

SITE CONTEXT



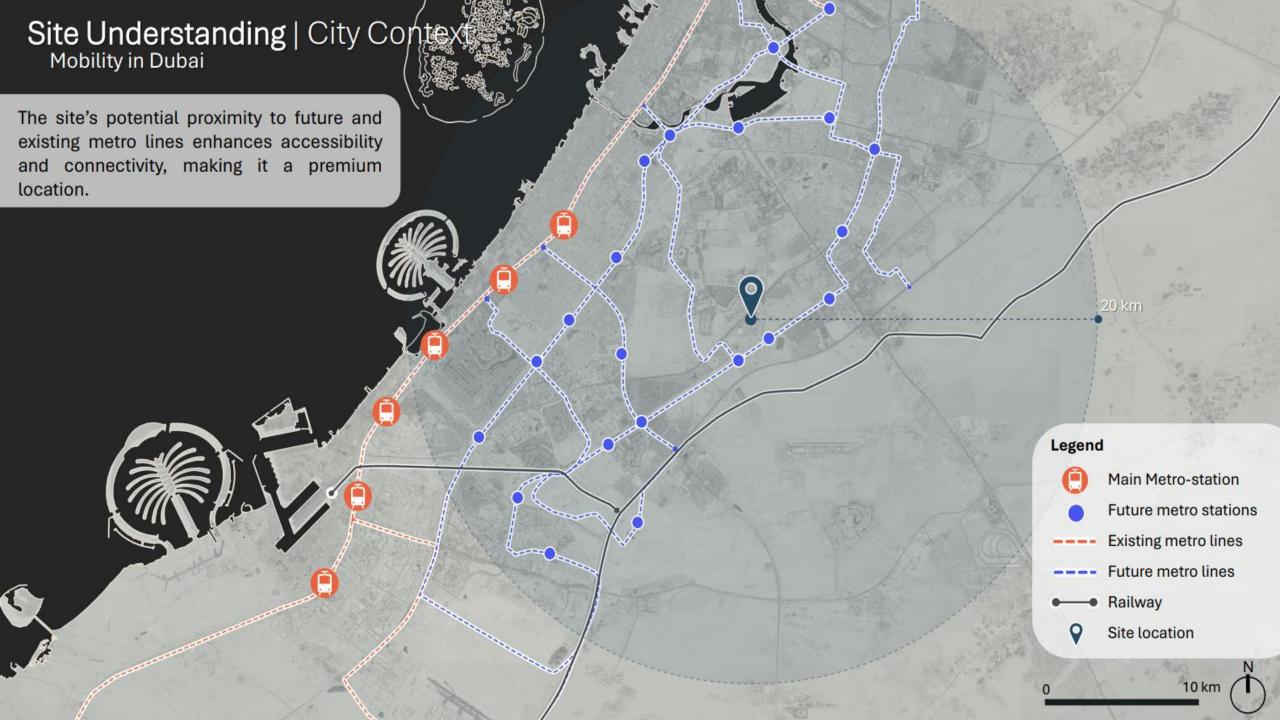
Located within the heart of one of the most vibrant areas of Dubai, directly facing the Majan district, this semicircular plot occupies a strategic position at the crossroads of dynamic growth and urban connectivity.

The site benefits from immediate visibility along E311 (Sheikh Mohammed Bin Zayed Road) and is part of a larger vision that redefines urban living in this emerging area of Dubai.

This area is poised to become a vibrant urban hub, capitalizing on the ongoing expansion of surrounding communities and the increasing demand for innovative, lifestyle-driven developments in this part of the city.



