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Nieuwmarkt, Zuiderkerk,
Sluyswacht, Rembrandth

The Power of Place

WATERLOO HOUSE, AMSTERDAM



PREFACE

**A building with purpose doesn't start with concrete.
It starts with a vision.**

Waterloo House began as a shared ambition to create something timeless in one of Amsterdam's most storied locations. As a team of developers, architects, advisors and investors, we knew this site deserved more than just another office building. It called for a place with presence, a place that responds to the city, its people and the way we work today.

That vision guided every decision along the way: from the layered façade to the light-filled atria; from biobased materials to future-proof energy performance; and from the first sketches to the final square metre.

We're proud to introduce Waterloo House, a new standard for sustainable, inner-city work life. We hope this brochure helps you understand not just the facts, but the thinking behind them.

Team Waterloo House



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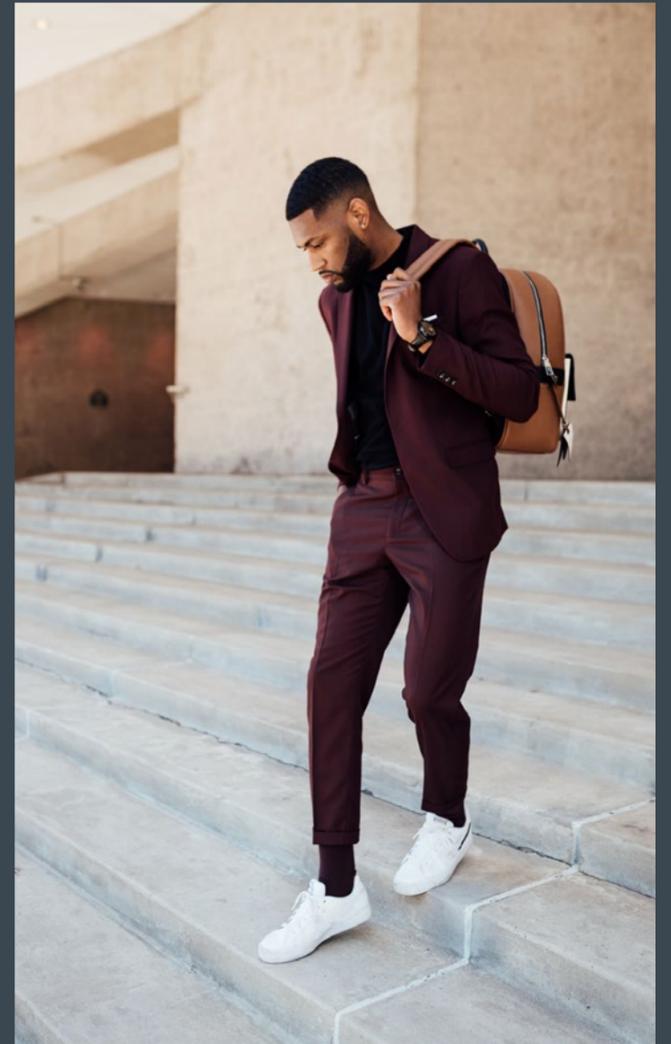


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A building shaped
by balance

Introduction

Introduction

In a world where the digital often overshadows the physical, we crave spaces that bring us back to what matters. Places with presence and with clarity. Waterloo House is that place. Set in the historic heart of Amsterdam, this building isn't just another workspace — it's a new benchmark for how and where we work. A modern classic that combines intelligent design, sustainability, and daily experience into one cohesive whole.



It's not just central.
It's essential.

Here, the 15-minute city becomes a five-minute reality. Culture, cafés, green space, and mobility are all within reach. And inside, every element is crafted to support ambitious organisations and the people who power them. Welcome to Waterloo House. Where ideas take root. And ambition finds space to grow.

Overview

Waterloo House brings together the spaces that make modern work life both efficient and enjoyable. With five light-filled office floors above ground, anchored by three striking atria and generous amenities throughout, the building is designed to support focus, movement, and connection.



— Artist impression of the atrium

At its core: three open atria that bring light and calm into every level. Around them: adaptable office floors that suit both single-tenant and multi-tenant use. Below ground: smart, future-ready parking and mobility services. Outdoor terraces and green spaces offer space to pause and recharge — making the transition between work and life feel effortless.

FACTS & FIGURES

Location	Jodenbreestraat 25, Amsterdam
Size	19,000 SQM LFA
Floors	5
Developer	Peak Development
Architects	BiermanHenket, Hofman Dujardin
Certifications	BREEAM Outstanding, Paris Proof

Key features at a glance

A place with presence

Waterloo House is more than just an office building. It's a monumental place with a bold identity—where timeless architecture meets a renewed sense of purpose.

Distinctive design

Step into a building that feels both grand and grounded. With high ceilings, generous daylight, and refined details throughout, every floor breathes clarity and calm.

Three light-filled atriums

At the heart of the building are three spacious atriums—flooded with natural light and connected to the outdoors. They bring openness and flow to each floor, perfect for communal spaces or quiet breakout zones.

Private outdoor terraces

Select floors come with private terraces overlooking the city. A rare luxury in Amsterdam's city centre, offering space to step out, take a call, or host informal meetings in the open air.

