

DESIGNED
FOR LIFE.
BUILT FOR
THE FUTURE.

BROEKLIN
BRUSSELS





HELLO
BROEKLIN!

THE FUTURE-READY DESTINATION
WHERE BELGIUM’S LARGEST RETAIL
AND LEISURE OFFERING BLENDS
SEAMLESSLY WITH INSPIRING
WORKSPACES, ALL BUILT ON A
FOUNDATION OF SUSTAINABILITY.

**WHERE VISIONARY DESIGN
MEETS SUSTAINABILITY**

BROEKLIN Brussels is more than a destination—it’s a vision for the future of retail, leisure, and work. This innovative project in north Brussels blends Belgium’s largest retail and leisure offering with inspiring workspaces, all built around a core principle: sustainability.

This vision comes to life through circular construction, energy-efficient design, transparent product sourcing, and an innovative urban farm that seamlessly integrates local food production into daily life. Covering 12.5 hectares, BROEKLIN Brussels features 153,250 m² of leasable space (GLA) and serves as a blueprint for the urban hubs of tomorrow.



Strategically positioned within the Ghent-Antwerp-Leuven triangle, BROEKLIN Brussels offers exceptional accessibility—just 15 minutes from Brussels city centre, near the airport and key institutions like NATO.

01 THE OPPORTUNITY

- 10 LOCATION
- 12 ACCESSIBILITY & CONNECTIVITY
- 14 CATCHMENT AREA
- 16 PROJECT SCHEME
- 18 BROEKLIN FEATURES

02 THE DESIGN

- 22 ARCHITECTURAL DESIGN
- 24 SUSTAINABILITY & INNOVATION
- 26 THE HIGHEST STANDARDS
- 28 URBAN GREEN

03 THE DEVELOPMENT

- 34 RETAIL
- 38 FOOD & BEVERAGE
- 40 LEISURE
- 42 HOUSE OF ENTERTAINMENT
- 44 WORKSPACES
- 46 SMALL & MEDIUM-SIZED ENTERPRISES HUB

04 TENANT SUPPORT

- 50 CUSTOMER SERVICES & AMENITIES
- 51 MARKETING SUPPORT

05 LEASING INFORMATION

- 54 YOUR NEXT BIG MOVE

06 OUR TEAM & PARTNERS

- 58 OUR TEAM
- 60 OUR PARTNERS





**THE
OPPORTUNITY**

Location

Situated in the Flemish periphery around Brussels, within the Ghent-Antwerp-Leuven triangle

BEAULIEUSTRAT

RITTWEGERLAAN

NIEUWBRUGSTRAAT

WOLUWELAAN



STRATEGIC LOCATION

Situated in the northern part of Brussels, within the Ghent-Antwerp-Leuven triangle.

BRUSSELS CITY CENTRE

Only 15 min. from Brussels city centre, providing quick connectivity to the heart of the capital.

PROXIMITY TO AIRPORT

10 min. from Brussels airport, ensuring easy access for international travellers.

GOVERNMENTAL INSTITUTIONS

Close to key Belgian and European institutions, as well as NATO.

Accessibility & connectivity

> 1 million cars passing by every week
10 minutes from Brussels airport

BY CAR

Located at the crossroads of Belgium's main highways, BROEKLIN Brussels offers excellent road connectivity. The site includes 3,500 parking spaces and facilitates car charging and car sharing.

BY PUBLIC TRANSPORT

Ringtrambus with stops at the airport and the Vilvoorde railway station. The bus runs between the railway station and the site every 7.5 minutes, ensuring frequent and reliable transport options.

BY BIKE

A bike highway crosses the premises, and there are 3,000 bike parking spaces available, making it highly accessible for cyclists.





Within a dense and wealthy catchment area

A diverse and affluent population

66% of BROEKLIN Brussels’ core shoppers are from the most affluent consumer groups.

