



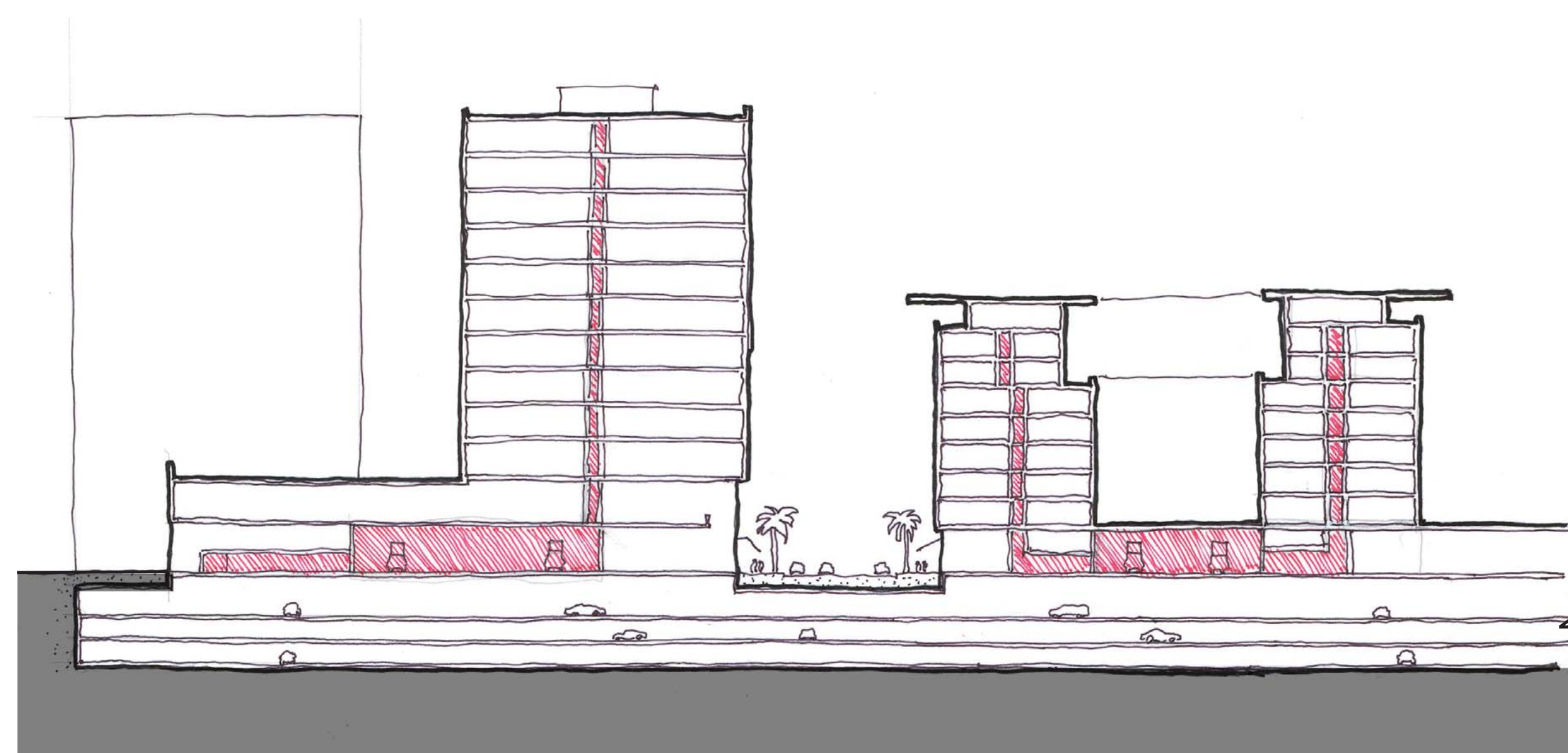
1. DEVELOPMENT CONCEPT OVERVIEW

▪ SITE PLAN

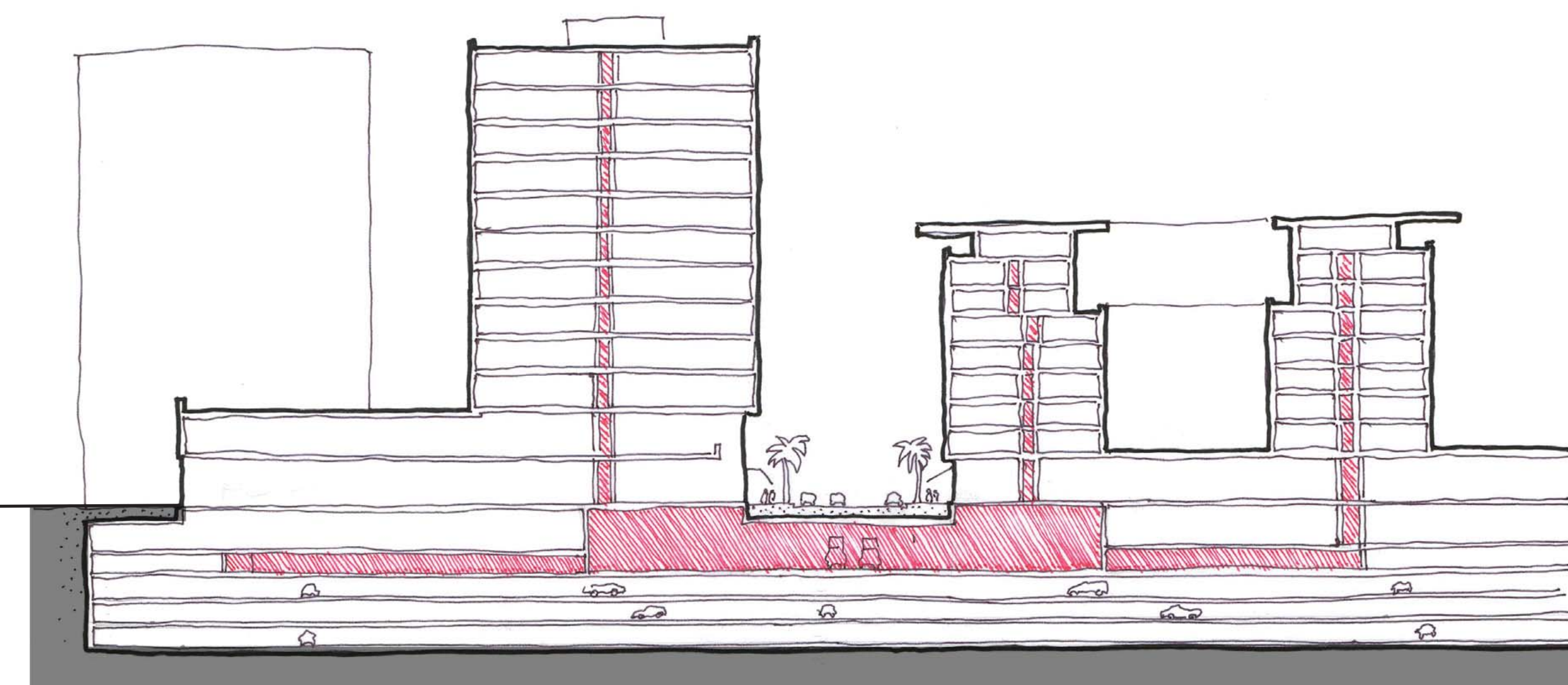
The 29-hectare conceptual master plan, containing approximately 1 million sq. m. of development, is aimed at creating a human-scale built environment that will maximize connectivity and foster interaction for workers, residents, and visitors, and enhance the opportunity to enjoy a healthy work-life balance. Through its multiple phases, and 6 major plots, the development will try to forge a lasting identity and create a sense of place through its use of a diversity of forms, spaces, and urban scale. The development will strive to become a part of a sustainable urban regeneration in the center of Doha and take its place as an important part of the fabric of the city.

