

An aerial view of a modern city skyline, featuring numerous high-rise buildings and a large, landscaped park area with winding paths, green spaces, and a small body of water. In the foreground, a balcony with a glass railing and some potted plants is visible, suggesting a high-rise residential or commercial setting. The overall scene is bathed in a soft, golden light, possibly from the setting or rising sun.

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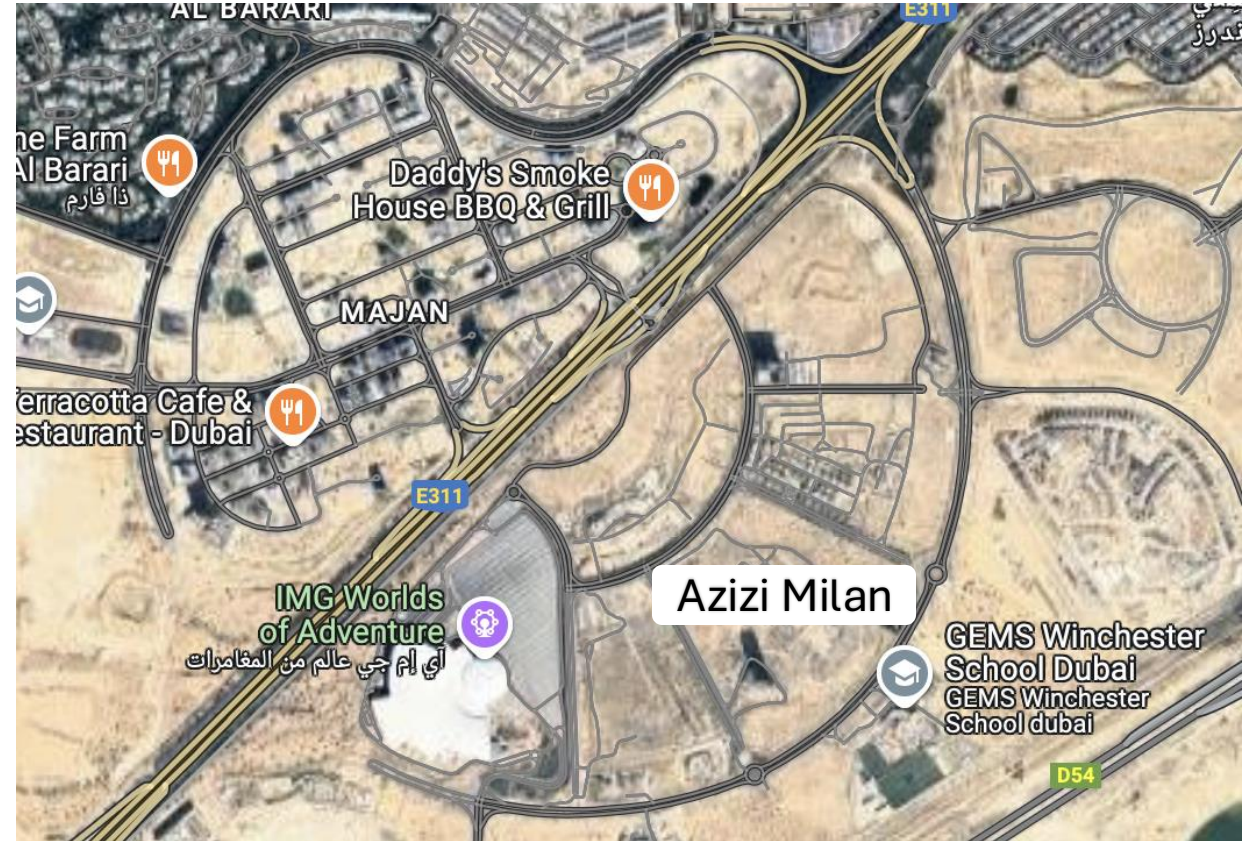
SITE CONTEXT

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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.

