

Shaping the Future



ENVISIONED AS A CITY CENTRE, JUMEIRAH CENTRAL WILL BE HOME TO THE CITY'S MOST SOUGHT-AFTER REAL ESTATE AND WILL FURTHER ENHANCE DUBAI'S REPUTATION AS ONE OF THE MOST EXCITING CITIES IN THE WORLD. HERE, RLI SITS DOWN WITH MORGAN PARKER OF DUBAI HOLDING TO DISCUSS THE MASTERPLAN BEHIND THIS GROUND-BREAKING DISTRICT.

Jumeirah Central is a mixed-use city district envisaged to become the most accessible, functional and valuable district in Dubai. Located at the geographic centre of Dubai, on Sheikh Zayed Road in the shadows of Burj Al Arab and adjacent to Madinat Jumeirah, the district comprises 278 buildings and a combined 47 million square feet.

The 75 new city blocks will feature over nine million square feet of retail, over 7,000 hotel rooms, 40 office buildings and over 11,000 apartments. The district is set to be completed over a period of 20 years and is set to introduce scores of innovative urban planning and 'quality of life' concepts that are

a first in the Middle East.

The Jumeirah Central district is backed by Dubai Holding, a global investment conglomerate that plays a pivotal role in developing Dubai's fast-paced, progressive economy. Managing a USD 35bn portfolio of assets with operations in 21 countries, it employs 22,000 people across numerous sectors including tourism, hospitality, real estate, media, education, design, retail and wellness.

"Jumeirah Central is Dubai's first truly urban mixed-use city district," says Morgan Parker, Chief Operating Officer, "it's a masterplan that's built around people, it's a masterplan with ambition to improve the quality of life for people in Dubai and



celebrate the wonderful diversity of this city.”

The mixed-use nature of Jumeirah Central isn't just across the entire masterplan; it's also within each individual block and designed to attract every sort of consumer to the location. In addition to retail, entertainment is a key factor in the planning of the district. “Dubai Live will be a mixture of great performance venues, the large central park will become an important place for celebrations in the city and a venue for concerts and where a spectacular light show will be held each and every night. The Central Station will be where all the transport modes come together bringing Dubai to Jumeirah Central and connecting Jumeirah Central to Dubai,” explains Parker.

Currently Dubai is designed for cars, by investing in an intuitive, permeable ground plane Jumeirah Central will be the most functional part of the city. The project plans to incorporate 50 innovations to restore the primacy of people. The district's commitment to public transport is a force for social equity and good for the environment. The scheme's relevance to all socio-economic levels creates a genuinely sustainable economic model and unparalleled opportunity for social transactions to thrive.

“Jumeirah Central will be built on the premise of creating high-value real estate, we do that by starting with a fantastic location at the heart of Dubai, bring wonderful accessibility to the site through eight modes of transport, then we focus on the spaces between the buildings, to invigorate tourists and provide an environment for communities to prosper and social transactions to occur in a way we've never seen before in Dubai,” explains Parker.

“By promoting walkability as the primary mode of movement around the district, we're able to enhance the wellness of our residents and tourists, we're able to create a barrier-free environment where everything is situated in one location, removing the need to drive vast distances between one destination and another,” Parker continues.

Dubai is synonymous with iconic, glitzy trophy projects, however until now no master-planned district had ever made the strategic, financial, operational and legal requirements of global institutional investors its primary consideration.

Set to attract a wide spectrum of users including residents, office workers, tourists, students and shoppers, the urban vitality and economic resiliency will make Jumeirah Central the place to be in Dubai.

Phase One of the project is set to break ground this year, with site clearing and preparation well underway. Occupying land on the opposite side of the Sheikh Zayed Road from the Mall of the Emirates, the first phase will comprise 67 projects and 17 million square feet of Gross Floor Area. This includes 3,000 residential apartments, 2,800 hotel keys in 14 hotels and one resort, 12 office projects, and a selection of retail and entertainment offerings which include one urban mall project, one food & beverage market hall, two performance theatres, one retail souk, one exhibition hall and two cultural buildings.

“This district will be a place that is recognized as the most desirable place in the city because it will be the most accessible, the most intuitive, and the most vibrant area within the city,” says Parker.

Jumeirah Central is far more than a real estate project; it is a new operating system for the city and a new way of life for people in Dubai.

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