



# ROYAL BOTANIC

BRUSSELS



# Vibrant *city living* linked by the *past* & the *future*

Under the new name **Royal Botanic**, the former **Gesù site** will be **redesigned** into an **innovative, multifaceted 15,000 sqm project** that seamlessly blends **residential, hospitality and commercial functions** in 3 different buildings.

The new Royal Botanic will become a **catalyst for the blossoming neighbourhood**, not only giving a new purpose to the neglected site but also evolving into a dynamic and vibrant focal point in the heart of the city.



**Building C**

40 traditional  
apartments

Private parkings  
(for building A & C)

Sold

**Building B**

**YUST**

**Building A**

17 traditional  
apartments

2 commercial  
spaces

Gesu  
church

Rue Royale

Botanic Garden



# Building A



17 apartments  
2 commercial spaces

# Building C



40 apartments  
30 private parkings

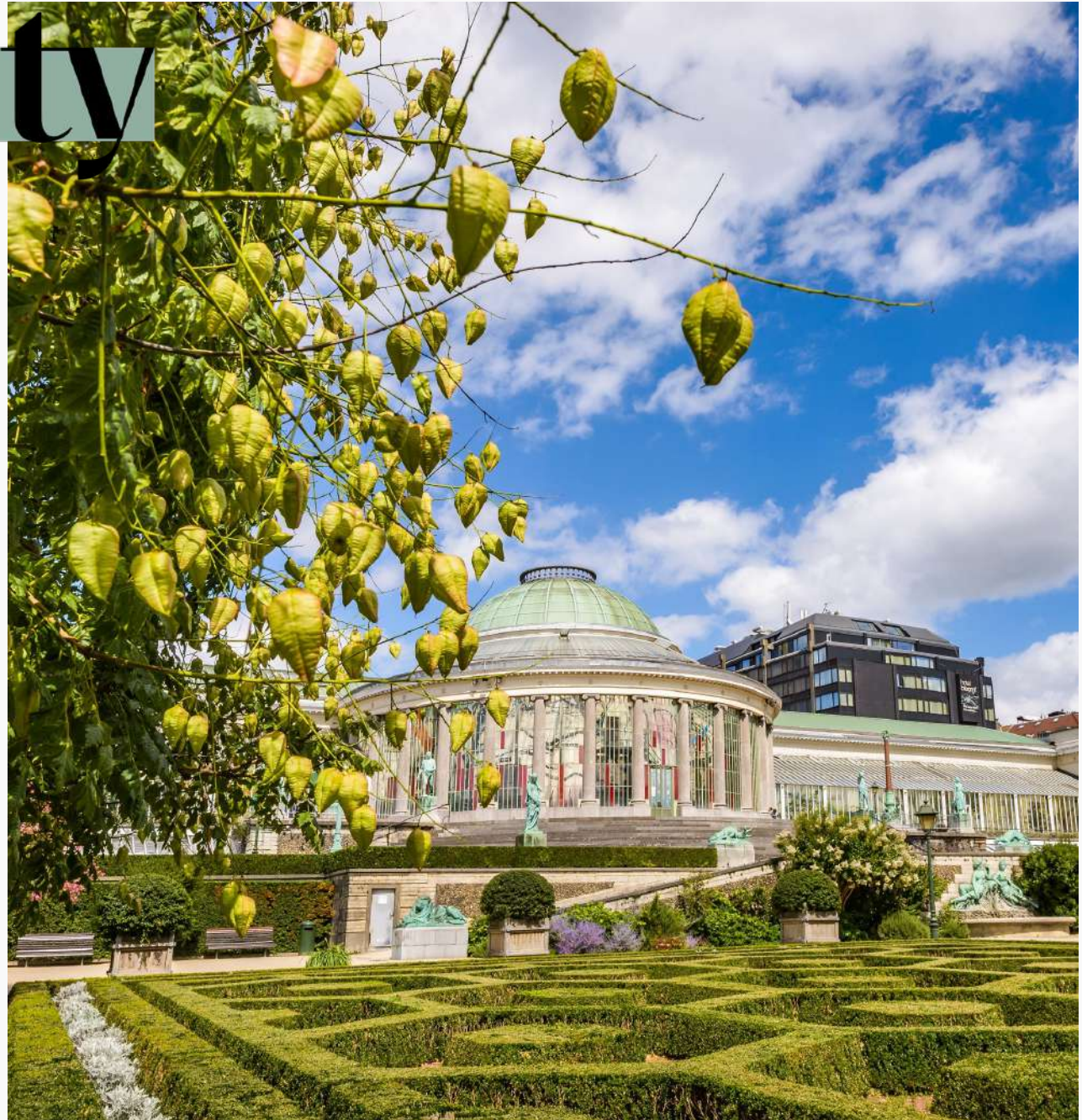
# Sustainability

## *excellence*

**Sustainability** and **ecological consciousness** lie at the heart of the Royal Botanic project. We are dedicated to shaping a more **environmentally responsible future** by integrating **cutting-edge and sustainable practices**, which encompass:

- **Eliminating** the use of **fossil gas**
- Employing **individual heat pumps** for each apartment
- **PEB A** – thanks to solar panels a.o.
- **Reduced energy consumption** thanks to **ventilation system D** with **heat recovery**
- **Low-temperature system** - floor heating (with air-conditioning option)
- **Green roofs**
- **Rain water recovery**
- **A lush courtyard garden**, a prized asset for future residents

Collectively, these initiatives establish a **highly eco-friendly and sustainable project** that is **not reliant on fossil fuels**, ensuring a **future-proof commitment** to a **greener tomorrow**.