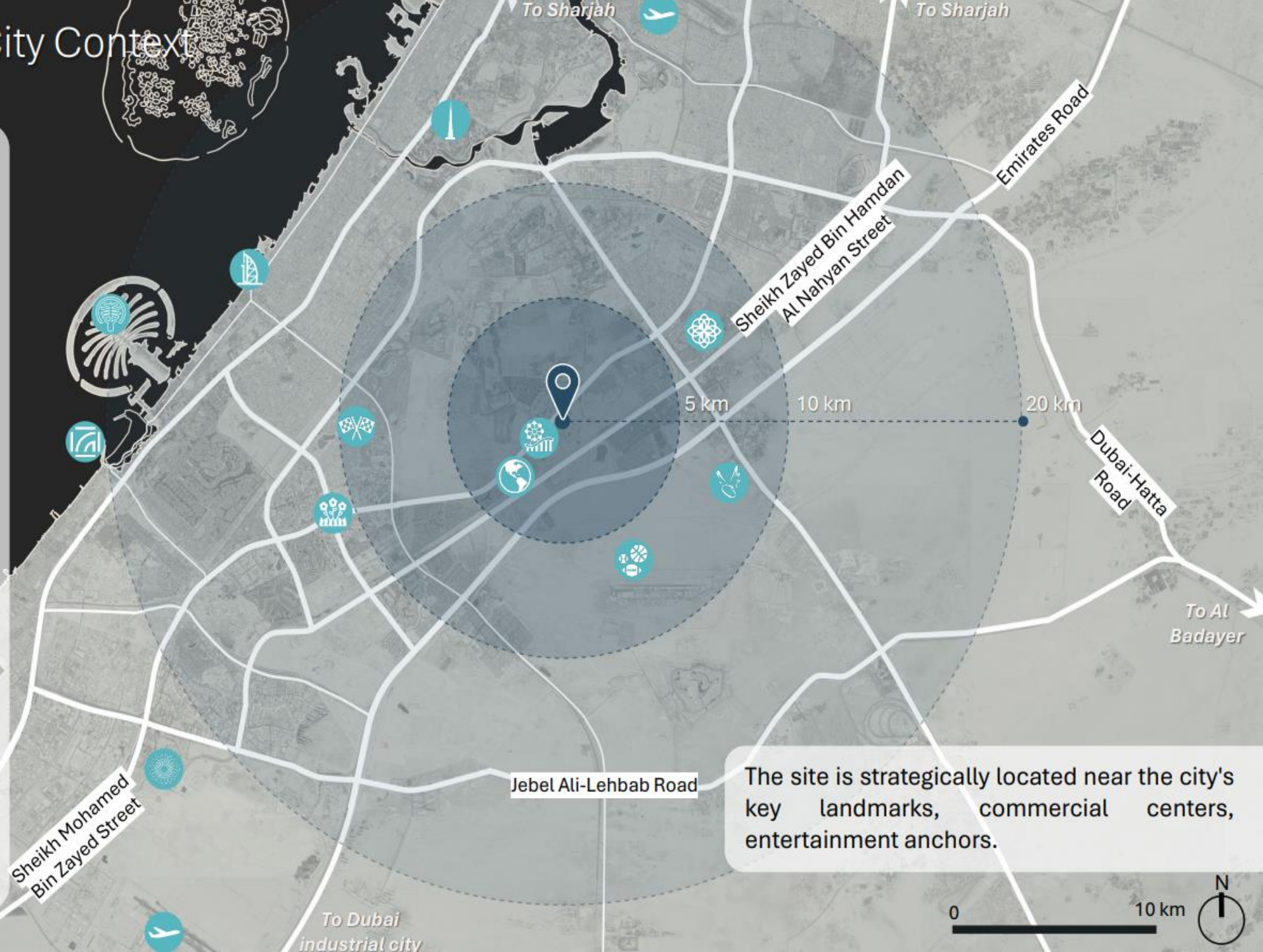


Site Understanding | City Context

Destinations

Duration from site to significant locations

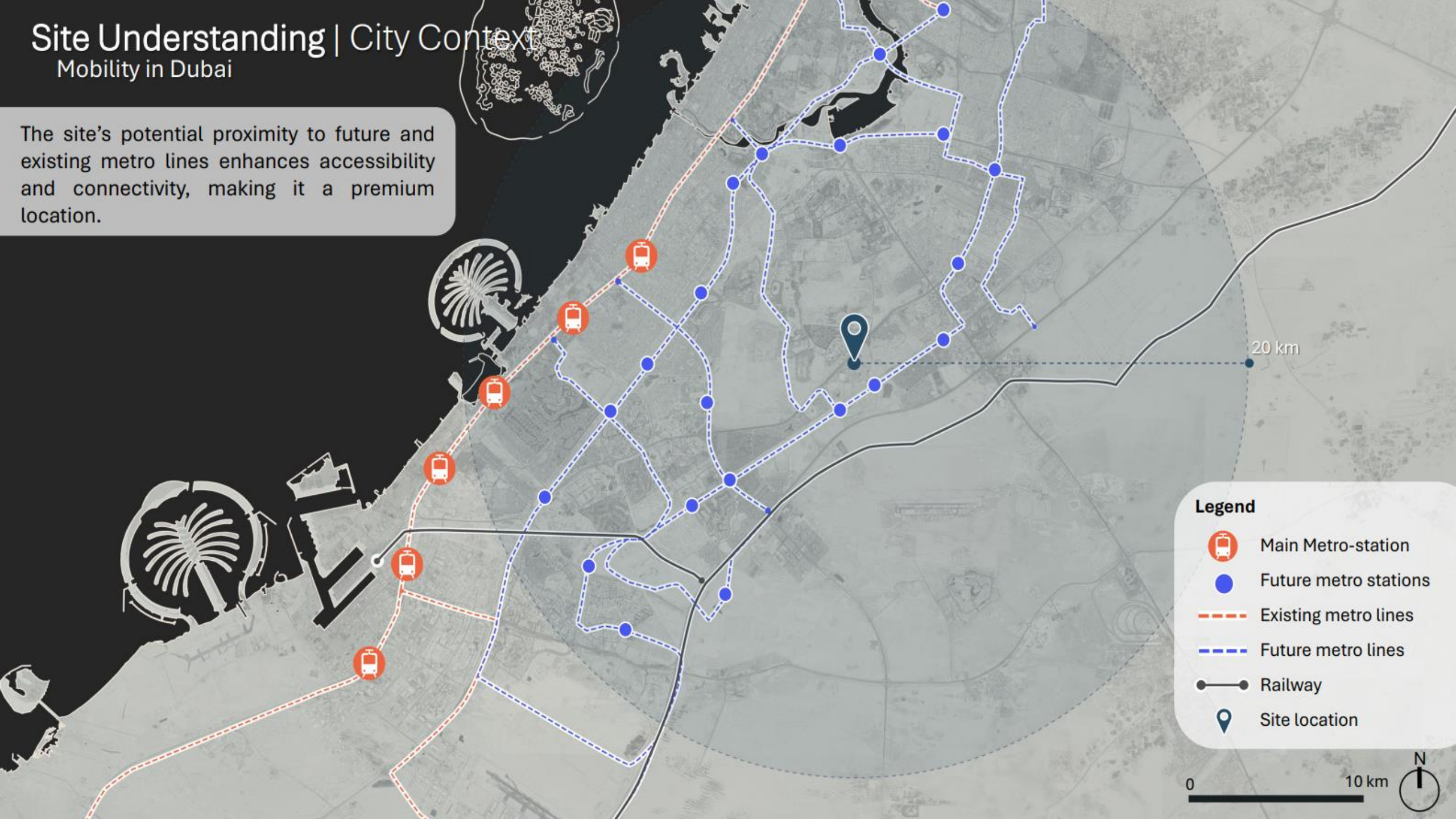
-  IMG World – **3 min.**
-  Silicon Central Mall – **15 min**
-  Dubai Miracle Garden – **15 min.**
-  Global Village – **15 min.**
-  Hamdan Sports Complex – **16 min.**
-  Dubai outlet mall – **18 min.**
-  Dubai Autodrome – **21 min.**
-  Expo city – **23 min.**
-  Dubai International Airport – **25 min.**
-  Downtown Dubai – **27 min.**
-  Blue Waters – **28 min.**
-  Palm Jumeriah – **29 min**
-  Burj Al-Arab – **31 min.**
-  Al Maktoum International Airport (DWC) - **38 min.**



Site Understanding | City Context

Mobility in Dubai

The site's potential proximity to future and existing metro lines enhances accessibility and connectivity, making it a premium location.



