

**PALM  
JEBEL ALI**

**NAKHEEL**

**“We realise what we have achieved is ground-breaking by all standards; we also appreciate that we are still at the beginning of the journey and the road is long.”**

**H.H. Sheikh Mohammed Bin Rashid Al Maktoum**

UAE VICE-PRESIDENT, PRIME MINISTER, AND RULER OF DUBAI



INSPIRED BY 

# INTRODUCTION

**Dubai is the ultimate destination in architectural innovation and excellence.** The emirate harnesses the beauty and power of its natural environment, creating aspirational mega developments where citizens, residents and visitors can live, work, play and visit in harmony.

Palm Jebel Ali is the absolute pinnacle of these elements coming together to create an aspirational destination within a destination, in Dubai. This is the eighth wonder of the world, this is one of a kind.

Palm Jebel Ali will exemplify what Dubai has achieved and continues to achieve, with the creation of homes and communities which are at one with the surrounding elements of sand, water and nature.

This is your home. This is Palm Jebel Ali.



# DUBAI 2040 URBAN MASTERPLAN



2040 دبي  
DUBAI

# ALIGN WITH KEY OUTCOMES



**5.8M**  
PEOPLE

Total resident population in Dubai by year 2040.

**ALIGNMENT**

Palm Jebel Ali will be home to 118,000 people (6% of Dubai's net increase in residents).



**5**  
URBAN CENTRES

Development of two additional urban centres.

**ALIGNMENT**

Palm Jebel Ali will form a major residential and leisure anchor for the new Expo 2020 Urban centre.



**+400%**  
BEACHES

Increase in space designated for public beaches.

**ALIGNMENT**

Palm Jebel Ali will provide several kilometres of public beaches.

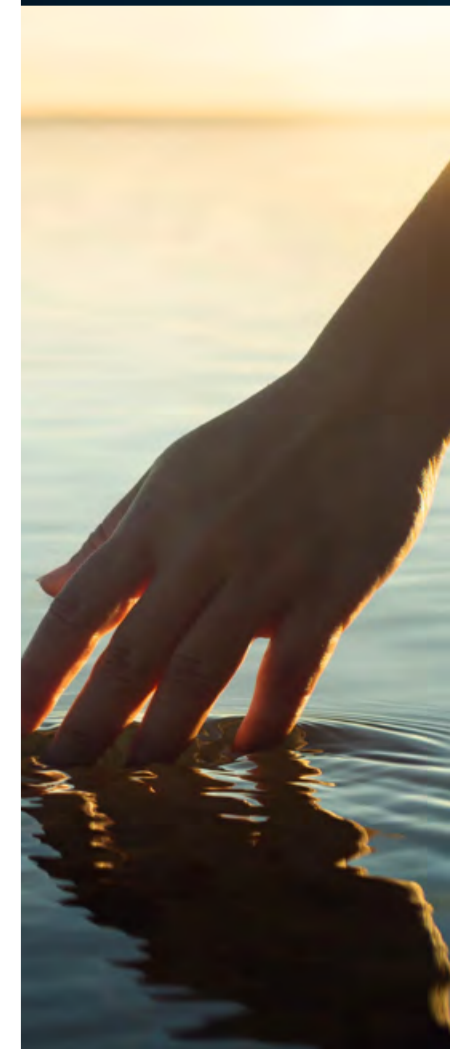


**+134%**  
HOSPITALITY

Increase in space for hotels and tourism activities.

**ALIGNMENT**

Palm Jebel Ali will feature 80+ hotels and resorts, along with other tourism destinations.