# *Unrivaled* views



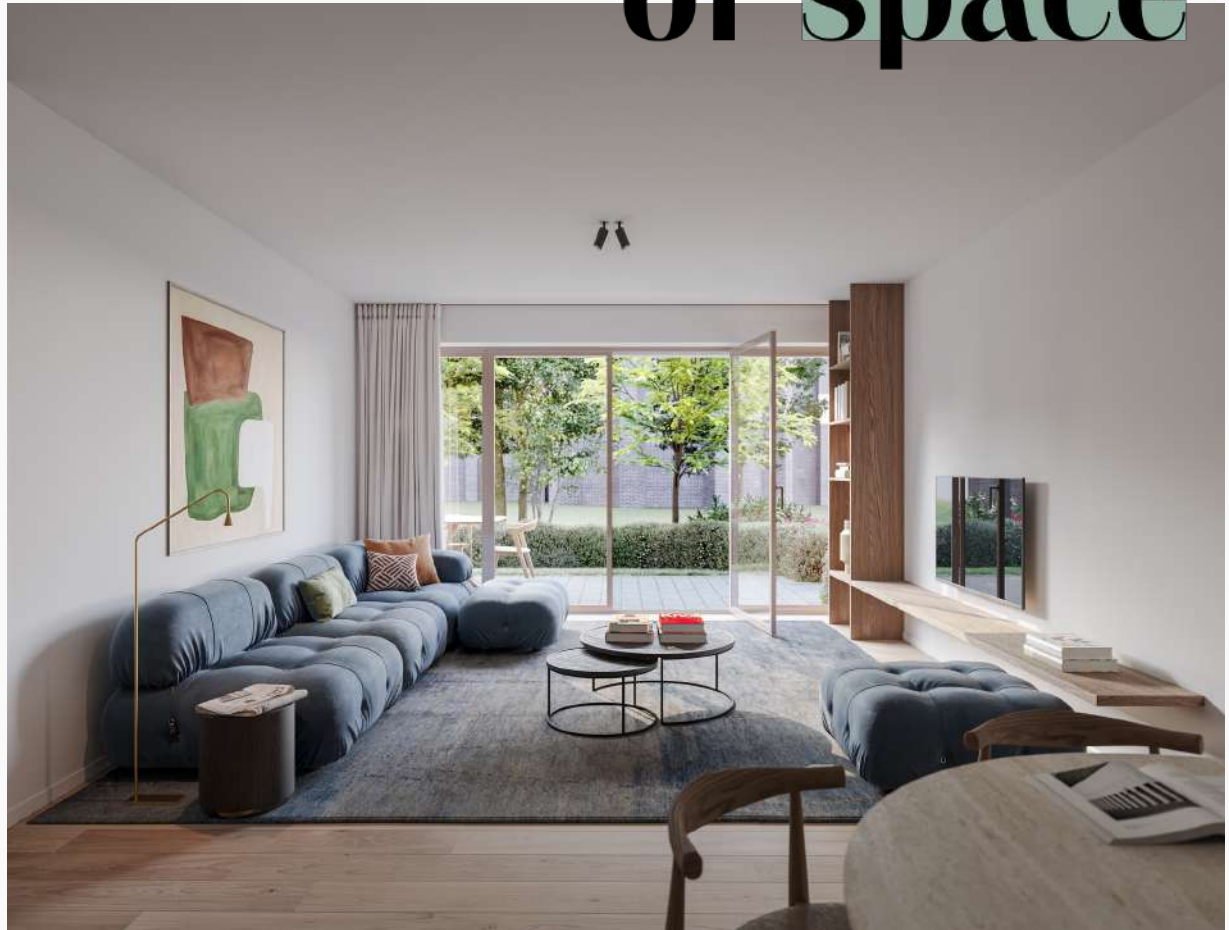
# Abundant natural light



# *A unique* **heritage** setting



# *Efficient use* **of space**

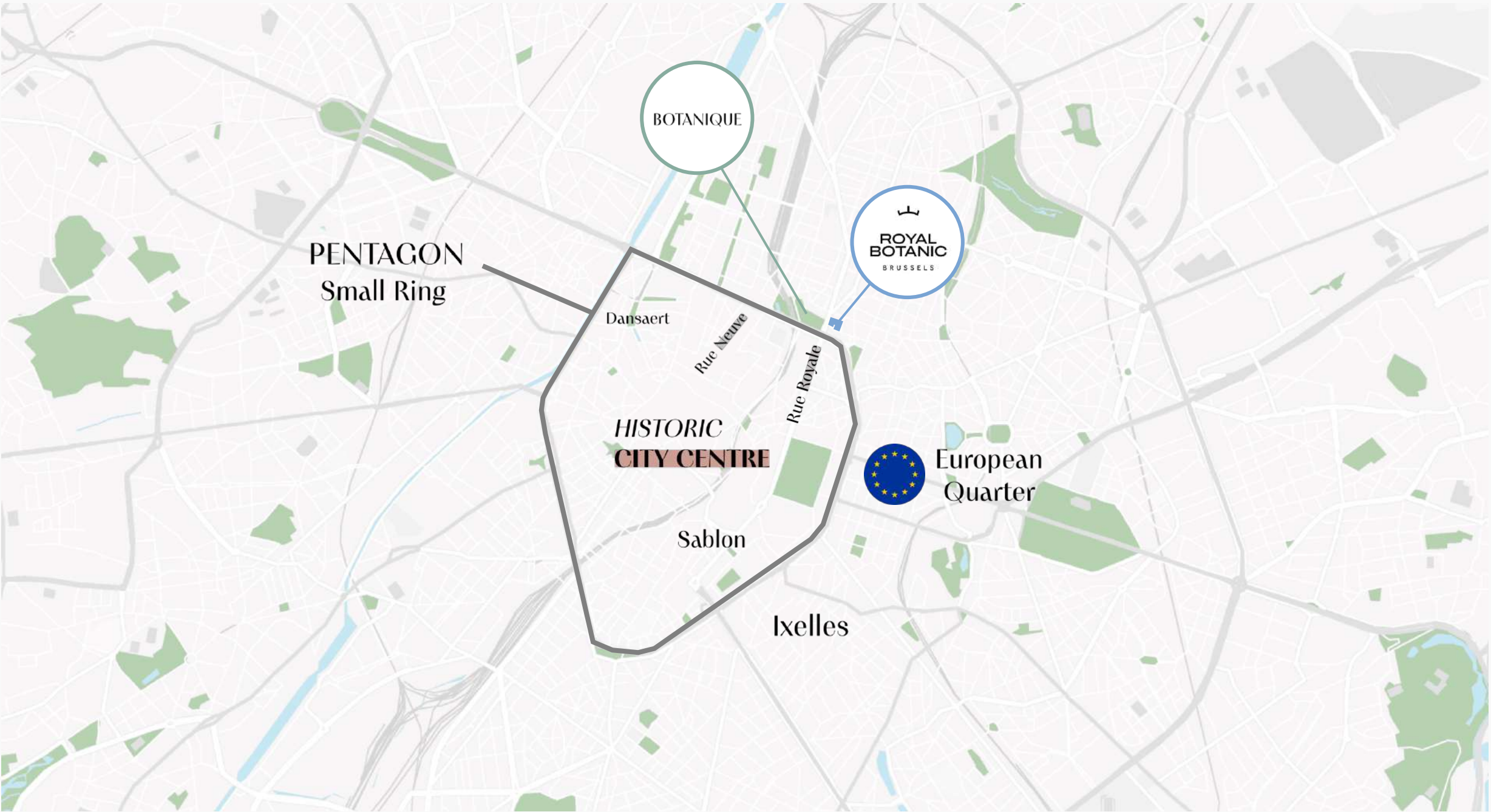


*Quality* finishes



Wide variety  
of surfaces





BOTANIQUE

PENTAGON  
Small Ring

ROYAL  
BOTANIC  
BRUSSELS

Dansaert

Rue Neuve

Rue Royale

HISTORIC  
CITY CENTRE



European  
Quarter

Sablon

Ixelles

# The *new* place to be

## Culture

- a** Botanique  
Koningsstraat 236, 1210 Sint-Joost-Ten-Node
- b** Théâtre de la vie  
Dwarstraat 45, 1210 Sint-Joost-Ten-Node
- c** Koninklijk Circus  
Onderrichtsstraat 81, 1000 Brussel
- d** Maison des Arts – Kunsthuis Schaarbeek  
Haachtsesteenweg 147, 1030 Schaarbeek
- e** Théâtre des Martyrs  
Martelaarsplein 22, 1000 Brussel
- f** Museum National Bank of Belgium  
Warmoesberg 57, 1000 Brussel

## Food

- a** La Piola Pizza  
Sint-Joostplein 8, 1210 Sint-Joost-Ten-Node
- b** Café Caberdouche  
Place de la Liberté 8, 1210 Sint-Joost-Ten-Node
- c** Basils Liberté  
Place de la Liberté 1, 1210 Sint-Joost-Ten-Node
