

**PALM  
JEBEL ALI**

**NAKHEEL**





# PALM JEBEL ALI

**“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

# 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 120,000 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.

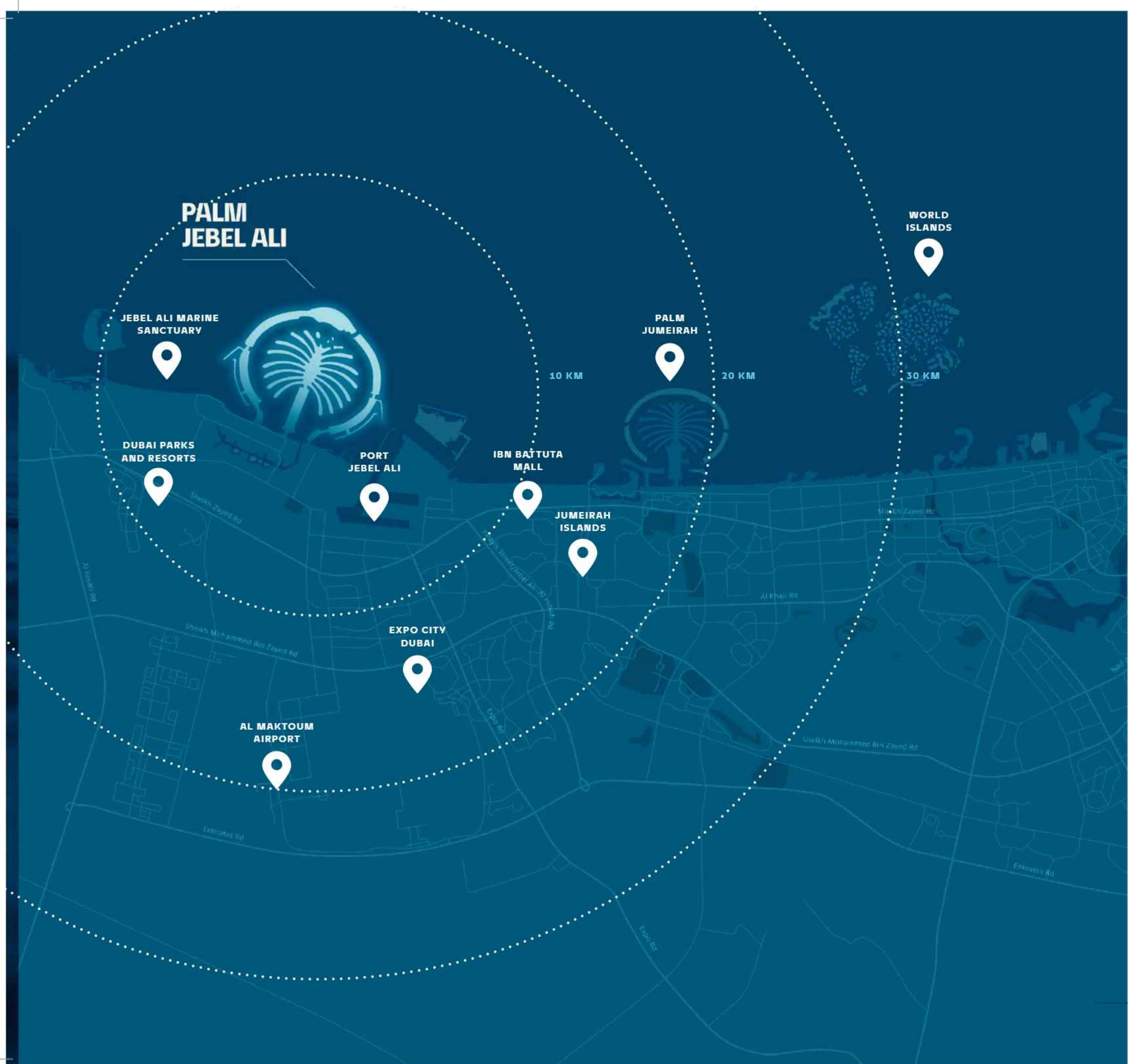
### ALIGNMENT

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



# PALM JEBEL ALI

PIONEERING PERFECTION



# THE PROJECT VISION

## A COSMOPOLITAN PARADISE



**13.3**

Square kilometers  
of land



**10.5m**

Square meters of  
development



**110km**

Coastline



**120,000**

Residents



**80+**

Hotels and resorts



**90km**

Beachfront



HOSPITALITY  
CRESCENT

BEACH CLUBS

SUNSET BEACH  
PROMENADE

ICONIC TOWER WITH  
360° PANORAMIC VIEWS

SUNSET WATERFRONT  
PROMENADE

SPORTS  
& WELLNESS CLUB

ECO RESORT

SIGNATURE  
WELLNESS RESORT

CELEBRATION  
VILLAGE

SEA GATE  
TOWERS

FAMILY RESORT

FAMILY  
BEACH CLUB

LEISURE PARK

HOSPITALITY  
CRESCENT

SUNRISE WATERFRONT  
PROMENADE



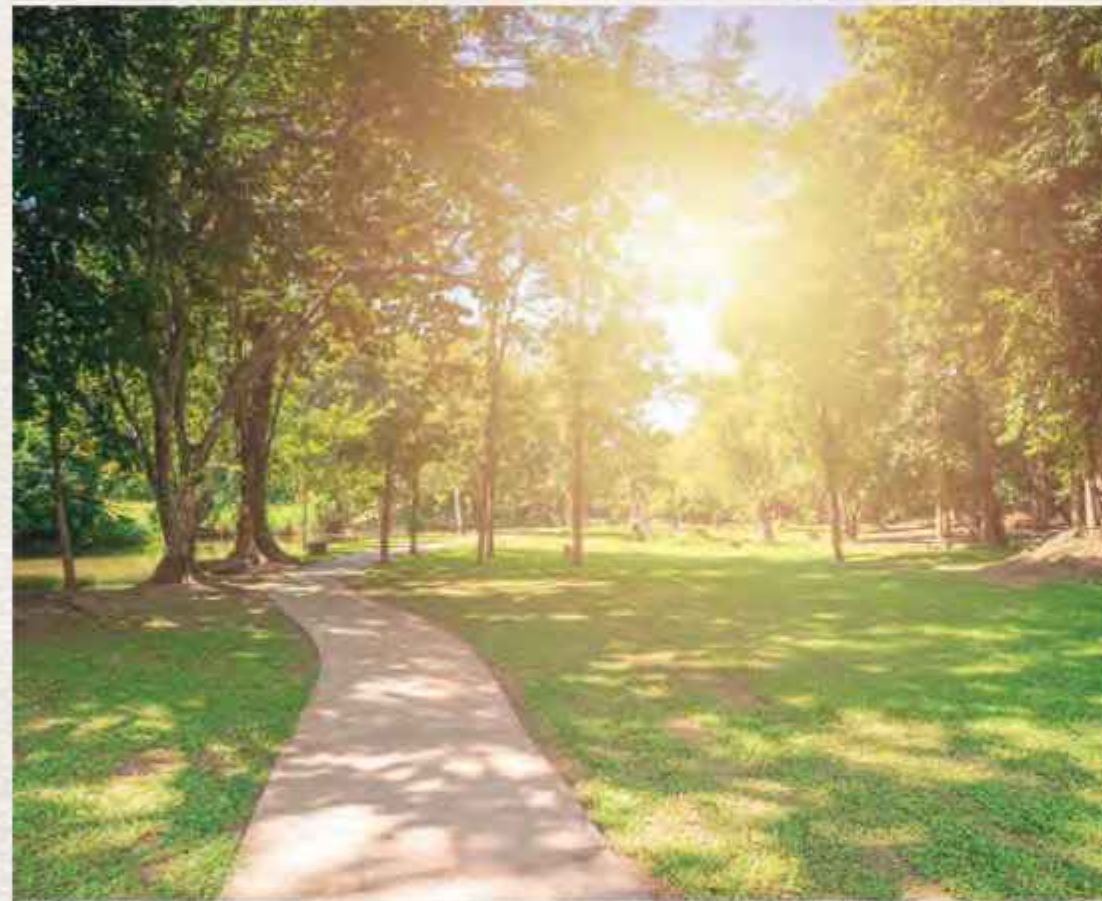
# DESIGN OBJECTIVES

## 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.



# SUSTAINABILITY TARGETS

## 2023 – THE YEAR OF SUSTAINABILITY

The year 2023 is dedicated to sustainability, under the theme, **‘Today for Tomorrow’**.



The project has been created with careful regard to the local and natural environment and waterfront setting and has been built to stand the test of time.