# PALM JEBEL ALI

PIONEERING PERFECTION



JEBEL ALI MARINE SANCTUARY

DUBAI PARKS AND RESORTS

DIRECT ACCESS

IBN BATTUTA MALL

PALM JUMEIRAH

JUMEIRAH ISLANDS

WORLD ISLANDS

20 KM  
25 MINS

30 KM  
32 MINS

10 KM  
12 MINS

EXPO CITY DUBAI

AL MAKTOUM AIRPORT

Sheikh Zayed Rd

Yalays Street/Jebel Ali-Al Hibco Rd

Sheikh Zayed Rd

A+ Khail Rd

Sheikh Mohammed Bin Zayed Rd

Expo Rd

Sheikh Mohammed Bin Zayed Rd

# THE PROJECT VISION

## A COSMOPOLITAN PARADISE



**113M**

Square feet of GFA



**90KM**

Beachfront



**110KM**

Coastline



**118,000**

Residents



**80+**

Hotels and resorts



SIGNATURE YACHT CLUB



LUXURY LIFESTYLE MALL



HOSPITALITY CRESCENT



EXCLUSIVE BEACH CLUBS



SUNSET BEACH PROMENADE



LEISURE PARK



ICONIC TOWER WITH 360° PANORAMIC VIEWS



SUNSET WATERFRONT PROMENADE



SPORTS & WELLNESS CLUB



ECO RESORT



SIGNATURE WELLNESS RESORT



CELEBRATION VILLAGE



OCEANVIEW TOWERS



FAMILY RESORT



HOSPITALITY CRESCENT



SUNRISE WATERFRONT PROMENADE





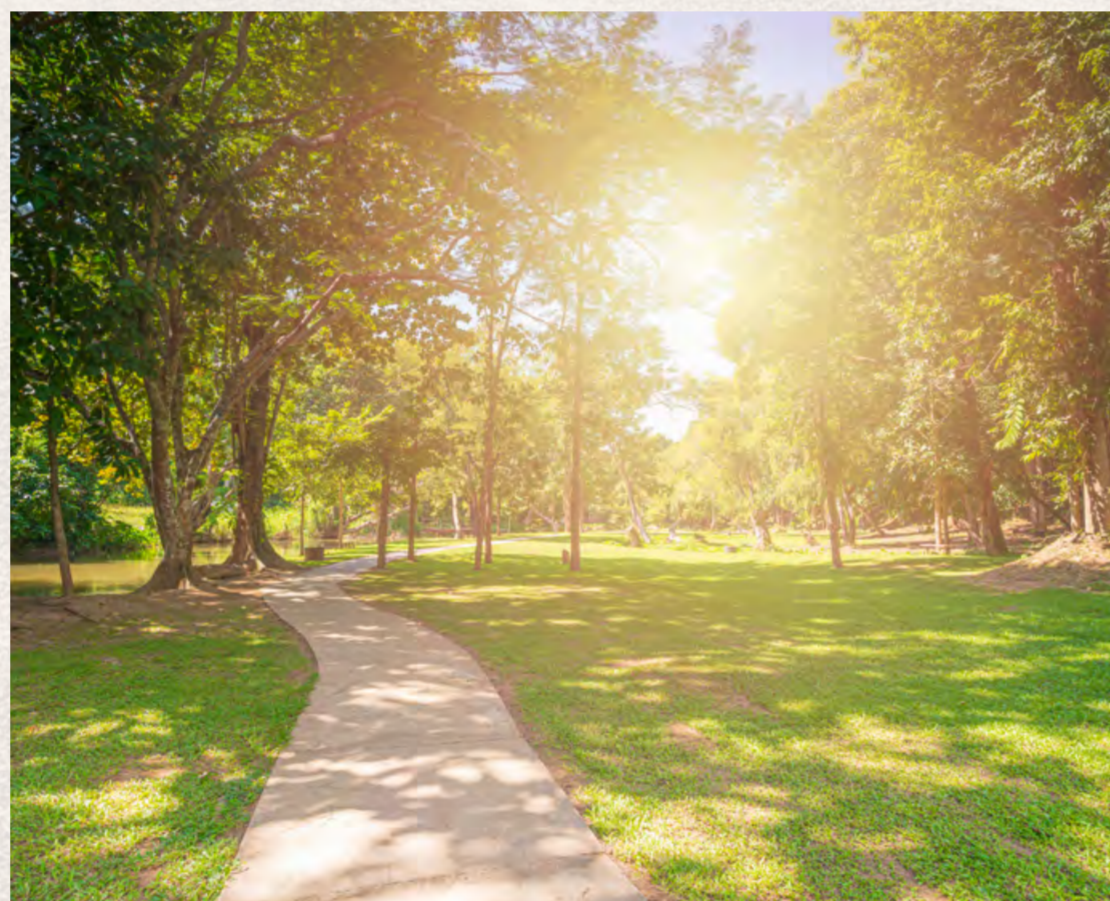
# DESIGN OBJECTIVES

## HAPPY CITY



Emphasise a holistic user experience, based on advanced research in psychology, neuroscience, sociology, and public health.

## ABUNDANT GREEN



Incorporate an abundance of open spaces offering a variety of recreational and leisure activities.

## WELLNESS



Emphasise active and healthy living with design that addresses air, water, light, comfort, and the mind.

## DIGITAL SMART CITY



Embed smart city technology throughout the development to optimise performance and improve the user experience.

# ECOLOGY TARGETS



- Strict health, safety, and environment protocols to minimise or eliminate dust from construction activities.
- Any corals found in development areas to be transplanted to safe and suitable locations with additional propagation.
- Develop ecological resorts and recreational activities.
- Implement rigorous conservation guidelines for nesting turtles, notably for the endangered Hawksbill turtle.
- Palm Jebel Ali beaches and coastal areas will be designed to reinforce the Jebel Ali Marine Sanctuary.



# INNOVATION

Palm Jebel Ali is cutting-edge engineering, design, and intelligent infrastructure at the highest level. This incredible reclamation development is a man-made masterpiece. It is an idyllic, futuristic destination, with spectacular views, an abundance of greenery and impressive smart technology.