- d** Cantina Valentina  
Square Victoria Régina 1, 1210 Sint-Joost-Ten-Node
- e** Wolf  
Wolvengracht 50, 1000 Brussels
- f** O'Syrie Libanese Restaurant  
Gillonstraat 17, 1210 Sint-Joost-ten-Node
- g** De ultieme hallucinatie  
Rue Royale 316, 1210 Sint-Joost-ten-Node
- h** GUS  
Eredienststraat 36, 1000 Brussels
- i** Damn Good Coffee  
Sint-Jan Nepomucenusstraat 10, 1000 Brussels
- j** Quel Pain  
Kruidtuinlaan 37, 1000 Brussels

## Sport

- a** Les Bains de Saint-Josse  
Sint-Franciscusstraat 23, 1210 Sint-Joost-Ten-Node
- b** Basic Fit Saint-Josse Rogier  
Kruisvaartenstraat 19, 1210 Sint-Joost-Ten-Node

## Shopping

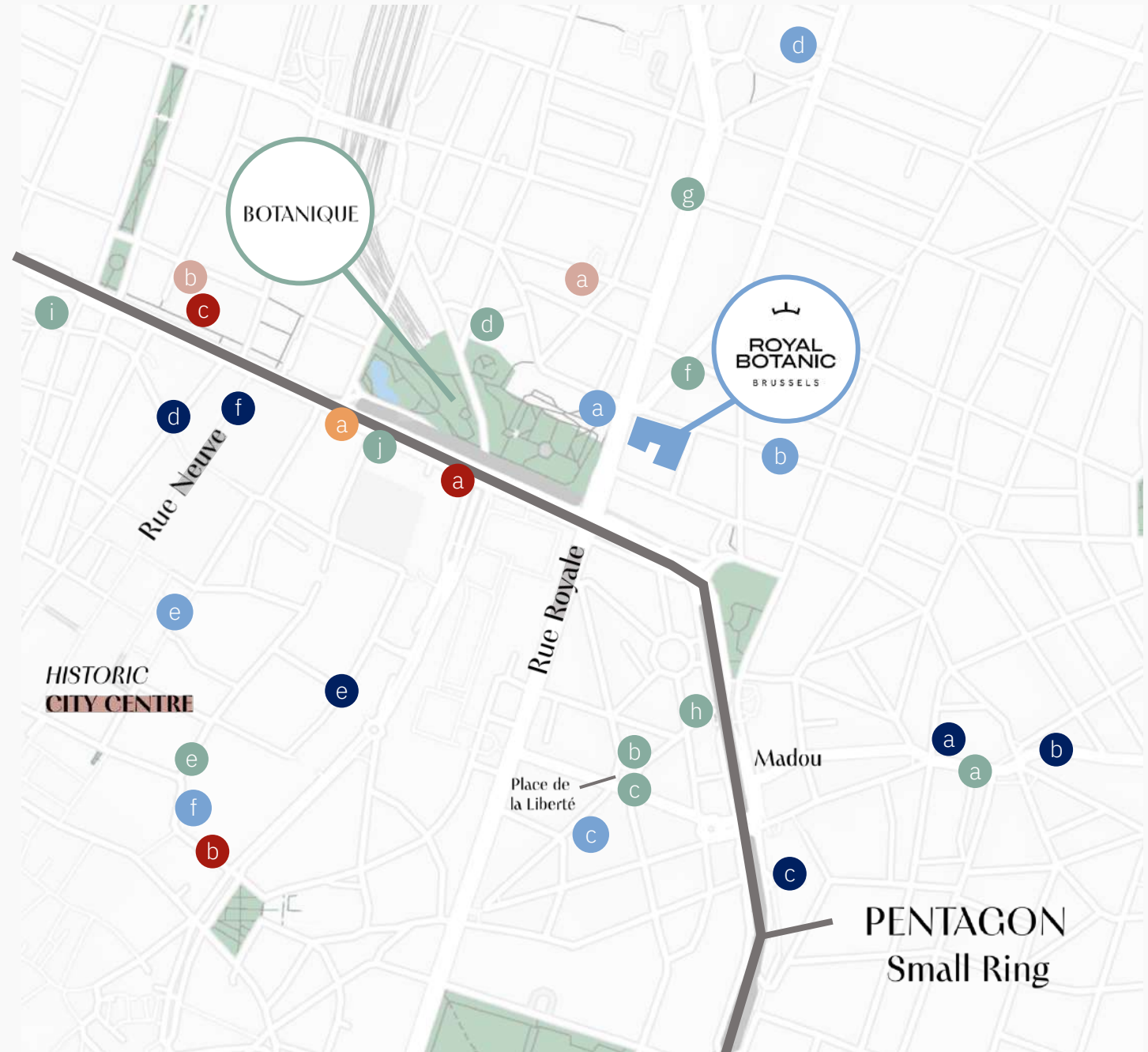
- a** À la Petite Vache – Cheese store  
Leuvensesteenweg 69, Sint-Joost-Ten-Node
- b** Ornina Syrian Sweets  
Leuvensesteenweg 118, 1210 Sint-Joost-ten-Node
- c** L'Heure Bleue – Tea store  
Kunstlaan 12, 1210 Brussel
- d** Waterstones - Bookstore  
Adolphe Maxlaan 71, 1000 Brussel
- e** Chez Pias - Record store  
Kruisvaartenstraat 19, 1210 Sint-Joost-Ten-Node
- f** Rue Neuve – Shopping street  
Rue Neuve, 1000 Brussels

