



AZIZI

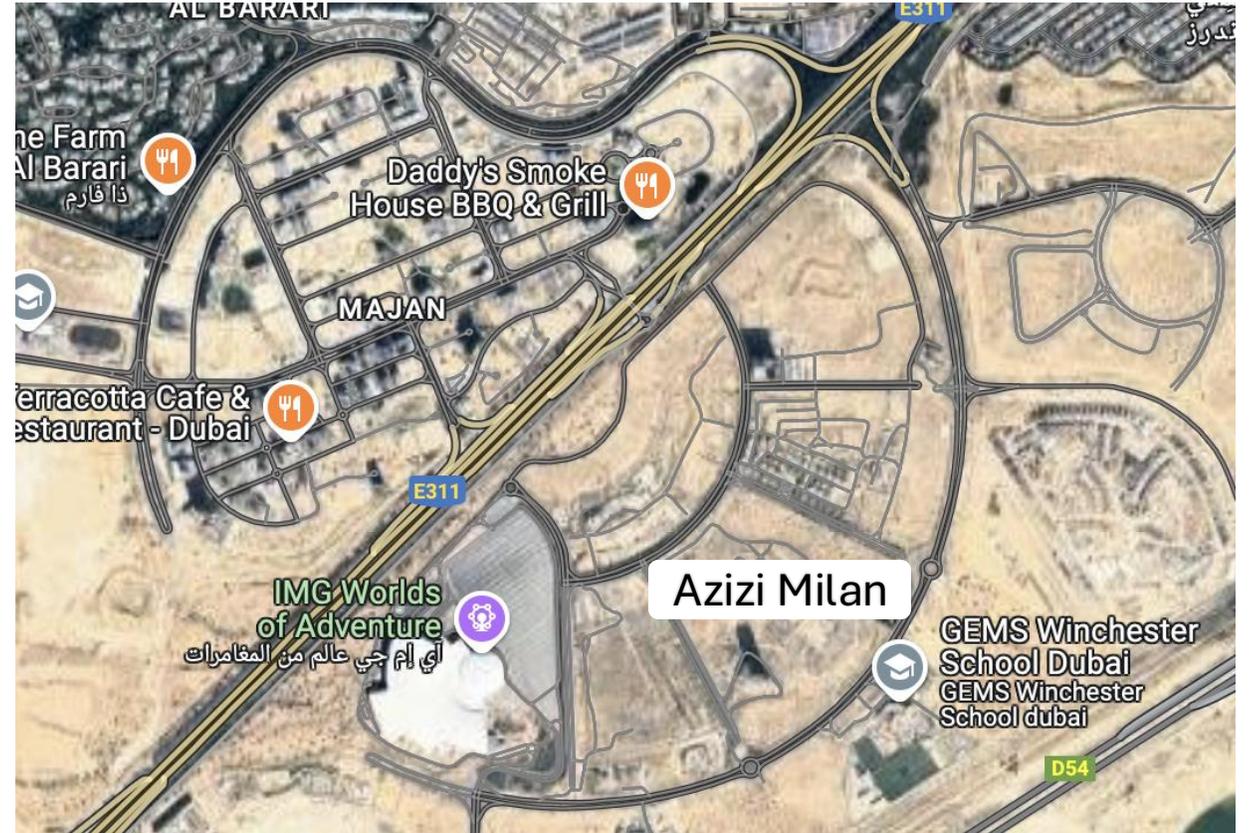
*Milan*

# SITE CONTEXT

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.