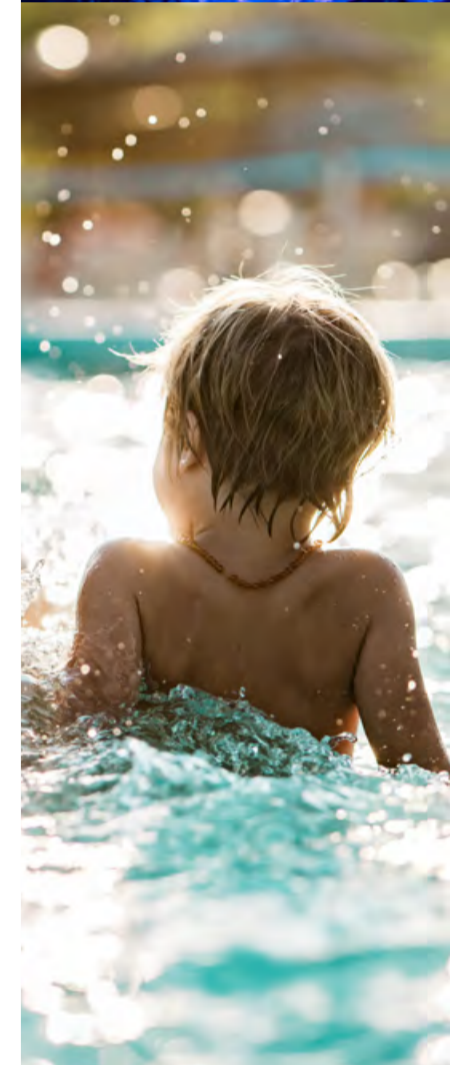


## 20-minute city approach will be implemented to ensure greater efficiency in services and amenities.

- Biophilic urban design approach connects people to nature, supporting cognitive function, physical health and psychological wellbeing.
- Mobility networks are reimagined, inverting the traditional car-oriented hierarchy to focus on people orientated mobility, whether pedestrian, cycling or electric micro-mobility.
- Destination art programme features a range of sculptures, murals and digital art to add joy to residents and visitors.
- The wellness-oriented hospitality destinations offer enhanced recovery, advanced training and beauty programmes.
- Future-proofed rights-of-way accommodate both current public transport and future autonomous transport modes.

## Palm Jebel Ali will feature abundant recreational spaces, catering to a diverse range of activities.

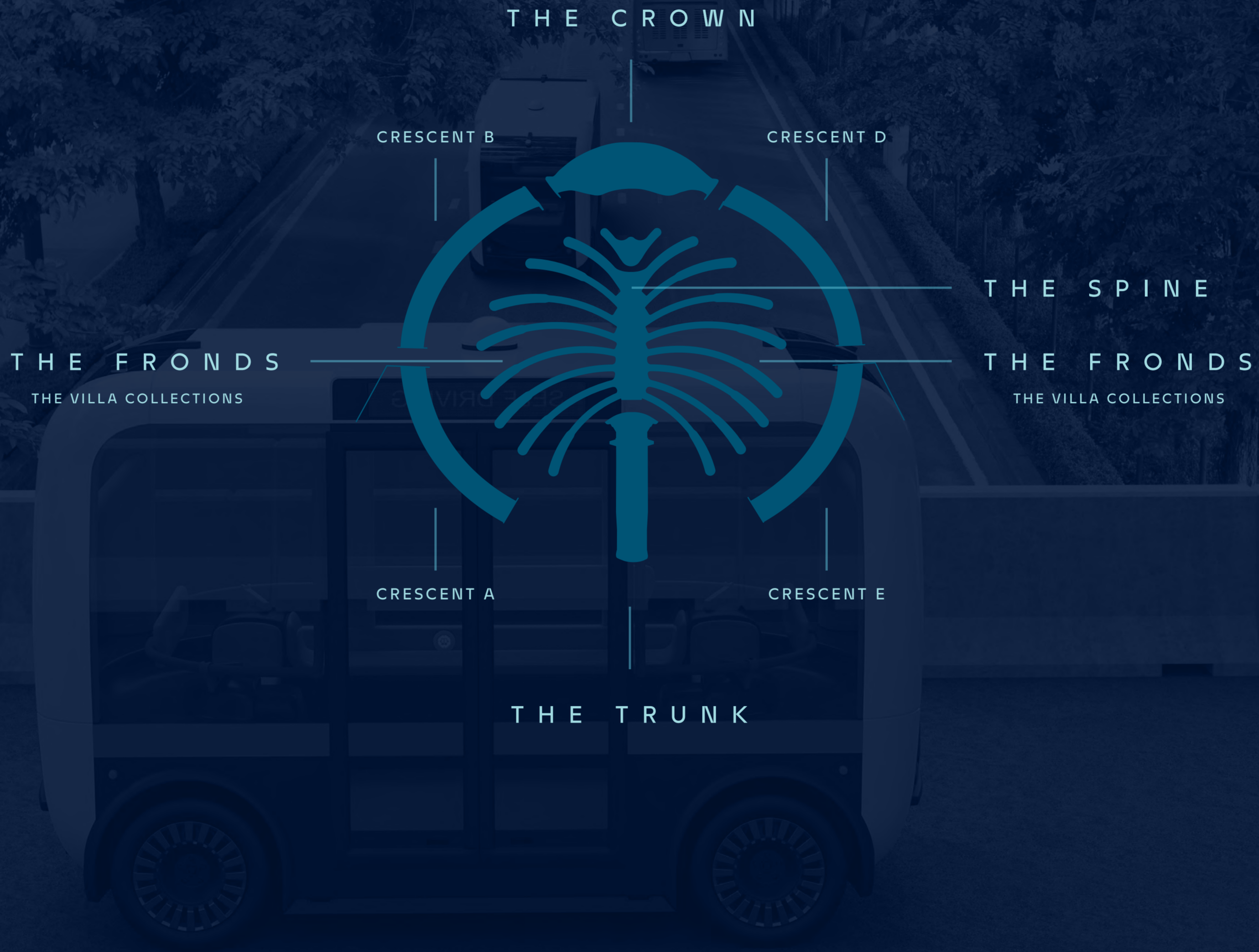
- Reimagined community hubs feature spaces for remote work and small-scale media, digital or physical production.
- Organic community gardens and markets are integrated with community hubs, promoting healthy lifestyles and a stronger sense of community.
- Advanced thermal comfort strategies incorporate active and passive cooling measures to increase outdoor activities.
- Pioneer of opportunities for enhanced eco-systems, including 3D printed coral reef structures.
- Smart city technology will be deployed to streamline transportation management and optimise infrastructure delivery.