Room to shape your work

From focused solo work to lively team collaboration—Waterloo House offers flexible floorplates and smart layouts that adapt to your way of working.

Built for a better future

The building is BREEAM Outstanding certified and aligned with the Paris Proof targets—ensuring low energy use, high comfort and a responsible footprint for the long term.

The heart of the city

Centrally located in Amsterdam's cultural district. Surrounded by theatres, cafés, ministries and museums. Everything is within walking distance—including the metro.

Easy to reach

Whether by metro, tram, bike or car: Waterloo House is exceptionally well connected. Metro lines 51, 53 and 54 stop right outside, Central Station is just minutes away, and the A10 ring road is only five minutes by car.

Space to breathe

With windows that open, fresh air systems and high indoor comfort standards, the building supports well-being at work. A quiet, healthy environment in the middle of the city.

Ready for today, and tomorrow

Fully modernised with future-proof technical systems, high-speed connectivity and excellent sustainability standards—without losing the character that makes the building unique.

Smart by design

A.I. Smart sensors track occupancy, optimise energy use and seamlessly manage workplace controls.

Everything close by

Plenty of lunch spots, hotels and gyms around the corner. Need more? The buzzing city centre is just a five-minute bike ride away.

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In the centre of the city —
connected to everything

WW

Location

The Power of Place

Waterloo House is located at one of Amsterdam's most meaningful intersections, where the energy of the city meets the calm of the canals. Situated on Jodenbreestraat, just a short walk from Central Station, it brings the entire city within reach — and daily life into perfect flow.

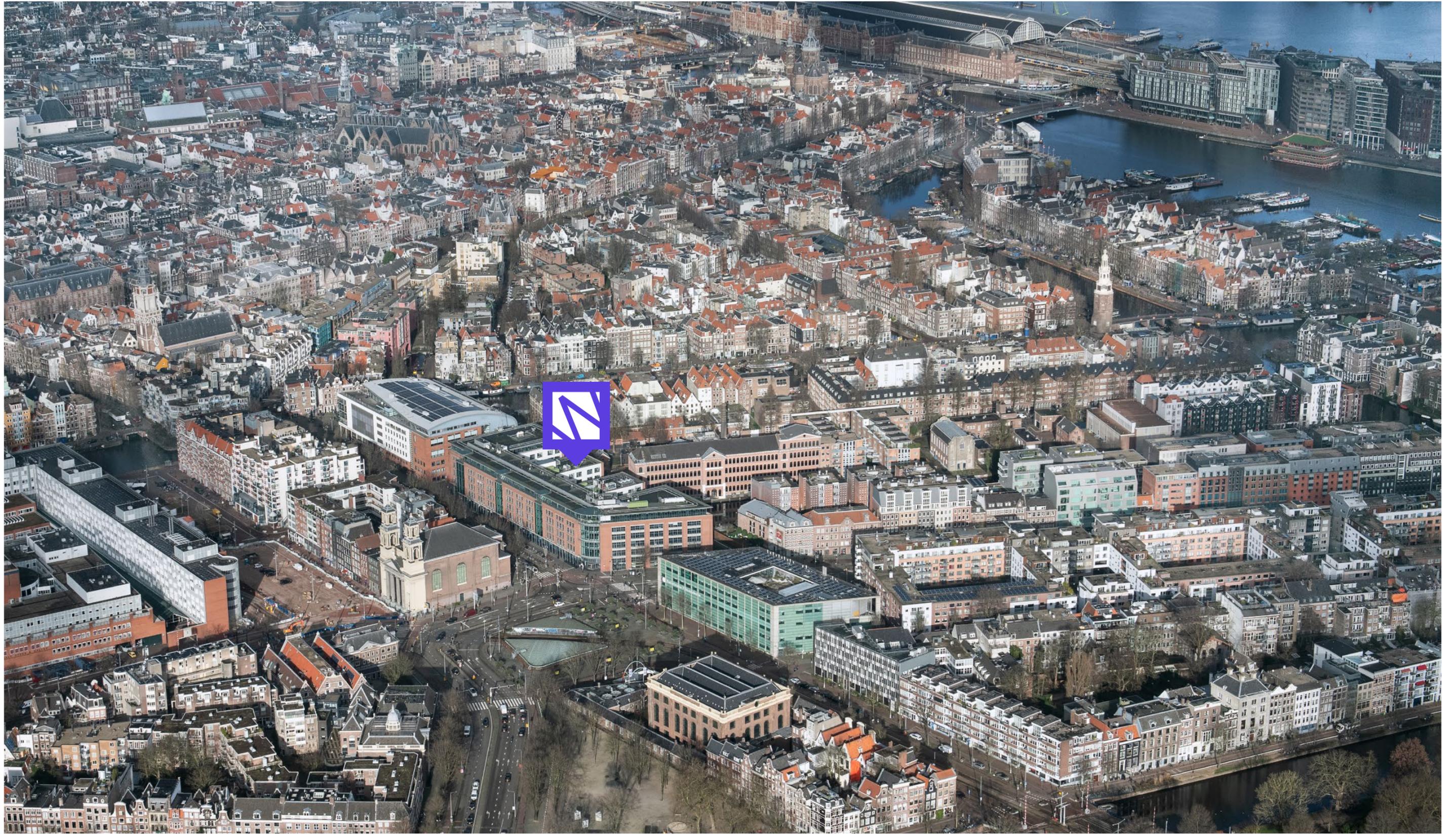
This is the 15-minute city turned into a five-minute experience. A place where everything you need — from metro lines to museums, from coffee spots to client dinners — is right around the corner. Here, commuting becomes walking. Lunch breaks become a moment outdoors. And being in the city means actually using it.