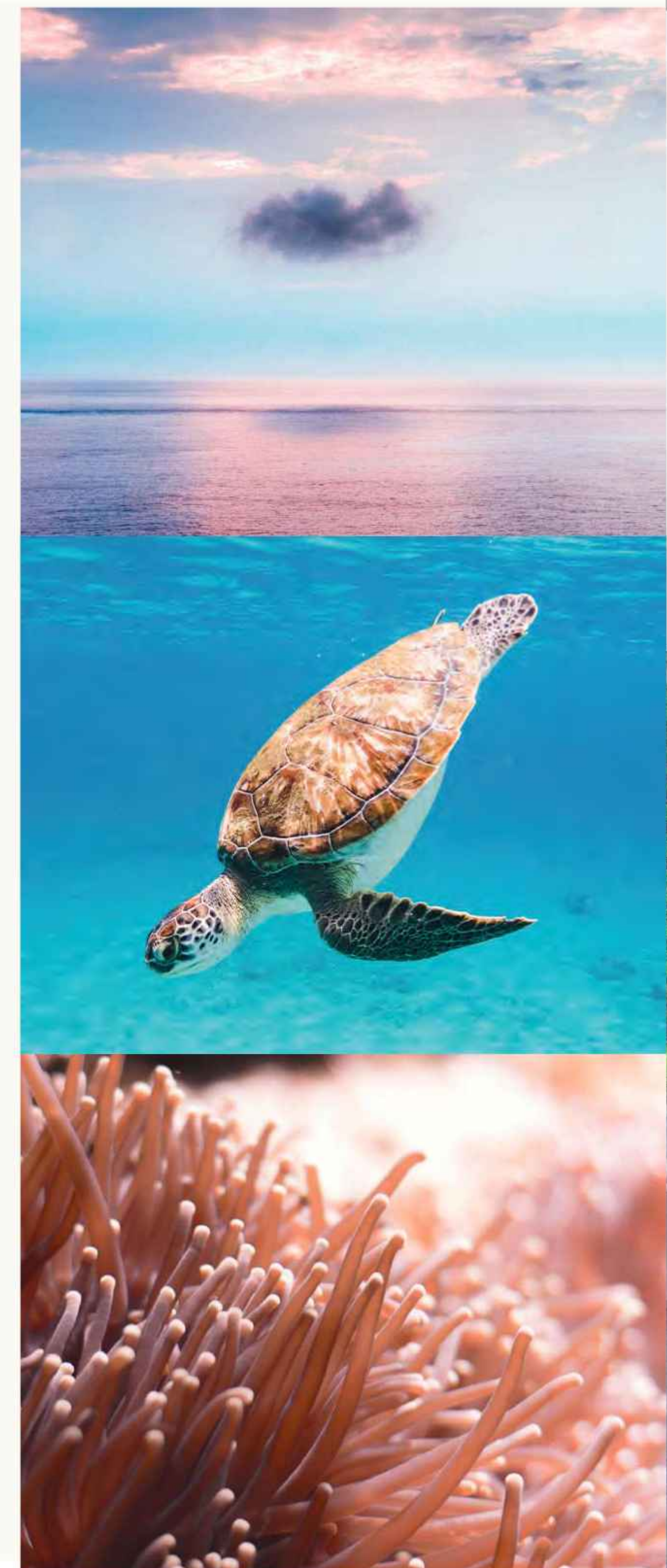
- Provide daily needs for residents within **15-minute** walking or cycling radius.
- Dedicated recycling stations in all destinations.
- **20%** of trips by alternative transport.
- Provide shade to **100%** of pedestrian passages.
- Alternative energy to supply **30%** of public realm requirements.
- Achieve Blue Flag certification for at least one beach.



# 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.

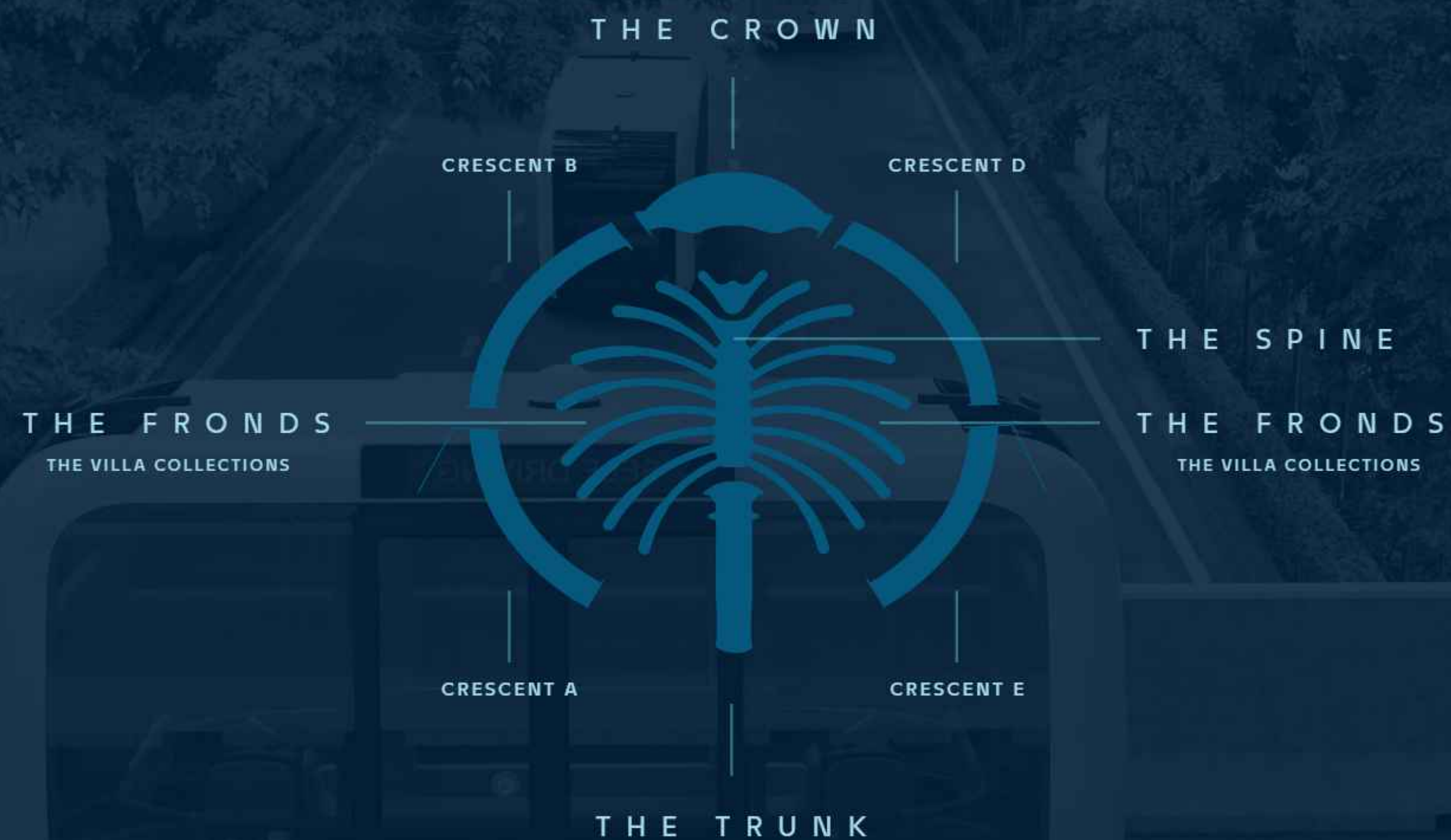
**Palm Jebel Ali will feature abundant recreational spaces, catering to a diverse range of activities.**

- 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.



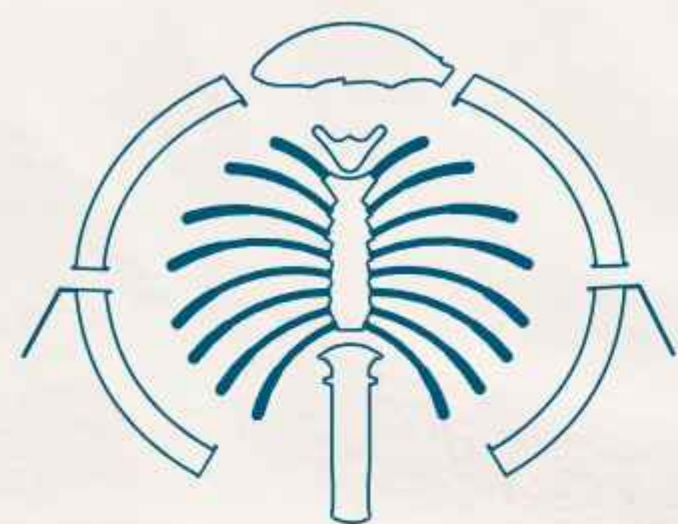
# THE MASTERPLAN

A PERFECT PARADISE



An aerial photograph of a coastline. The left side of the image shows a wide, sandy beach in a warm, orange-brown hue. The right side shows the ocean with white, foamy waves breaking against a dark, textured shoreline. The title 'THE FRONDS' is centered across the image, with the letters 'THE' and 'FRONDS' in a light orange color and the word 'FRONDS' in a dark, textured color that matches the ocean's appearance.