Milan stands as beacon of its ...



*richness in **culture & history***



*being a **fashion & design hub***

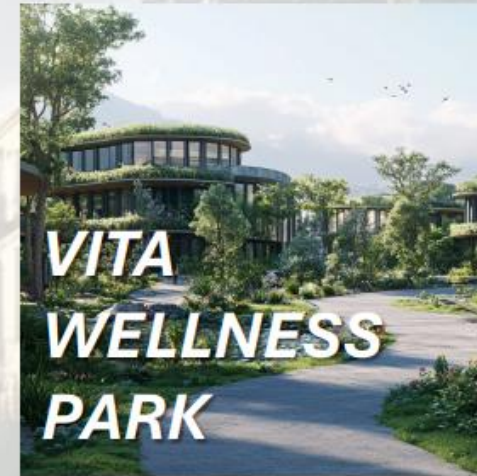


*sustainability & **innovation***



*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

Masterplan Ideation | Character Zones

Galleria Nuova

Porta Milano

Brera District

Naviglio Residences

Duomo Heights

La Dolce Vita

Corso Business District

Vita Wellness Park

Masterplan Ideations | *Integration of Districts*
Overall Framework excluding Zone 2- 02



Masterplan Ideations | District Identities

Reference Districts from Milan

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Porto Milano
(The Vertical Forest)

Vita Wellness Park
(The Health & Wellbeing Retreat)

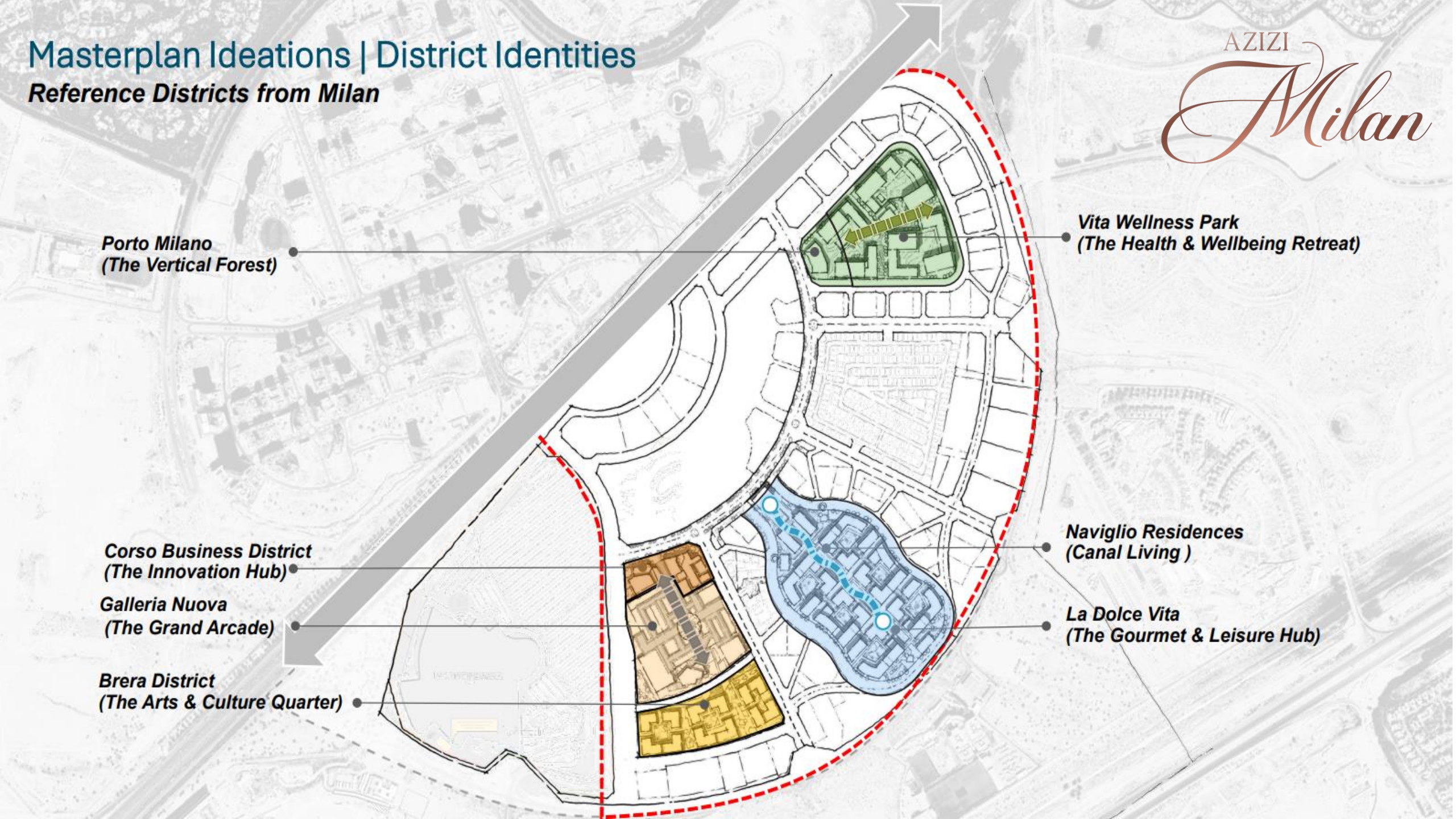
Corso Business District
(The Innovation Hub)