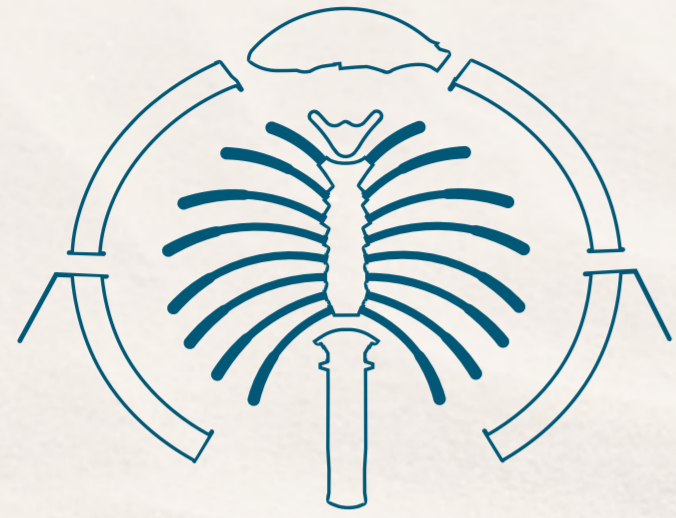
# THE MASTERPLAN

A PERFECT PARADISE



An aerial photograph of a beach and ocean. The left side shows a wide, sandy beach in a warm, golden-brown hue. The right side shows the ocean with white foam from waves breaking onto the shore. The text 'THE FRONDS' is centered horizontally across the image, with the letters filled with a pattern of green palm fronds. The 'F' and 'R' are partially obscured by the white foam of the waves.