— Crossing Waterlooplein and Mr. Visserplein

Step inside





— Aerial view of the current site

Surroundings

At Waterloo House, the best of Amsterdam is just outside your door. Whether you're walking to a morning meeting, stepping out for lunch, or unwinding after hours — the city is always close, and always alive.



LEGEND

From Artis Zoo and the Botanical Garden to the Rembrandthuis and Nieuwmarkt, with terraces lining the canals and museums just around the corner—this is more than a well-connected location. With the metro at your feet, it's embedded in the rhythm of the city, turning every workday into something more.

- | | | | |
|---|-------------------------------------|---|---------------------------|
|  | Waterloo House |  | Zuiderkerk |
|  | Amsterdam Central Station |  | Nieuwmarkt |
|  | Metro stations |  | Dam Square / Royal Palace |
|  | Tram stops |  | Hortus Botanicus |
|  | Café / Restaurant |  | Artis Zoo |
|  | Parks & Recreation |  | Nemo Science Museum |
|  | Museum & Culture |  | National Maritime Museum |
|  | Albert Heijn and Jumbo Supermarkets |  | Skinny Bridge |
|  | Waterloo Square |  | H'ART Museum |
|  | Amstel river |  | Rembrandtplein |

Neighborhood



— Rembrandtplein



— Waterlooplein



— Amsterdam Central Station

Step outside and the city unfolds in every direction. From buzzing cafés and daily markets to museums, galleries and parks—everything is within a five-minute walk. This is Amsterdam as it should be: compact, cultural, and deeply connected. A true five-minute city where everything flows together effortlessly.



— Waterloo Metro Station



— Tisfris

Whether you're heading to a meeting, browsing the market, catching a show or simply enjoying a coffee in the sun—here, it's all right outside your door. Waterloo House places you at the centre of it all: a cultural crossroads where convenience meets character, and every street leads to something new.



— National Opera & Ballet





— ORFF Café



— Nieuwe Uilenburgerstraat

Here, every street tells a story. From canal views and terrace cafés to historic façades and local landmarks—the charm of the old city is always just outside. Waterloo House sits in the midst of it all: well connected, quietly vibrant, and full of everyday inspiration.



— De Sluyswacht

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This building is part of the next chapter in the evolution of Jodenbreestraat. One that adds to the story, without trying to rewrite it.

The building

History

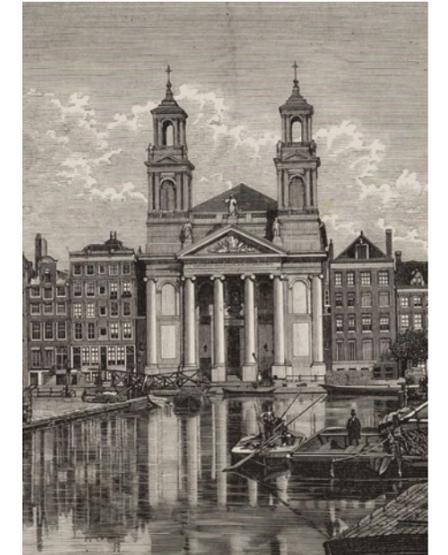


— Jodenbreestraat seen from Meester Visserplein (1999)

Jodenbreestraat is more than a street. It's part of the city's cultural memory — a place that has seen trade, transformation, and the quiet weight of time. Once home to markets, makers and thinkers, it has always been a street of activity and transition.



— Jodenbreestraat with view on Zuiderkerk (year unknown)



— Illustration of the Mozes & Aäronkerk (1873)



— Het Rembrandthuis, Jodenbreestraat 4-6a (year unknown)

In recent decades, the area has evolved — sometimes drastically — reflecting both the scars of the past and the optimism of renewal. It's a place where the fabric of Amsterdam feels especially textured, where every stone seems to carry a story. Waterloo House is designed with that layered history in mind. Its form is respectful, not retrospective — offering a new perspective that fits the city around it. The architecture doesn't mimic the past, but listens to it. Its presence is composed. It is contemporary, and yet completely at home.

Step inside



Waterloo House

Waterloo Hou

Architects

Waterloo House is architecture with restraint, clarity, and purpose. It doesn't try to dominate its surroundings — it complements them.



— Artist impression of the south façade



— Artist impression of the north façade

Toward the city, the façade is calm and composed. Toward the courtyard, the building opens up with layered terraces and light-filled atria. Inside, the layout flows intuitively, balancing structure and softness, focus and flexibility. From form to finish, every detail is considered. It's a building made not just to be seen — but to be used, felt, and remembered.



"From a distance, Waterloo House speaks with quiet clarity. Its proportions, its materiality, and the way it catches the changing light give it a timeless presence. It doesn't seek to dominate the city around it — it becomes part of it, with a quiet strength that only grows over time."