# THE FRONDS



## THE FRONDS CHARACTER

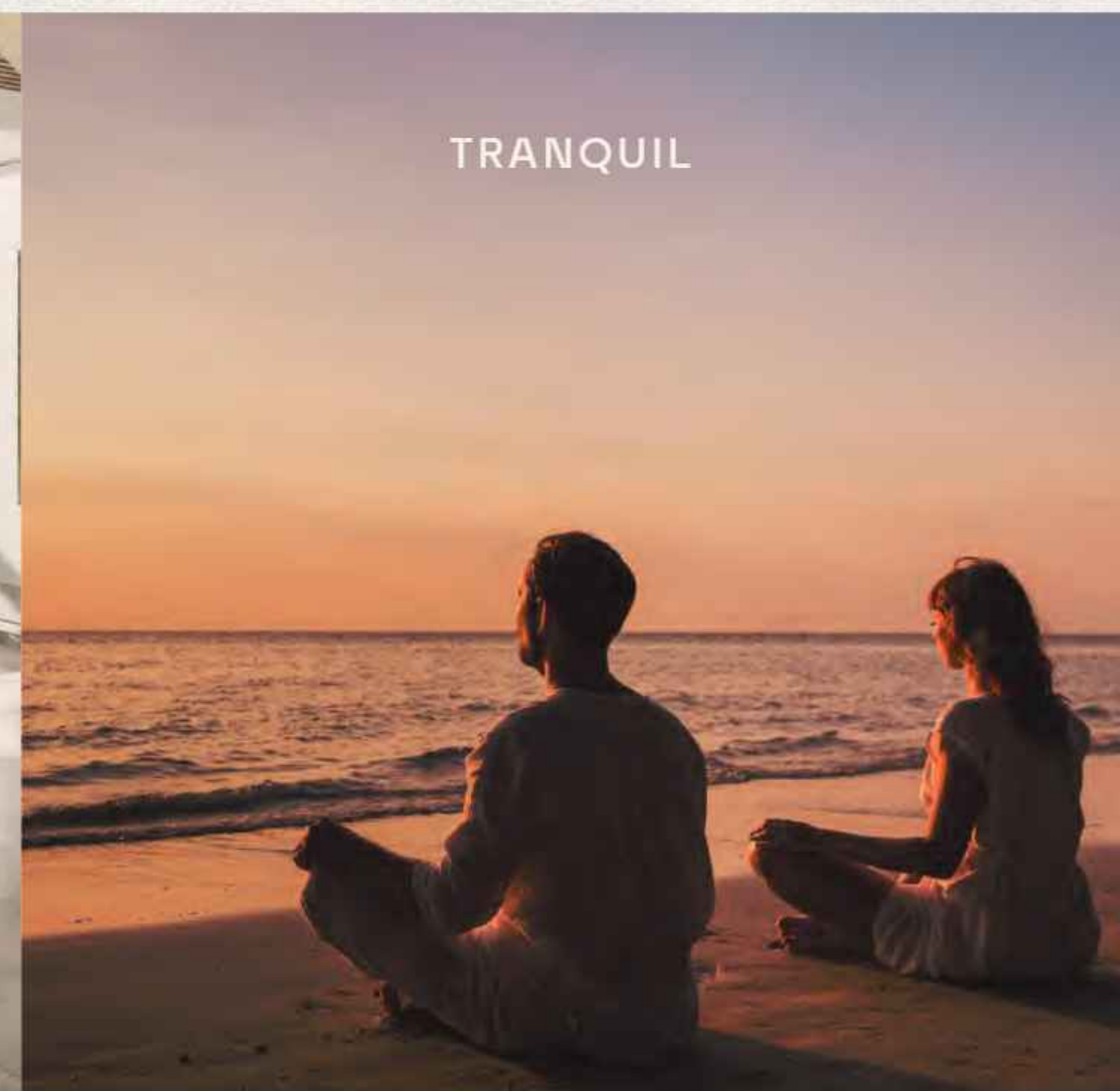
EXCLUSIVE



CONSIDERED



TRANQUIL

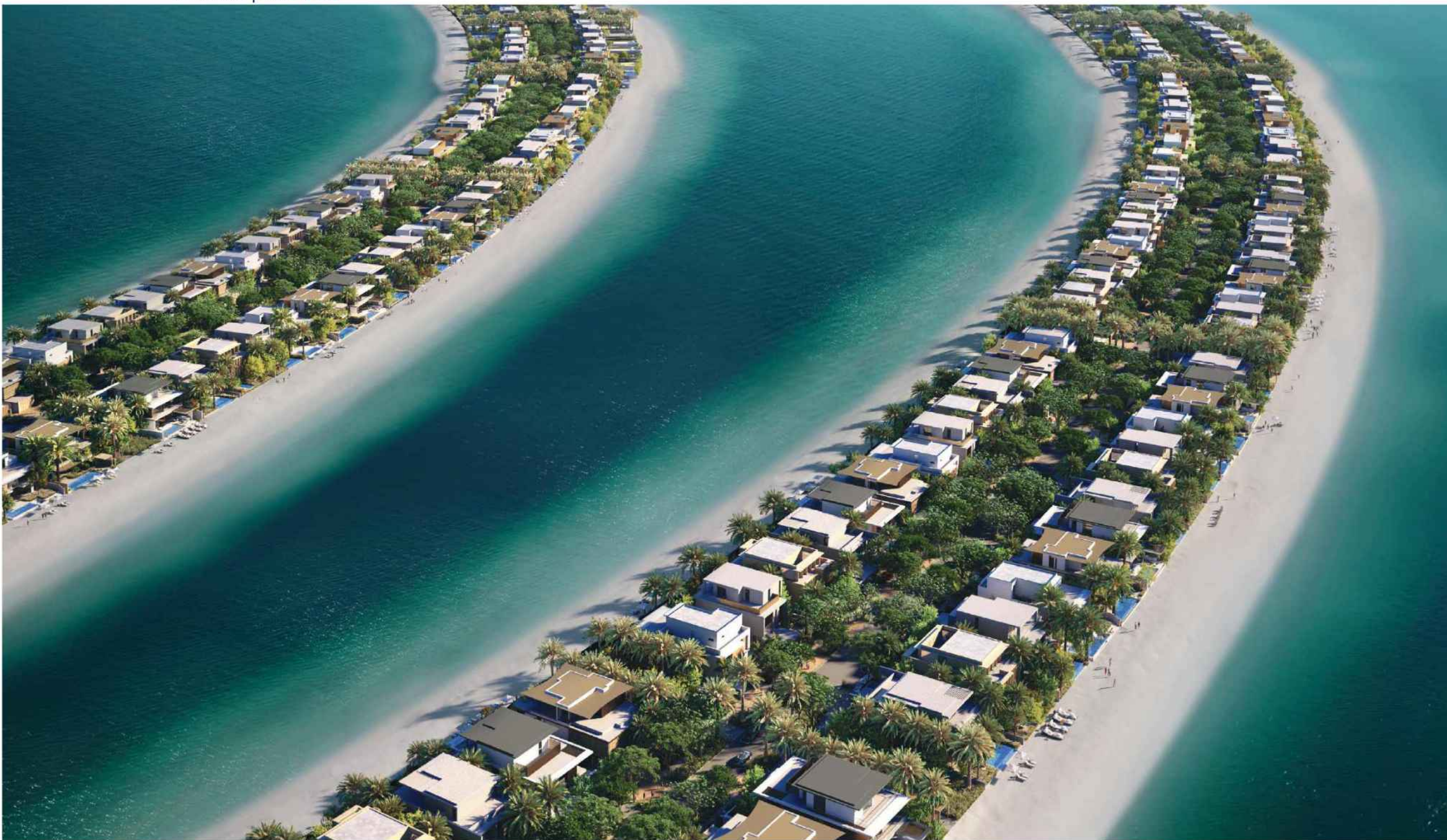


The Fronds | Ultra Luxury Villas





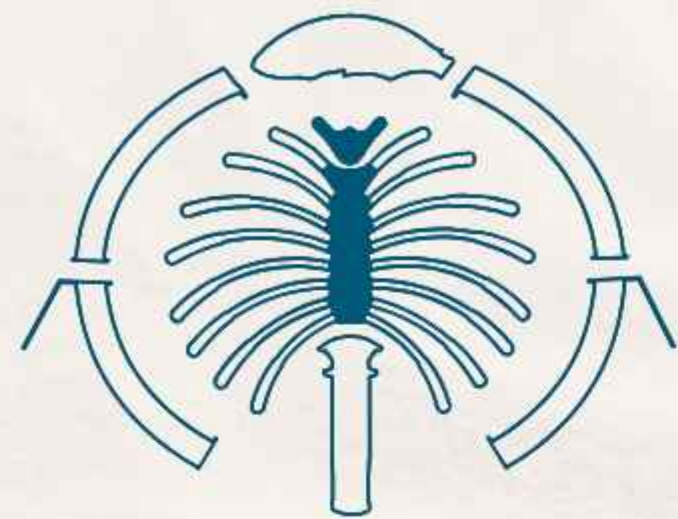
The Fronds | Aerial View



The Fronds | Exclusive Beach







