



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**

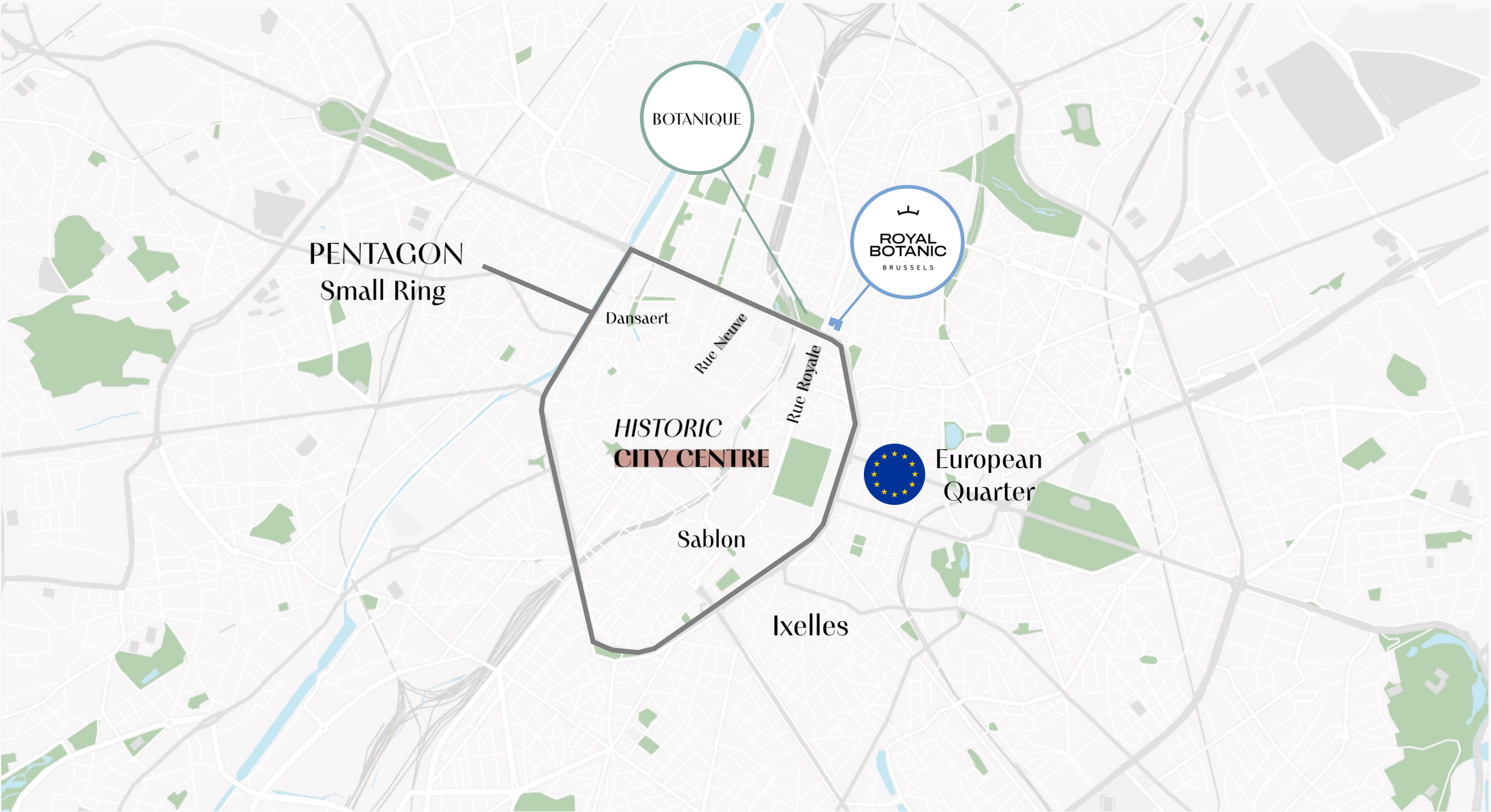


Quality finishes



Wide variety
of surfaces





PENTAGON
Small Ring

BOTANIQUE

ROYAL
BOTANIC
BRUSSELS

HISTORIC
CITY CENTRE



European
Quarter

Dansaert

Rue Neuve

Rue Royale

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

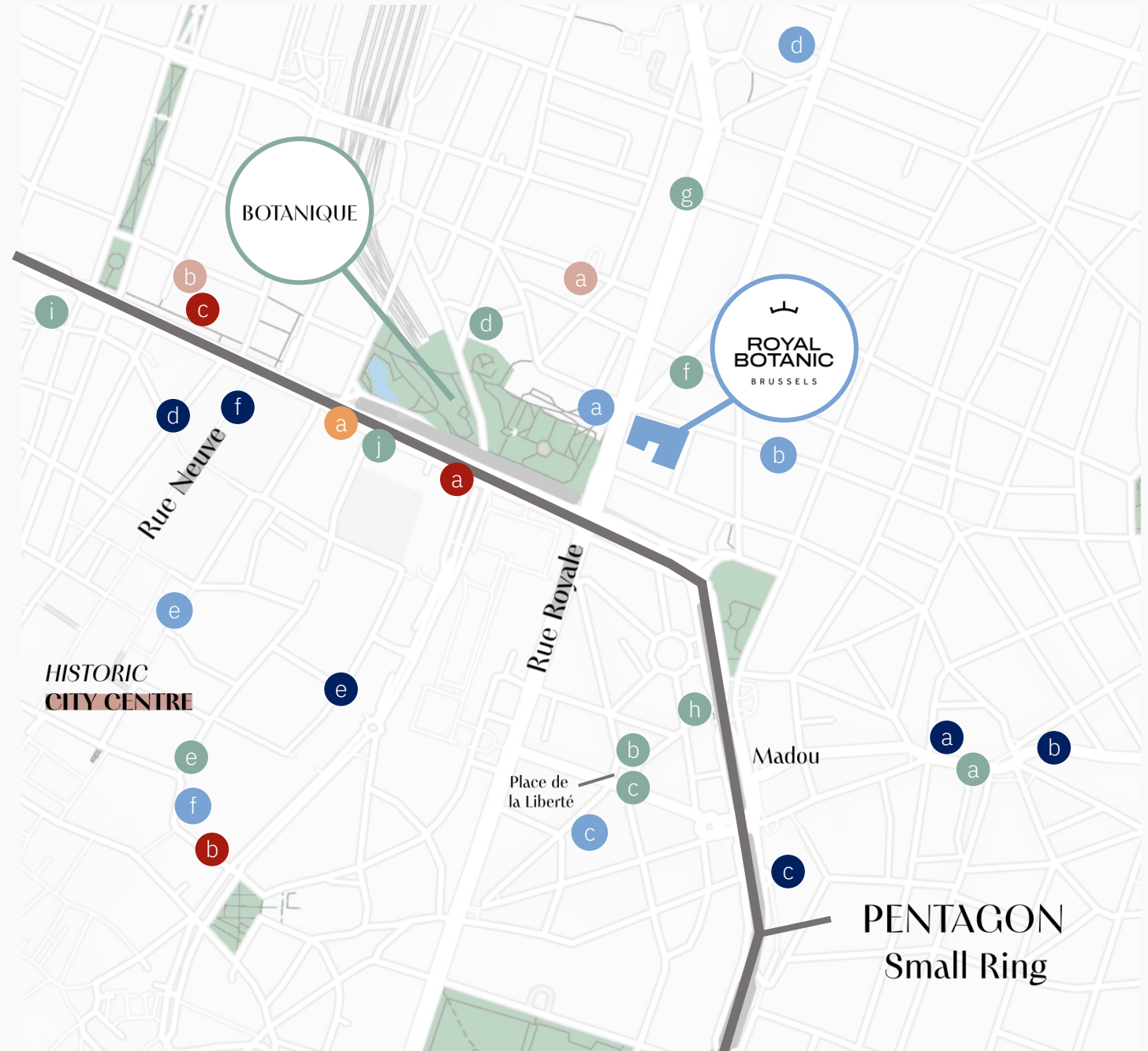
- a** À la Petite Vache – Cheese store
Leuvensesteenweg 69, Sint-Joost-Ten-Node
- b** Ornina Syrian Sweets
Leuvensesteenweg 118, 1210 Sint-Joost-ten-Node
- c** L'Heure Bleue – Tea store
Kunstlaan 12, 1210 Brussel
- d** Waterstones - Bookstore
Adolphe Maxlaan 71, 1000 Brussel
- e** Chez Pias - Record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