## Education

- a** Campus 44 KU Leuven  
Kruidtuinlaan 44, 1000 Brussel
- b** Ku Leuven Campus Brussel  
Warmoesberg 26, 1000 Brussel
- c** Vlerick Business School  
Bolwerklaan 21/Bus 32, 1210 Brussel

## Medical

- a** Saint-Jean Hospital  
Kruidtuinlaan 32, 1000 Brussel



# The best connected location in the *Brussels Region*

The neighbourhood of the Royal Botanic project is **renowned as the best-connected area in the Brussels region**. Positioned on the outskirts of the Brussels' Small Ring, it provides **direct access to major highways**. Boasting **proximity to 5 major metro stations**, nestled **amid 2 train stations**, and surrounded by numerous bus and tram stops, residents of the project can **effortlessly navigate all of Brussels**.

## Tram & bus

- a** Botanique 1 min. walk
- b** Gillon 3 min. walk
- c** Rogier 9 min. walk
- d** Congres 7 min. walk
- e** Parc 13 min. walk
- f** Sainte-Marie 6 min. walk

## Metro

- a** Botanique 1 min. walk
- b** Rogier 9 min. walk
- c** Madou 9 min. walk
- d** North Station 13 min. walk
- e** Central Station 13 min. walk

## Train

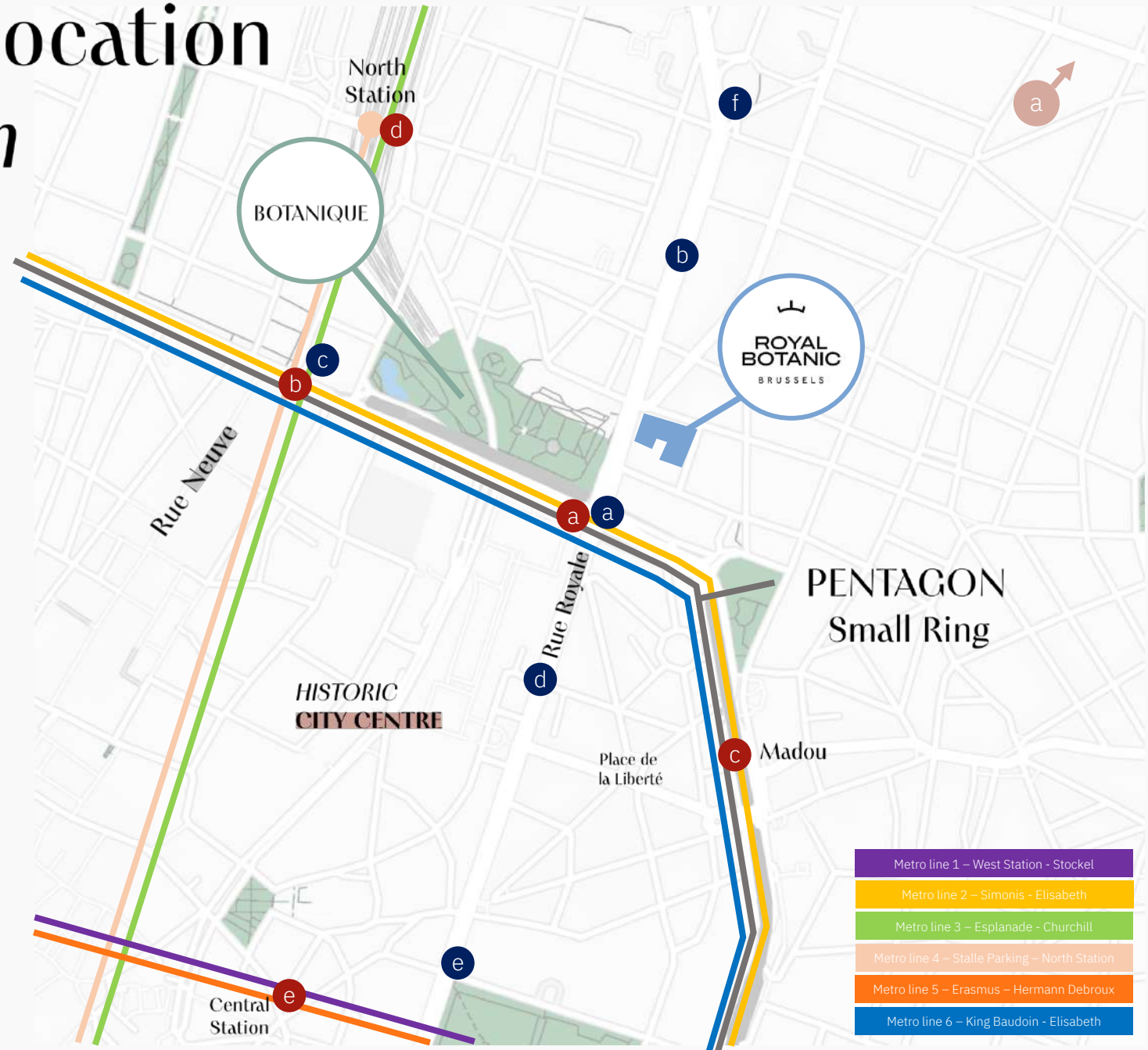
- a** North Station 13 min. walk
- b** Central Station 15 min. walk