# THE SPINE CHARACTER

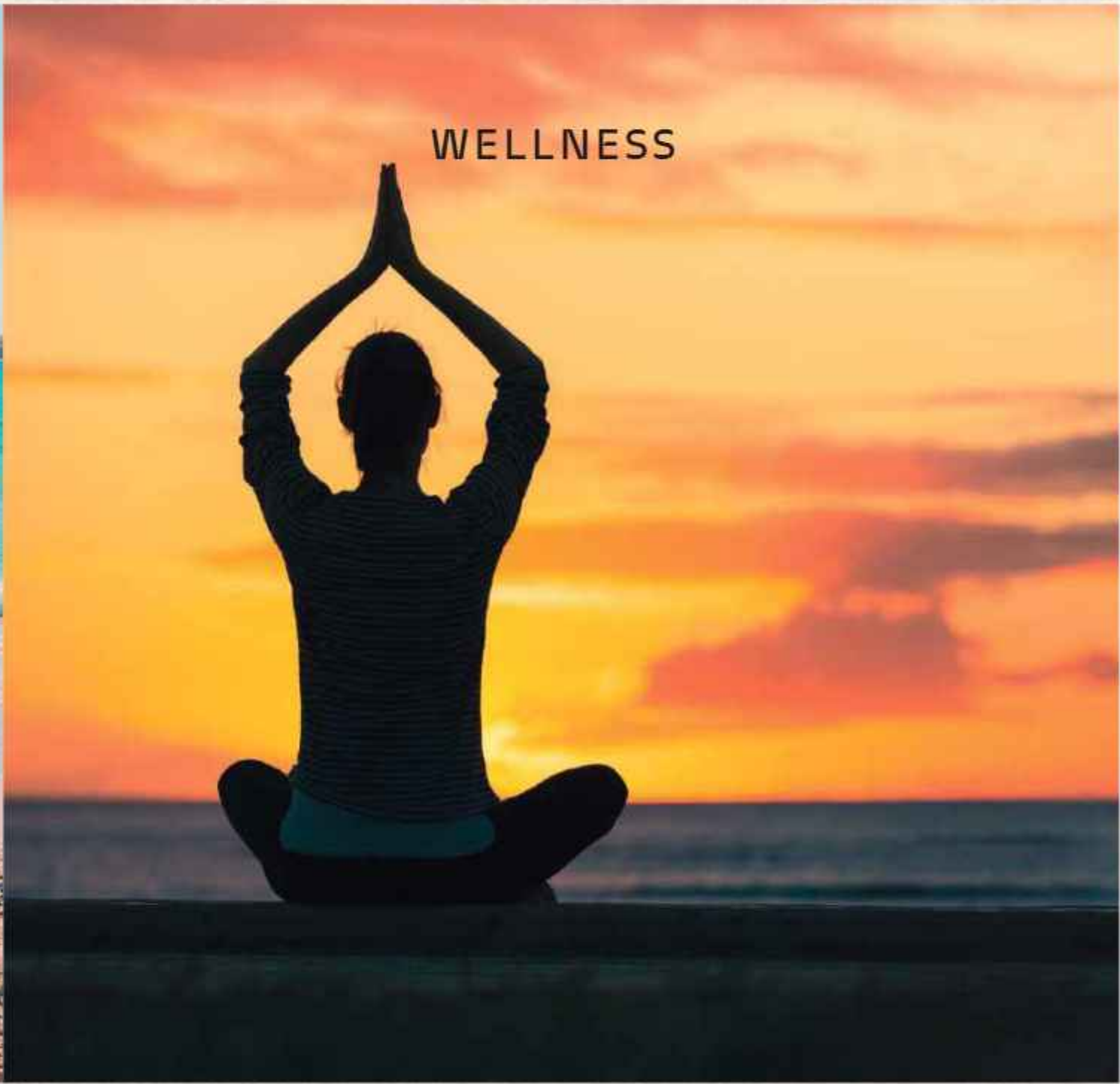
RELAXED



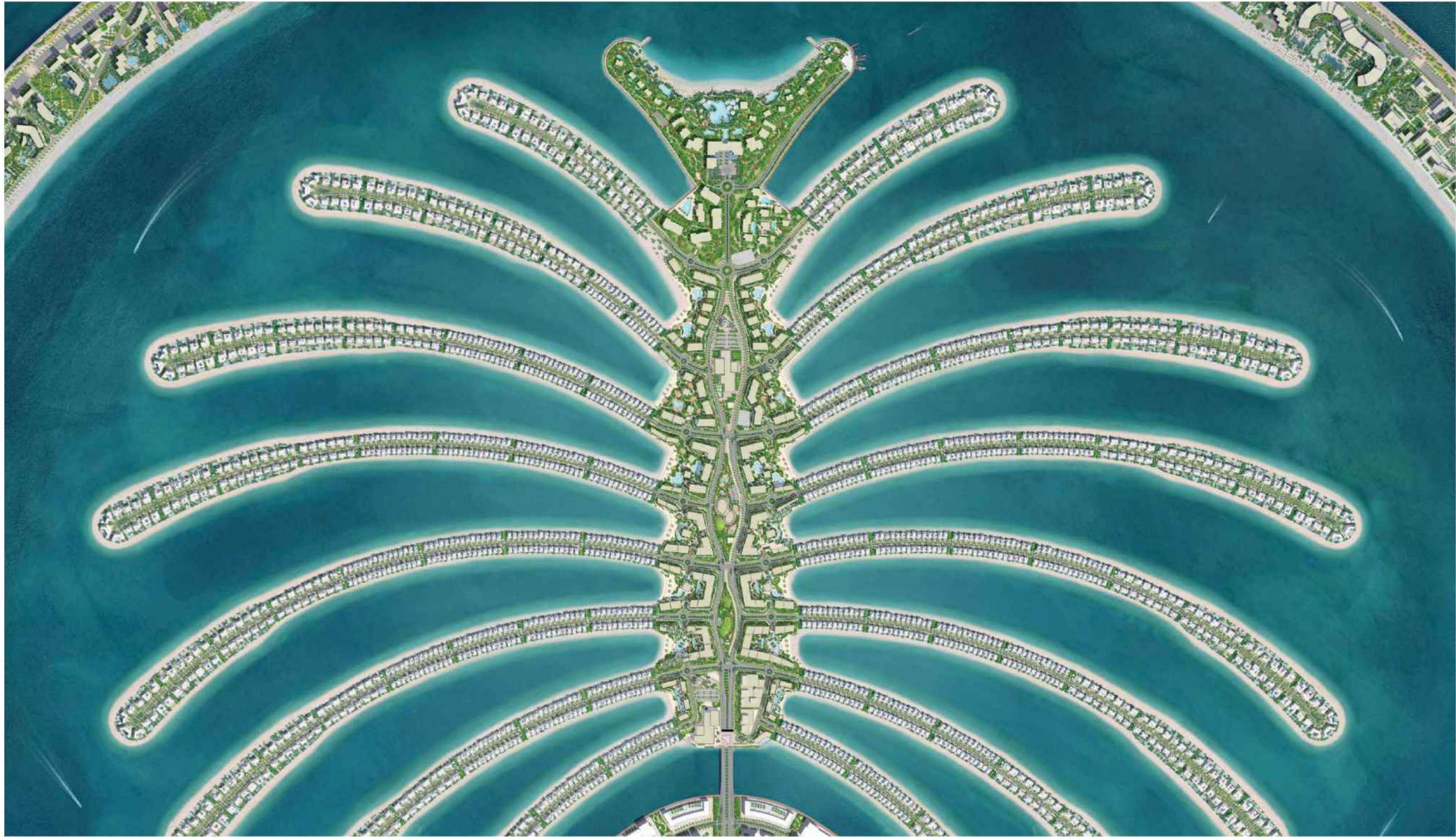
COMMUNAL



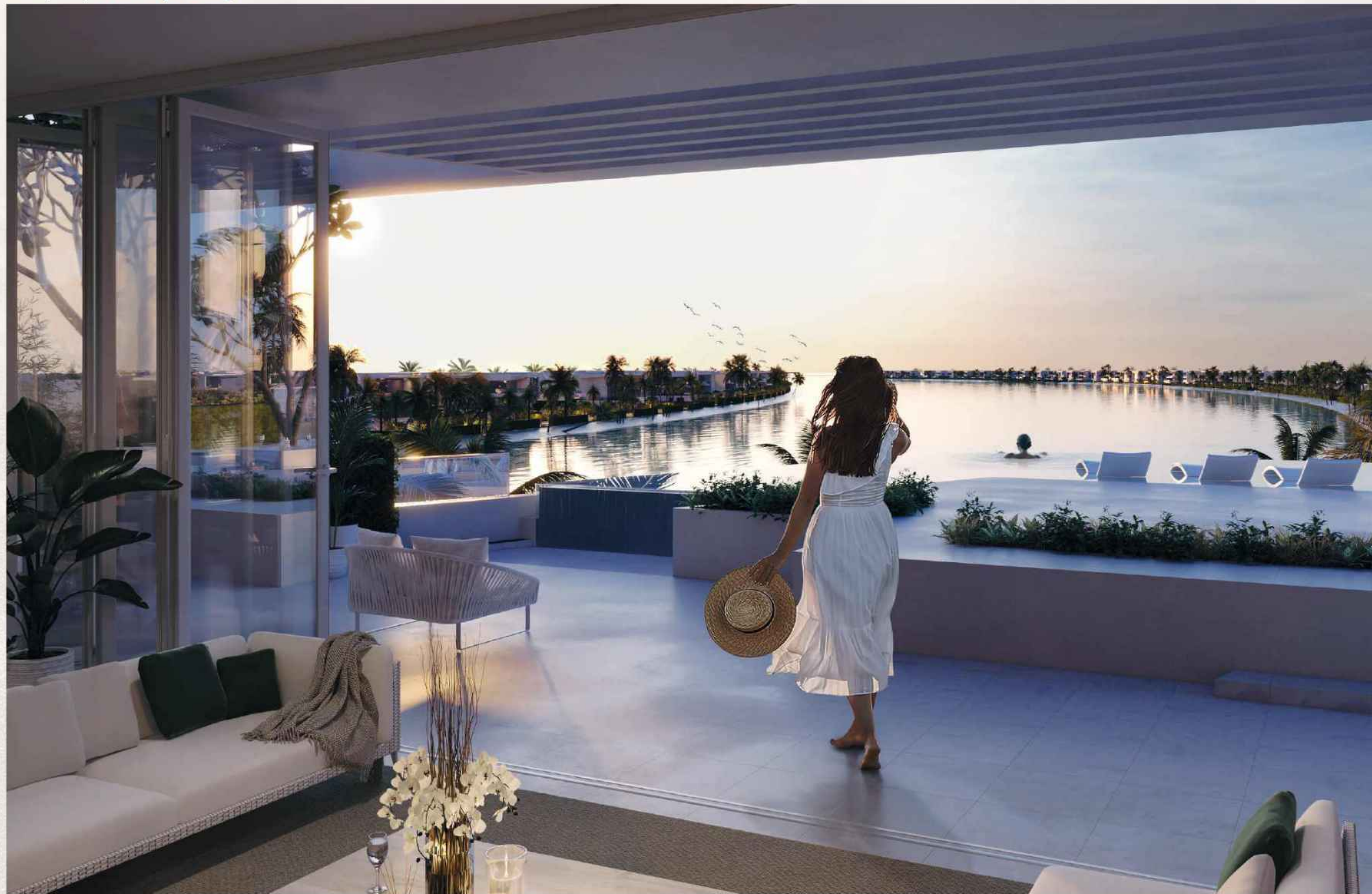
WELLNESS



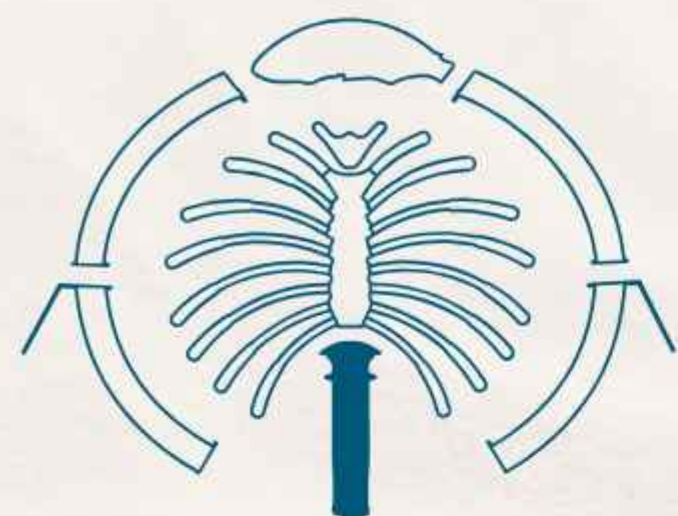
The Spine | Aerial View



The Spine | Resort-Style Living



# THE TRUNK



## THE TRUNK CHARACTER



HIP



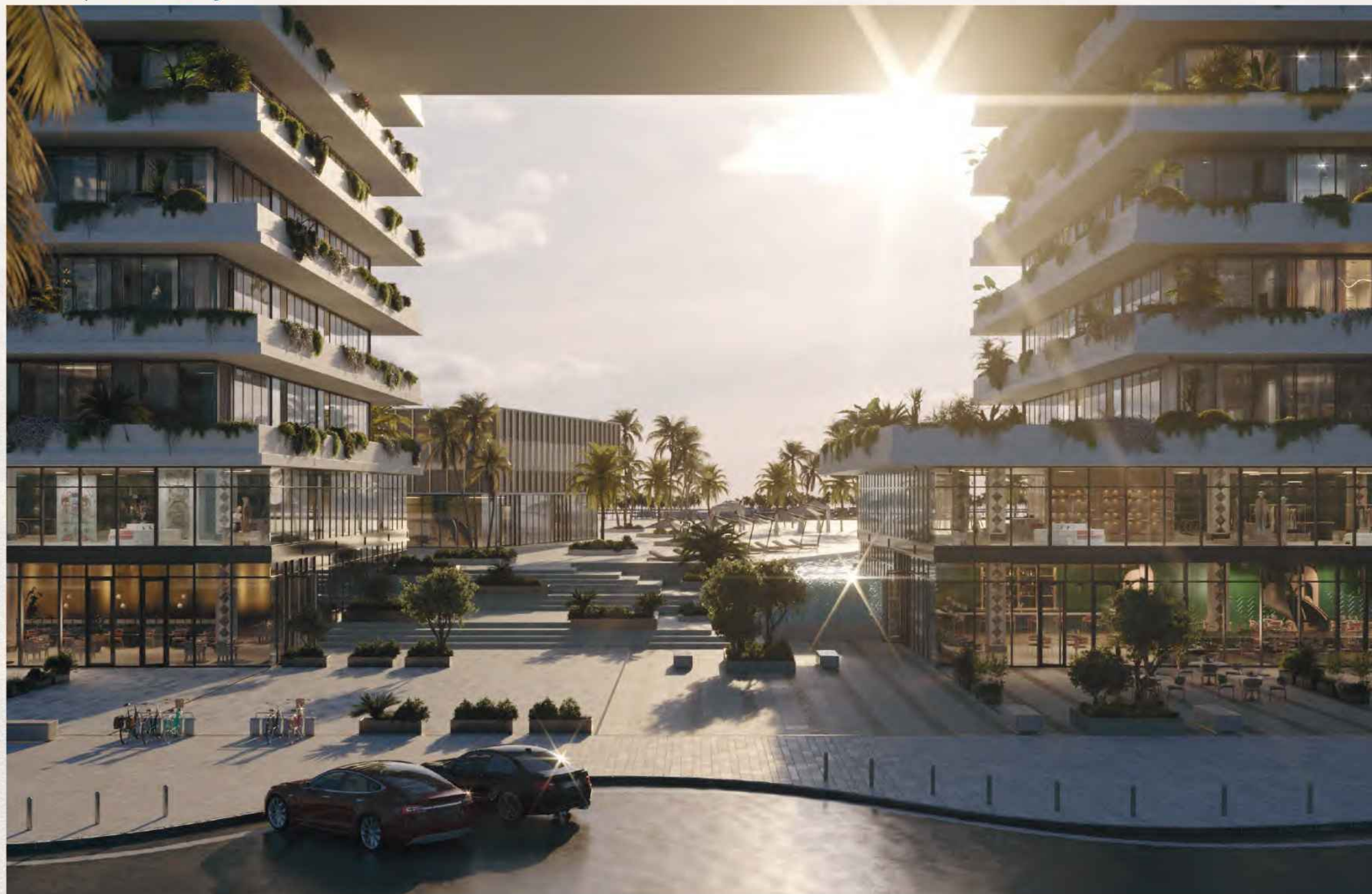