To Sharjah Site Understanding | City Context Destinations **Duration from site to significant locations** Shaikh Zayad Bin Handan Streat IMG World - 3 min. Silicon Central Mall - 15 min Dubai Miracle Garden - 15 min. Global Village - 15 min. Hamdan Sports Complex - 16 min. Dubai outlet mall - 18 min. Dubai Autodrome - 21 min. Expo city - 23 min. Dubai International Airport - 25 min. Badayer Downtown Dubai - 27 min. Blue Waters - 28 min. Palm Jumeriah - 29 min The site is strategically located near the city's Sheikh Mohamed Jebel Ali-Lehbab Road Bin Layed Street Burj Al-Arab - 31 min. landmarks, commercial centers, entertainment anchors. Al Maktoum International Airport (DWC) - 38 min. 10 km To Dubai To Abu ndustrial city



Milan stands as beacon of its ...



richness in culture & history



being a **fashion & design hub**



sustainability & innovation



vibrant interactive lifestyle

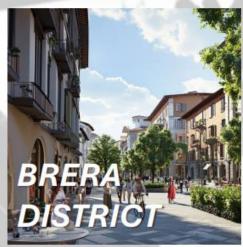
Using Milan's Pillars as Inspiration to create the community's Character Zones





richness in culture & history



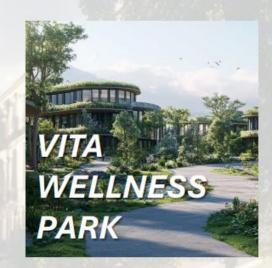


being a fashion & design hub





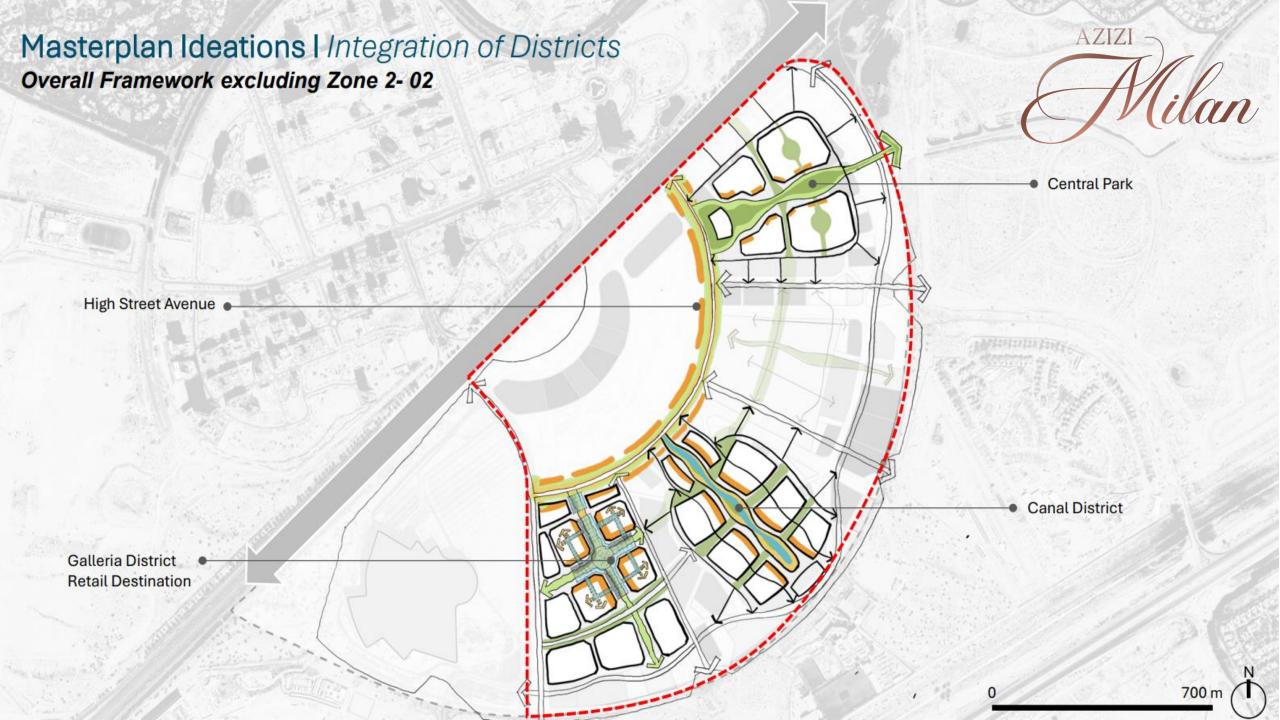
sustainability & innovation

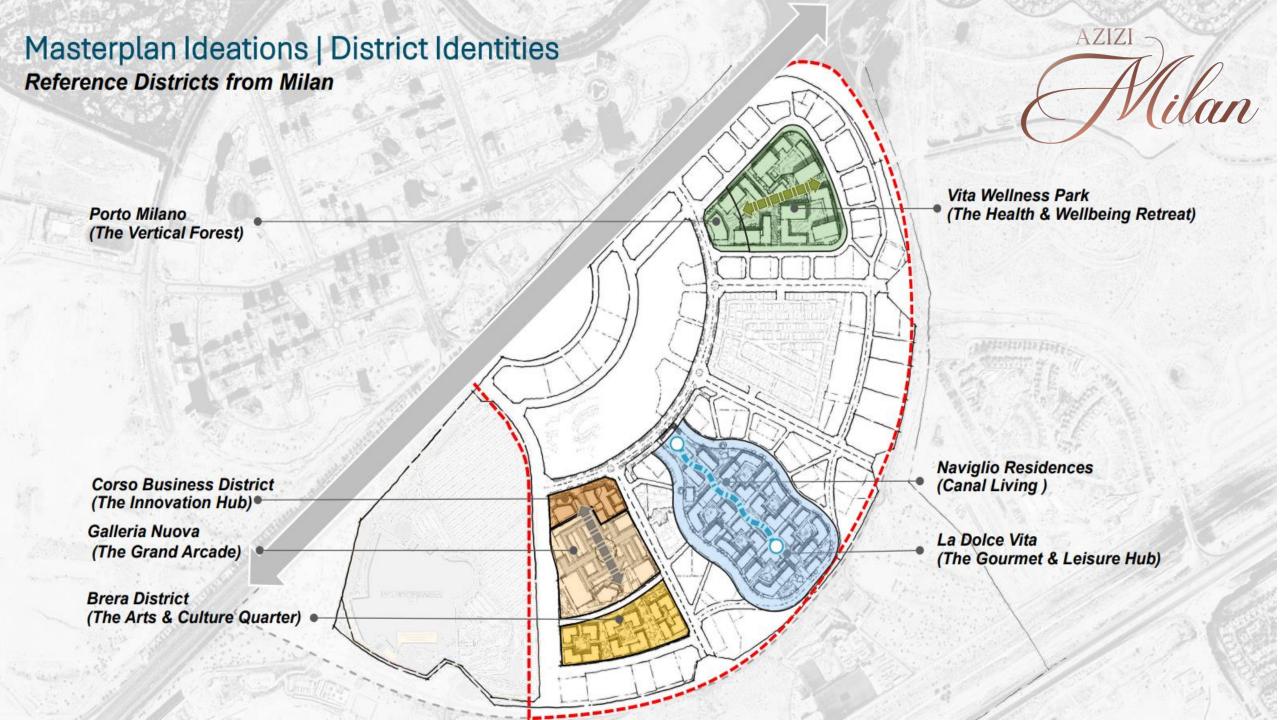




vibrant interactive lifestyle



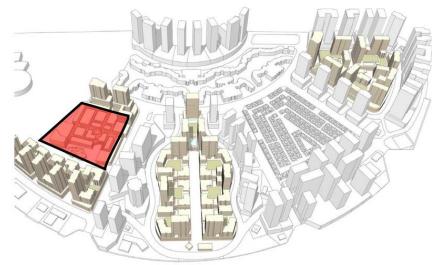














Character Zones I Luxury Retail

Galleria Nuova (The Grand Arcade)

inspired by Galleria Vittorio Emanuele II A Luxury Retail & Lifestyle Hub

Mall

it's an urban icon, seamlessly blending luxury retail, historic charm, cultural significance, and experiential design.