YVONNE SEGERS, BIERMANHENKET



"From the moment you enter Waterloo House, the building guides you with light, space, and rhythm. Every decision — from circulation to sightlines — is about making people feel calm, focused, and connected."

MICHIEL HOFMAN, HOFMANDUJARDIN



— Architect's sketch of the south façade

The Building

Waterloo House brings together architectural integrity and user experience in equal measure. The building unfolds around three generous atria that draw light deep into the floorplates and create a natural rhythm throughout.

Seven terraces and soft transitions connect the interior with the outdoors, while smart circulation and layered amenities support a calm and productive daily flow.

With five levels of flexible office space, underground parking, and a strong relationship to the public realm, Waterloo House is built not just for the city — but for the people who bring it to life.



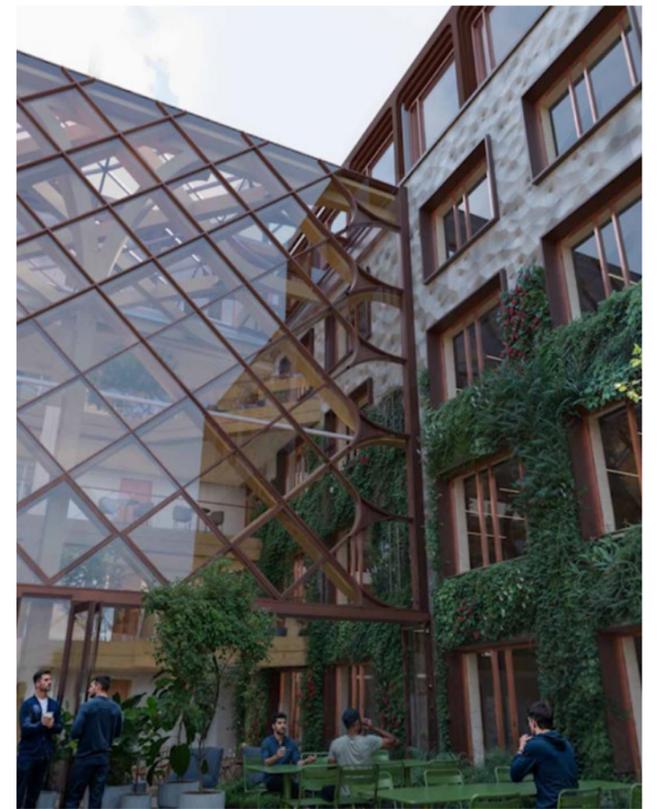


At Waterloo House, openness isn't just a feature—it's a philosophy. Generous outdoor terraces and calm, green atria are woven into the architecture to create a seamless relationship between inside and out. These spaces offer more than fresh air or a change of scenery. They are places to pause, reflect, connect, and recharge.

The atria draw in daylight, bringing warmth and clarity to the heart of the building. With planting throughout, they offer a natural rhythm to the day—softening the edges of work and encouraging informal encounters. Outside, terraces by the water and landscaped zones create inviting spots for lunch, conversation, or quiet moments between meetings.



Scan the QR code to explore Waterloo House in 3D.



— Artist impression with view on atrium



7 unique outdoor spaces
across the building

— Artist impression showing 7 outdoor spaces

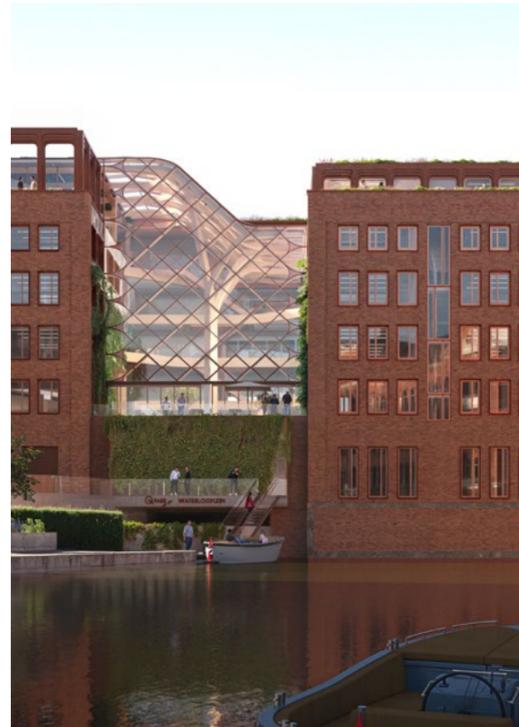
Amenities

From focused work to informal moments, Waterloo House offers a thoughtful mix of spaces that support every part of the workday — with comfort, calm, and connection built in.



OUTDOOR TERRACES

Enjoy fresh air and open views from landscaped terraces on multiple levels.



WATERSIDE DOCK

A dock at the rear allows access to the building directly from the water.



SHARED ATRIUM

Light-filled spaces at the heart of the building for meetings and movement.



LUNCH & LOUNGE

Comfortable, informal zones for breaks, conversations, and connection.



MOBILITY HUB

Secured access to bike storage (400), EV charging, and car parking (100).



PODCAST STUDIO

Fully equipped spaces for content creation, interviews, or quiet calls.



