

# IVY Amsterdam – Redefining affordable and sustainable urban living



PROJECT:  
IVY Amsterdam



COMPANY:  
GARBE



LOCATION  
Amsterdam, Netherlands

## Challenge

In 2022, GARBE acquired the first sizeable residential development in the Klaprozenbuurt (“poppy neighbourhood”), a former industrial area in Amsterdam identified for mixed-use transformation. As the first residential project in the area, it helped initiate the urban regeneration of the Klaprozenbuurt.

The core challenge was to deliver a high-quality residential density on a complex former industrial plot while ensuring long-term environmental performance, social inclusion, and neighbourhood activation.

## Solution / Approach

GARBE, as acquisition, development and current asset manager, focused on early underwriting of an emerging location, recognising potential upside from urban regeneration and spillover rental demand from Amsterdam city centre.

In collaboration with the developer and the municipality, a final design was agreed. IVY is composed of a series of differentiated buildings designed to introduce human scale within a high-density setting, while allowing for future adaptability through floor plans that can accommodate different household types.

The ESG strategy focused on three pillars:

- Energy efficiency
- Water efficiency
- Affordable housing

The roofs act as energy producers through solar panels, collect rainwater, and enhance biodiversity with greenery, nesting boxes, and insect hotels. Large planters along the facades provide additional greenery.



## Results

IVY was delivered in September 2024 within the expected timelines and cost parameters. Key sustainability and social features include:

- Common gardens where tenants can grow plants and vegetables, supported by a rainwater capture system used to irrigate indoor and outdoor gardens;
- 80% regulated affordable housing for low-income households and essential workers;
- Green façades intended to support biodiversity and enhance the visual quality of the neighbourhood;
- Sustainable mobility infrastructure, including approx. 600 bicycle parking spaces and EV charging facilities. The development is also accessible via public transport;
- A commercial plinth let to Rocycle (fitness) and Trainhealthy (personal training services);
- IVY includes 49 short-stay units designed to support individuals experiencing urgent housing needs;
- Energy labels ranging from A to A+++.



Source: GARBE, IVY development

## Company

Founded in Hamburg in 1965, GARBE is one of Europe's leading real estate firms. With 600+ employees across 21 locations in 14 countries, GARBE manages approximately €15 billion in assets. Covering the entire real estate value chain as developer, operator, and investor across in the asset classes "beds, sheds & infrastructure". GARBE provides institutional investors access to real estate investments via investment funds, separate accounts and joint venture structures.

## Outcome

Since completion, IVY has achieved near-100% occupancy across its 200+ residential units, indicating strong demand for mixed housing schemes in Amsterdam.

Tenant satisfaction is reported to be high, with a positive on-site community dynamic.

The project acts as a catalyst for the urban regeneration, with comparable residential developments now emerging in the surrounding area.

By integrating environmental performance measures, affordable housing and community-oriented design within a financially viable structure, IVY demonstrates the feasibility of delivering mixed-income housing in a constrained urban market.

**IVY Amsterdam sets a new benchmark for the residential transformation of Klaprozenbuurt, a former industrial area in North Amsterdam**

**Robin van Leeuwen,  
Senior Investment Manager at GARBE**