Characteristics

Architecture Landmark Luxury High end retail

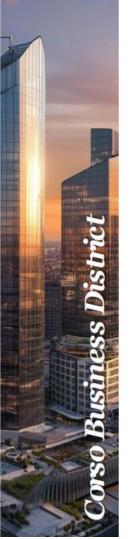
Social & Cultural Hub

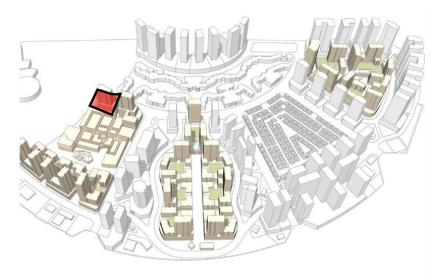


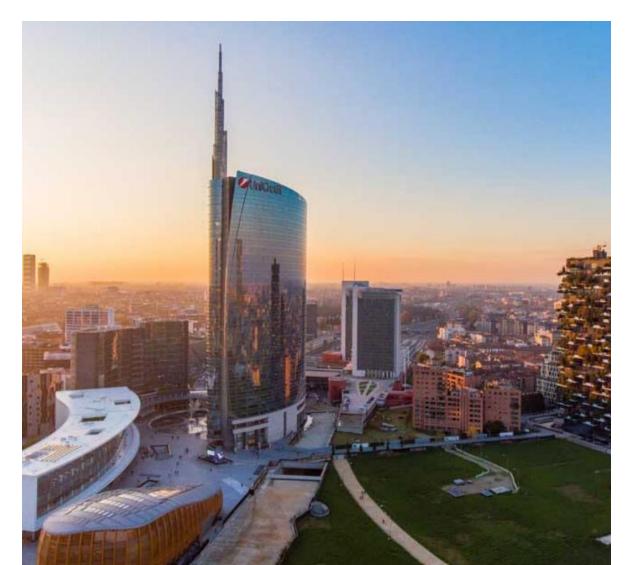












Benchmarks | Milan

Corso Business District (The Innovation Hub)

Inspired by Corso Como & Milan's Financial Center A New Business Core

Offices

A dynamic business core in Milan, designed to foster innovation and collaboration, featuring modern offices, vibrant public spaces, and sustainable urban design.

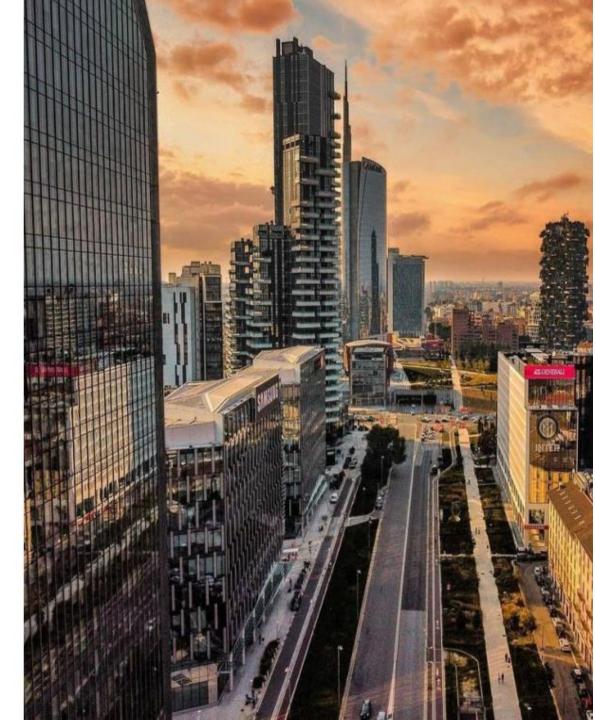
Characteristics

Luxury office towers

Boutique Conference Centers Wellness-Focused Work-Life Integration

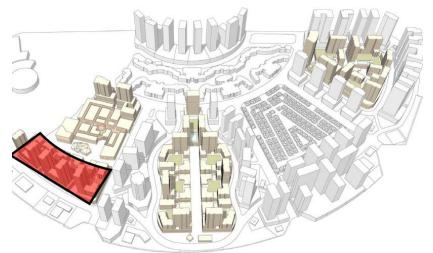














Character Zones | Residential

Brera District (The Arts & Culture Quarter)

Inspired by Brera District Milan's Creative & Intellectual Hub

Residential Art & Culture District

A vibrant cultural hub in Milan, renowned for its artistic heritage and creative atmosphere.