PARCEL & SERVICE

Smart logistics and daily convenience, discreetly integrated into the building.



ENTRANCE AREA

A calm, welcoming arrival with a staffed reception and clear wayfinding.

First floor

Generous workspaces open onto outdoor terraces by the water. Greenery is woven throughout, creating a calm, natural atmosphere. Whether you're meeting clients, grabbing a coffee, or finding focus—this is a floor that adapts to every part of your day.

The first floor brings together work, meeting, and hospitality functions in one seamless layout.

Office space ^(LFA)	Work spaces ^(APPROX.)	Outdoor space ^(LFA)
4,070 sqm	400	400 sqm

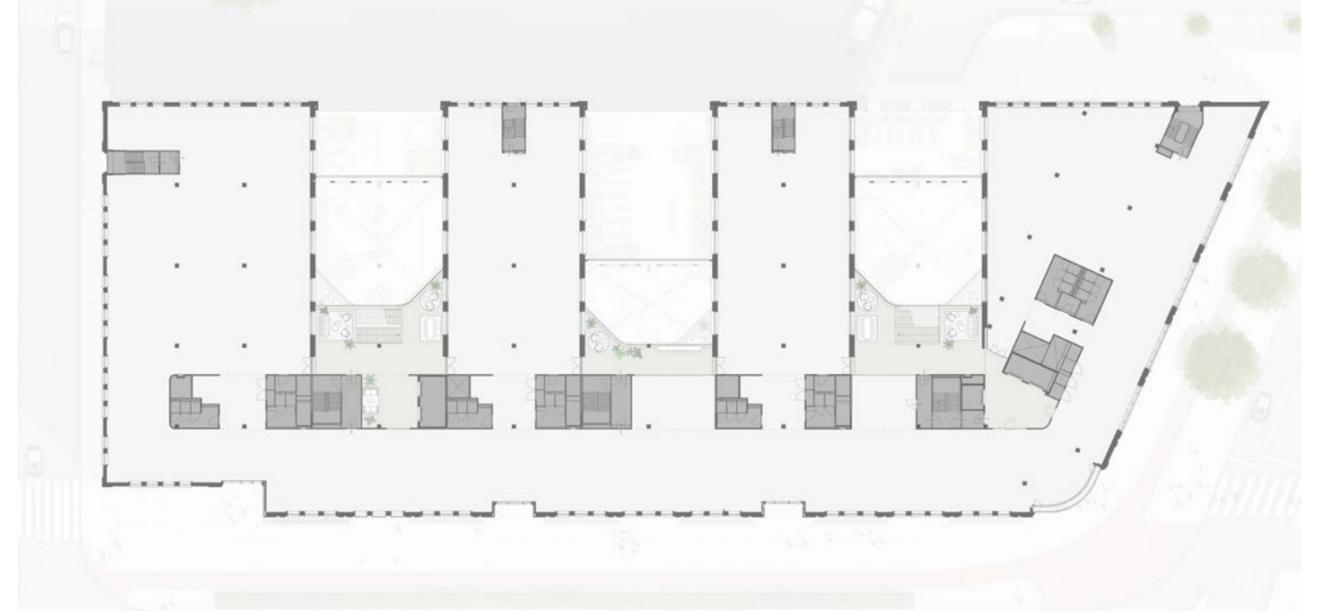


Floorplans



Second floor

Office space ^(LFA)
3,720 sqm Work spaces ^(APPROX.)
400



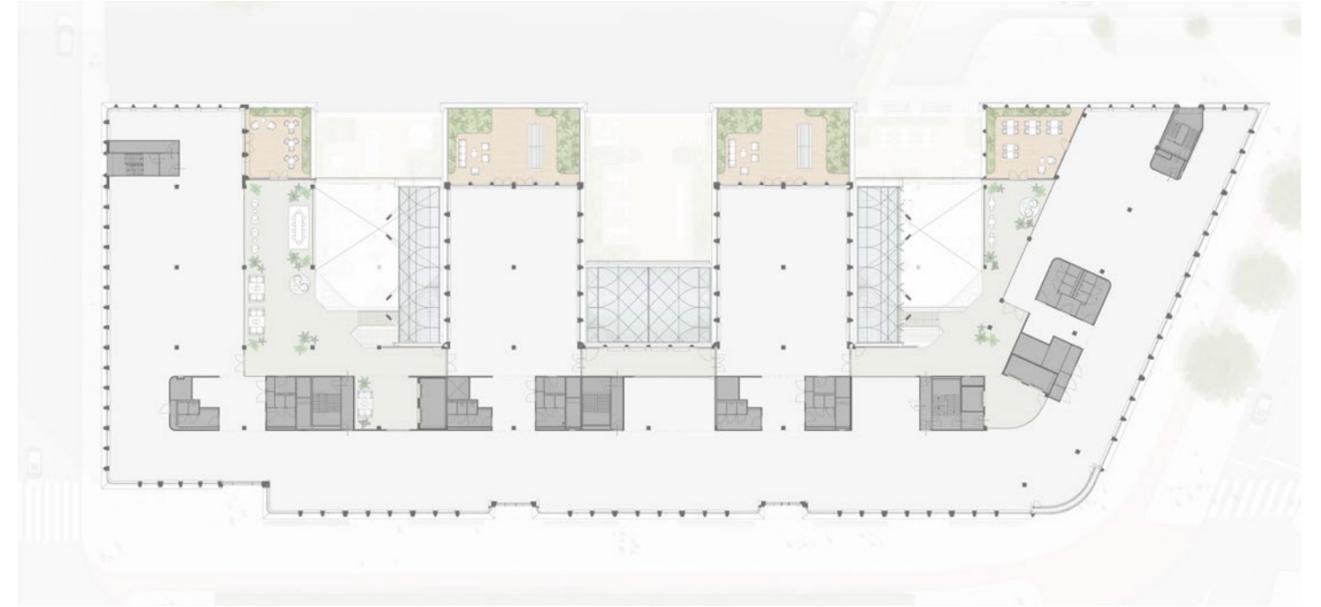
Fourth floor

Office space ^(LFA)
3,770 sqm Work spaces ^(APPROX.)
440