ENERGETIC



SOCIAL



The Trunk | Mixed-Use Living





# THE CRESCENTS

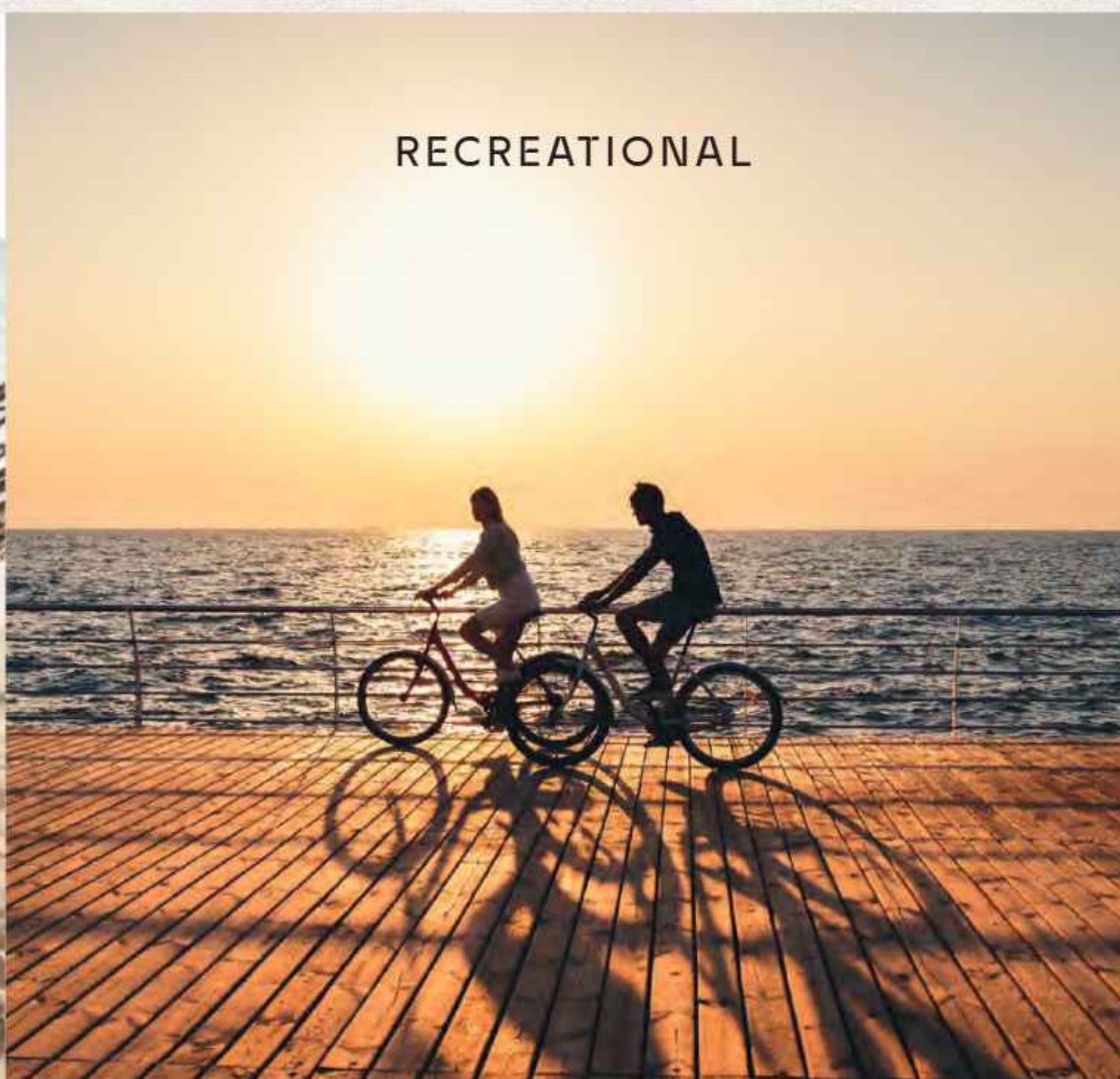


## THE CRESCENTS CHARACTER

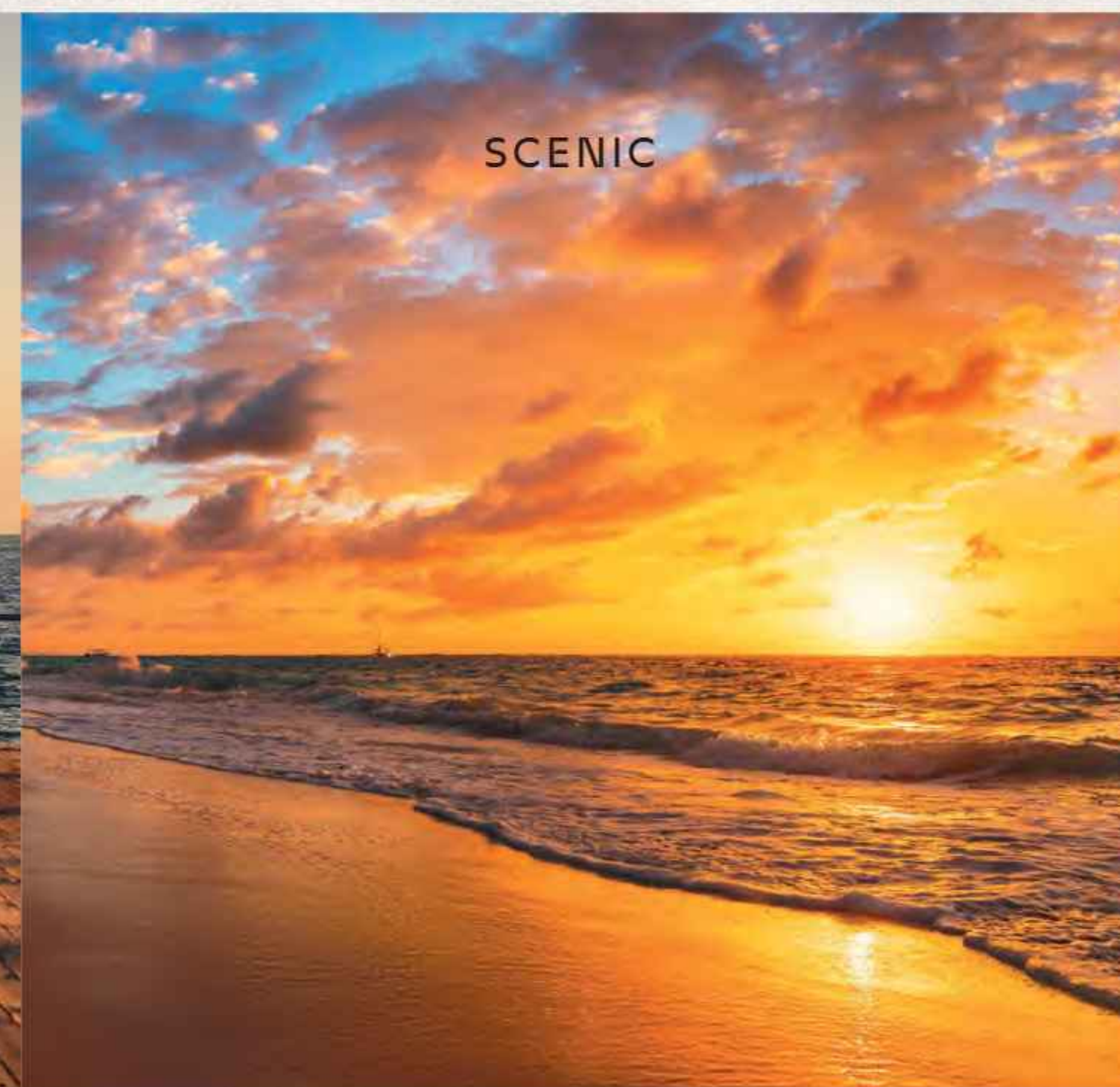
RELAXED



RECREATIONAL



SCENIC

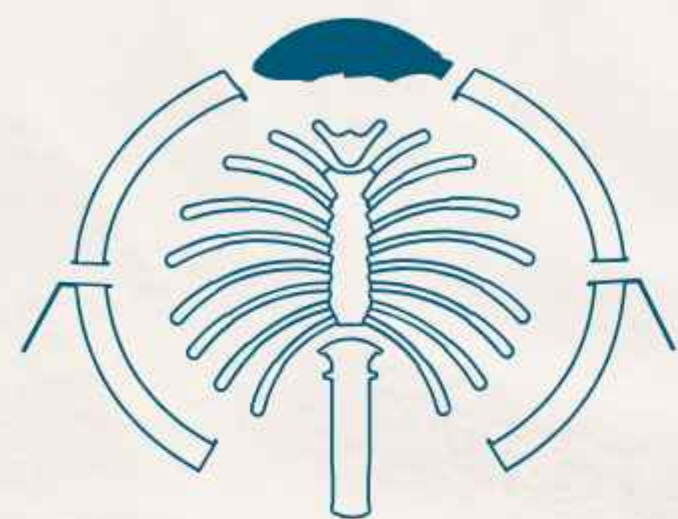




The Crescents | Waterfront Living