# THE FRONDS



# THE FRONDS CHARACTER

EXCLUSIVE



CONSIDERED



TRANQUIL



The Fronds | Ultra Luxury Villas





The Fronds | Aerial View

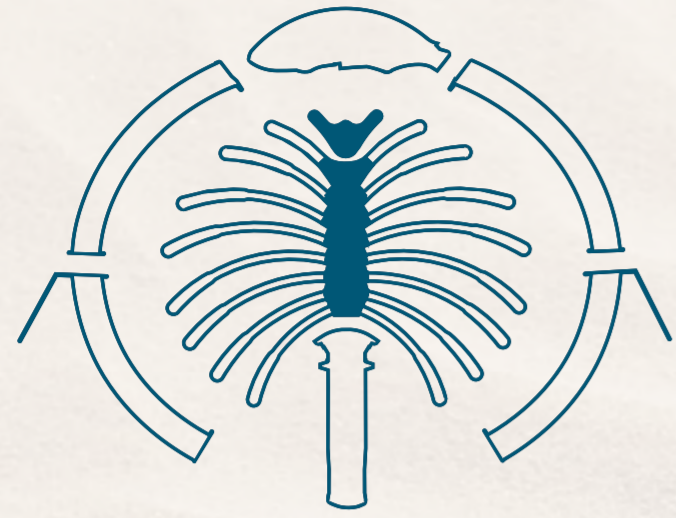


The Fronds | Exclusive Beach









# THE SPINE CHARACTER

AMENITY RICH



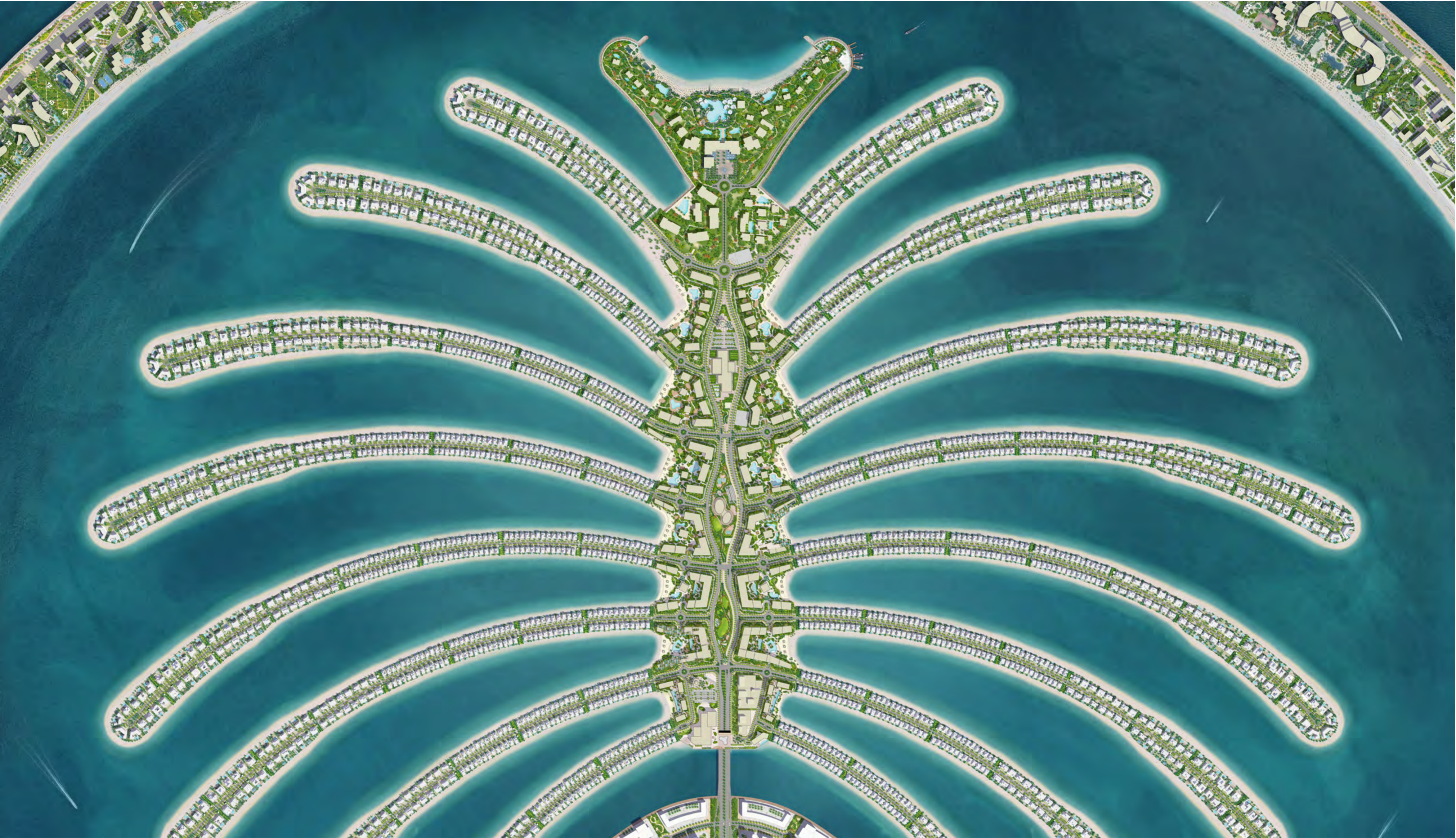
COMMUNAL



WELLNESS