3. ACCESS, CIRCULATION, PARKING STRATEGY

- LOADING LOCATION STUDIES
- GROUND FLOOR VS BASEMENT



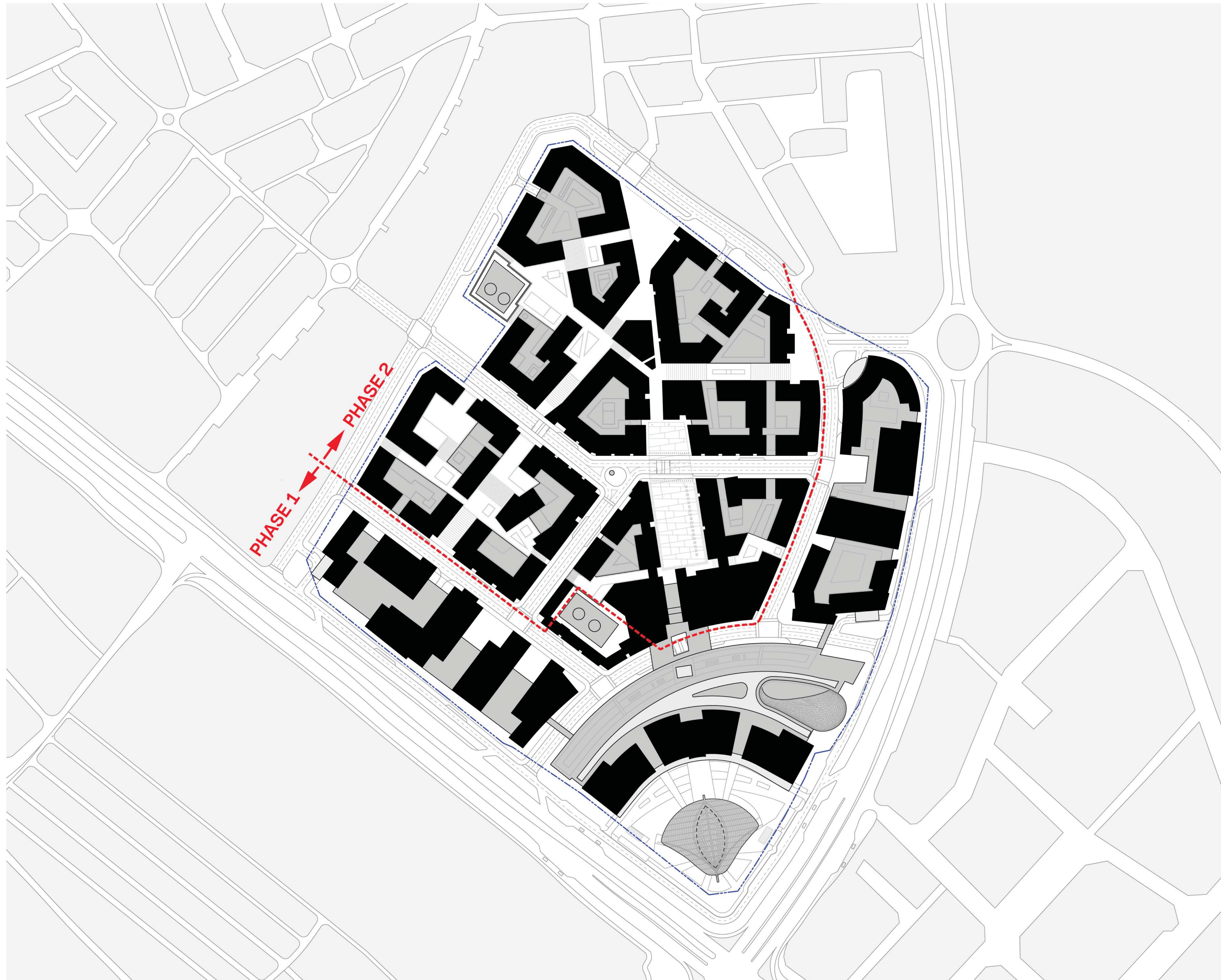
SERVICE LOADING AT GROUND FLOOR



SERVICE LOADING AT BASEMENT

4. ARCHITECTURAL DEVELOPMENT
PLANNING/SCALE/MASSING

▪ TOWERS

