



Real Estate

MEADOW, A NEW WAY OF LOOKING AT RESIDENTIAL



MEADOW, HERENT, BELGIUM

WITH THE DEVELOPMENT OF THE LARGE-SCALE RESIDENTIAL DISTRICT MEADOW, BESIX RED CONSOLIDATES ITS POSITION ON THE FLEMISH REAL ESTATE MARKET.

THE RESULT OF A CO-CREATION WITHIN BESIX GROUP, THE DEVELOPMENT COVERS A COMPLETELY NEW DISTRICT OF ABOUT 58,000 M² IN HERENT, NEXT TO LEUVEN (BELGIUM).

DESIGNED BY BINST AND POLO ARCHITECTS, MEADOW OFFERS A DIVERSE RANGE OF HIGH-QUALITY AND ENERGY-EFFICIENT APARTMENTS, INTEGRATED IN A LANDSCAPED PARK, AND CONTRIBUTES NOT ONLY TO THE WELLBEING OF ITS RESIDENTS BUT ALSO TO HERENT LOCALS'.

MEADOW IS THE PERFECT EXAMPLE OF A SUCCESSFUL URBAN INTEGRATION WITHIN A LANDSCAPED PARK AND IS EVEN MORE RELEVANT TODAY IN A POST-COVID WORLD. //

**GABRIEL UZGEN,
CEO BESIX RED**



A VISIONARY DEVELOPER

Meadow in Herent is another significant example of BESIX RED's strong commitment to Flanders. In this region of Belgium, the Group has already successfully delivered *Dunant Gardens* in Ghent (26,400 m² residential) in 2018 and is currently developing *Kaai District* in Aalst (a public part of 24,300 m² successfully delivered to the NMBS and a private part of 38,399 m² in progress).

Covering an area of about 58,000 m², *Meadow* is located on a wasteland site that was empty until a few years ago. "As a visionary developer, we intend to be precursors rather than followers. Our mission is to identify high-potential sites where we can add value to the neighbourhood. Located on the outskirts of Leuven, close to Brussels, *Meadow* benefits from a prime location close to Herent's railway station, which is attractive for end-users as well as investors", states Gabriel Uzgen, CEO BESIX RED.

The development comprises 400 units including single-family dwellings, social housing, 259 apartments and some com-



A HUMAN-SCALE DISTRICT DESIGNED BY TOP BELGIAN ARCHITECTS, MEADOW IS EQUIPPED WITH THE LATEST TECHNIQUES AND IS ACCESSIBLE TO A DIVERSE AUDIENCE. //

**FREDERIK MUYLDERMANS,
TECHNICAL PROJECT
MANAGER BESIX RED**



mercial units. Its size allowed BESIX RED to envision a wide typology of dwellings – from 1, 2 and 3-bedroom apartments to penthouses – to meet local demand. "We integrated the living units in a curated landscaped park equipped with several footpaths, an unpaved running track and various small ponds. This way, *Meadow* becomes an open micro-district and also adds value to the wider area: locals can benefit from this new neighbourhood as well and come here for a run or walk and interact with residents", says Frederik Muyltermans, Technical Project Manager BESIX RED. Besides, *Meadow* is a mainly car-free district with separate entrances to the underground parking lots, in order to limit car circulation in the area as much as possible.

"Designed by BINST and POLO architects, *Meadow* is developed throughout four stages, which enables us to constantly adjust the project along the way. The strength of *Meadow* lies as much in its location as in its remarkable, mixed architecture", he clarifies. Characterised by a unique design with continuous terraces circling the buildings, *Meadow's* first phase comprises two buildings of nine 'villa-apartments' each. Its second phase includes 64 smaller units arranged around a landscaped inner courtyard garden, promoting social interaction, while the third phase offers high-end nearly zero-energy apartments outfitted with large balconies and gardens. The fourth phase is a continued, optimised version of the preceding ones. The outcome? A new and mixed neighbourhood in a landscaped park, constituted of multiple buildings and residence types, each with its garden and private area.

SYNERGY RESULTING IN SUCCESS

Thanks to the twofold identity of 'developer-contractor' (BESIX RED, Vanhout Projects and Vanhout), *Meadow* is a prime example of the successful synergy between BESIX Group's different entities and teams. "The fact that BESIX Group once again operates as a one-stop shop is a major added value. Within one and the same group, we leverage our in-house multidisciplinary expertise and extensive knowhow to deliver successful projects offering true living, working and leisure experiences. The synergy within the group leads to high-quality projects scoring extremely well in terms of technical complexity, sustainability and user well-being – our top priority", says Gabriel Uzgen.