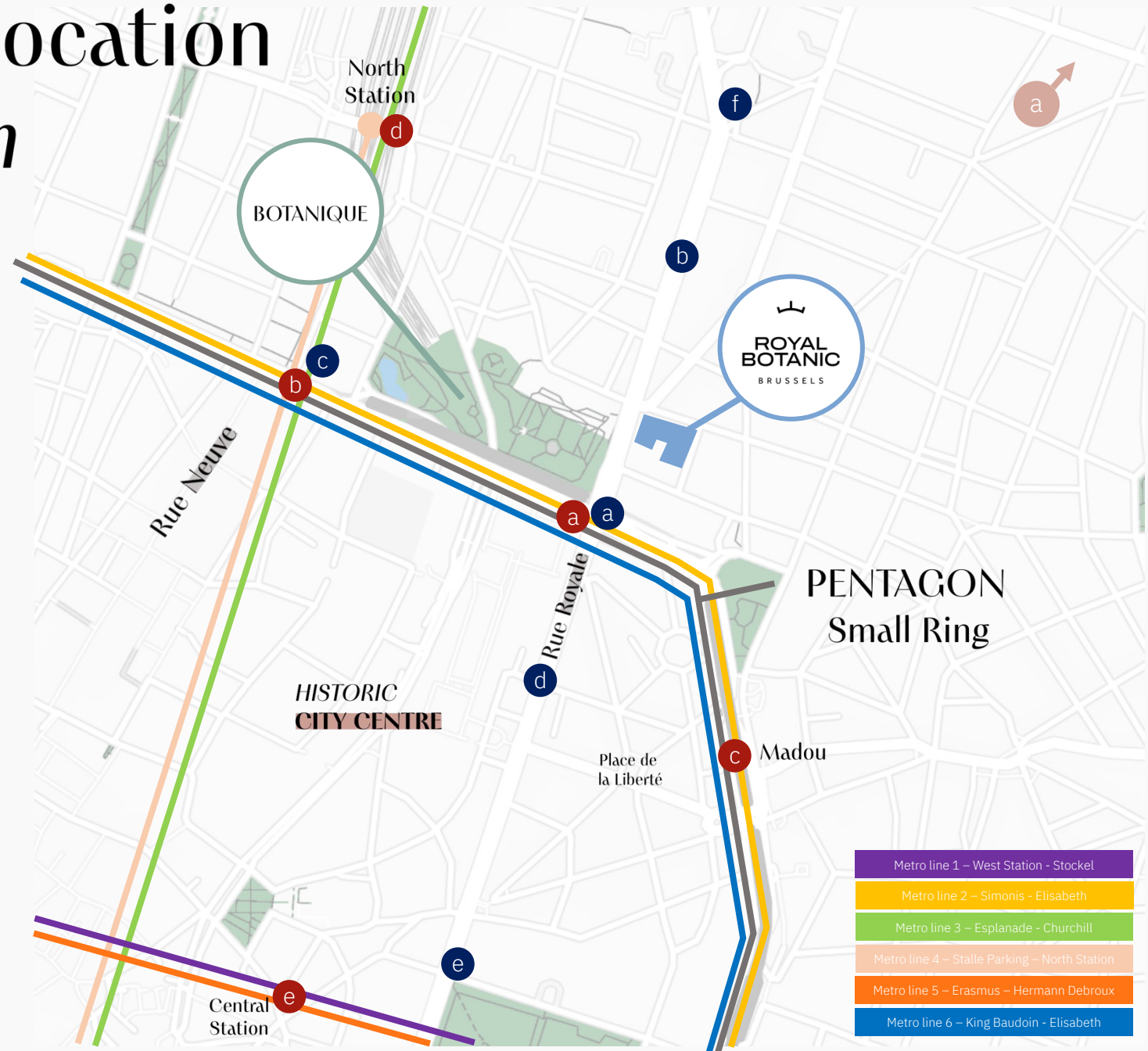
- a** North Station 13 min. walk
- b** Central Station 15 min. walk