## Airport

- a** Zaventem Airport 25 min. by car  
30 min. by public transport

## Car













- Antwerp – 1 h 05 min
- Ghent – 1 h 10 min
- Hasselt – 1 h 00 min
- Charleroi – 1 h 15 min
- Liège – 1 h 10 min
- Kortrijk – 1 h 30 min

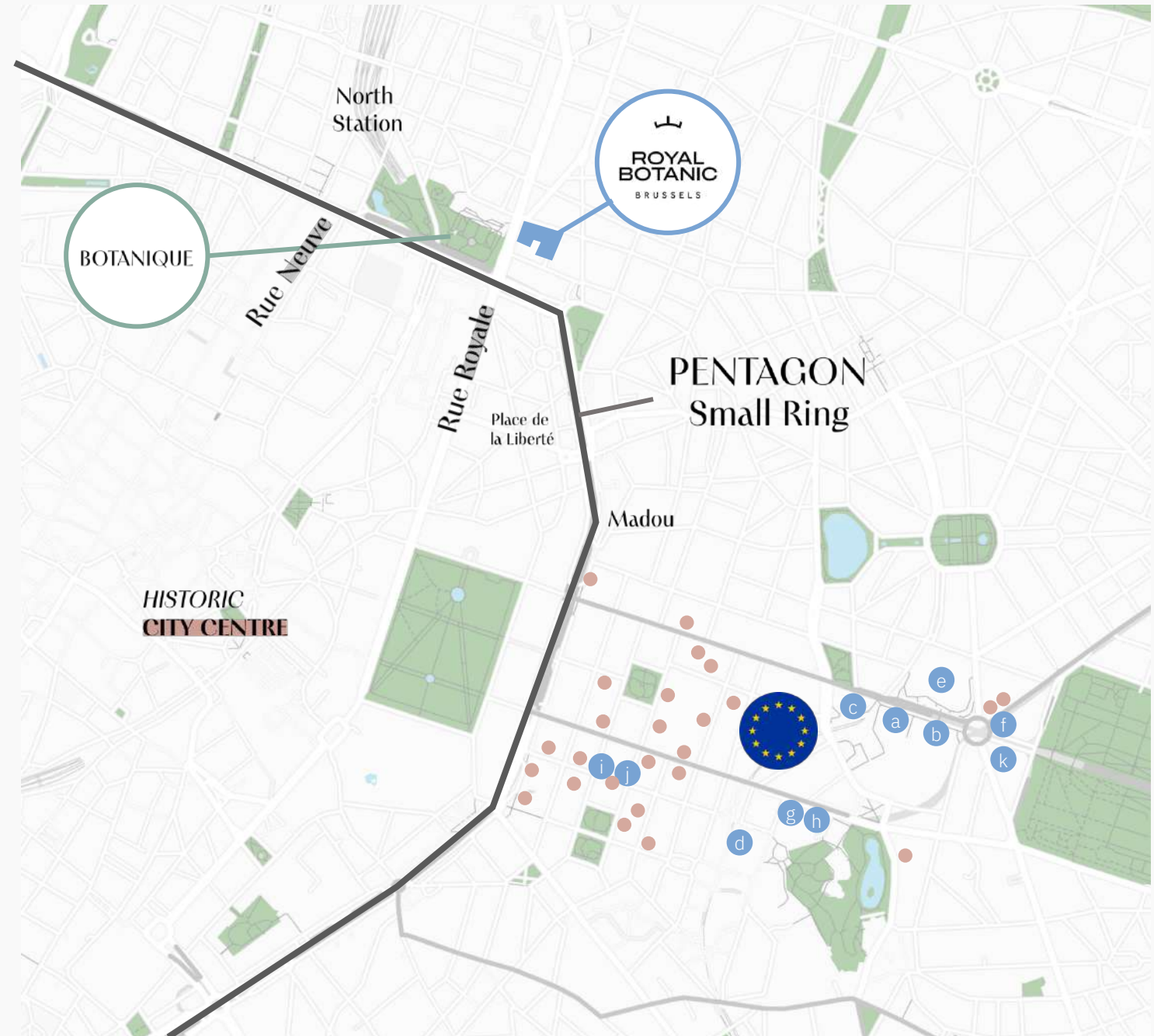


# The centre of Europe

Not only is Brussels the **capital** of more than **half a billion Europeans**, the city is also home to an **international microcosm**. More than **100,000 people** from dozens of countries work in the **European Quarter**. All of which adds up to a **cosmopolitan** and dynamic city.

- The city is home to **3,000 international companies** and organisations, the European institutions, NATO and more than 20,000 lobbyists.
- Brussels is **characterised** by an **increasing imbalance** between **demand and supply of quality housing**.
- Brussels has **the largest number of lobbyists** after Washington
- More than **40,000 people** work in the **European institutions**
- More than **1,000 international journalists** are based in Brussels to follow European news
- Brussels has **the highest number of diplomats** in the world (5,400)
- More than **20 embassies** are located in the European Quarter
- Brussels **has 4 European schools** with over 12,000 pupils

- |   |  |
|---|--|
|  Embassies                 |  European External Action Service       |
|  Europa – Residence Palace |  European Economic and Social Committee |
|  Europa – Justus Lipsius   |  European Committee of the Regions      |
|  Europa – Lex              |  European Court of Auditors             |
|  European parliament       |  European Data Protection Supervisor    |
|  European Commission       |  European Investment Bank               |



# A major strategic zone

## Northern Territory

The Brussels government envisions the surroundings of the Royal Botanic project as one of its most important strategic zones. The Brussels Region is thus planning significant investments in the project's neighbourhood, currently undergoing a major transformation. These recently approved plans set ambitious goals to renew the neighbourhood.