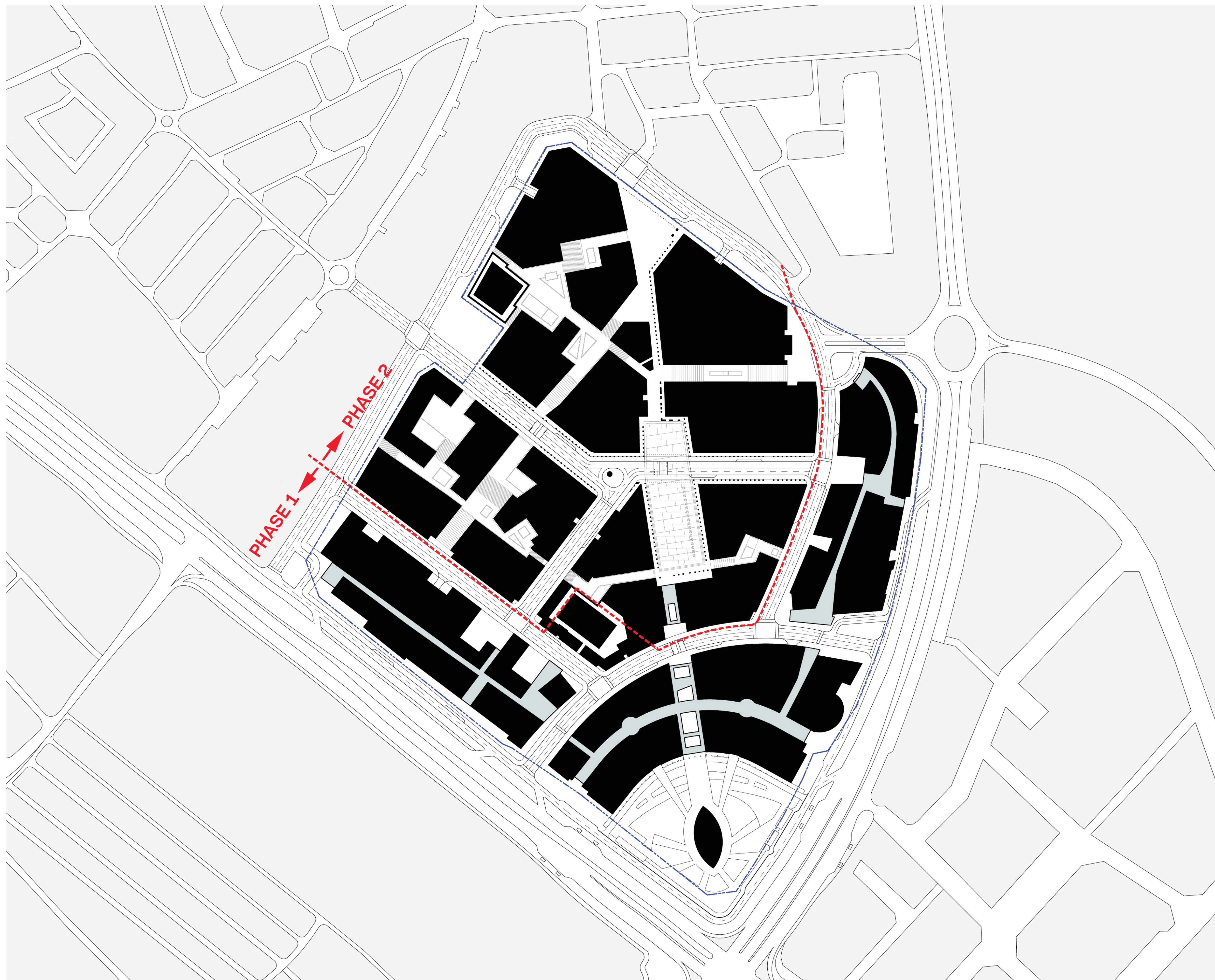


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4. ARCHITECTURAL DEVELOPMENT PLANNING/SCALE/MASSING

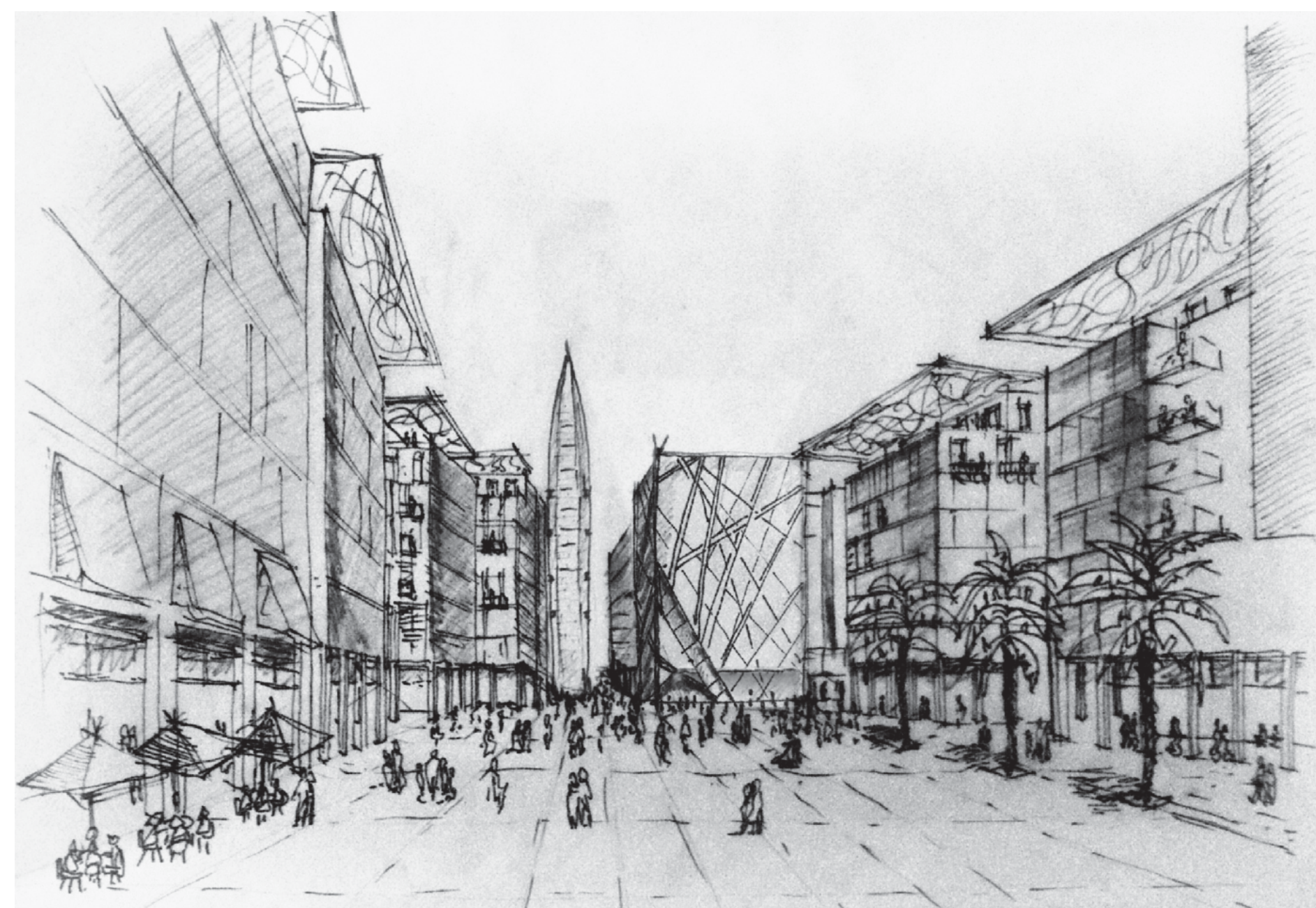
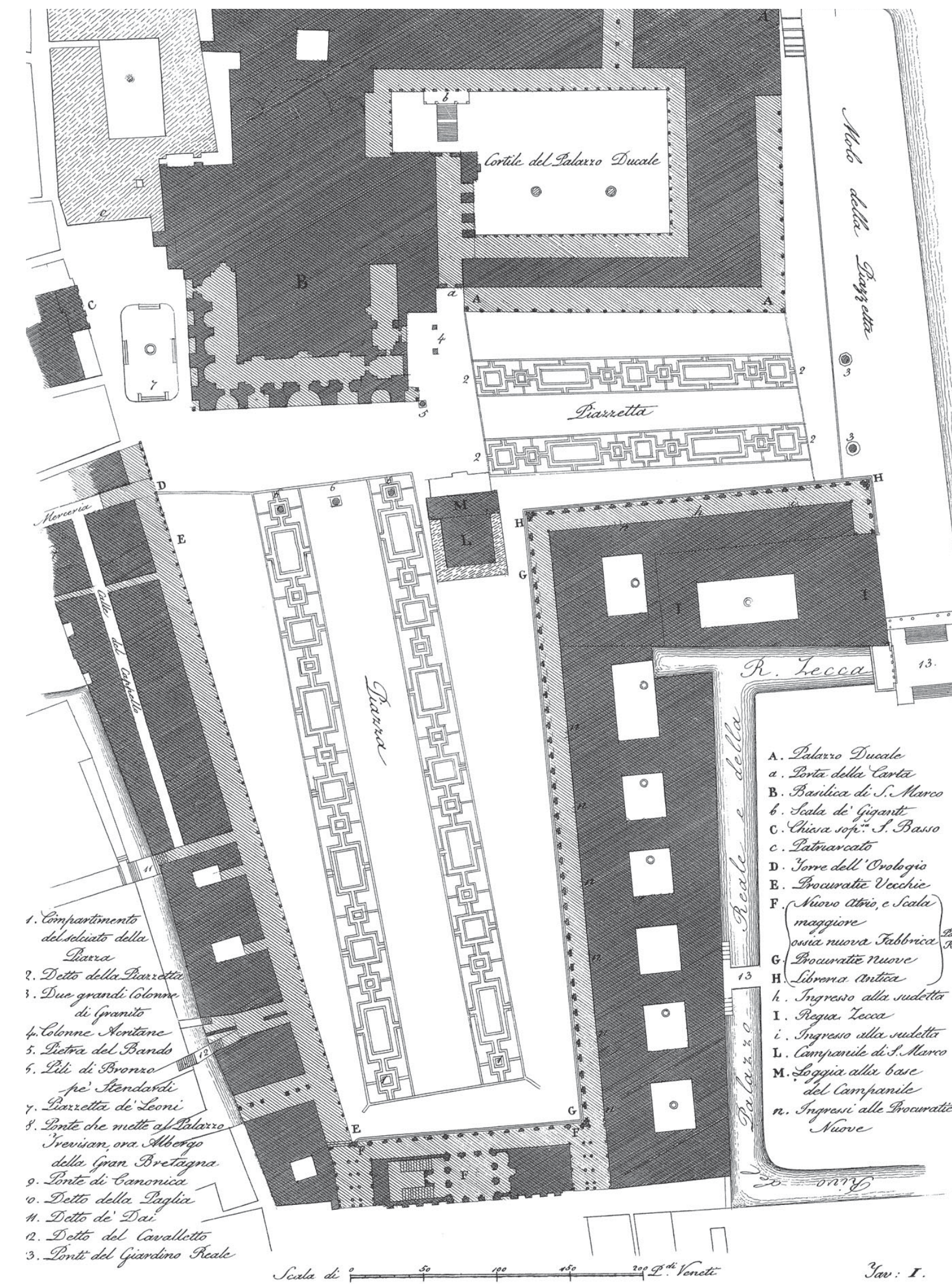
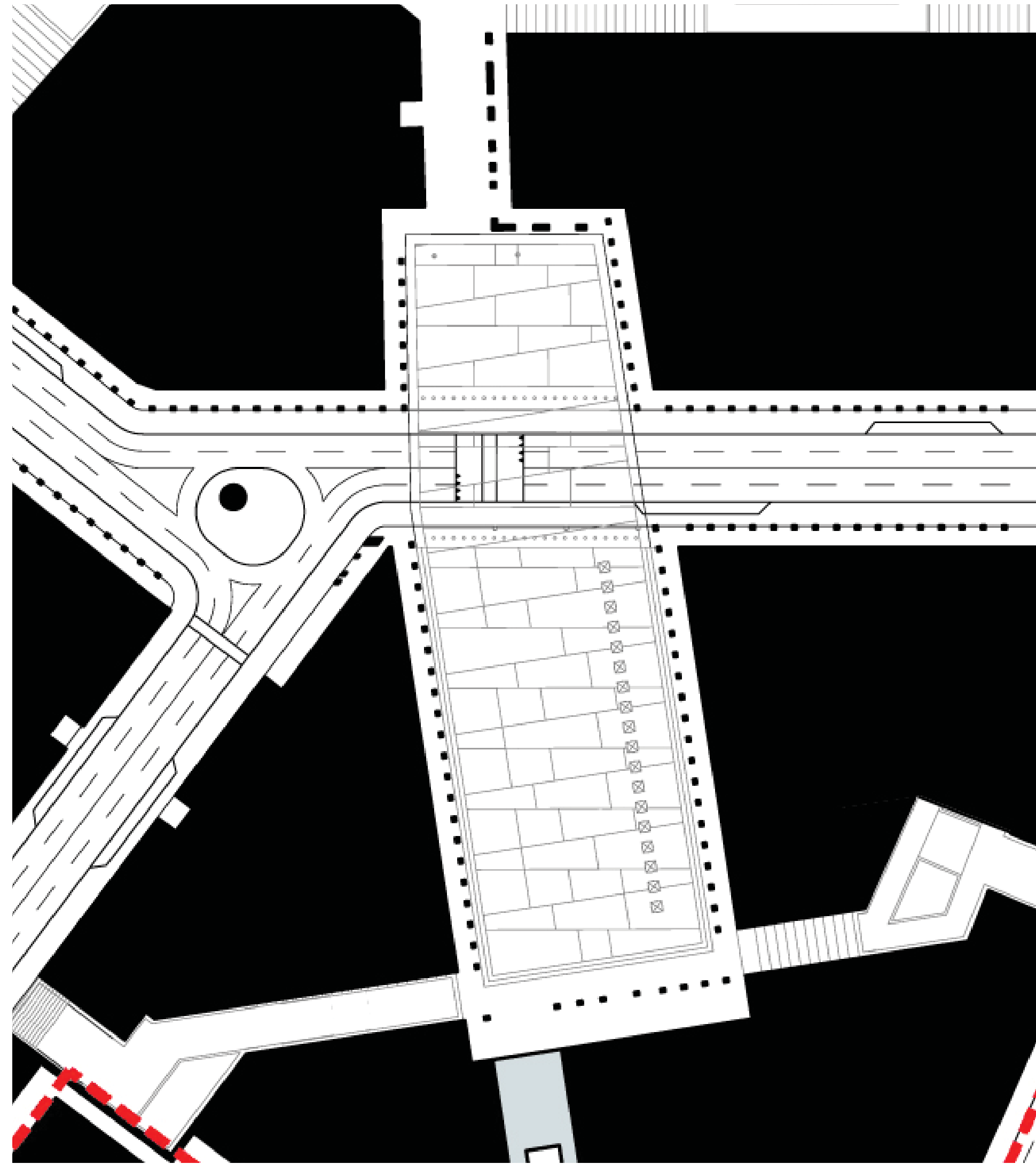
▪ SITE COVERAGE



