

# SPOT, Amsterdam

## Urbanising the Suburbs

Transforming Amsterdam's mono-functional office district into a vibrant, mixed-use urban neighbourhood.

Amsterdam's Amstel III business district was developed in the 1980s as a car-oriented office park. Today it is being transformed into a lively urban neighbourhood. SPOT is one of the catalysts of this transition. Rather than creating a standalone residential tower, SPOT introduces a new urban model: a dense mixed-use community where housing diversity, public life, sustainable mobility and social interaction are woven together into a single coherent urban block.

At the heart of the strategy is the BikeParc: an innovative multi-level bicycle hub that frees the ground floor for public life. Rather than hiding mobility underground, SPOT celebrates cycling as a social and urban catalyst.

The project demonstrates how suburban business districts can evolve into walkable and inclusive city neighbourhoods.

Location: Amsterdam

Program: 23.800 m<sup>2</sup> (262 residential units, commercial spaces, neighbourhood room, bike bar, gym, parking garage)

Project Architect: Marc Koehler Architects and Mei architects and planners

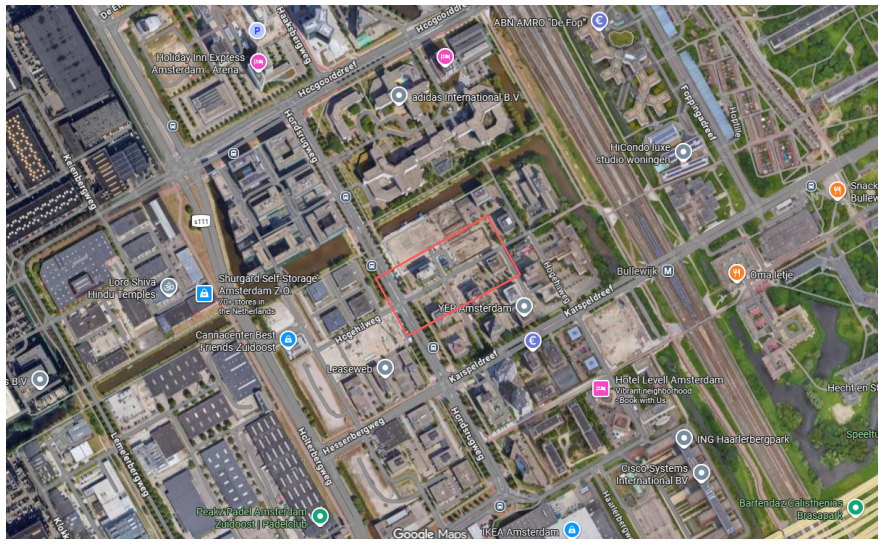


800 m<sup>2</sup> bike parking

800m<sup>2</sup> bicycle parking on the ground floor directly accessible from street level - no space for residential and commercial program in the ground active ground plinth

800m<sup>2</sup> bicycle parking distributed over multiple levels - enough space for an active, lively plinth - contributes to social safety - large building depth used efficiently - accessibility via lift/stairs/ramp only