1.8 MILLION

Core catchment area
(primary & secondary)

4.4 MILLION

Total catchment area

8.2 MILLION

Cumulative population within
60-minute drive time

The spending potential of Brussels/
Flanders region is significant, given its
affluent population:

Brussels capital region:
€70,000

Belgium GDP per capita:
€44,300

European average:
€37,600

(Source Eurostat, 2023)



Details of spending power in the total
catchment area:

Total Retail spend:
€20.5 BILLION

Retail spend per capita:
€25,809

Belgium has only 1/3 of the covered
shopping space compared to the
Netherlands. Covered shopping
GLA m2/1000 inhabitants:

- Netherlands — 390
- France — 307
- UK — 255
- Belgium — 139

(Source: C&W, 2024)

Project scheme

For shopping, dining, leisure, entertainment and working

The district is 12.5 hectares with 153,250 m² of GLA

RETAIL
55,000 M²

OFFICES
25,000 M²

FOOD & BEVERAGE
10,000 M²

SME, RESEARCH & EDUCATION
32,250 M²

LEISURE
14,000 M²

URBAN FARM
6,000 M²

HOUSE OF ENTERTAINMENT
11,000 M²

BROEKLIN features

LARGEST RETAIL AND
LEISURE OFFERING
IN BELGIUM



VIBRANT, FUTURE-READY
DESTINATION



SUSTAINABILITY AT
THE CORE

02

THE
DESIGN

Architectural Design

GREEN RETAIL GOES BEYOND
SUSTAINABILITY—IT CREATES
SPACES THAT INSPIRE A
BETTER WAY OF LIVING.

Sustainability & innovation

Circular design
Eco-friendly architecture within an innovative biotope

REUSE & RECYCLING

- Reuse centre for materials and resources
- Flexible spaces for adaptability
- Building materials that can be dismantled and reused
- Smart logistics for on-site material cycles

ECO SYSTEM

- 25% of BROEKLIN Brussels is a landscaped area
- “Rewilding” initiatives for biodiversity
- Water management and climate mitigation
- Planting to benefit indoor climate and cooling
- 2,500 trees planted across BROEKLIN Brussels

BROEKLIN BRUSSELS WILL BE CO₂ NEUTRAL

- No fossil fuels
- 4 hectares of solar farm
- Energy recovery exchange
- Passive cooling and natural ventilation

WATER MANAGEMENT

- Reuse of extracted water
- Reuse of rainwater in sanitation and urban farm
- Natural water management and infiltration in the park

The highest standards

THE DESIGN



GOLD

The Well Building Standard focuses on enhancing health and well-being through building design and operations. It includes strategies to improve air, water, light, fitness, comfort, and mental well-being, ensuring a healthy environment for occupants.

BREEAM®

OUTSTANDING

BREEAM is a leading sustainability assessment method for buildings. It evaluates environmental, social, and economic sustainability performance, helping to reduce carbon emissions, improve resource efficiency, and enhance overall building performance.



GOLD

The DGNB system takes a holistic approach to sustainable building, considering environmental, economic, and social aspects. It supports the planning and optimisation of sustainable buildings, ensuring high quality and future-proof construction.

Urban Green

BROEKLIN Brussels is transforming its industrial past into a future-ready, sustainable urban destination — perfect for outdoor sports, leisure, and relaxation in the fresh air

25%
OF THE SITE

A significant green space contributing to a healthy, sustainable environment

2,500
TREES

Providing shade, fresh air, and a beautiful landscape

DESIGNED BY
BAS SMETS

The renowned architect behind the new urban design surrounding Notre-Dame

- Perfect for sports and relaxation, with a running track and other outdoor activities;
- Office and retail employees can enjoy refreshing walks or jogs during lunch breaks or after work.
- Enhances well-being, productivity, and job satisfaction.

OS

THE
DEVELOPMENT

BROEKLIN BRUSSELS IS SET TO BECOME BELGIUM'S ULTIMATE DESTINATION FOR RETAIL AND LEISURE.

From groundbreaking store concepts and lifestyle brands to world-class entertainment, visitors will be inspired and surprised at every turn.



Retail

BROEKLIN Brussels is revolutionising the shopping experience.

BROEKLIN Brussels is revolutionising the shopping experience. Here, global brands share space with local creators, each with an authentic and transparent story. Next-generation retail concepts focus on ethical production, personalisation, and sustainability—creating a shopping experience that meets the expectations of today’s conscious consumers.

55,000 M²

of GLA

TYPE OF STORES

Premium retail stores

Luxury, exclusivity, and high-quality products. For affluent customers seeking top-tier brands, unique items, and a personalised shopping experience.