Naviglio Residences
(Canal Living)

Galleria Nuova
(The Grand Arcade)

La Dolce Vita
(The Gourmet & Leisure Hub)

Brera District
(The Arts & Culture Quarter)



Illustrative Conceptual Masterplan | Urban quateres

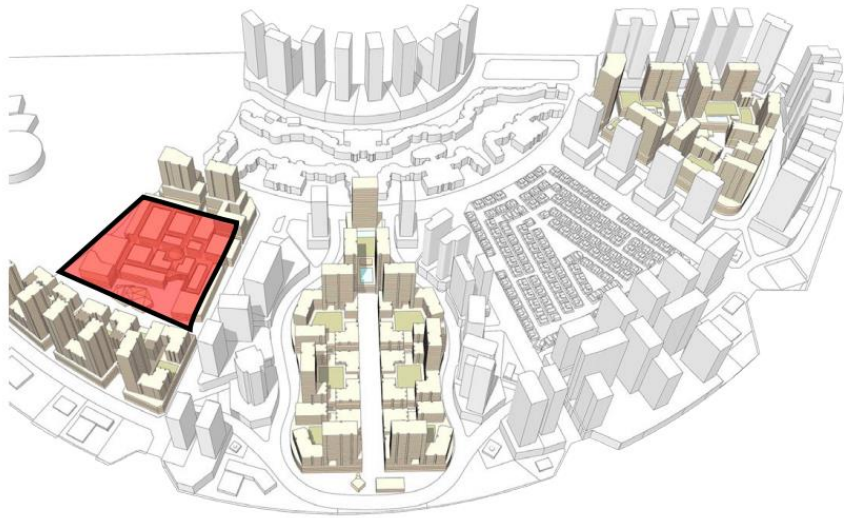
Overall Framework excluding Zone 2- 02

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- Park City Residences
 - Central Park
 - Studio Apartments
 - Porto Milano Iconic Tower
 - Linear Park
 - Iconic Towers
 - Luxury Residences
 - Central Vista (canal district)
 - Retail/ F & B Boulevard
 - Amenity spaces
 - High Street Avenue
 - Business Hotel
 - Innovation Business Park
 - Retail Destination (Theme inspired from **Galleria Nuova** , Milan)
 - Cultural Center
 - Residential cultural quarters

0

700 m





Character Zones | *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.