The Royal Botanic site is located within and close to the strategic development plans:

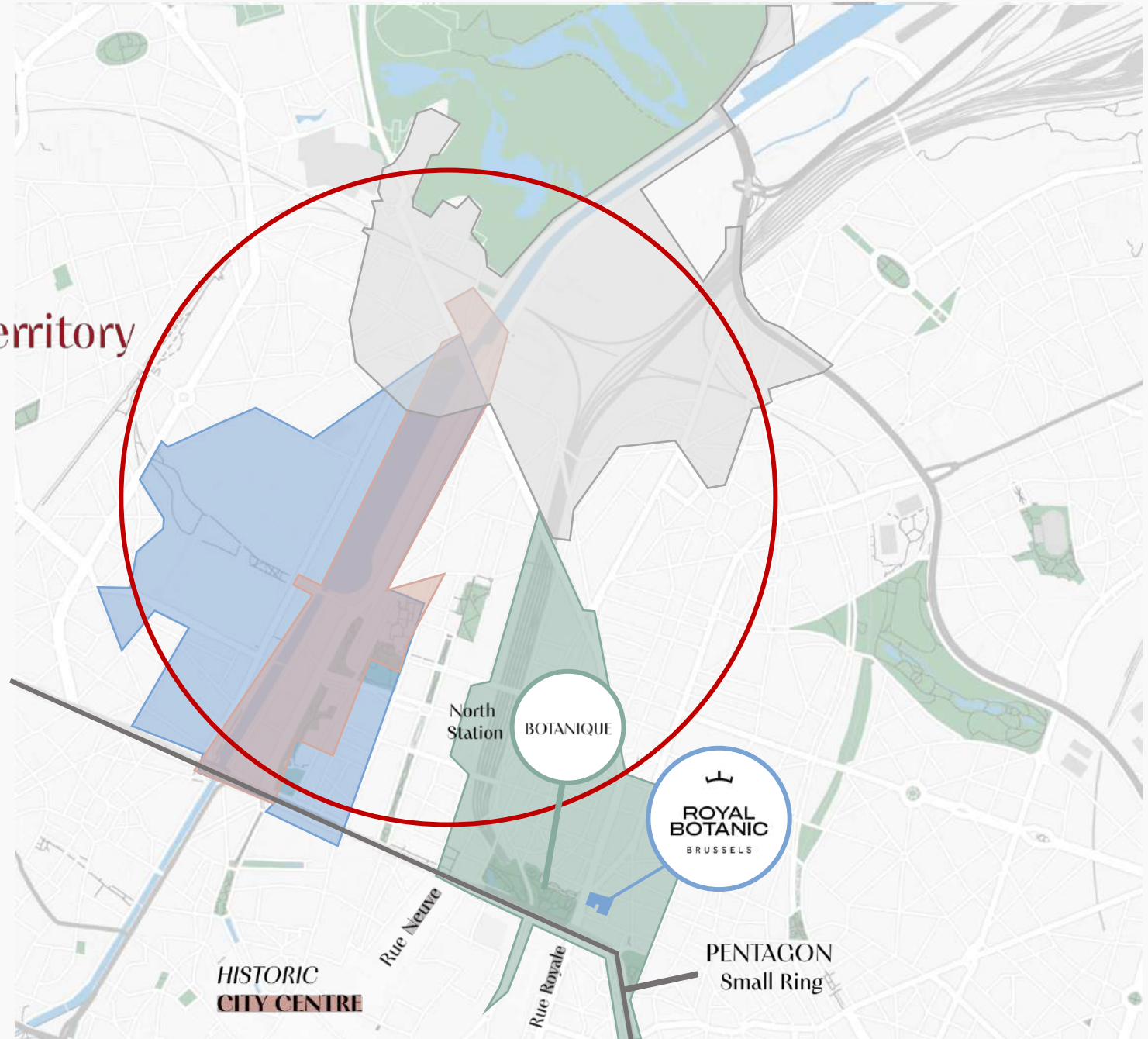
SVC 2 - Brabant-Noord - Sint Lazarus

RPA - Max (Maximiliaan-Vergote)

SVC 1 - Citroën-Vergote

SVC 8 - Stephenson-Koningin

<https://perspective.brussels/nl/stadsprojecten/strategische-polen/territorium-noord>



# Hotspot for new developments

The **realisation of dozens of projects** such as hip hotel chains The Hoxton and The Standard, the five-star Hotel Astoria, the new KULeuven campus, new offices of the European Commission and Proximus, among others, YUST, Royal Botanic... **symbolises the significant reinforcement of the neighbourhood.**

- a** **The Hoxton**  
Victoria Reginalpantsoen 1, 1210 Brussels  
*New hotel opened in 2023 in the Victoria Tower, the former European headquarters of IBM.*
- b** **Campus 44**  
Kruidentuinlaan 44, 1000 Brussels  
*The plinth of the iconic Pacheco building in Brussels is being revived with the arrival of a university campus of KU Leuven.*
- c** **Hotel Corinthia Astoria**  
Rue Royale, 1000 Brussels  
*Brussels' iconic Hotel Astoria will reopen in summer 2024 for the first time in 17 years.*
- d** **Proximus Towers**  
King Albert II street, 1000 Brussels  
*The current two towers into a residential tower and a tower with office space for the telecom company.*
- e** **NOR.Brussels**  
King Albert II street, 1000 Brussels  
*The NOR project is part of an urban regeneration strategy, involving a complete renovation of the former Nor Plaza and CCN Building.*
- f** **ZIN – The Standard**  
King Albert II street, 1000 Brussels  
*In 2025, The Standard, pioneer in the lifestyle hotel sector, opens in ZIN – a new multipurpose project – in WC Towers 1 & 2.*
- gg** **Parc Beco**  
Beco- en Materialenkaai, 1000 Brussels  
*Along the canal, a new 28,000 m2 park will be built on Becokaai and Materialenkaai*
- h** **European Commission**  
Simon Bolivarlaan 34, 1000 Brussels  
*As from 2024, the European Commission will reallocate its headquarters to the former Engie Towers in the North Quarter.*
- i** **Kanal Pompidou**  
Sainteilettesquare 21, 1000 Brussels  
*The largest cultural institution in Brussels. 35,000 m<sup>2</sup> dedicated to current artistic creation in all its forms.*
- j** **YUST**  
Rue Traversière, 1210 Sint-Joost-Ten-Node  
*YUST offers long and short stays combined with facilities like coworking, events etc.*
- k** **Pacheco**  
Pachecolaan, 1000 Brussels  
*Renovation of the former Royal Mint, into a project containing a mix of offices, co-living, commercial and hospitality spaces.*
- l** **Open Up – AB Building**  
Broekstraat 50, 1000 Brussels  
*Redevelopment of the former AB building into the mixed-use project Open Up covering 60.000 sqm and housing offices, apartments, coliving, retail, medical centre etc.*
- m** **RAC Site**  
Pachecolaan 13, 1000 Brussels  
*Redevelopment of the RAC site and surrounding public space with integration of apartments, shops and a school .*
- n** **Place de la Liberté**  
Place de la Liberté , 1000 Brussels  
*Redevelopment of the protected heritage site to preserve trees, restore historic elements and improve mobility.*