(Inter)national mainstream stores

Quality products at reasonable prices. For middle-income customers who value practicality, affordability, and a wide selection of well-known brands.

Authentic local retail stores and craftsmanship

Unique products with a connection to local culture. For customers who appreciate artisanal quality and locally made goods with a story.

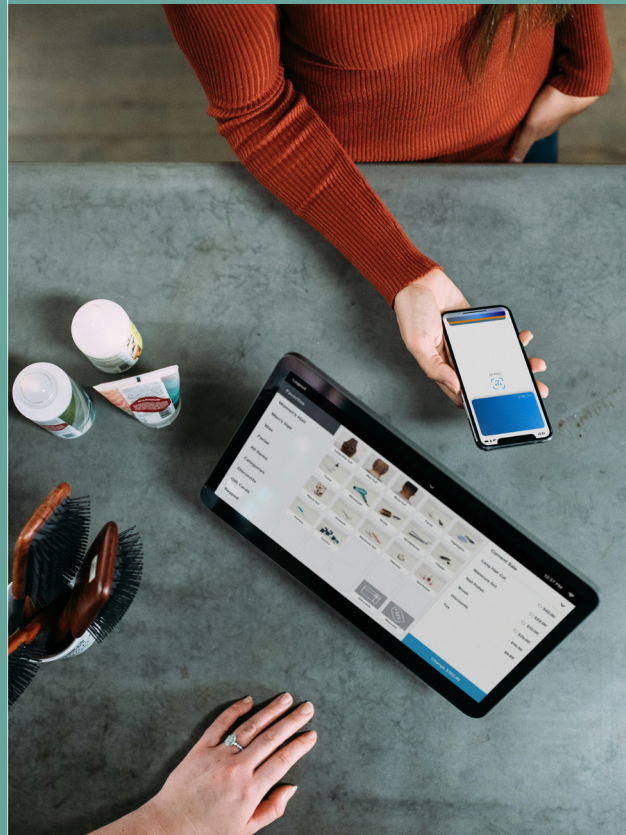
CONSCIOUS SHOPPING EXPERIENCE

- Circularity
- Sustainability
- Transparency



Experience & Digital Convenience

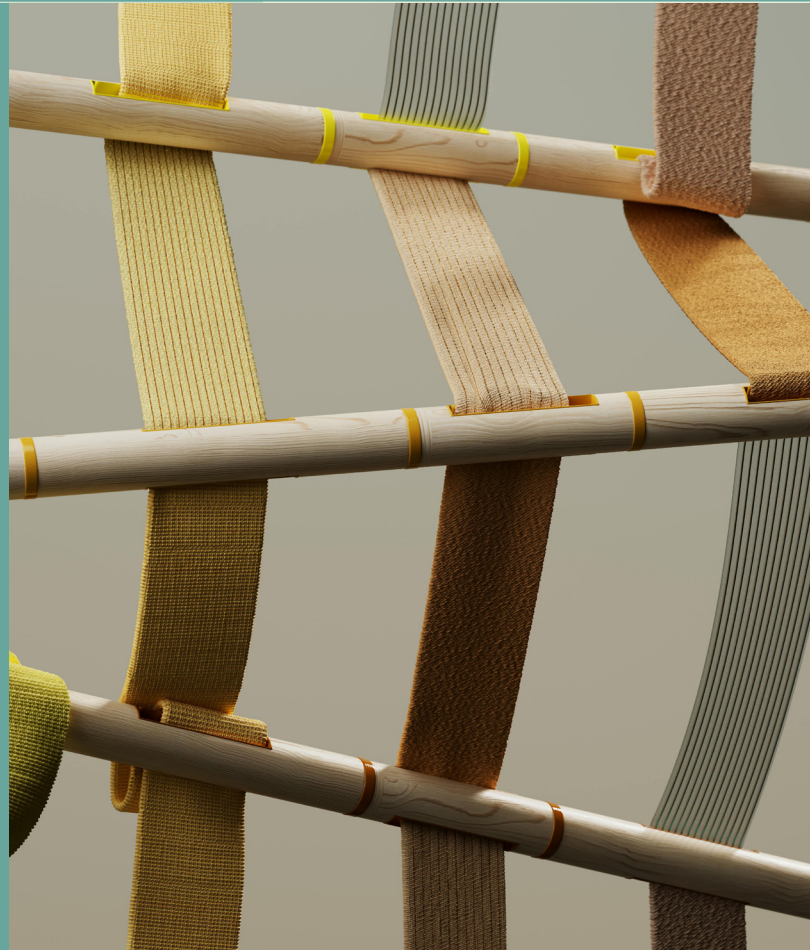
BROEKLIN Brussels integrates cutting-edge technology to enhance the shopping experience. From interactive digital directories to personalised shopping apps, visitors enjoy a seamless blend of physical and digital retail.