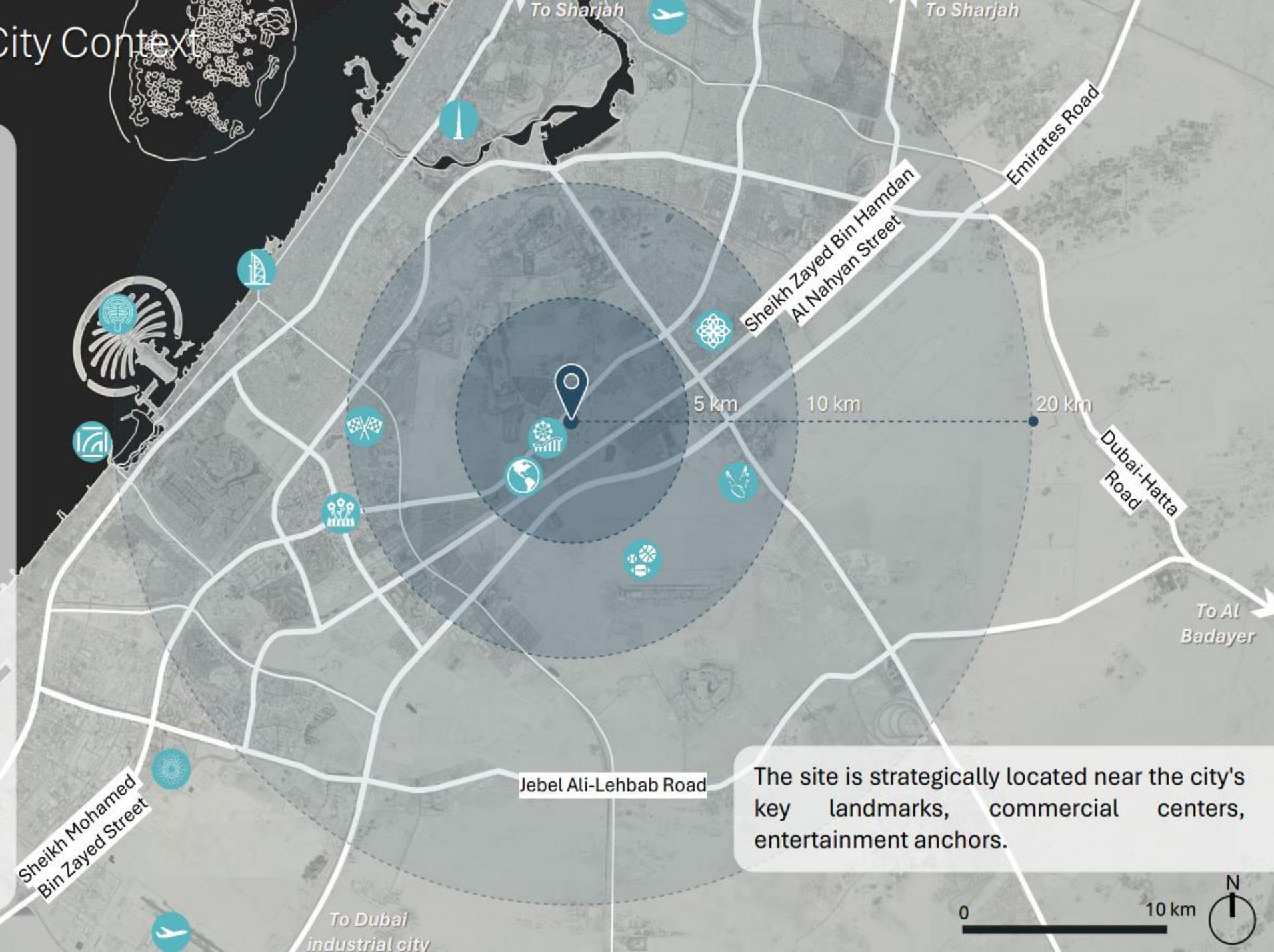


# Site Understanding | City Context

## 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.

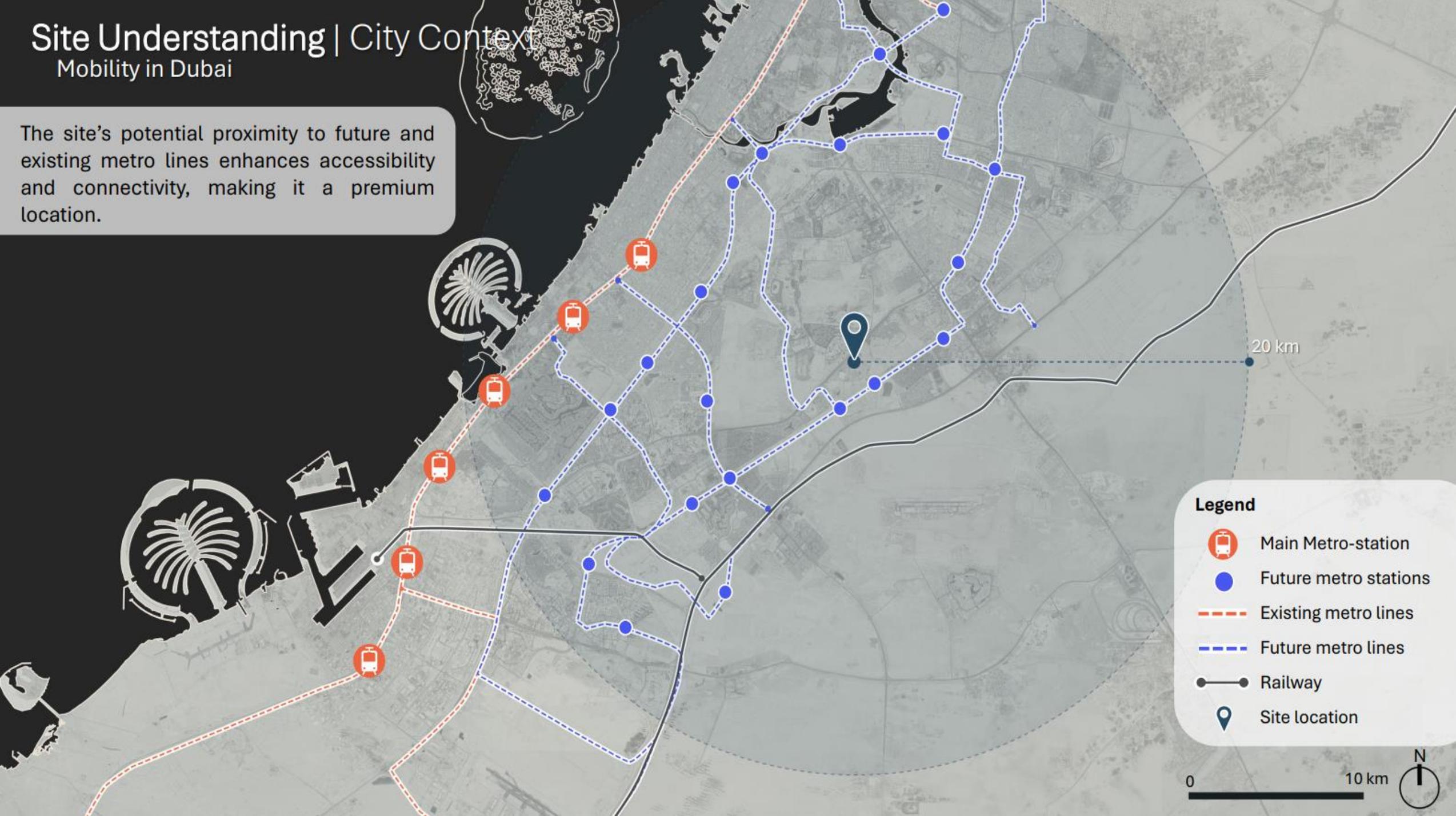


The site is strategically located near the city's key landmarks, commercial centers, entertainment anchors.

# 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.



### Legend

-  Main Metro-station
-  Future metro stations
-  Existing metro lines
-  Future metro lines
-  Railway
-  Site location

0 10 km



*Milan* stands as beacon of its ...



