.
- **3** Full-length windows in entrance to penthouse.
- **4** Cupboards, dining table and chairs designed by Siza.







- Living room in serviced apartment, Cortile, Maastricht.
- Kitchen in serviced apartment, Cortile.
- Bedroom and balcony, serviced apartment, Cortile.
- Living room in serviced apartment, De Hoge Heren, Rotterdam.
- Bedroom in serviced apartment, De Hoge Heren.
- Dining room, kitchen and balcony, serviced apartment, De Hoge Heren.





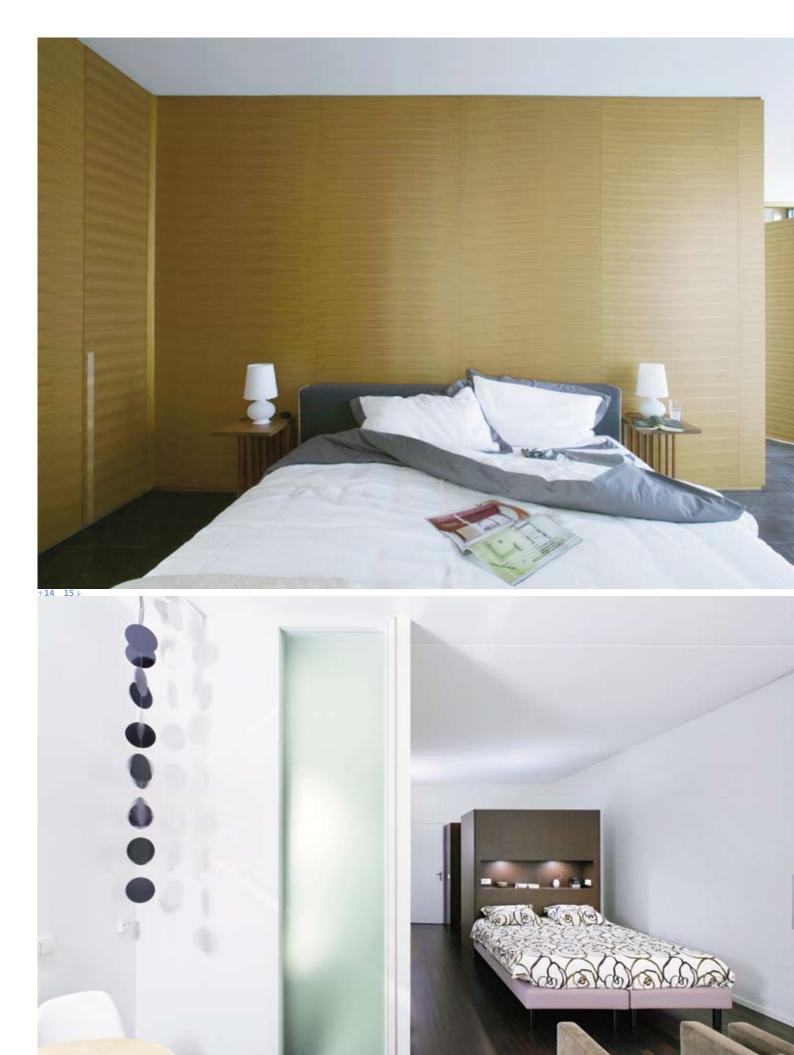








- 11 Kitchen, dining room and balcony, Vesteda Toren, Eindhoven.
- 12 Kitchen and video-intercom/domotics service panel, Vesteda Toren.
- 13 Door lock, Vesteda Toren.
- 14 Bedroom, Vesteda Toren.
- 15 Bedroom, Detroit, Amsterdam.



## Finish

```
Granida, Eindhoven → 1, 2, 3

Toren van Siza, Maastricht → 4, 5, 6

De Hoge Heren, Rotterdam → 7, 8

Het Paleis, Breda → 9

Montevideo, Rotterdam → 10

Side-by-Side, Almere → 11

De Drie Bouwmeesters, Amsterdam → 12, 13

Vesteda Resort Zonnestraal, Hilversum → 14, 15

Boston, Amsterdam → 16

Piazza Céramique, Maastricht → 17, 18

Vesteda Toren, Eindhoven → 19, 20, 21

Detroit, Amsterdam → 22, 23, 24

Cortile, Maastricht → 25, 26, 27
```







- 1 Apartment balcony, Granida, Eindhoven. (Photo: Norbert van Onna)
- **2** Kitchen, Granida.
- 3 Living room and kitchen and balcony, Granida. (Photo: Norbert van Onna)





- Balcony, Toren van Siza, Maastricht.
- Full-length windows in central hall, Toren van Siza.
- Door latch designed by Siza.
- Bathroom, De Hoge Heren, Rotterdam.
- Kitchen, De Hoge Heren.