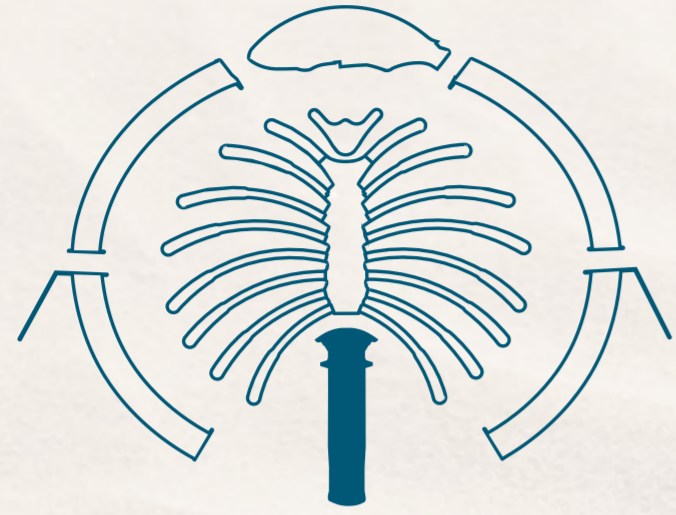
The Spine | Aerial View



The Spine | Terrace View



# THE TRUNK



# THE TRUNK CHARACTER



URBAN



ENERGETIC



SOCIAL



The Trunk | Infinity Pool



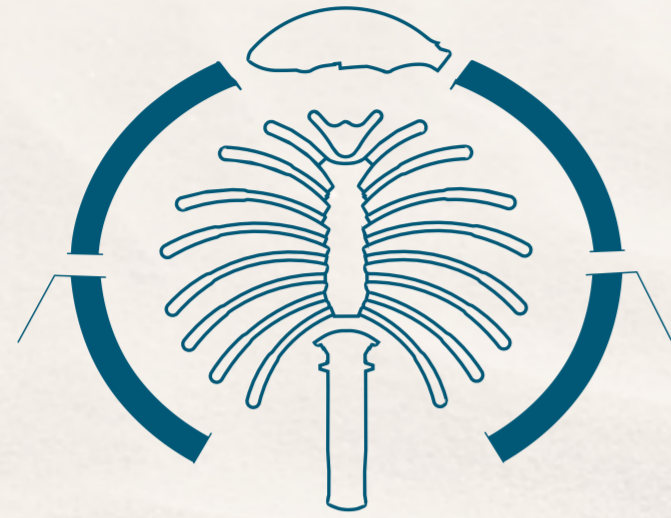




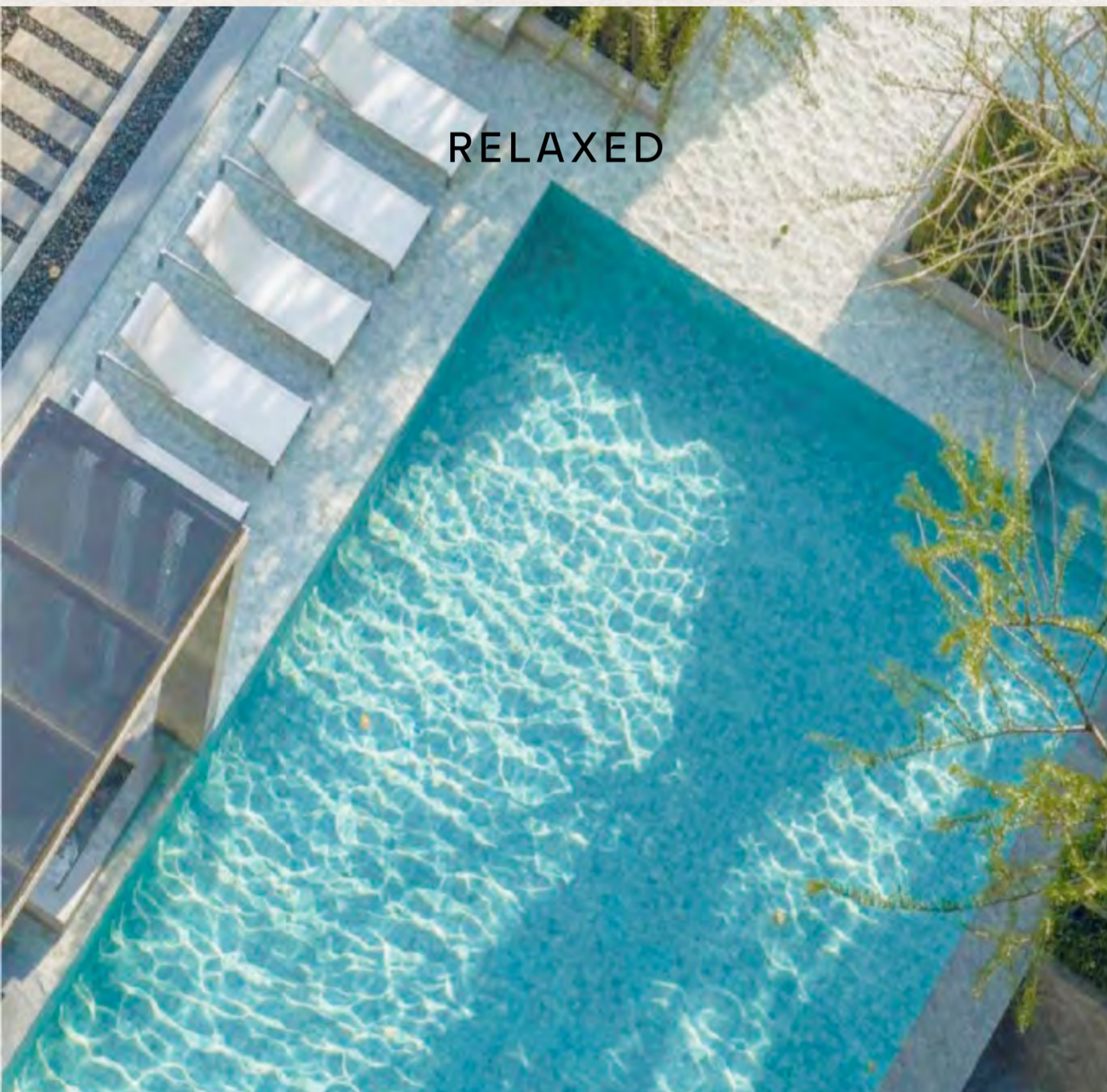
The Trunk | Signature Observation Tower (View from Central Park)