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■ MAIN PLAZA

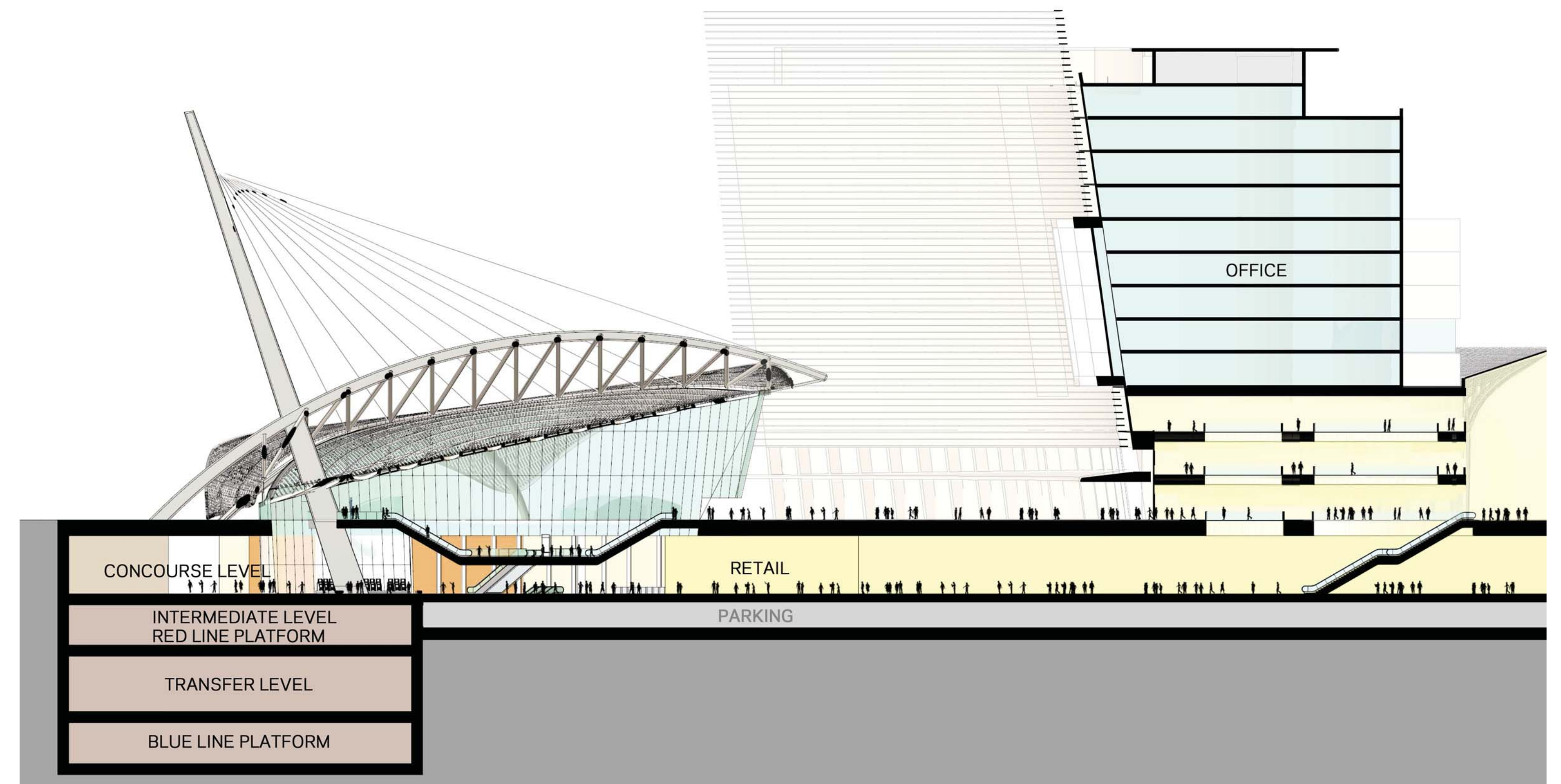
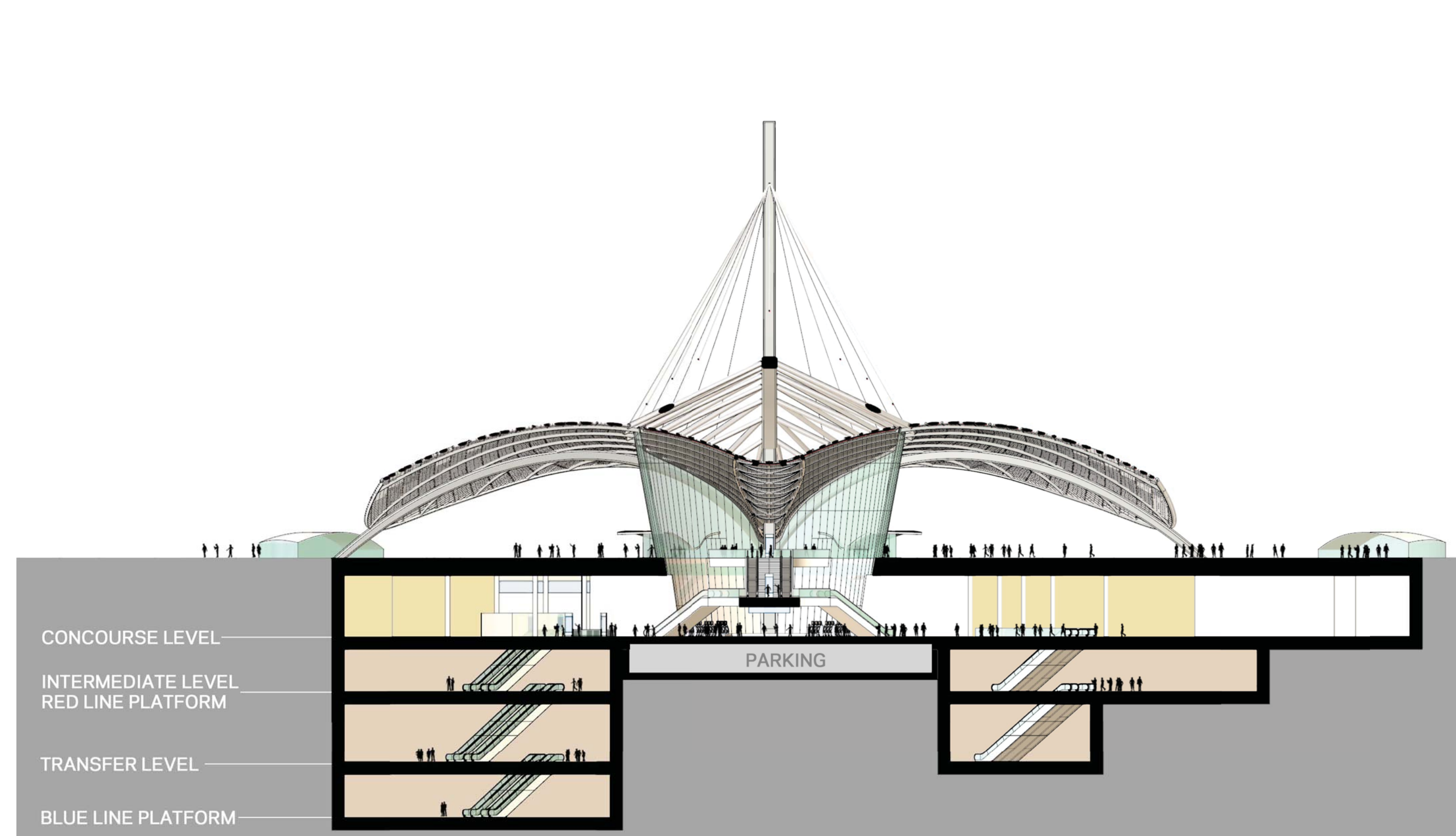