# Regenerating Office Park - From mono-functional office park to mixed-use urban neighbourhood.



Location

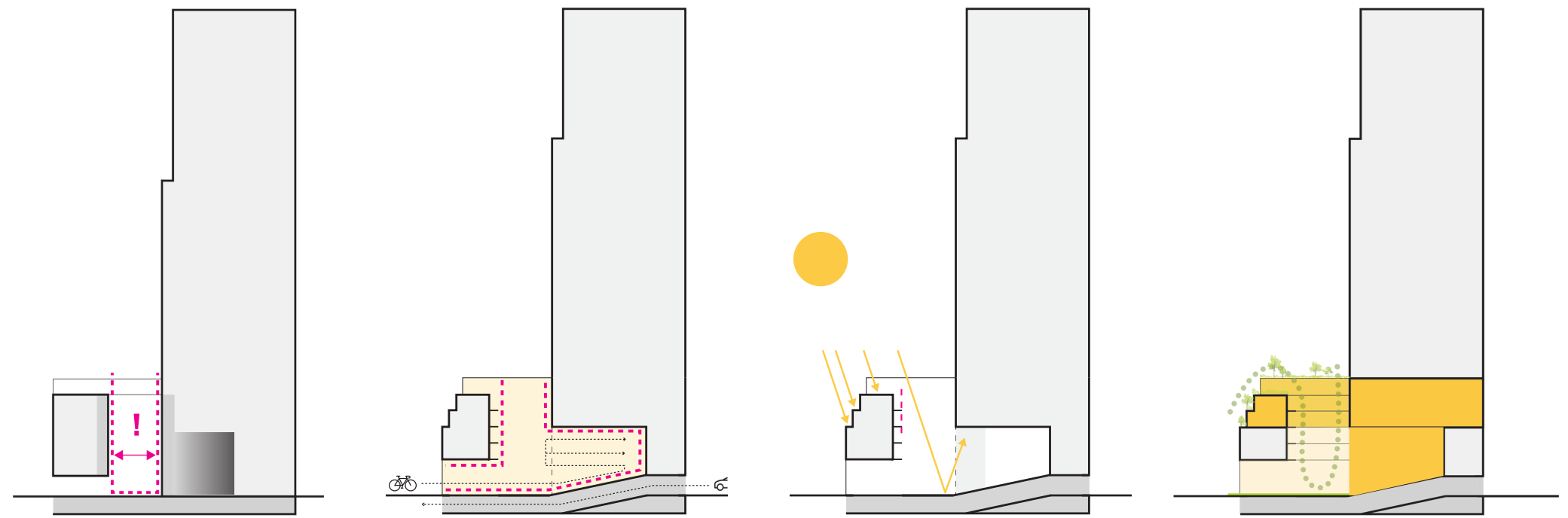


Context



2026

## Vertical Village - A stacked neighborhood organized around shared spaces and community interaction.



### Envelope

Courtyard within the urban framework:

- narrow proportions
- single-aspect courtyard-facing dwellings causing daylight and privacy issues

### Bike parking at the core

Proposal: the bicycle parking, together with the courtyard, forms the heart of the building.

### Daylight

A brighter courtyard:

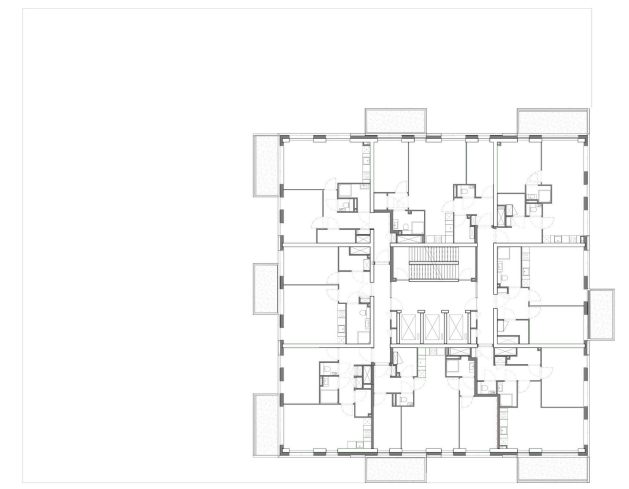
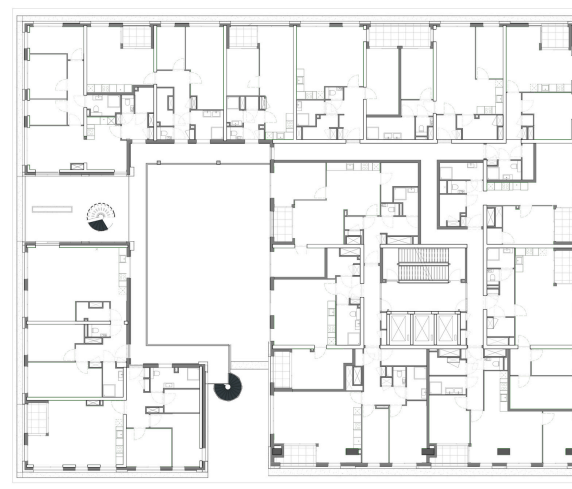
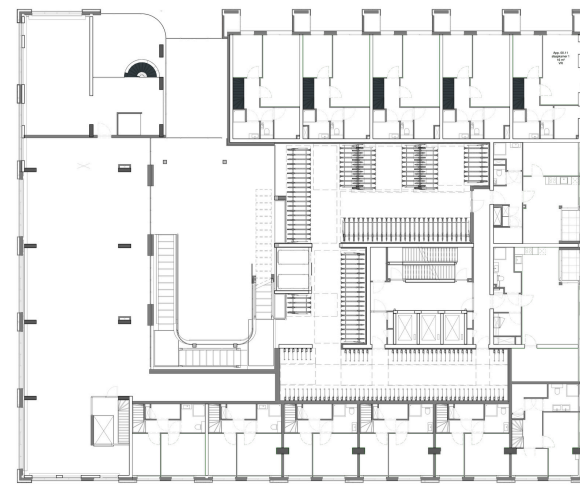
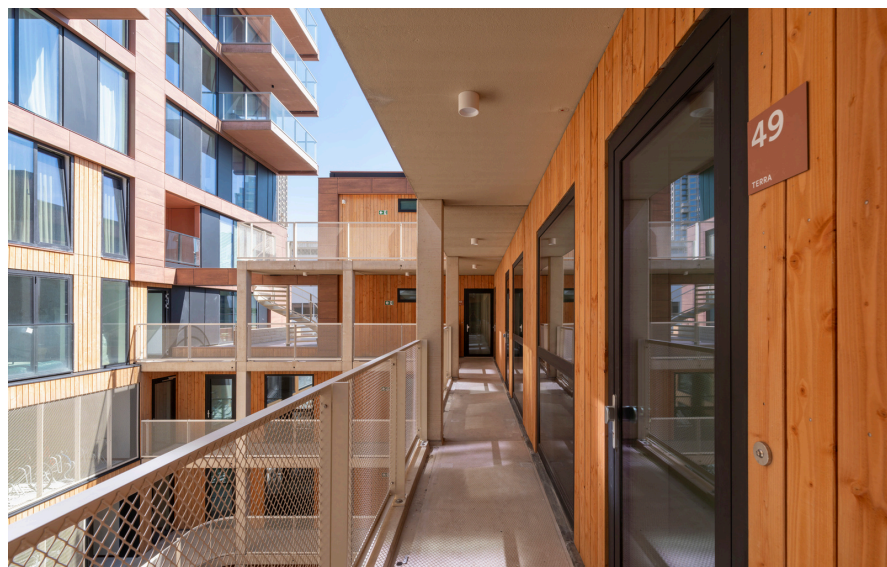
- setbacks carved into the volume
- parking program placed in the low-daylight core of the plinth

### Green

The landscaped courtyard continues into a green intermediate layer containing family housing. The Amsterdam layer receives a distinctive architectural expression.

### family homes - apartments - duplexes - penthouses

SPOT combines a remarkable diversity of homes within one coherent urban block. Family dwellings, apartments, duplexes and penthouses are stacked into a true vertical village, bringing together different generations, household types and lifestyles.



## Soft brutalism - Designed as a monolithic rock

### earthy terracotta façade - deep shadows - monolithic expression - crafted detailing

The architecture is defined by a distinctive interpretation of soft brutalism. A robust terracotta-toned façade, deep setbacks and expressive reliefs give the towers a strong identity while maintaining warmth and human scale. The result is an architecture that is both monumental and welcoming: a contemporary landmark rooted in materiality, craftsmanship and everyday urban life.