THE DEVELOPMENT

Sustainability

Sustainability is at the heart of everything we do. This commitment spans our entire universe of retailers, since all retailers are required to sign and adhere to our sustainability charter. Transparency is a cornerstone of our approach. Retailers will provide detailed information on material sourcing, ensuring customers are fully aware of product origins and sustainability. This openness builds trust and encourages informed, responsible consumer choices.



International brands and local artisans

BROEKLIN Brussels aims to be a premier destination for national and international brands as well as local artisans, offering customers a unique experience that showcases the process behind their products. By providing this platform, on-site circularity is encouraged. This sustainability focused approach enriches the shopping experience, setting BROEKLIN Brussels apart from traditional shopping centres and commercial street retail shops.





Food & beverage

Food & Beverage takes on a whole new dimension. From local flavours to global cuisine, every dish tells a unique story. The urban farm supplies fresh, locally grown ingredients directly to restaurants and cafés, offering visitors a dining experience where sustainability and taste go hand in hand.

10,000 M² of GLA

(INTER)NATIONAL GOURMET CUISINE

Enjoy a diverse range of international cuisines, from Italian trattorias to Japanese sushi bars, offering authentic flavours from around the world.

ZERO-WASTE CONCEPTS

Dine at zero-waste restaurants committed to reducing their environmental footprint through innovative waste management practices.

FARM-TO-TABLE RESTAURANTS

Experience the freshness of ingredients sourced directly from our urban farm at farm-to-table restaurants.



Leisure

BROEKLIN Brussels offers a vibrant space dedicated to leisure, entertainment, and cultural activities, making it a premier destination for fun and relaxation. This area is designed to provide a wide range of activities that cater to all ages and interests.

14,000 M² of GLA

ENDLESS FUN AND EXCITEMENT

Leisure and entertainment are at the heart of our vibrant community. Whether you're after a day of fun or an evening of excitement, BROEKLIN Brussels offers a wide range of activities to suit every taste.

IMMERSIVE EXPERIENCES

BROEKLIN Brussels is home to immersive experiences that blend technology, art and human interaction. Our mesmerising exhibitions invite visitors to become part of the experience, creating unforgettable memories.

HUB OF ACTIVITY

From gaming tournaments and spectator sports to state-of-the-art spas and gyms, there's always something happening at BROEKLIN Brussels. Our central square is at the heart of the action, hosting regular events that bring the community together.

FUN ACTIVITIES FOR ALL AGES

From escape rooms and interactive experiences to activity centres, there's something for everyone. For those looking to stay active, fitness and wellness facilities are also available.





GREAT ARCHITECTURE IS
LIKE GREAT ART—IT SPEAKS
BEYOND TIME, TELLING
STORIES OF CULTURE
AND CARE.



House of Entertainment

The House of Entertainment at BROEKLIN Brussels is more than just a building; it's a bold architectural landmark and a vibrant cultural hub. This five-floor marvel stands as a testament to innovative design and cultural enrichment, offering a unique space for performing arts and music.

11,000 M² of GLA

ICONIC DESIGN AND ARCHITECTURE

The distinctive exoskeleton and unique roof design make the House of Entertainment an eye-catching addition to the Brussels skyline. Its architectural brilliance is matched by its functionality, offering flexible and adaptable spaces for a variety of cultural activities.

A HUB FOR PERFORMING ARTS AND MUSIC

Designed as an unmissable destination for entertainment, the House of Entertainment hosts a world-class programme of events. From captivating performances to inspiring exhibitions, it provides a platform for artists and audiences to connect and celebrate creativity. The House of Entertainment has 1,600 seats and provides a unique acoustic experience tailored to various users.