MAIN PLAZA

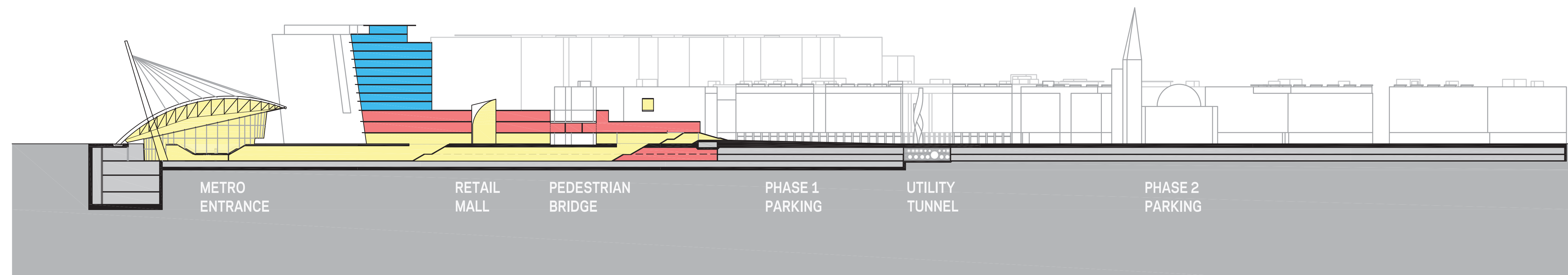


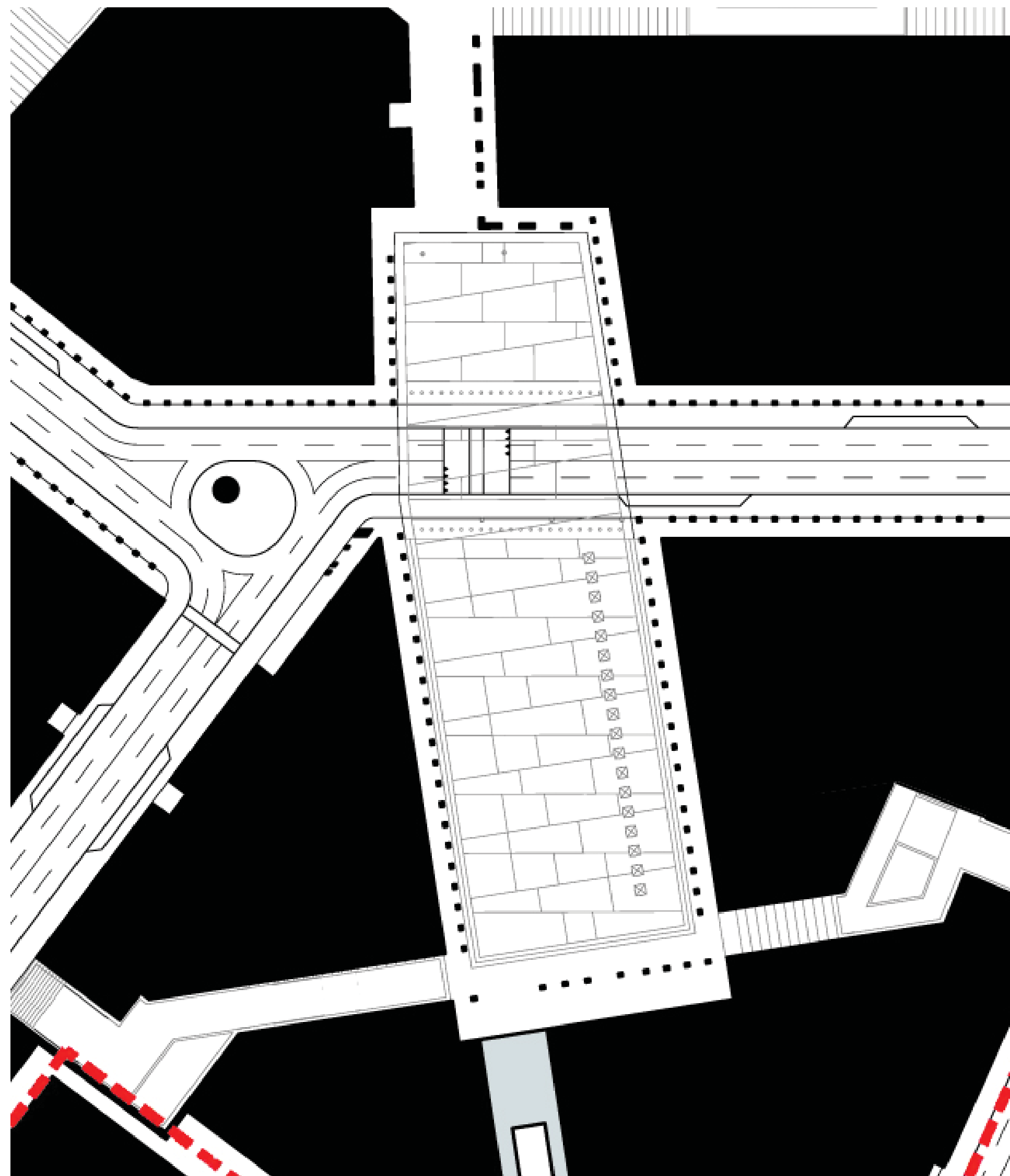
PIAZZA SAN MARCO

▪ SITE SECTIONS



SECTION 3





5. ARCHITECTURAL AND AREA DEVELOPMENT THEME/ CHARACTER / STYLE STUDIES

■ PLAZA

The main plaza will be one of the more important parts of the later phase. It will become the main open space and hub for the community and emphasize the north-south axis. The main plaza, as well as the other open spaces provided within the development is essential in forming the character of the place and providing a place for people. Each open space is part of an overall fabric that helps give scale to the larger development.

The Project proposes a balanced juxtaposition between the natural and the man-made, consolidating development into tightly developed neighborhoods and allowing for extensive pedestrian promenades and public open spaces. The main plaza will have an air-conditioned arcade with operable glass wall that can be opened up during temperate climate.

Consideration will be given to layered visual and spatial interest at the both the pedestrian and higher levels. These forms will be created by using paving, street furnishings, along with canopy structures that provide needed shade. Material types and colors will give clear hierarchy; defining the main function areas from adjacent secondary use areas.