Characteristics

Boutique residences artisan-style façades Hidden courtyards with cafés, bookstores & cultural pop-ups

Art galleries



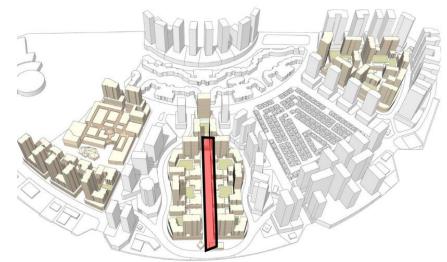














Character Zones | Residential

Naviglio Residences (Canal Living)

Inspired by Navigli Canals Vibrant Social & Nightlife Scene

Residential Waterfront

A luxurious waterfront development that blends modern living with scenic views and vibrant public spaces.

Characteristics

Waterfront Living

Floating restaurants

Live Performance Piazzas & Weekend Markets



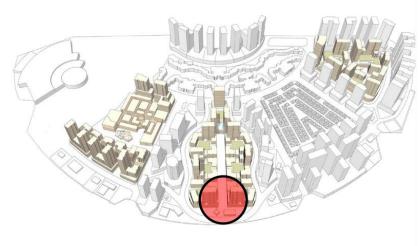














Benchmarks | Milan

La Dolce Vita (The Gourmet & Leisure Hub)

inspired by Milan's Culinary & Social Scene A Destination for Food & Celebration

Leisure / F&B

A lively Gourmet & Leisure Hub offering upscale *dining*, *entertainment*, and *cultural experiences*, making it a key urban destination that strengthens Milan's reputation as a global center for fashion, design, and gastronomy.

Characteristics

Gourmet & F&B

Retail & Experiential Spaces Public Realm

Entertainment & Leisure



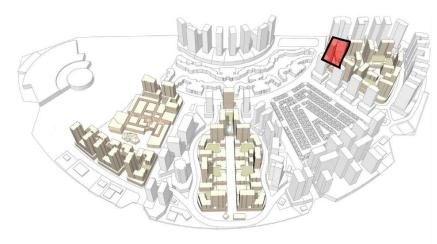














Character Zones I Mixed use

Porta Milano (The Vertical Forest)

Inspired by Porta Nuova & Bosco Verticale A Fusion of Nature & Innovation

Mixed use

A cutting-edge urban development concept that redefines city living with a focus on verticality and integrated lifestyle.

Characteristics

Vertical Mixed-Use Towers

Sky lounges & Rooftop Amenities Co-working spaces















Character Zones I Residential

Duomo Heights (The Classical Quarter)

Inspired by Milan's Historic Core A Timeless Residential Haven

Classical Residential

A prestigious district that blends timeless classical architecture with modern luxury living.

Characteristics

Neoclassical apartment blocks

Elegant townhouses with rooftop terraces

Fountains, sculptures, and Italianate gardens



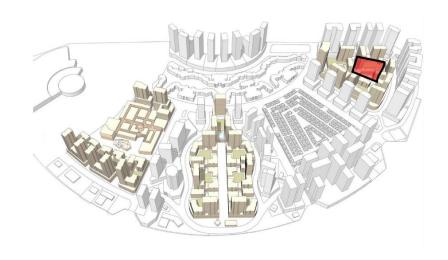














Character Zones | Facilities

Vita Wellness Park (The Health & Wellbeing Retreat)

Inspired by Milan's Healthcare Excellence A Center for Wellness & Innovation

Health Retreat

A serene, nature-centric destination focused on health, wellness, and rejuvenation.

Characteristics

Wellness Spa/ Holistic Health Centers Botanical Gardens/Outdoor Fitness Trails Health-focused Facilities