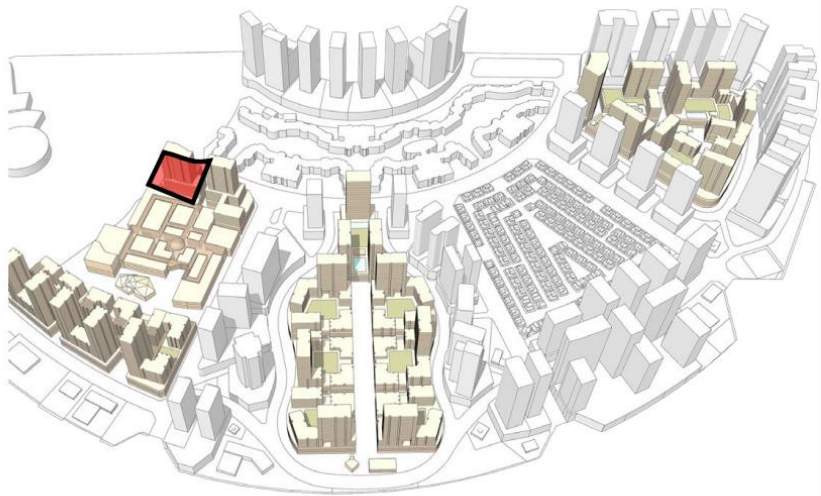
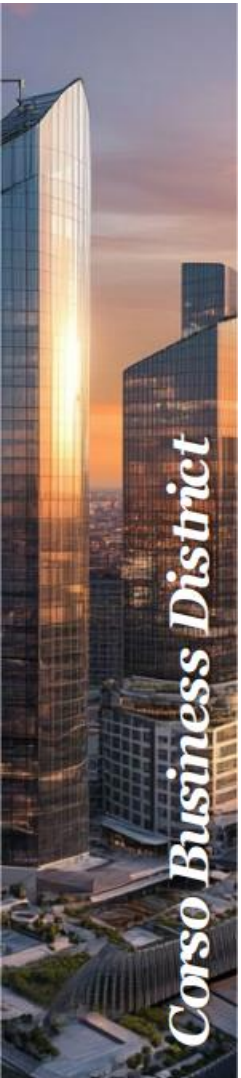
Characteristics

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.

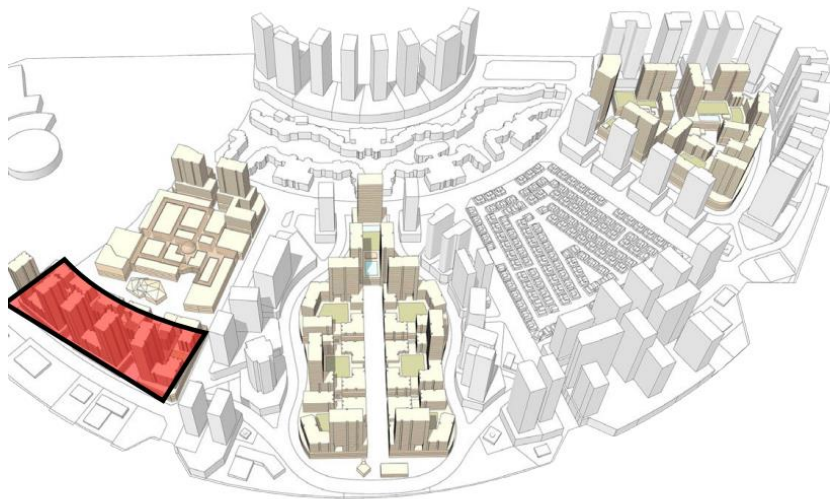
Characteristics

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

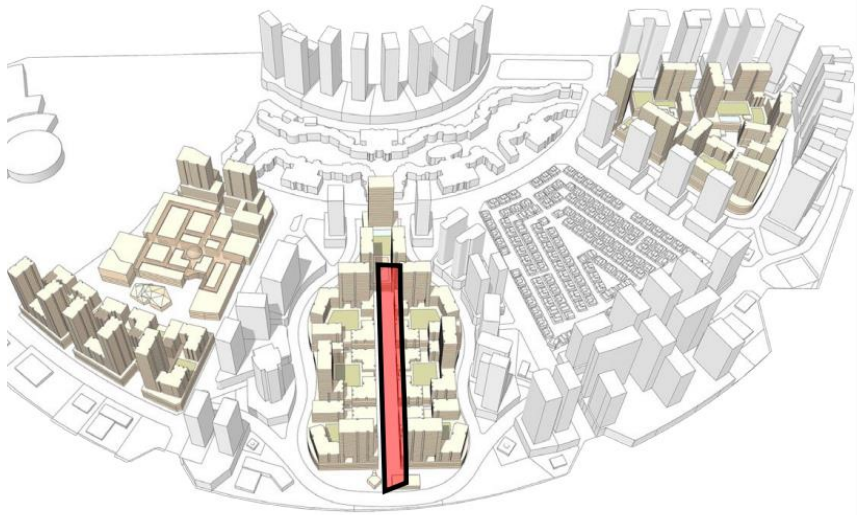
Hidden courtyards with
cafés, bookstores & cultural
pop-ups

Art galleries





Naviglio Residences



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.