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

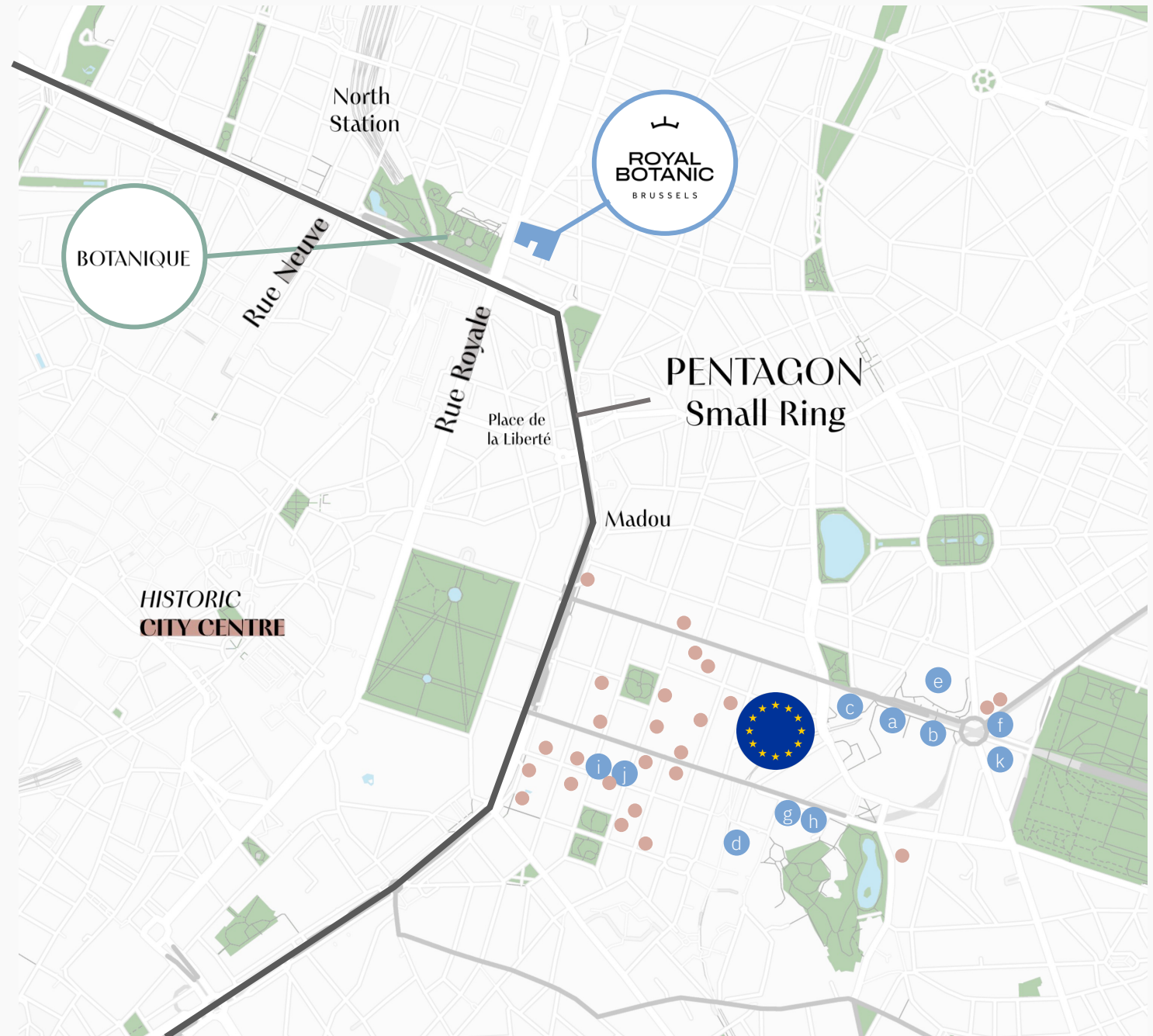


The centre of Europe

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:

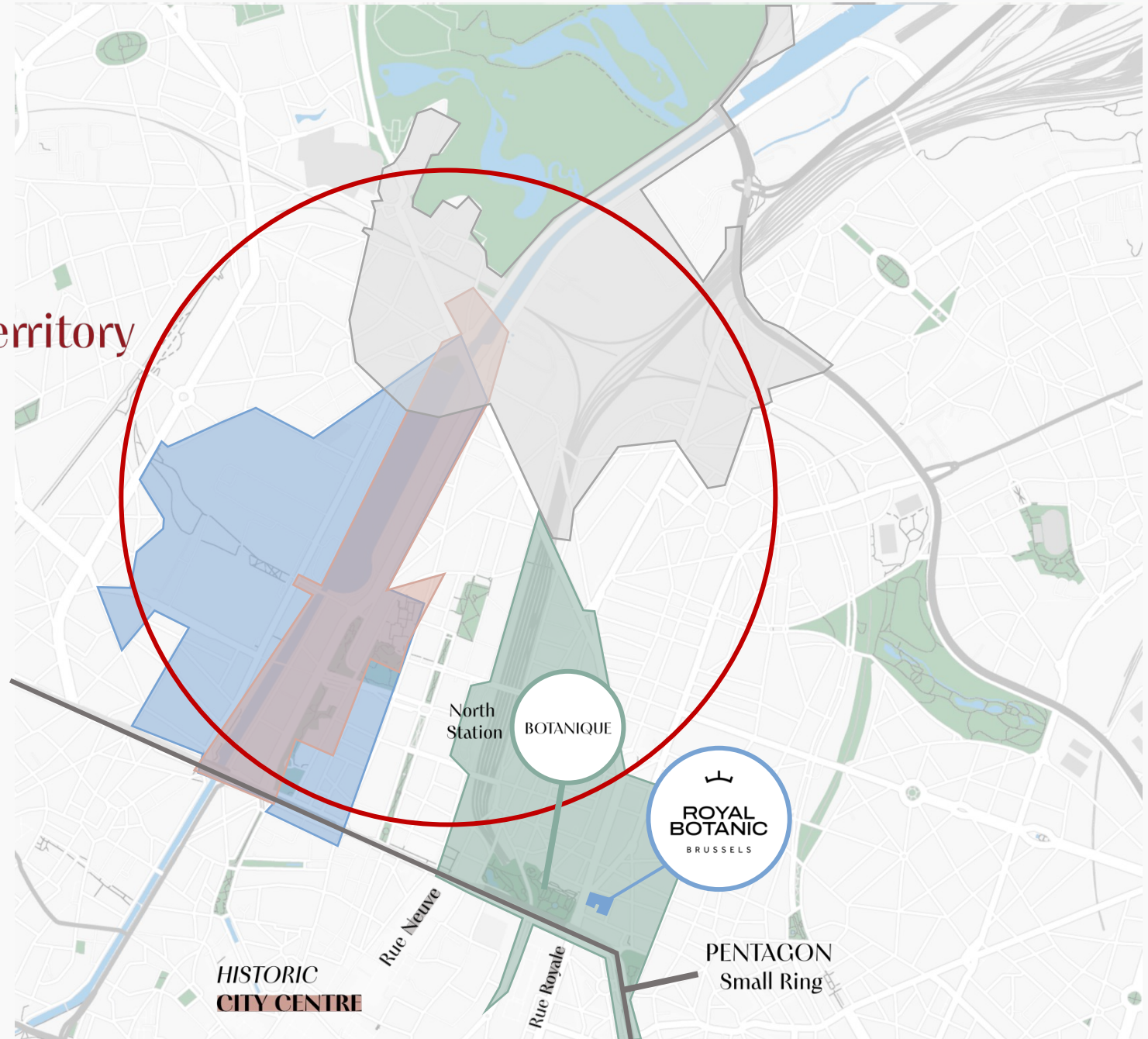
SVC 2 - Brabant-Noord - Sint Lazarus

RPA - Max (Maximiliaan-Vergote)

SVC 1 - Citroën-Vergote

SVC 8 - Stephenson-Koningin

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



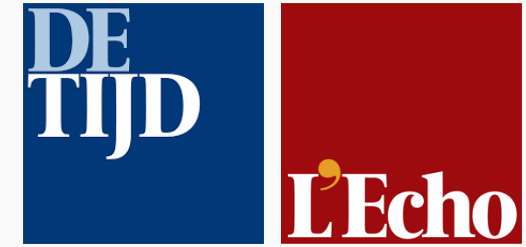
Hotspot for new developments

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.**

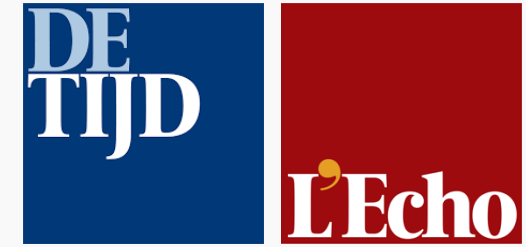
- a** **The Hoxton**
Victoria Reginalantsoen 1, 1210 Brussels
New hotel opened in 2023 in the Victoria Tower, the former European headquarters of IBM.
- b** **Campus 44**
Kruituinlaan 44, 1000 Brussels
The plinth of the iconic Pacheco building in Brussels is being revived with the arrival of a university 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 m² 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



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.