*richness in culture & history*



*being a fashion & design hub*

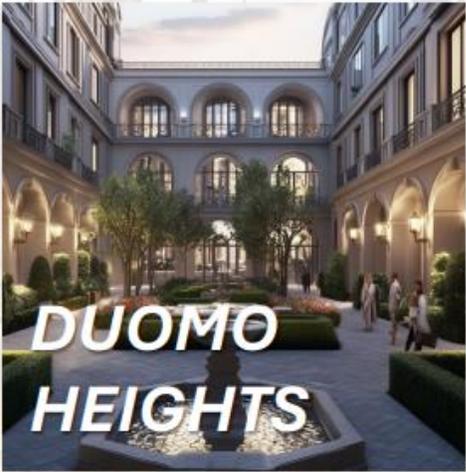


*sustainability & innovation*



*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*



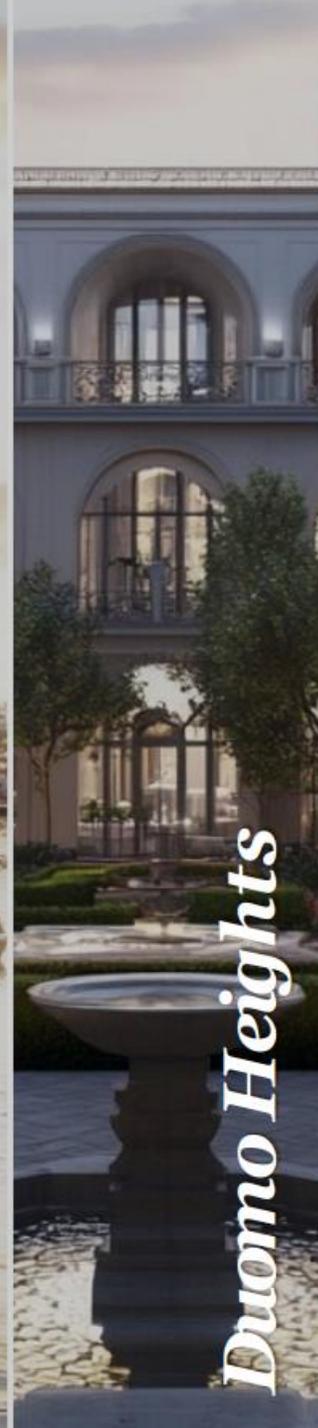
*Porta Milano*



*Brea 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



High Street Avenue

Central Park

Canal District

Galleria District  
Retail Destination

# Masterplan Ideations | District Identities

## Reference Districts from Milan

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*Milan*

**Porto Milano**  
*(The Vertical Forest)*

**Vita Wellness Park**  
*(The Health & Wellbeing Retreat)*

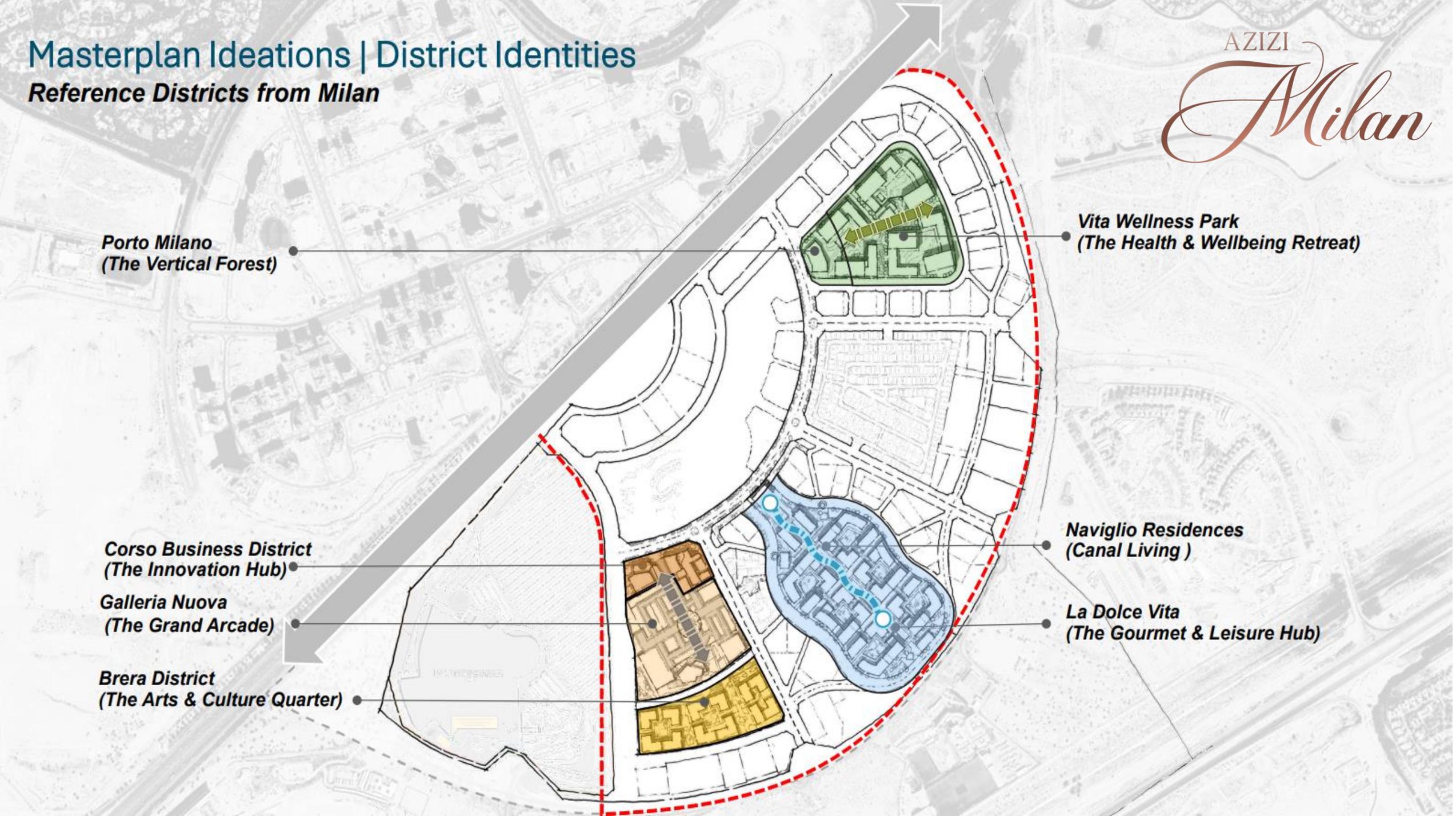
**Corso Business District**  
*(The Innovation Hub)*