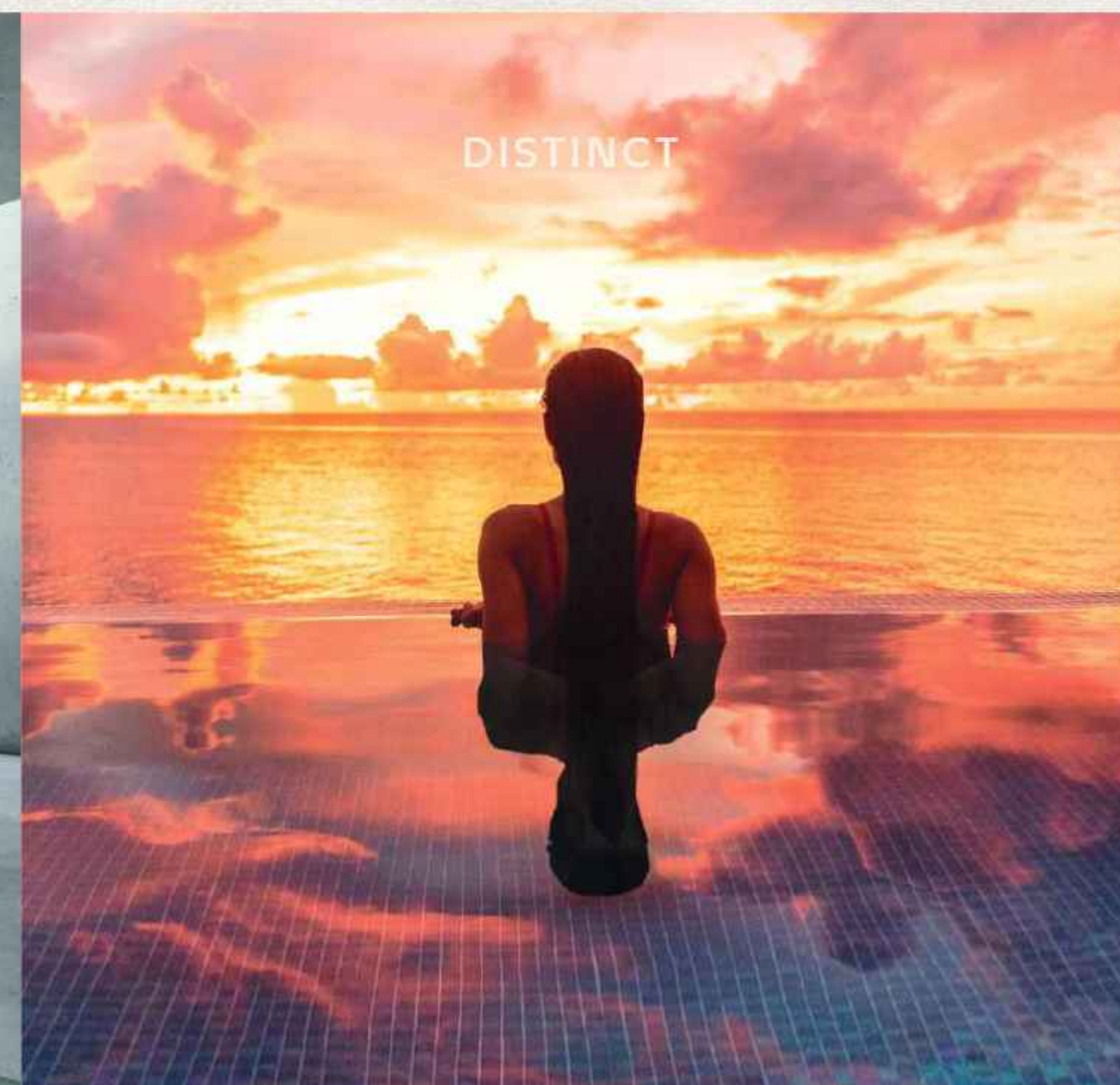
## THE CROWN CHARACTER



CELEBRATORY



GRAND



DISTINCT

The Crown | Celebration of Life





# DIVERSITY OF VILLAS / 16 VILLA TYPES

# FROND VILLAS GENERAL DESCRIPTION

Unit layouts cater to a broad diversity of lifestyles.



Seamless indoor-outdoor connectivity.



Variety of architectural offerings, within a contemporary design expression.