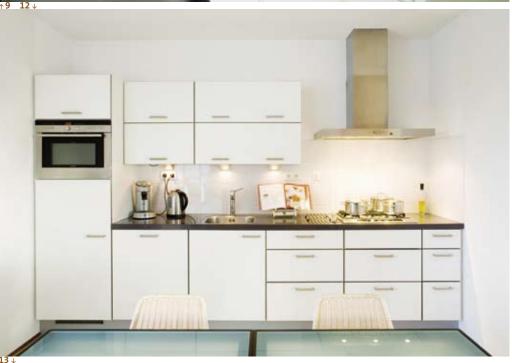














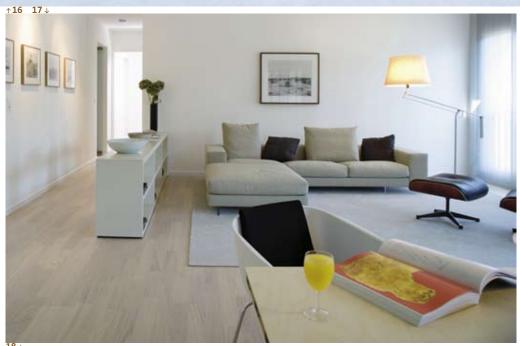






- **9** Kitchen, Het Paleis, Breda.
- 10 Kitchen, Montevideo, Amsterdam.
- 11 Kitchen, Side by Side, Almere.
- 12 Kitchen, De Drie Bouwmeesters, Amsterdam.
- 13 Opening doors, town-house, De Drie Bouwmeesters.
- **14** Bathroom, Vesteda Resort Zonnestraal, Hilversum.
- **15** Kitchen, Vesteda Resort Zonnestraal.













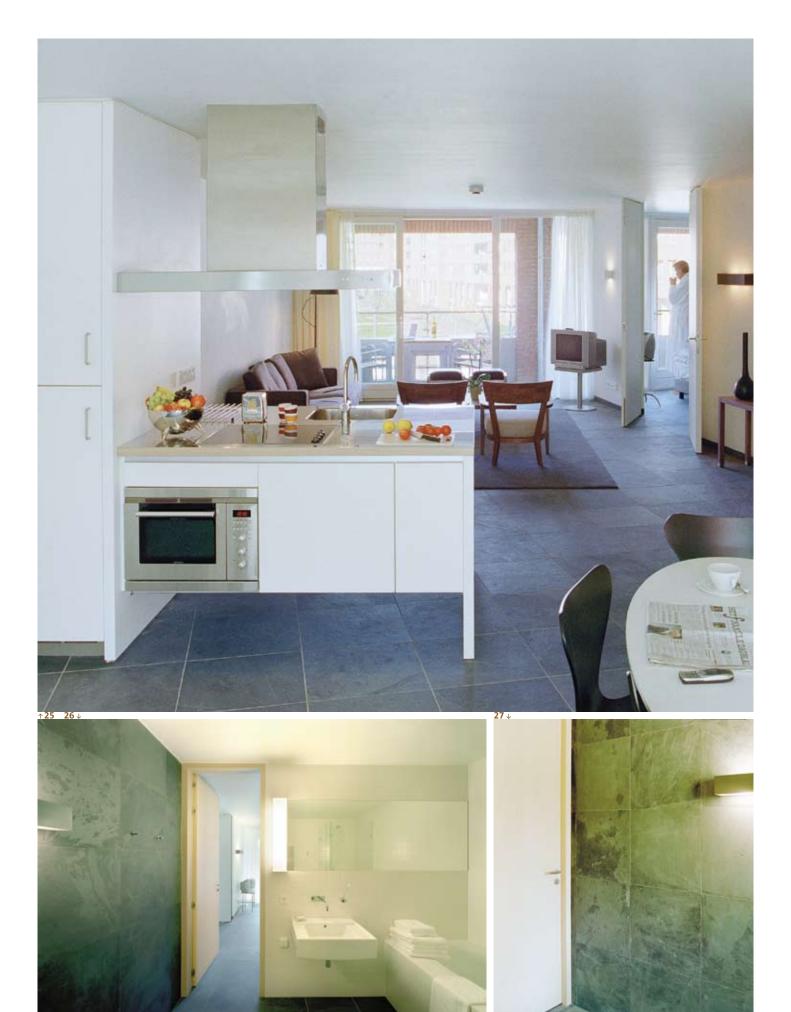
- Folding windows, Boston, Amsterdam.
- 17, 18 Show home, Piazza Céramique, Maastricht.
- Kitchen, Vesteda Toren, Eindhoven.
- Bath and shower, Vesteda Toren.
- 21 Bathroom, Vesteda Toren.

- Bathroom in guest accommodation, Detroit, Amsterdam.
- Apartment balcony, Detroit.
- Bathroom in guest accommodation, Detroit.
- Serviced Apartment, Cortile, Maastricht.
- Bathroom of serviced apartment, Cortile.
- Wall and floor finish, serviced apartment, Cortile.









# Colophon

### Photography

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