**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

High Street Avenue

Business Hotel

Innovation

Business Park

Retail Destination

(Theme inspired from **Galleria Nuova** , Milan)

Cultural Center

Residential

cultural quarters

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

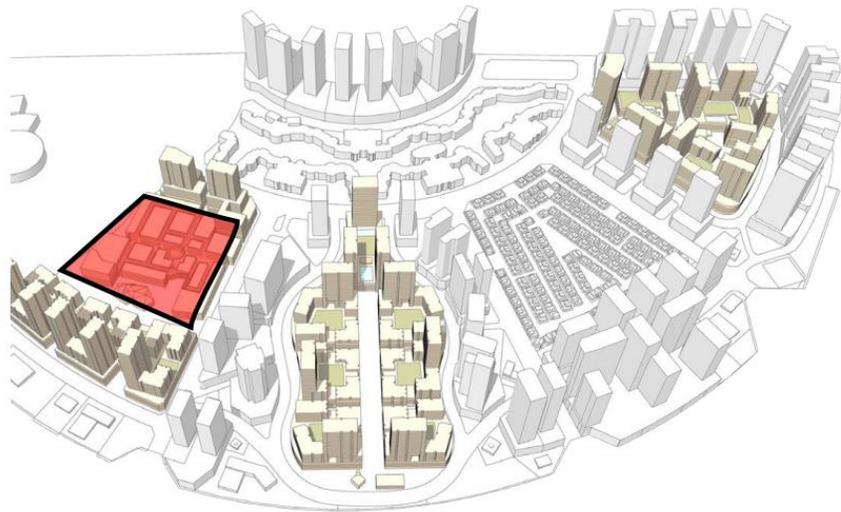
0

700 m

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*Milan*