Workspaces

Inspiring offices where creativity flows

BROEKLIN Brussels redefines workspaces by fostering a vibrant, flexible, and healthy working environment. Its state-of-the-art offices encourage creativity and collaboration. Featuring adaptable workspaces tailored to modern business needs and a prime location near shopping, dining, and recreational options, BROEKLIN Brussels serves as an attractive hub for companies looking to inspire and retain top talent.

25,000 M² of GLA

CUTTING-EDGE FACILITIES

- Restaurant
- Catering & events
- On-site gym
- Showers
- Streamlined package management
- Connect concierge — carwash
- Bike parking

CONSCIOUS

- Sustainable
- Innovative
- Circular



LAYOUT

- **Flexible choices**
Co-working spaces, dedicated offices, hot desks and meeting rooms
- **Privacy & Security**
On-site separation & secure entrance
- **Customisation**
Tailor your space to fit your needs

TECHNICAL ASPECTS OF BUILDINGS 3 & 5

- Climate-controlled ceilings
- LED lighting
- Double-glazed windows
- Flexible modulation 1.35
- Floor height 2.80 m
- Raised flooring

THE FUTURE OF WORK
IS NOT JUST DIGITAL, BUT
COLLABORATIVE GREEN
SPACES THAT NURTURE
BOTH PRODUCTIVITY AND
COMMUNICATION.

Hub for small and medium enterprises

A hub for innovation

The SME building offers excellent visibility and accessibility, ensuring your business stands out. Designed to meet the unique needs of SMEs, our adaptable spaces can be customised to suit your business requirements, whether you need a small space for innovation or a medium research & development area. It's the perfect venue to connect with like-minded entrepreneurs and industry leaders.

The SME building will be a thriving community where you can share ideas, collaborate on projects, and expand your network. Benefit from a range of support services, including business mentoring, and access to funding opportunities. We're here to help your business grow.

The diverse mix of retail, food & beverage, leisure, entertainment, culture, and workspaces will ensure a lively atmosphere throughout the week. Office workers will bring energy during the day, while restaurants and cultural events will draw crowds in the evening, creating a dynamic and engaging environment at all times.

32,250 M²

of GLA





**TENANT
SUPPORT**

Tenant support



CUSTOMER SERVICES AND AMENITIES

- Enhancing the visitor experience with the BROEKLIN Brussels app, loyalty programmes and more

MARKETING SUPPORT

- **Events and brand partnerships:** Impactful events (full seasonal events calendar) and brand partnerships that drive traffic and sales
- **Digital marketing:** Leverage social media, email marketing, BROEKLIN Brussels app and targeted online ads to promote tenant businesses
- **PR:** Coordinate press releases and media interviews to increase visibility and credibility
- **Influencers:** Collabs with influencers and content creators to boost community engagement
- **Data analytics:** data analytics to track engagement and gather insights, helping tenants refine their marketing strategies



05

**LEASING
INFORMATION**



THE FUTURE STARTS AT BROEKLIN BRUSSELS. WILL YOU JOIN US?

Scan the QR code or call us today
— let's make it happen.





**OUR TEAM
& PARTNERS**

Our leasing team

The Uplace team boasts extensive experience in real estate, characterised by a research-driven approach and a keen ear for market trends. Our complete vertical integration and commitment to innovation are complemented by a diverse team of top professionals, all united by a shared vision.



**OLAF HOFF,
DIRECTOR OF LEASING RETAIL**
Olaf.Hoff@Uplace.eu

**SABINE SPAAS,
HEAD OF LEASING RETAIL**
Sabine.Spaas@Uplace.eu



OUR TEAM

**LISA VERHAEGHE,
RETAIL LEASING MANAGER**
Lisa.Verhaeghe@Uplace.eu



**OSCAR MASTWIJK,
RETAIL LEASING
MANAGER**
Oscar.Mastwijk@Uplace.eu



**JEAN-PHILIPPE CHARON,
HEAD OF LEASING
OFFICES SME**
Jean-Philippe.Charon@Uplace.eu



Our partners



Jaspers-Eyers Architects

BUREAU BAS SMETS



TCONCEPT

realfort.

MUTANT™



McKinsey&Company