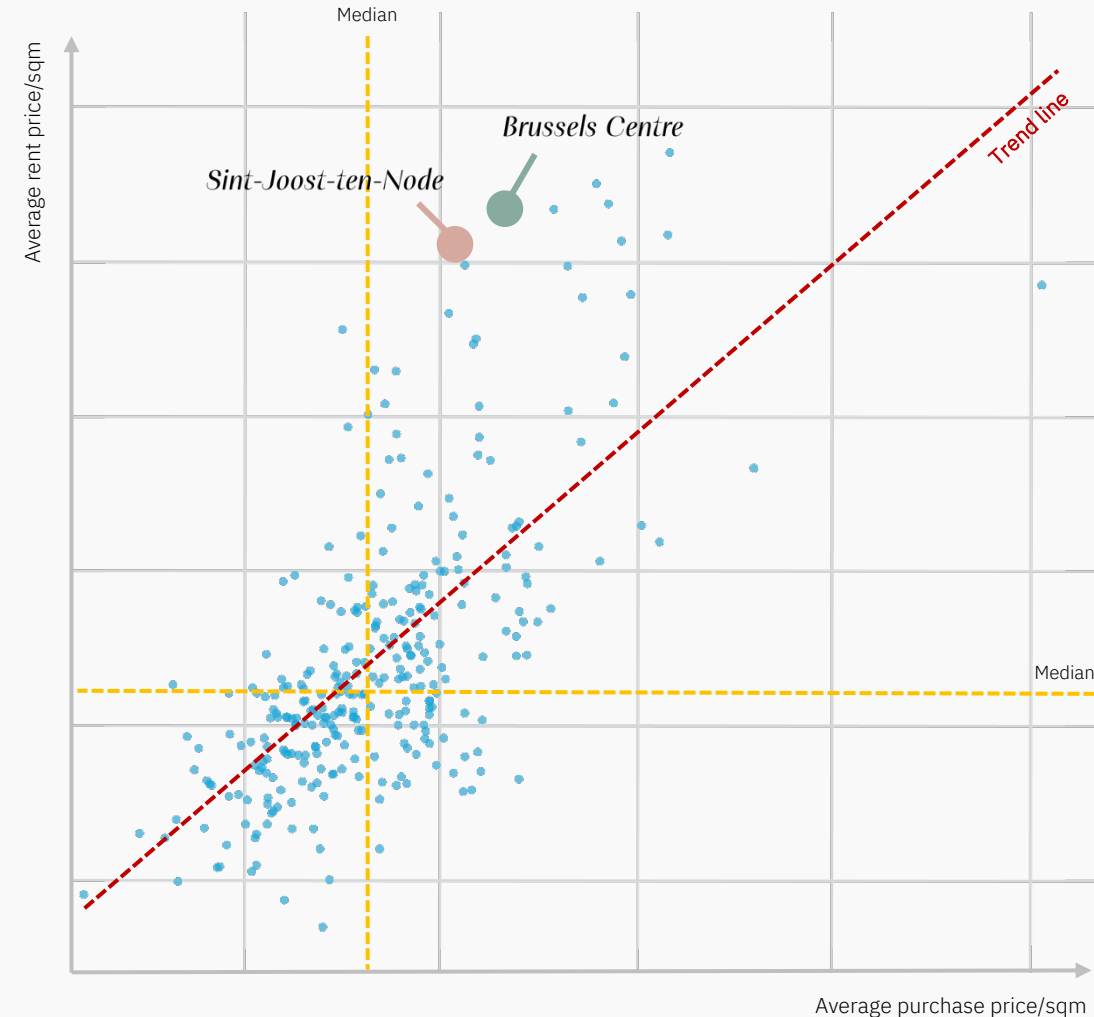
This based on 2 parameters:

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.



Unique property
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.

A reliable partner

Buying property isn't something you can improvise. With Urbicoon, your project is in safe hands. We work exclusively with renowned construction partners. As part of the Machiels Group, we are also proud of our experience and expertise.

From A to Z

Choosing Urbicoon? You're choosing a long-term professional partnership. We offer all property services under one roof: from buying and selling to development and letting. As a one-stop shop, we can take all your worries off your hands.



Second to none for added-value with a unique letting service

RENTMORE
(un)furnished rental apartments

If you invest in property, you can count on a high return. And URBICOON can boost your return even further with its own **professional letting service RentMore.**

If you wish, our letting service will take care of renting out your apartment to Eurocrats, expatriates or international businessmen looking for a trendy and comfortable pied-à-terre in Brussels. These people are prepared to pay higher rents to live close to their place of work.

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 (6th floor) | 1150 Woluwe-Saint-Pierre | T 02 647 00 00 | info@urbicoon.be | www.urbicoon.be

A project developed by

VDD –
PROJECT
DEVELOPMENT

REDET