# THE CRESCENTS



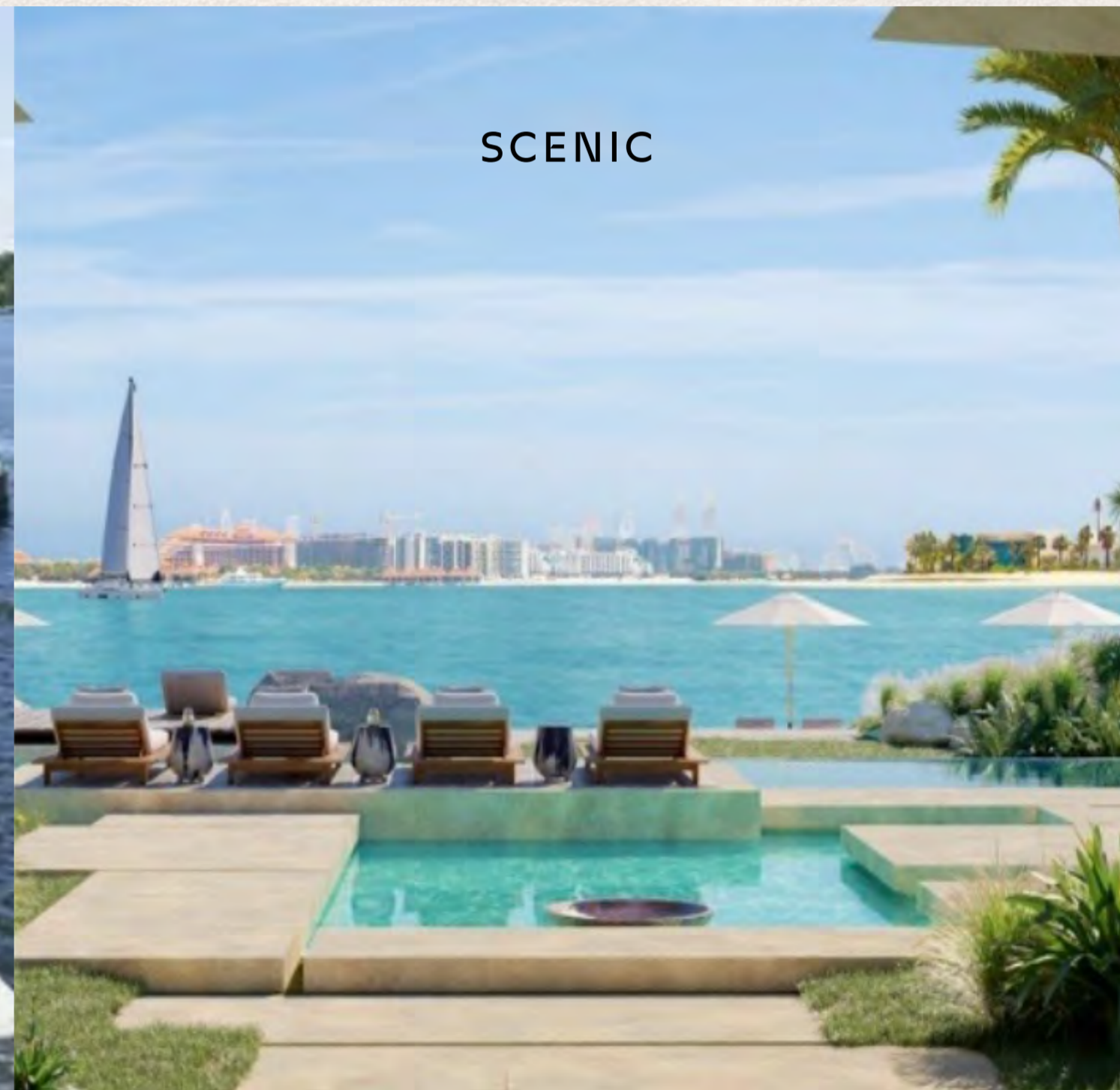
# THE CRESCENTS CHARACTER



RELAXED



RECREATIONAL



SCENIC

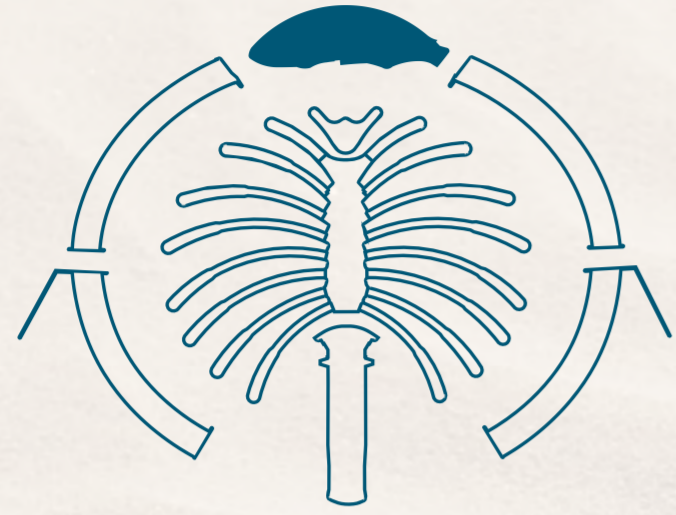


The Crescents | Yacht Club