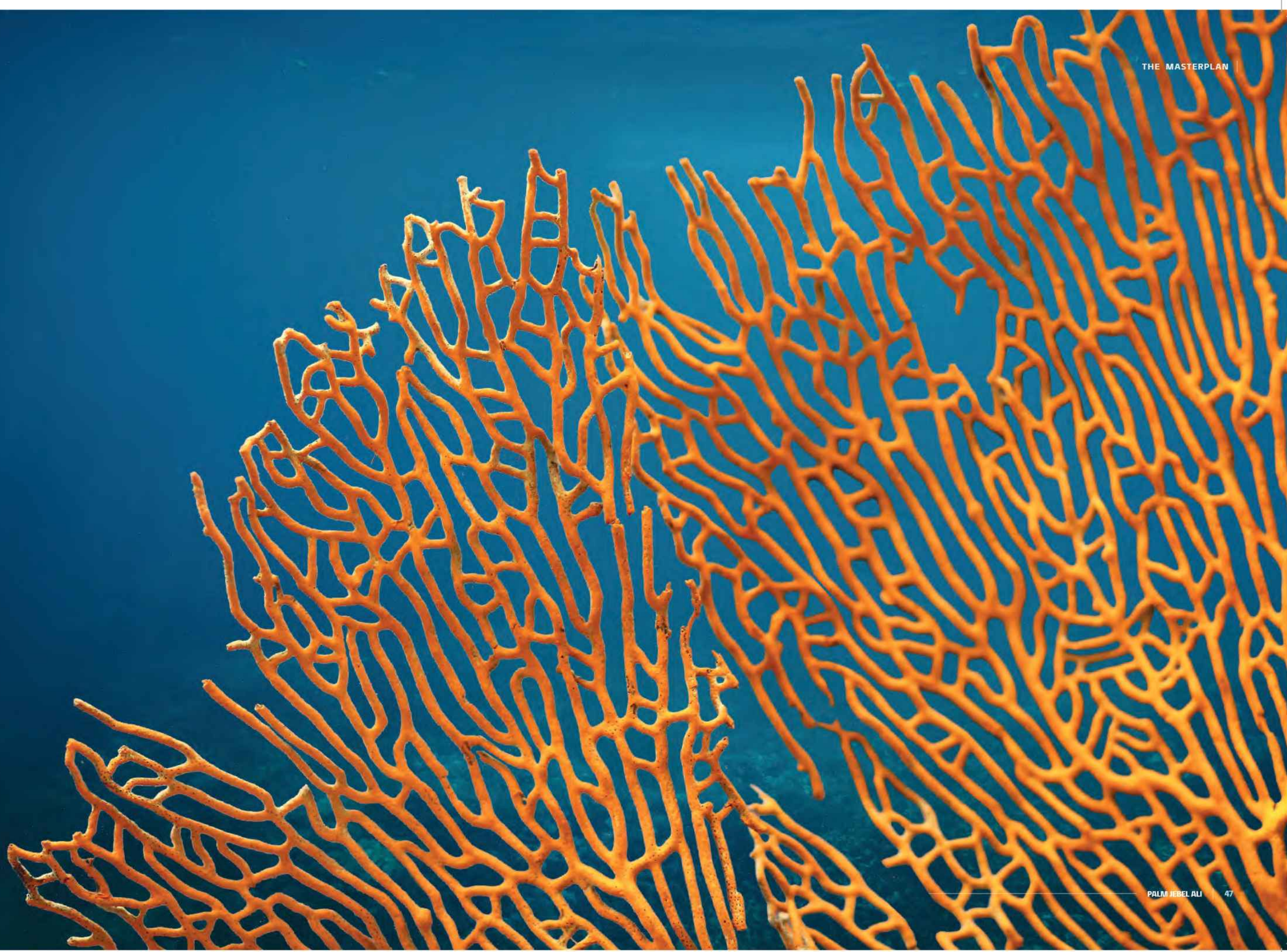


Extensive floor-to-ceiling glazing oriented to embrace the views to the beach and sea.



Flexible second floor lounge spaces opening to an expansive roof deck offering stunning horizon views, and which can be customised by owners to suit their needs.