# Your *strategic* investment

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## INTERACTIEF

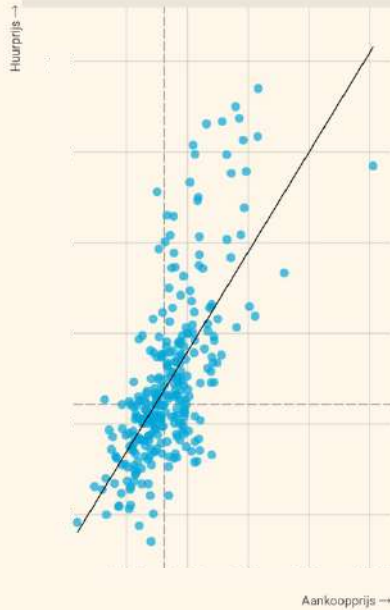
### Waar een appartement kopen om te verhuren?

Een hoog rendement en veel vraag. Dat is de ideale combinatie voor wie wil investeren in een appartement om te verhuren. We zochten uit welke locaties het interessantst zijn.

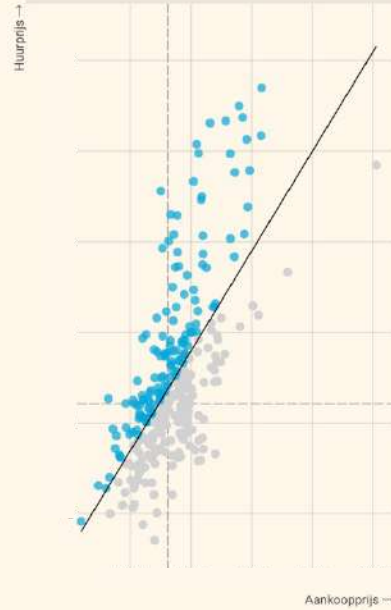
DOOR LAURENS DEKOCK, PETRA DE ROUCK, THOMAS ROELENS EN RAPHAEL COCKX | 23 FEBRUARI 2024

Waar zoek ik het best een appartement om te verhuren? Dat is de vraag die

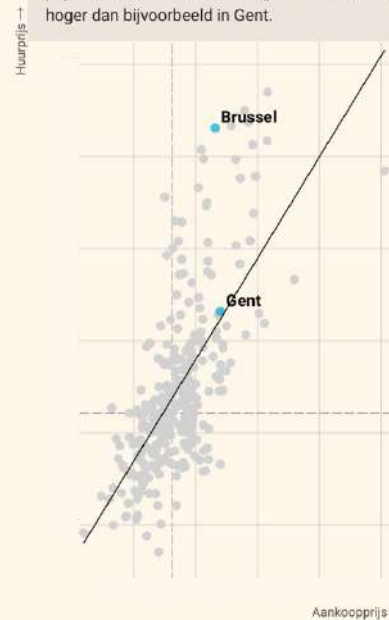
Uit de trendlijn die door al deze gemeenten loopt, blijkt dat u voor een pand in een dure gemeente een hogere huurprijs kunt vragen. In gemeenten met lage aankooprijzen liggen de huurprijzen daarentegen lager.



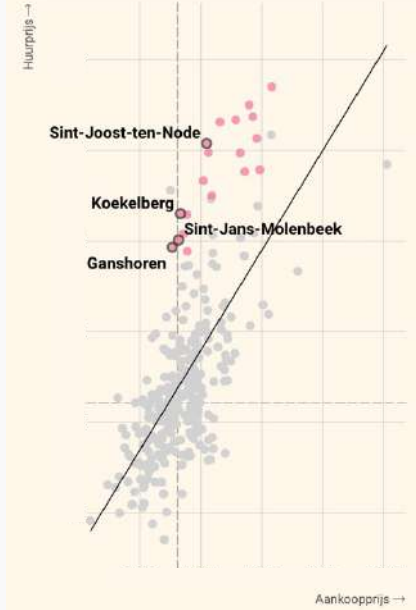
Wel zijn er veel uitzonderingen op die regel. Daar kunnen investeerders hun voordeel mee doen. Gemeenten die boven de trendlijn uitkomen, hebben een hogere huurprijs dan u zou verwachten op basis van de aankooprijzen.



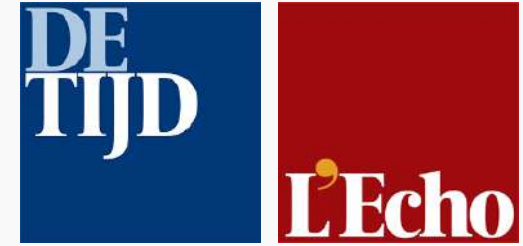
Opmerkelijke uitschieter is de stad Brussel. Hoewel de gemiddelde aankooprijzen er een kwart hoger is dan de mediaan, ligt de gemiddelde huurprijs tot **250 euro** hoger dan in gemeenten met vergelijkbare prijzen. Het brutorendement ligt daardoor een stuk hoger dan bijvoorbeeld in Gent.



Ook de **Brusselse gemeenten** doen het goed. Vooral in Koekelberg, Ganshoren, Sint-Joost-ten-Node en Sint-Jans-Molenbeek trekt een hogere huurprijs het rendement naar boven.



# Your *strategic* investment



Based on **research** recently published by Belgian Business & Economics newspapers **De Tijd** and **L'ECHO**, **Brussels** and especially **Saint-Josse-ten-Noode** stand out as one of the most interesting locations to invest in.