# THE CROWN



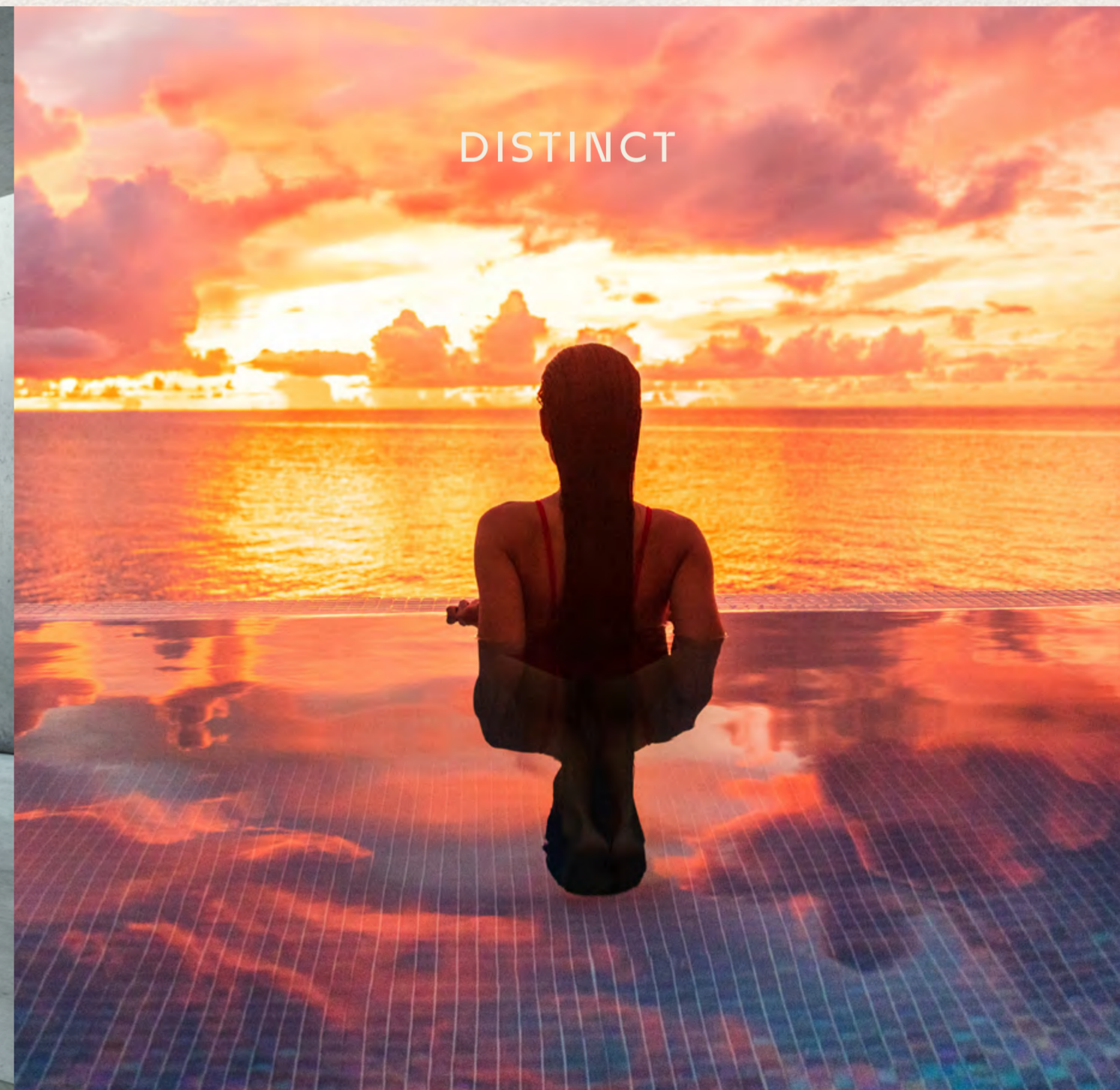
# THE CROWN CHARACTER



CELEBRATORY



GRAND



DISTINCT



The Crown | Celebration Square





**NAKHEEL**

[nakheel.com](http://nakheel.com)