# THE CORAL COLLECTION





The Fronds | The Coral Collection | Villa Hibiscus





The Fronds | The Coral Collection | Villa Coral Living





The Fronds | The Coral Collection | Villa Red Aurora





The Fronds | The Coral Collection | Villa Porcelain Roses





The Fronds | The Coral Collection | Villa Cranberry Sky





The Fronds | The Coral Collection | Villa Terracotta





The Fronds | The Coral Collection | Villa Redwood

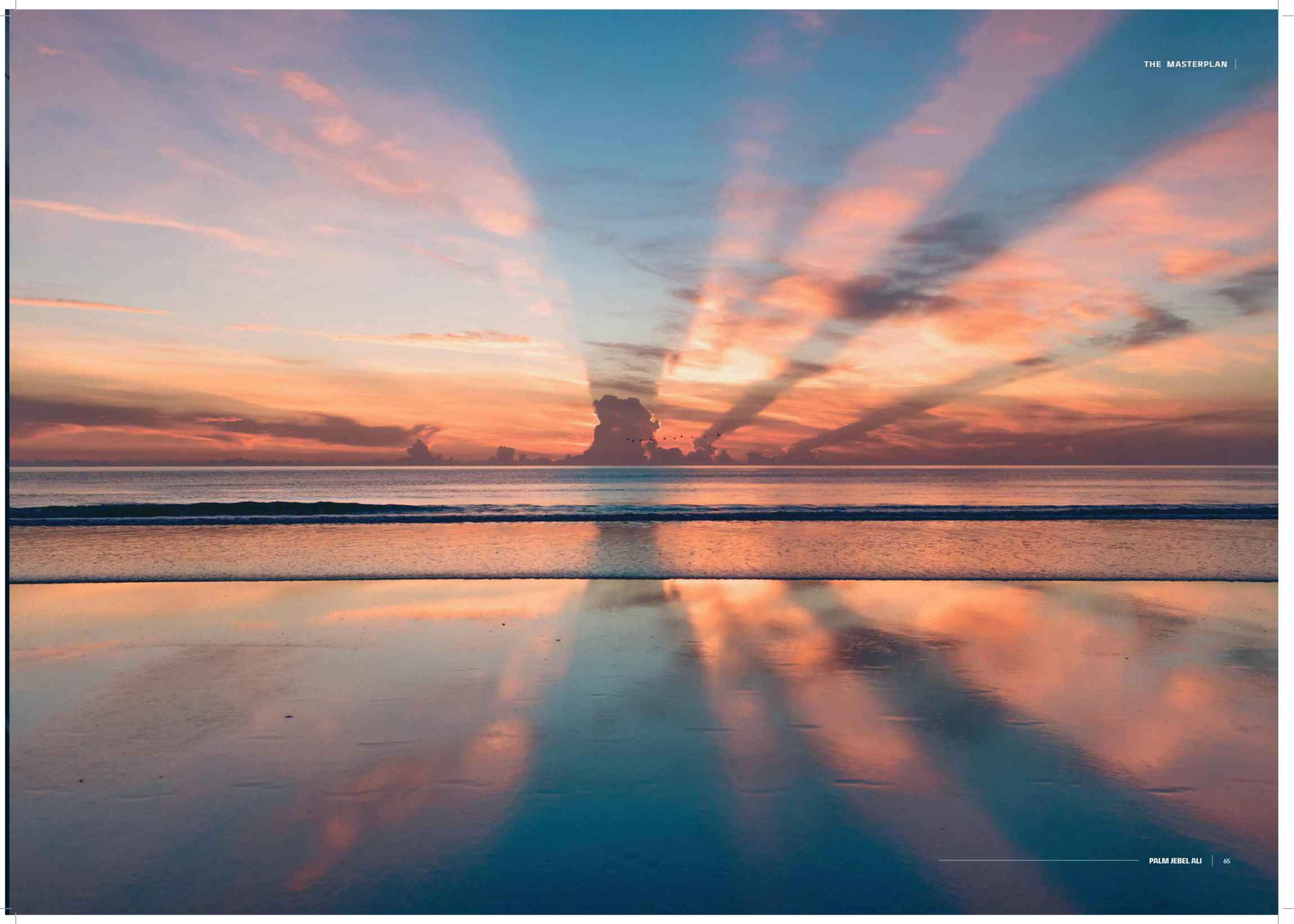




The Fronds | The Coral Collection | Villa Ruby Sunset



# THE BEACH COLLECTION





The Fronds | The Beach Collection | Villa Blue Horizon





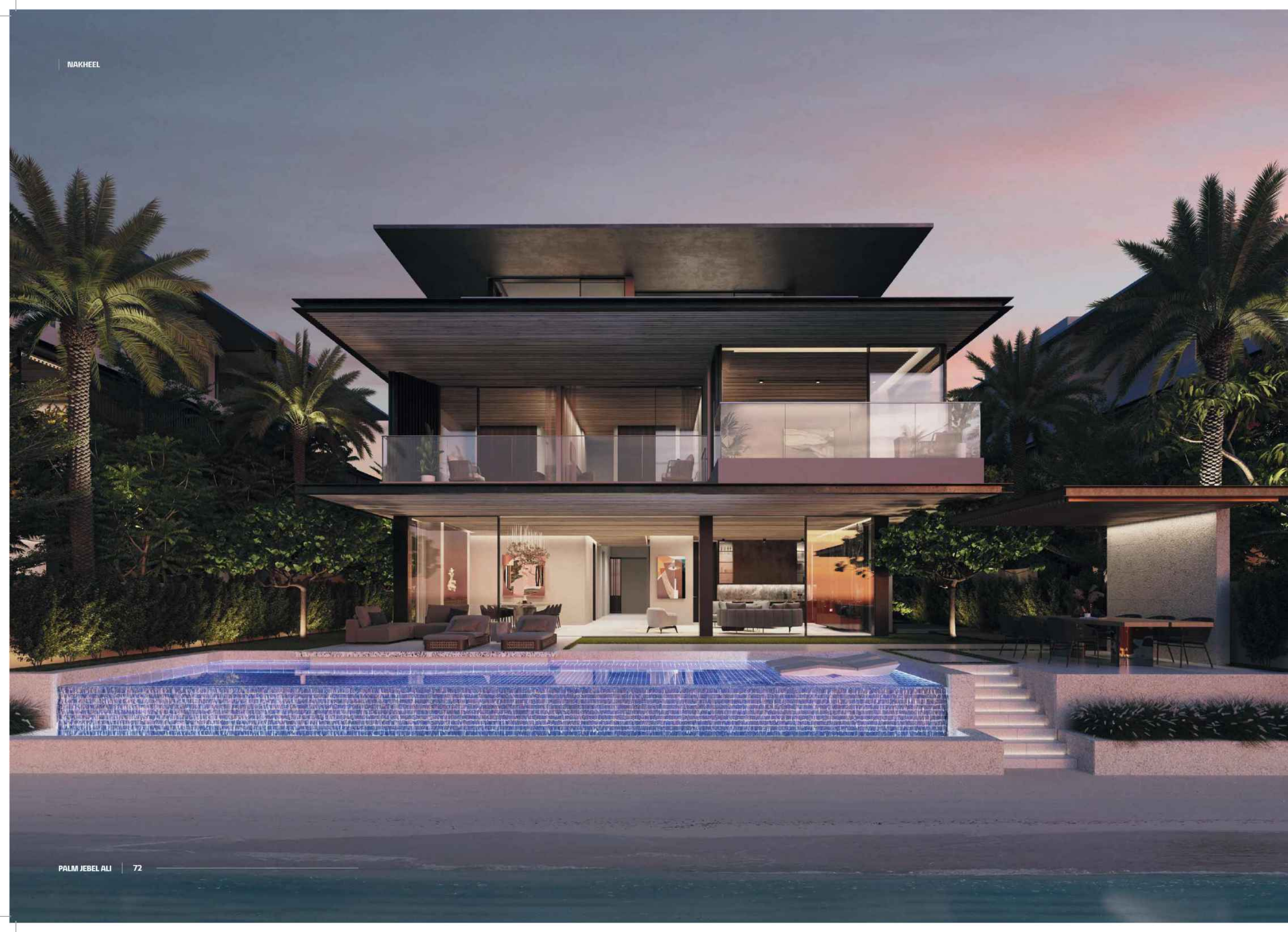
The Fronds | The Beach Collection | Villa Provence





The Fronds | The Beach Collection | Villa Indigo Ocean





The Fronds | The Beach Collection | Villa Sapphire





The Fronds | The Beach Collection | Villa Aquamarina





The Fronds | The Beach Collection | Villa Tropical Mist





The Fronds | The Beach Collection | Villa Azure Blue





The Fronds | The Beach Collection | Villa Mediterranean







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