Third floor

Office space ^(LFA)
3,770 sqm Work spaces ^(APPROX.)
400



Fifth floor

Office space ^(LFA)
3,260 sqm Work spaces ^(APPROX.)
370 Outdoor space ^(LFA)
360 sqm

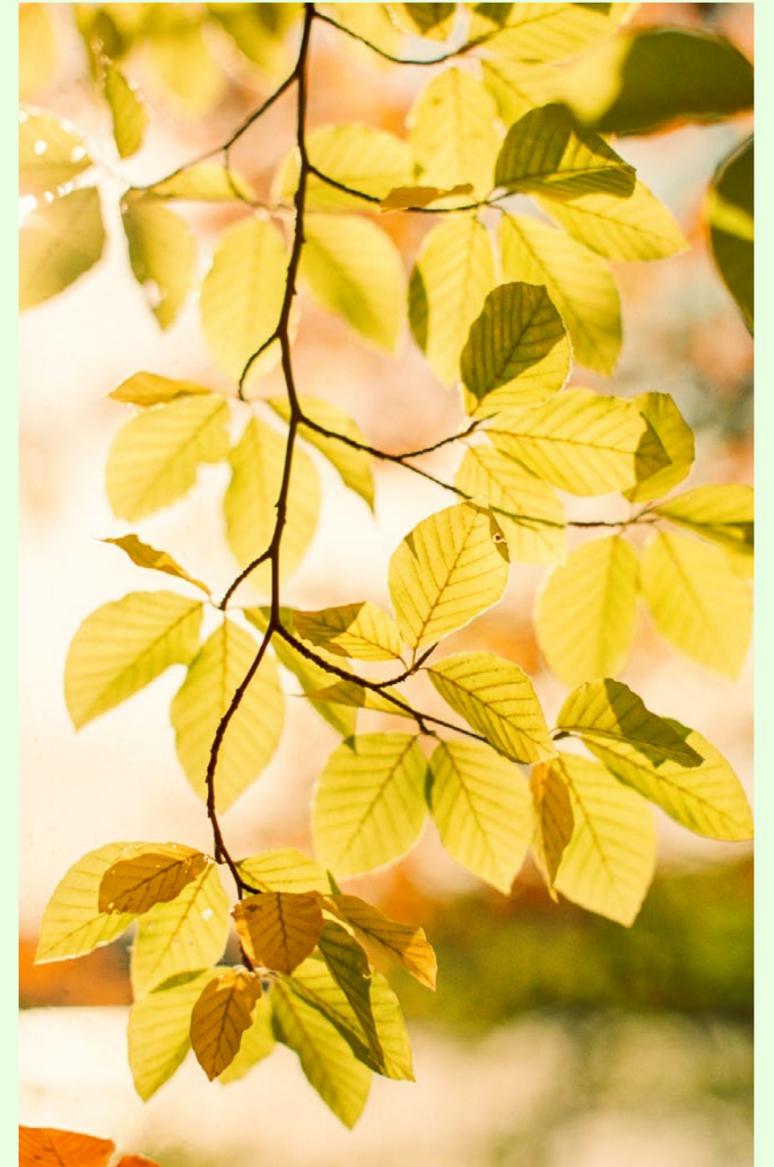


Step inside



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Waterloo House meets the highest standards in sustainability, wellbeing, and energy performance—certified and future-proof.

Certifications

Sustainability

At Waterloo House, sustainability isn't a label. It's a responsibility — to the city, to the people who use the building, and to the generations that follow.

From the materials we choose to the way the building uses energy, every decision is made with long-term impact in mind. But more than that: we believe sustainability should be understandable. Clear. Practical. This page is here to explain what we've done — and what it means for you.