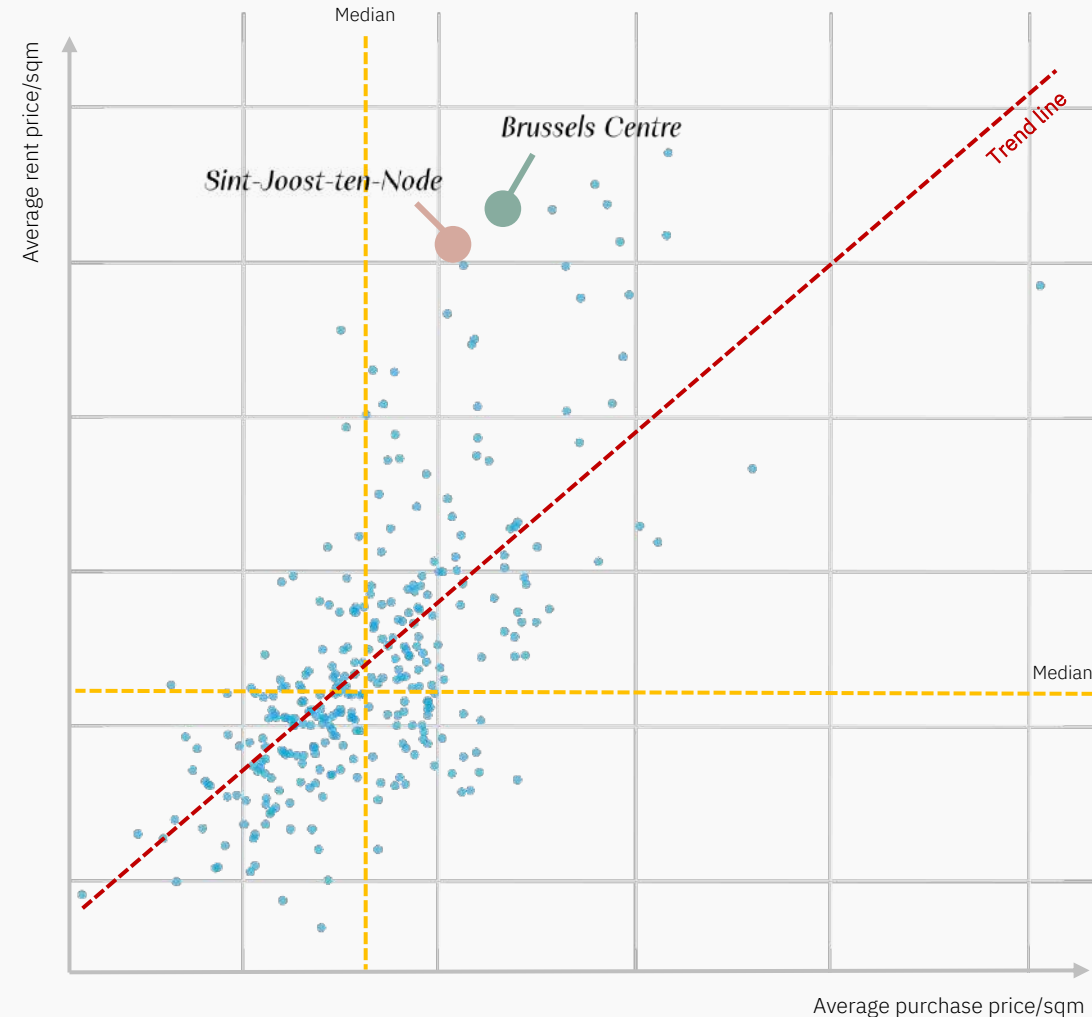
This based on 2 parameters:

## Average Yearly Return

In both Brussels & Saint-Josse-ten-Noode, the average **rent price** per sqm is a lot higher compared to the average **purchase price** in similarly priced cities. This results in an impressive **average ROI** that **surpasses other cities**.

## High demand by tenants

In Saint-Josse-ten-Noode, **75% of households** are **renting**. In the upcoming months, it is highly likely that this **percentage** will **further increase** following the **arrival** of the **European Commission** in the Northern Quarter. In return, this **increase** in **demand** will most likely **boost rent prices** even further.



# Arrival *European Commission* in North District

## Europese ambtenaren komen naar Brusselse Noordwijk



In deze gebouwen in de buurt van het noordstation werken vanaf eind 2023 Europese ambtenaren. ©Kristof Vadino

LUKAS VANACKER

12 december 2022 20:08

De Europese Commissie huurt vanaf volgend jaar de helft van Engies hoofdzetel aan het Brusselse noordstation. De verhuizing van de Europese ambtenaren is een gamechanger voor de heropleving van de kantoorwijk.

## Les fonctionnaires européens débarqueront l'an prochain dans le Quartier Nord



Fin 2023, des fonctionnaires européens travailleront dans ces bâtiments proches de la gare du Nord. ©Photo News

LUKAS VANACKER, PHILIPPE COULÉE

13 décembre 2022 11:44

Dès l'an prochain, la Commission européenne louera la moitié du siège d'Engie dans le quartier Nord de Bruxelles. Cette délocalisation stratégique change la donne sur le marché bruxellois des bureaux.

## European officials bound for new offices in Brussels North

Tuesday, 13 December 2022



An aerial view of the city center of Brussels, with the City 2 shopping center (front L) and the renovated Place Rogier - Rogierplein (center L), the office towers near the North Station (Noordstation - Gare du Nord) and the Tour and Taxi site (top center) as a police helicopter flies over the city center of Brussels, Tuesday 26 June 2018. BELGA PHOTO THIERRY ROGE

**The European Commission will rent half of Engie's headquarters at Brussels North Station in a move that could be a game changer for the district, reported De Tijd.**

European officials would work alongside the thousands of mostly Flemish and federal civil servants in the Brussels North quarter.



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development in prime  
locations in dynamic cities



## Experience in opportunities

Urbicoon has a talent for finding exceptional locations. We are renowned for our sustainable, contemporary and innovative homes and flats. Technological innovation and creative entrepreneurship are at the heart of our approach. We now have dozens of first-rate projects to our name.

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We can also **take care of all the paperwork** (descriptions, rental contracts, monitoring payments, deposits, etc.) and carry out repairs and maintenance when necessary.

# Tailor-made service

**URBICOON** makes life easier for residents of the Royal Botanic project by offering them a whole range of à la carte services:

- Rental service
- Cleaning and maintenance service
- TV/Internet/telephone connection
- Dry cleaning service
- Administrative support
- Technical maintenance
- Drafting of rental contracts and guarantees
- Organisation of property specifications
- ...





# Are you interested?

Stop by Urbicoon's head office or contact our specialists. **We will make time for you.**  
At Urbicoon, you're in expert hands.



Woluwe Gate | Boulevard de la Woluwe 2 (6<sup>th</sup> floor) | 1150 Woluwe-Saint-Pierre | T 02 647 00 00 | [info@urbicoon.be](mailto:info@urbicoon.be) | [www.urbicoon.be](http://www.urbicoon.be)

A project developed by

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REDET