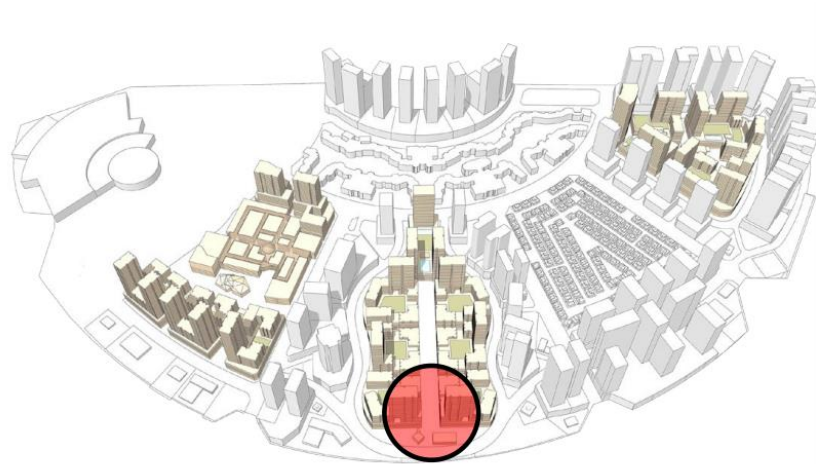
Characteristics

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

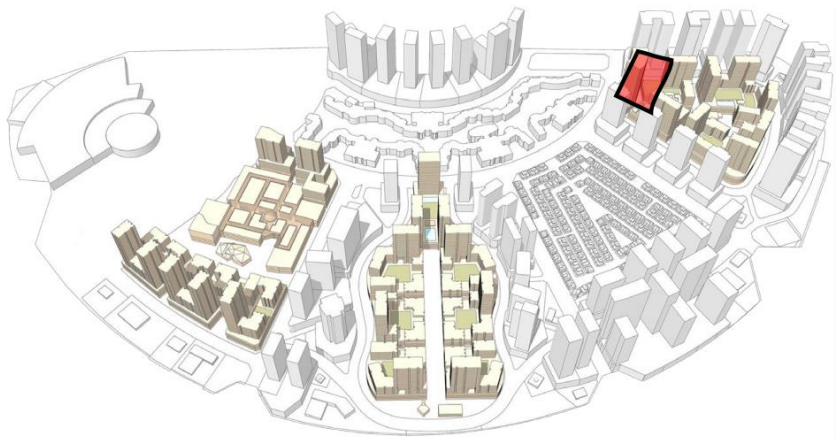
Public Realm

Entertainment &
Leisure





Porta Milano



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Character Zones | *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



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Character Zones | *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.

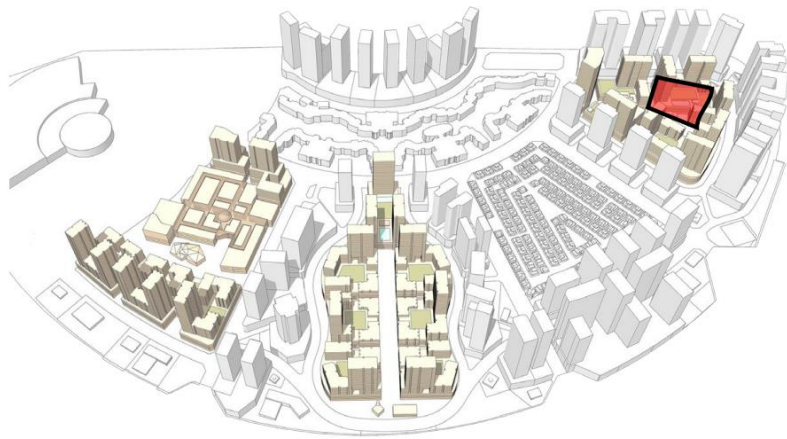
Characteristics

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



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