KEY FEATURES

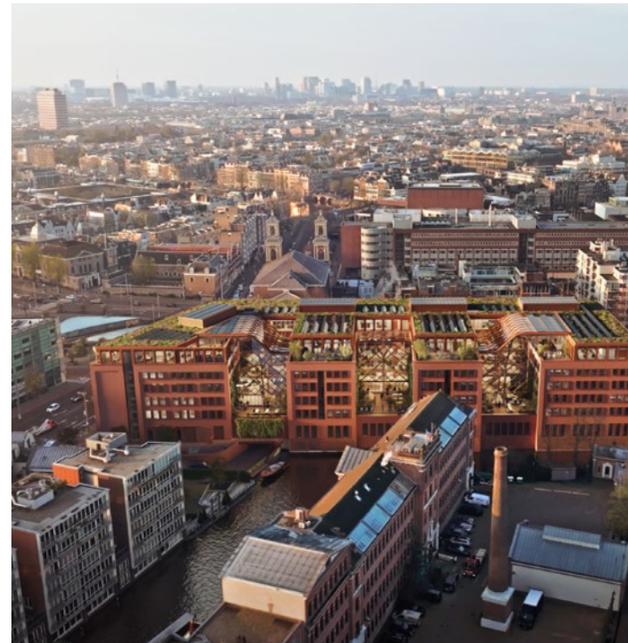
Solar panels	860 solar panels generate 343,063.0 kWh of green energy per year	Roofs and façades	Green roofs and façade for insulation and biodiversity
Energy storage	Thermal energy storage and heat pumps	Water retention	Rainwater collected systems is filtered and reused for toilets
Reused materials	At least 70% reused steel in structure	Smart sensors	A.I. smart sensors for managing lighting, climate, and energy use
Bio-based	Biobased and natural materials wherever possible	Footprint	Construction with a low carbon footprint



— Artist impression from Mr. Visserplein

Setting the standard with BREEAM Outstanding

BREEAM is one of the world's leading certification systems for sustainable buildings. Waterloo House achieves its highest possible rating: Outstanding. This means the building performs exceptionally well across a wide range of criteria — from energy and water use to health, materials, and biodiversity. It's not just efficient; it's exemplary.



— Artist impression with aerial view



— Artist impression atrium construction

Ready for tomorrow: Paris Proof by design

Most buildings still use more energy than our planet can afford. That's why Waterloo House is built to be Paris Proof — aligned with the energy goals of the Paris Climate Agreement. In practical terms, this means the building will stay within strict energy-use limits all the way to 2050 and beyond. It uses less, wastes less, and performs better — for the long term.



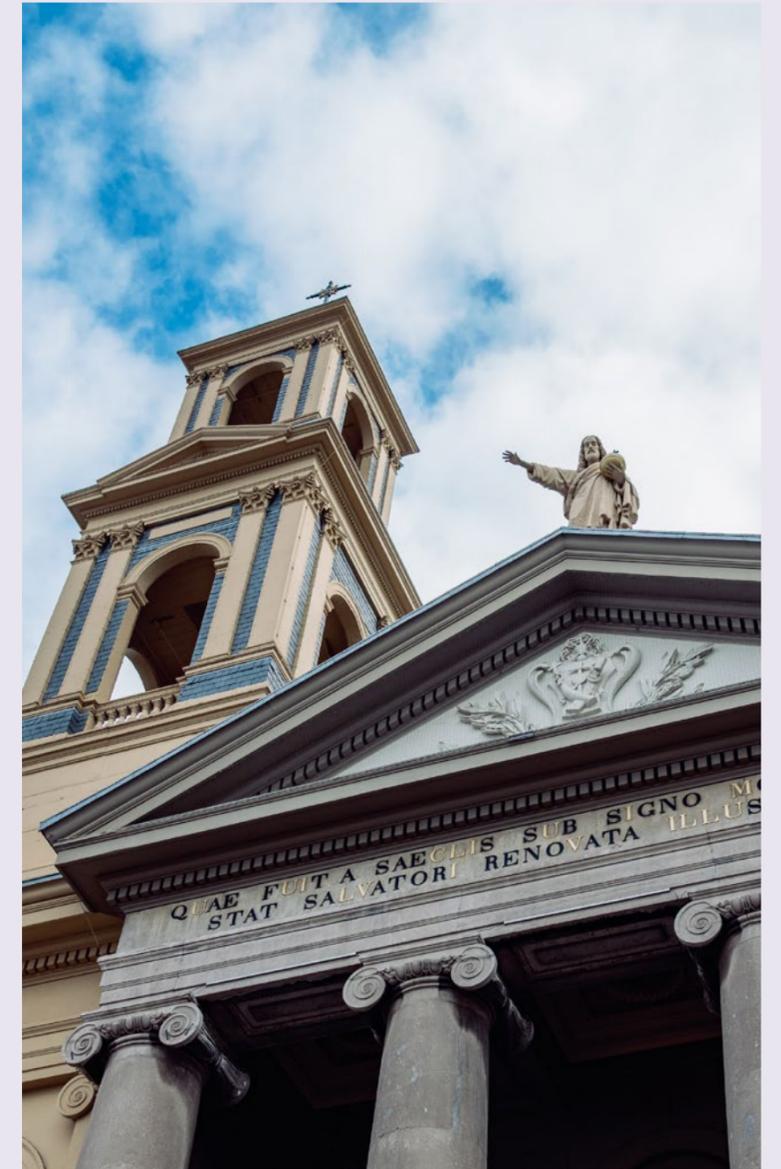
— Artist impression inside atrium

Built to last with a circular construction

The way we build matters. Waterloo House applies circular principles wherever possible — reusing materials, designing for disassembly, and selecting components with a long second life. The fifth floor features a timber structure, over 70% of the steel in the main structure is reused, and biobased materials are used throughout the design. This isn't just better for the environment — it creates a building with real integrity.