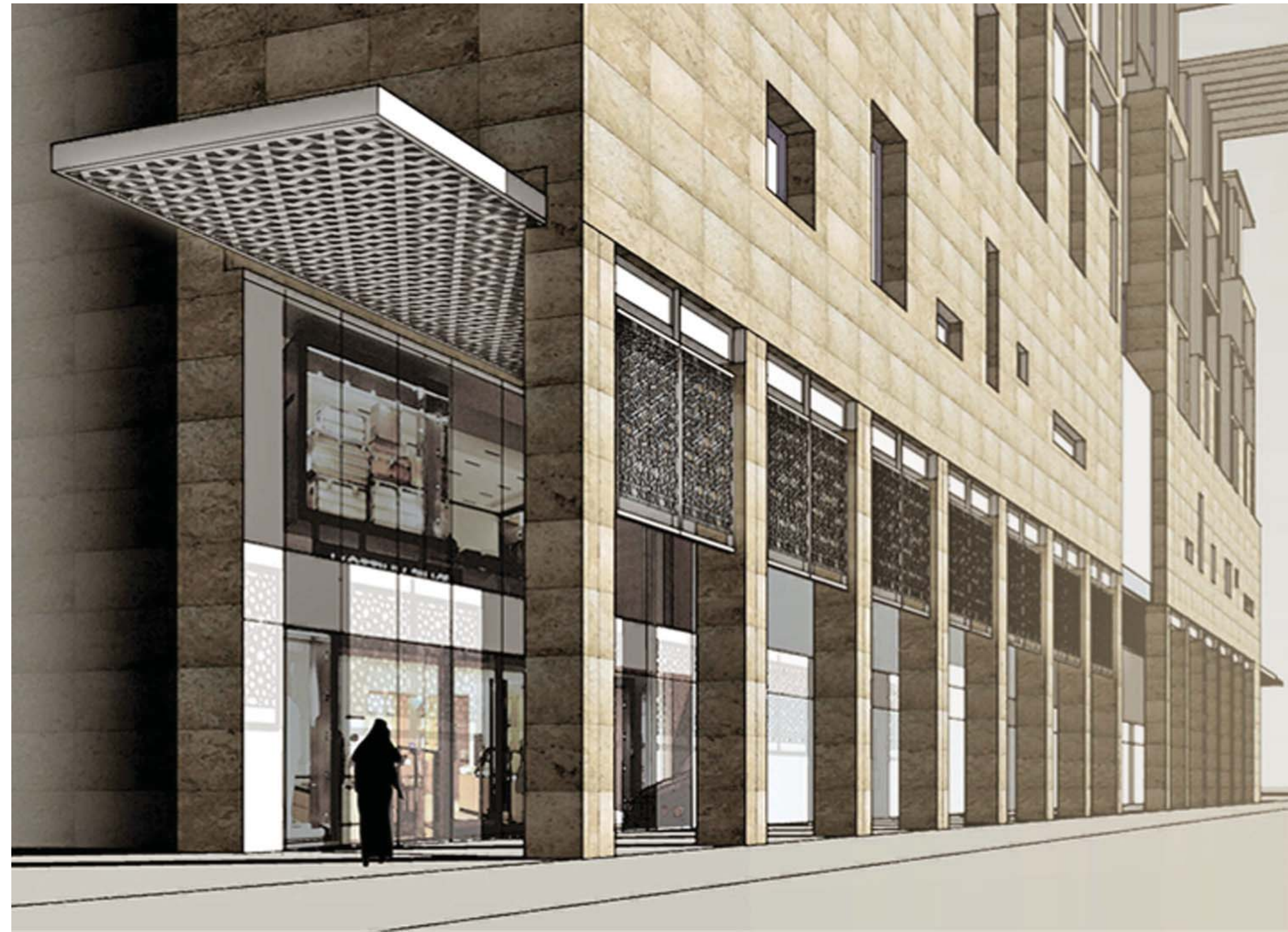
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5. ARCHITECTURAL AND AREA
DEVELOPMENT THEME/
CHARACTER / STYLE STUDIES

▪ RESIDENTIAL



5. ARCHITECTURAL AND AREA DEVELOPMENT THEME/ CHARACTER / STYLE STUDIES

▪ RETAIL STREETSCAPE



6. PRELIMINARY SPACE PROGRAM

- MIX OF USES - AREA TABLE
- TYPICAL FLOOR



- OFFICE
- HOTEL, SERVICED APT
- RETAIL
- LARGE RETAIL
- APARTMENTS
- CULTURAL (CINEMA , MUSEUM, ETC)
- COMMUNITY, SCHOOL, HEALTH CARE, MOSQUE
- AMENITIES, SERVICE
- CIRCULATION/LOBBIES
- LOADING
- PARKING, CENTRAL PLANT

MIX OF USES	PHASE 1	PHASE 2	TOTAL(sm)	mix %
			Total Constrction Area	
Office	255,137		255,137	26.0%
Hotel(Serviced APT included)	114,886	31,038	145,924	14.8%
RETAIL	91,330	74,459	165,789	16.9%
Entrace Hall/ metro	5,500		5,500	0.6%
Residentials (Expat/Qatar)		347,765	347,765	35.4%
Cultural(Museum/Cinema/Theater)		11,600	11,600	1.2%
Community,School,Nursery,Mosque				
Health Care/Police station		29,937	29,937	3.0%
Loading/ Service/Central Plants	6,826	14,480	21,306	2.2%
TOTAL	473,679	509,279	982,958	100.0%

6. PRELIMINARY SPACE PROGRAM

▪ GROUND FLOOR

- OFFICE
- HOTEL, SERVICED APT
- RETAIL
- LARGE RETAIL
- APARTMENTS
- CULTURAL (CINEMA , MUSEUM, ETC)
- COMMUNITY, SCHOOL, HEALTH CARE, MOSQUE
- AMENITIES, SERVICE
- CIRCULATION/LOBBIES
- LOADING
- PARKING, CENTRAL PLANT



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6. PRELIMINARY SPACE PROGRAM

