

Redevco and Lieven de Key sign Letter of Intent for the development of 474 homes within the Entrada area development in Ouder-Amstel

- Development of 474 homes in the social and mid-market rental segments as part of the Entrada area development in Ouder-Amstel
- Creation of a green, car-free environment with quality amenities to foster social cohesion and promote a healthy lifestyle

Ouder Amstel, 27 November 2025 – Redevco and housing association Lieven de Key have signed a Letter of Intent for the development of 407 social rental homes and 67 mid-market rental homes in the municipality of Ouder-Amstel. Redevco will act as the developer on behalf of its shareholders, including Focus on Impact, and in collaboration with co-owner of the area, EDP. This step marks an important milestone in the shared ambition to deliver affordable and sustainable housing in the Amsterdam Metropolitan Area. Construction is expected to commence in 2027.

With approximately 28,000 sqm of gross floor area, the project accounts for around a quarter of the total Entrada area development. This makes a substantial contribution to increasing the supply of affordable homes in the region. In addition to housing, the urban development will include a community room, which will serve as a meeting place for residents and the neighbourhood.

Entrada area development

Entrada is an integrated area development located directly next to Van der Madeweg metro station in Ouder-Amstel. The overall plan comprises nearly 108,000 m² of gross floor area and will provide around 1,350 homes across various rental and owner-occupied segments. Alongside housing, the development will feature a range of amenities, including a school and child health centre, a healthcare facility with a GP, hospitality venues, and meeting spaces. The area will be designed as car-free, with a new ground level and an underground car park for shared cars and bicycles, contributing to a sustainable and liveable environment.

Rienk Postuma, Director of Real Estate at Lieven de Key: “With this project, we are adding a substantial number of affordable homes: mainly for first-time renters and students, but also for the essential mid-market segment. In doing so, we make an important contribution to the development of a new, attractive residential area that is highly accessible and close to Amsterdam. We look forward to working together with the owners Focus on Impact, EDP, Redevco and the municipality of Ouder-Amstel to shape this area.”

Victor Frequin, Alderman for Ouder-Amstel: “It’s great that Lieven de Key is now coming on board, and that they will take on both the social rental homes in Entrada and part of the mid-market rental segment. All in all, this is a fantastic investment in the development of the heart of Duivendrecht.”

Ton Vaags, Head of Asset & Transaction Management, Redevco NL: “At Redevco, we create value for both investors and communities by making areas future-proof. Entrada demonstrates how we help reduce housing demand in Amsterdam with affordable,

sustainable homes and a car-free living environment full of amenities designed to connect and enrich.”

- End press release -

More information:

Priscilla Tomasoa
Head of Marketing & Communications Redevco
+3120 599 62 62
priscilla.tomasoa@redevco.com