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Waterloo House is being realised by a seasoned team of architects, developers and advisors with a shared commitment to quality and timeless design. Construction is already underway, with completion scheduled for end 2027.

Team & Planning

Our Team

Waterloo House is the result of a collaborative effort between partners who each bring a distinct strength — from architecture and engineering to development and investment. Together, they've shaped a building that's not only smart and sustainable, but deeply connected to its place and purpose.

LaSalle Asset Management

A global real estate investment manager, LaSalle brings experience, stability, and a commitment to high-quality, future-ready assets.

BiermanHenket

Architecture firm BiermanHenket led the building's overall design, focusing on clarity, proportion, and the building's urban presence.

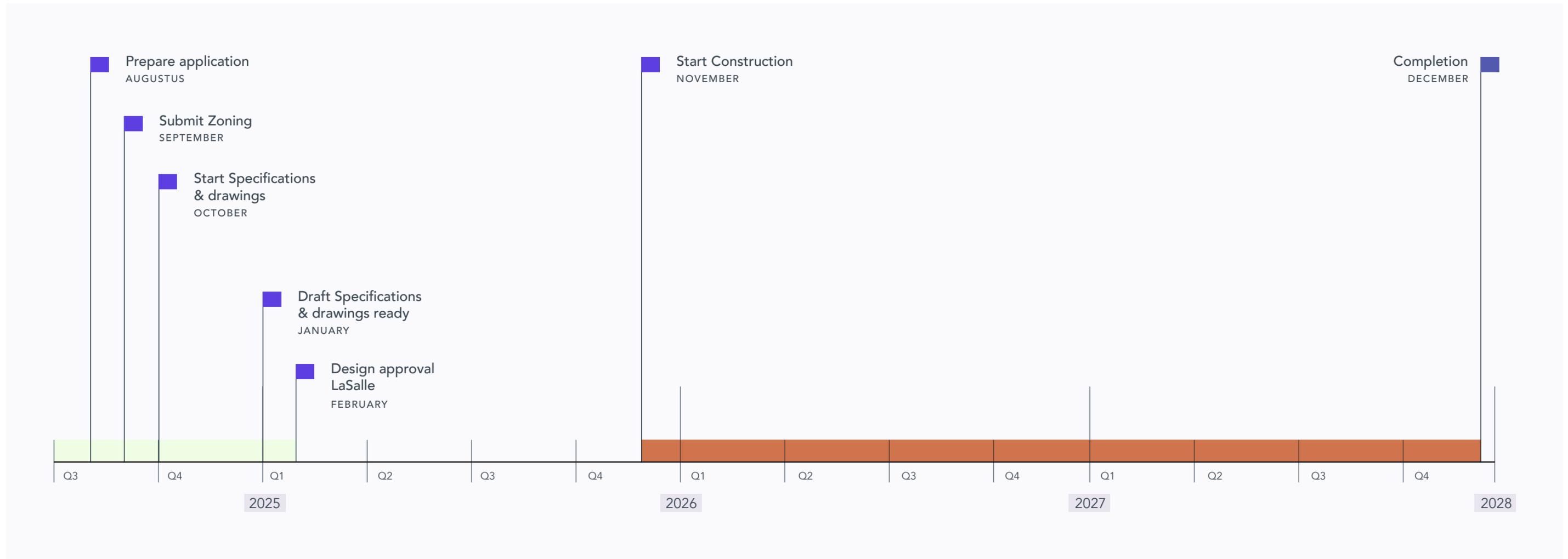
Peak Development

As initiator and developer, Peak has guided Waterloo House from vision to execution — with a sharp eye for location, user experience, and long-term value.

HofmanDujardin

Known for human-centred design, HofmanDujardin shaped the interiors and spatial experience, ensuring a balance of calm, light, and flow.

Planning



A building like Waterloo House doesn't happen overnight. It's the result of careful planning, collaboration, and commitment — every phase considered, every decision purposeful. From early design studies to zoning, demolition, and construction, the process is moving forward with clarity and care.

Delivery is scheduled for Q4 2027. Every step is guided by a long-term perspective — ensuring that what's built today is relevant tomorrow. With an experienced team in place and clear milestones ahead, Waterloo House is well on its way to becoming a new landmark for the inner city.

Waterloo House is the result of close collaboration between experienced partners — each bringing their own expertise, perspective, and care to the project. From concept to construction, this is a building shaped by shared ambition and long-term thinking.

COLOPHON

LaSalle Investment Management — Fund Management

Peak Development — Developer

BiermanHenket — Lead Architect

HofmanDujardin — Interior Architect

Arup — Structural Engineering

DGMR — Building Physics, Acoustics, Fire Safety

DWA — MEP Consultancy

BBA — Cost Consultancy

Parallel — Artist Impressions

Pascal Striebel — Photography

Jetway — Branding, Design

DISCLAIMER

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Contact

Whether you're looking for more details, want to schedule a visit, or simply explore possibilities — we're here to help.

You can leave your details and we'll get in touch, or contact our real estate team directly.



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