▪ MEZZANINE FLOOR

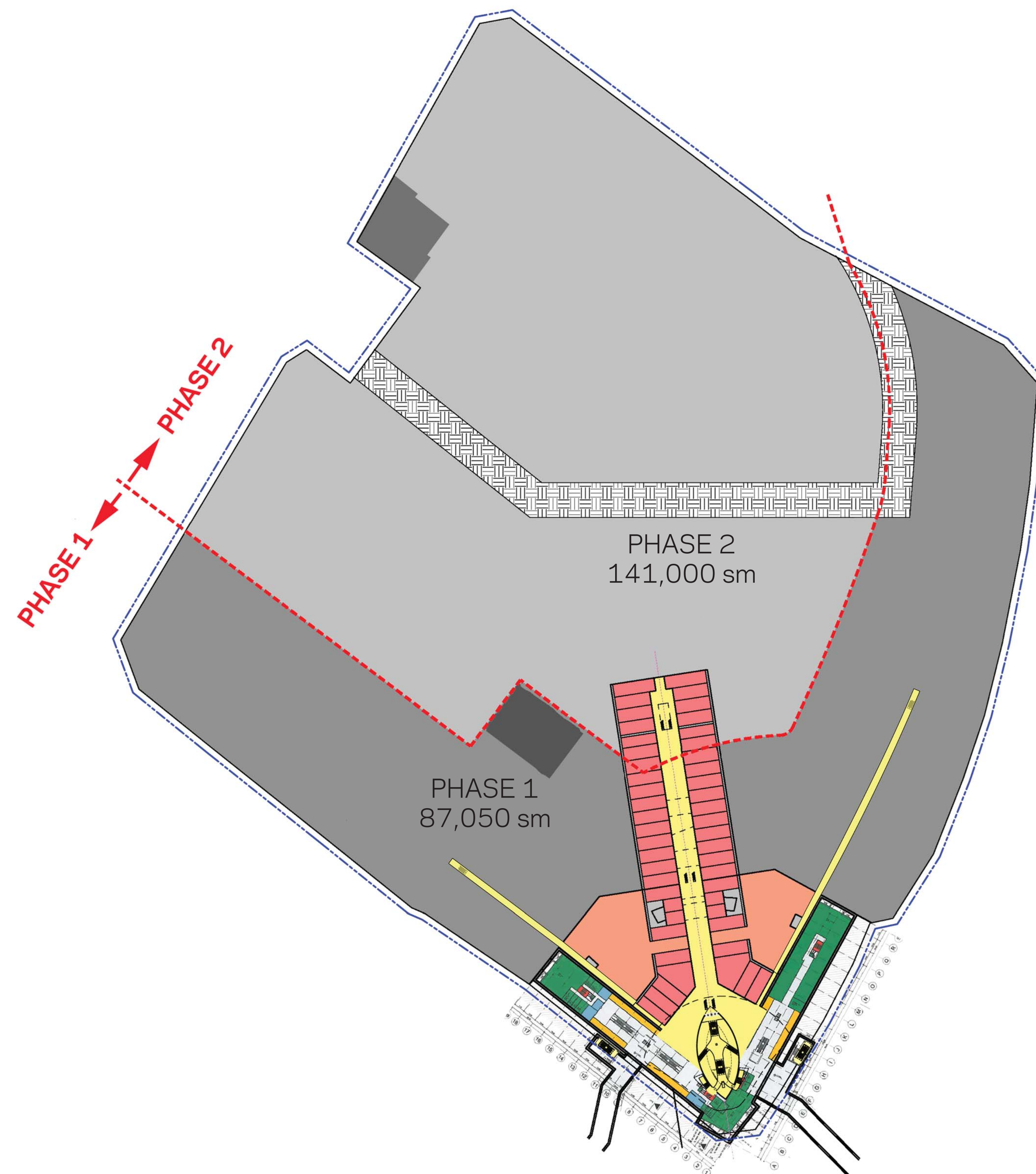
▪ PEDESTRIAN LINK

- OFFICE
- HOTEL, SERVICED APT
- RETAIL
- LARGE RETAIL
- APARTMENTS
- CULTURAL (CINEMA , MUSEUM, ETC)
- COMMUNITY, SCHOOL, HEALTH CARE, MOSQUE
- AMENITIES, SERVICE
- CIRCULATION/LOBBIES
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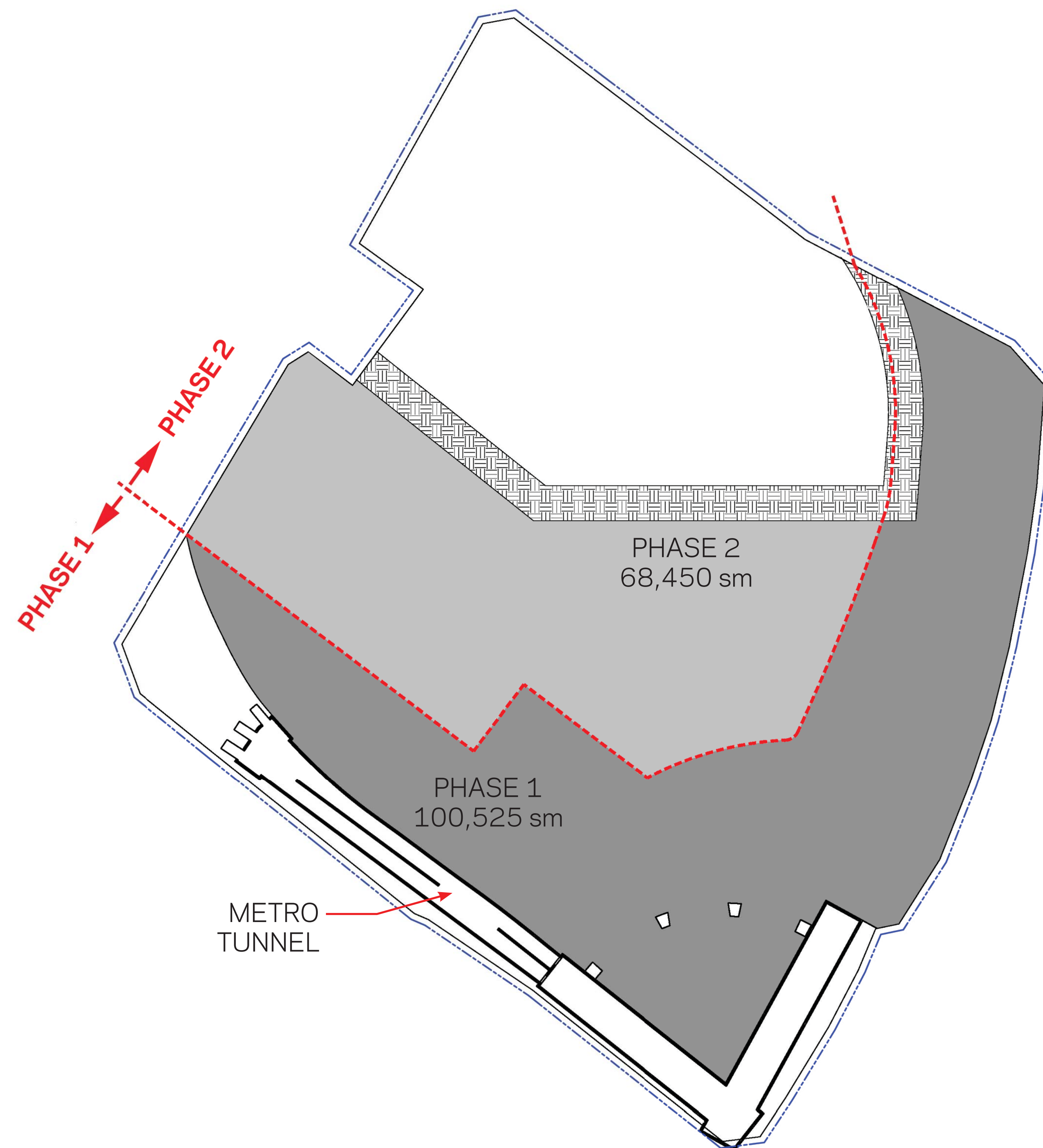
- B1-B2 FLOOR
 - PEDESTRIAN LINK
- PHASE 1
PARKING AREA
 - PHASE 2
PARKING AREA
 - UTILITY TUNNEL
 - CENTRAL PLANT
 - PEDESTRIAN LINK
 - RETAIL






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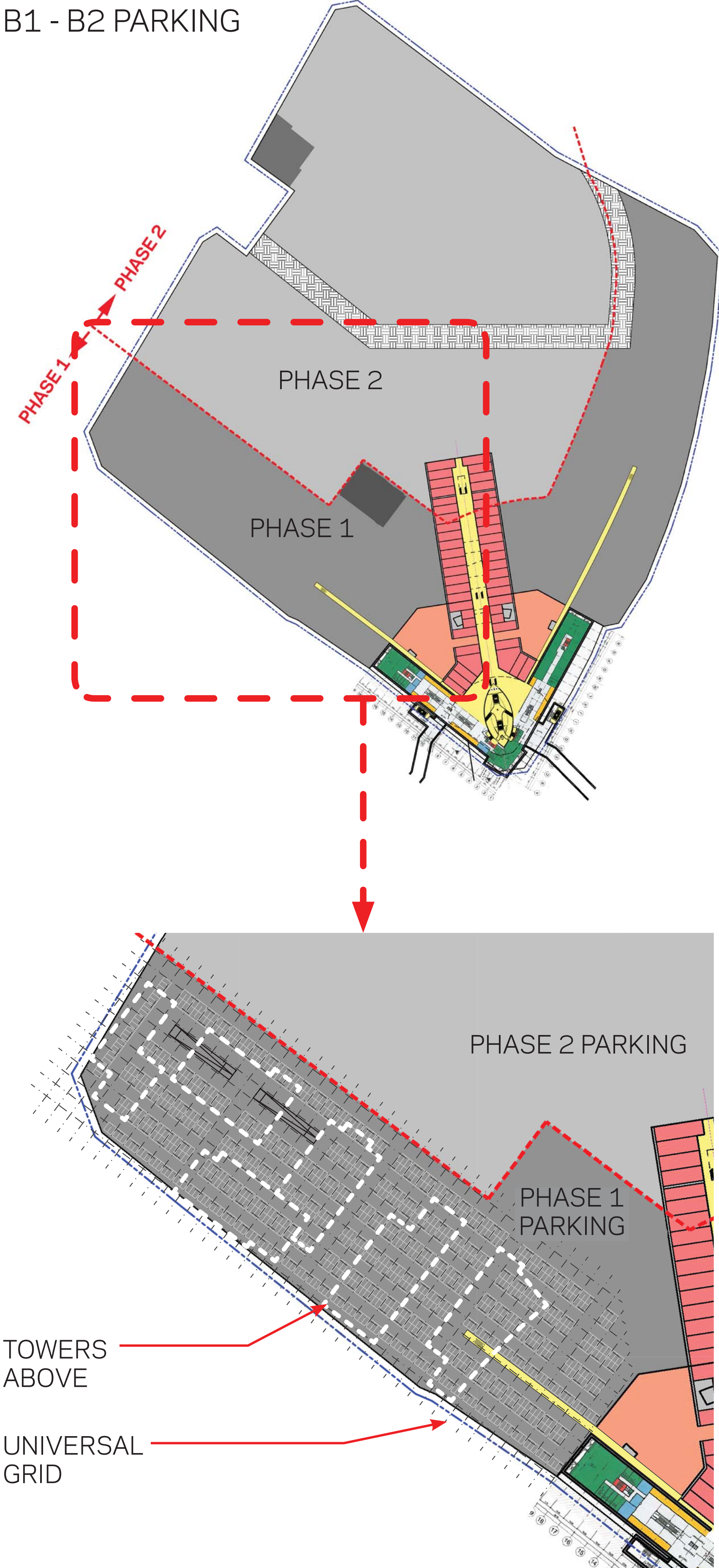
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▪ B3 FLOOR

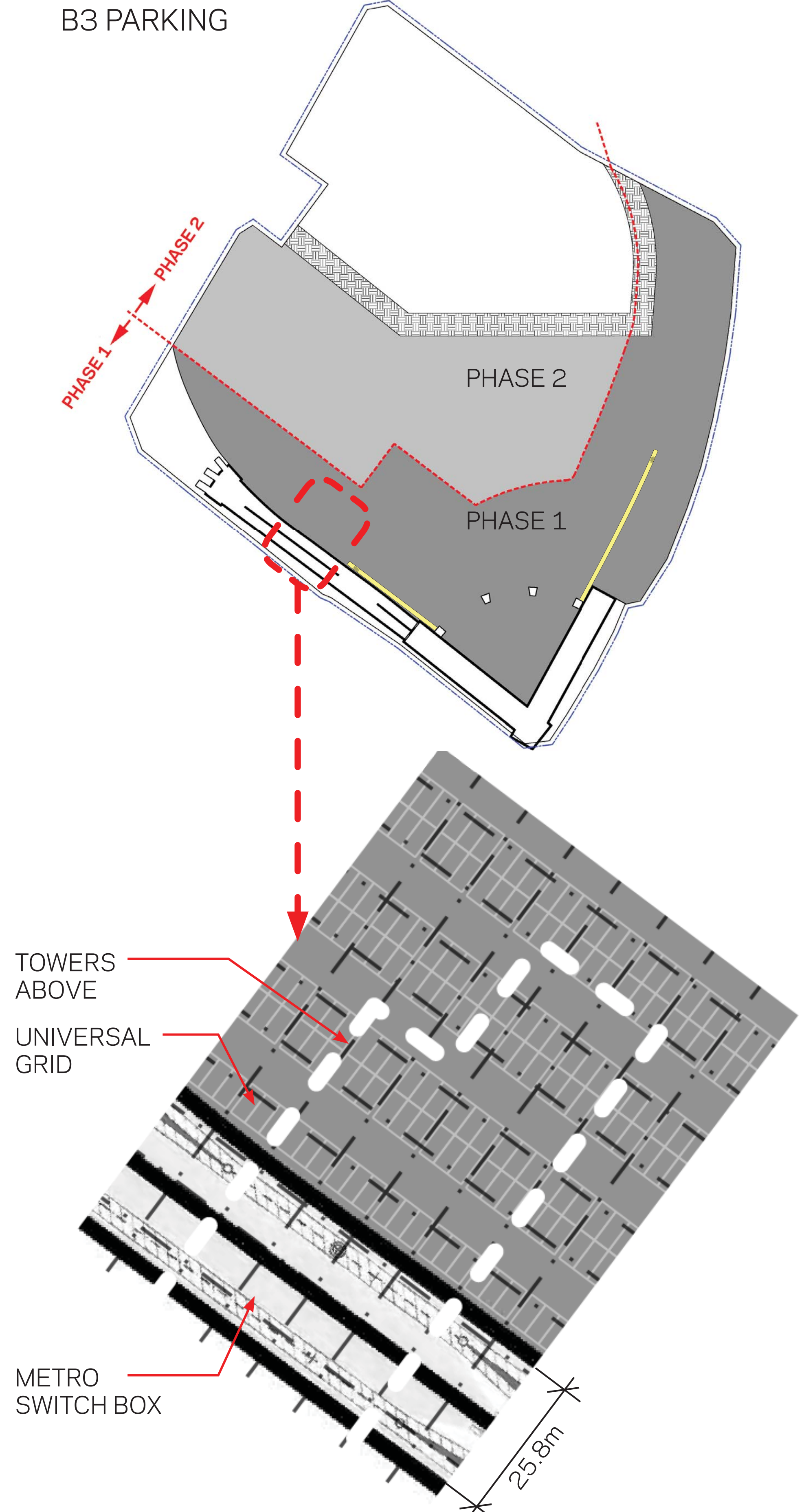


-  PHASE 1 PARKING AREA
-  PHASE 2 PARKING AREA
-  UTILITY TUNNEL

B1 - B2 PARKING



B3 PARKING



- PARKING COUNTS
- PARKING SPACE EFFICIENCY

	PARKING (required)	Phase1 (CARS)	Phase2 (CARS)
Office	1/65sm	3,925	0
Hotel(Serviced APT included)	1/3room	426	115
RETAIL	1/50sm	1,827	1,489
Entrance Hall/ metro		50	
Residentials (Expat/Qatar)	1 BED - 65sm (40%)		2,140
	2&3 BED - 110sm (60%)		3,794
Cultural(Museum/Cinema/Theater)	1/50sm		178
Community,School,Nursery,Mosque	1/65sm		461
Health Care/Police station			
Loading/ Service/Central Plants			
TOTAL	CARS	6,227	8,177

PARKING (provided) (1car/40 sm)	(sm)	Phase1 (CARS)	(sm)	Phase2 (CARS)
B1	87,000	2,175	141,000	3,525
B2	87,000	2,175	141,000	3,525
B3	100,525	2,513	68,450	1,711
TOTAL	274,525	6,863	350,450	8,761

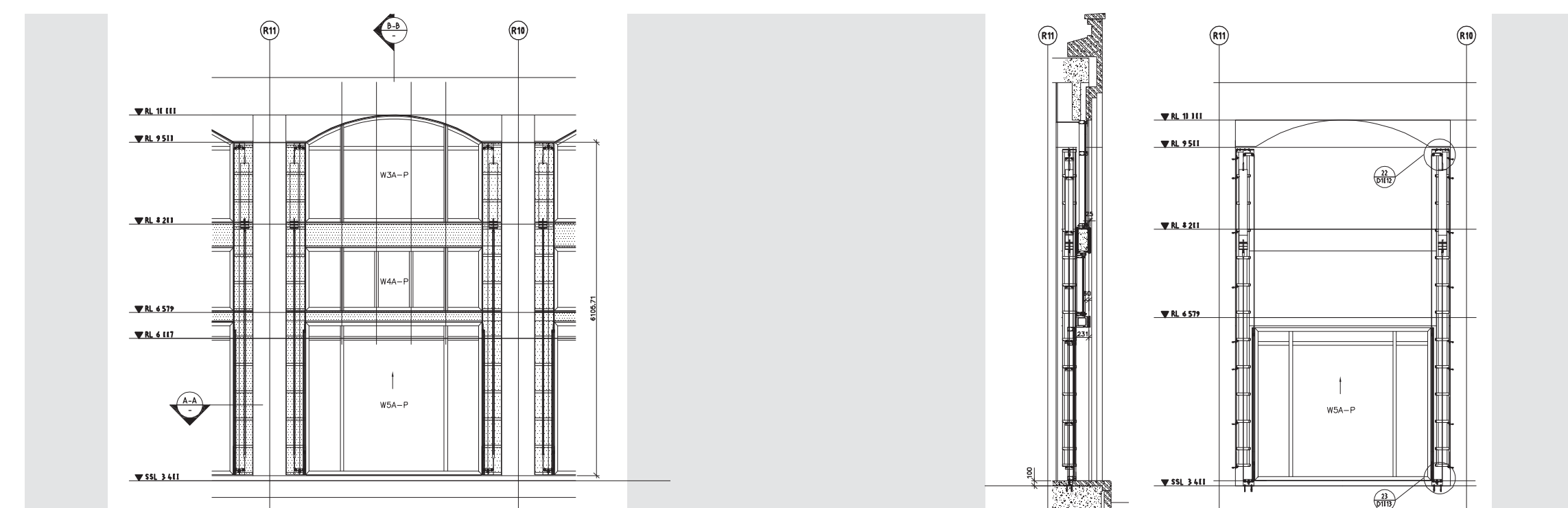
▪ PEDESTRIAN STEPS

The elevated podium connections flow through the building blocks, providing a shaded pedestrian promenade. Points along this promenade can be used as a performance venue, if desired.





DUBAI MARINA 2



DUBAI MARINA 2



9. CONCEPT PLANS

▪ PLAZA

The main plaza will have an air-conditioned arcade with operable glass wall that can be opened up during temperate climate.

Consideration will be given to layered visual and spatial interest at the both the pedestrian and higher levels. These forms will be created by using paving, street furnishings, along with canopy structures that provide needed shade. Material types and colors will give clear hierarchy; defining the main function areas from adjacent secondary use areas.