# Character Zones | *Luxury Retail*

## Galleria Nuova (The Grand Arcade)

inspired by **Galleria Vittorio Emanuele II** A Luxury Retail & Lifestyle Hub

### Mall

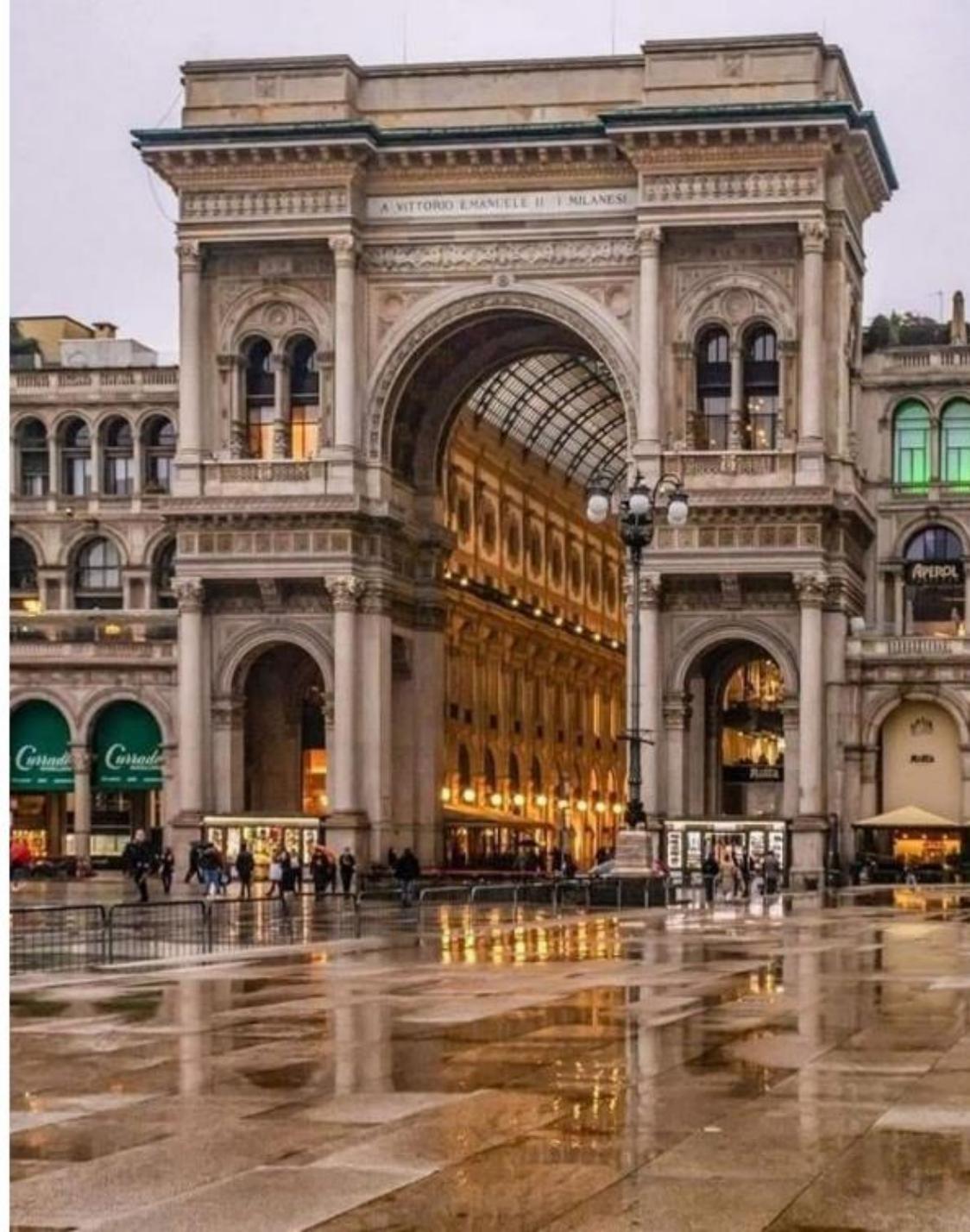
it's an urban icon, seamlessly blending luxury retail, historic charm, cultural significance, and experiential design.

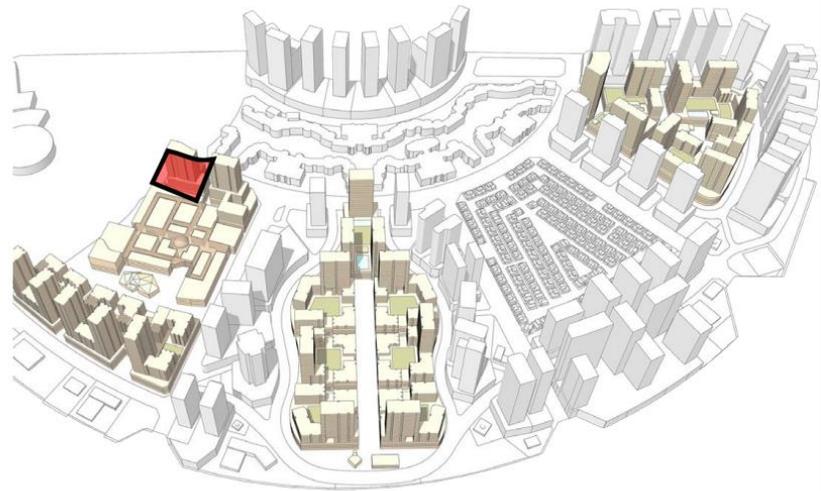
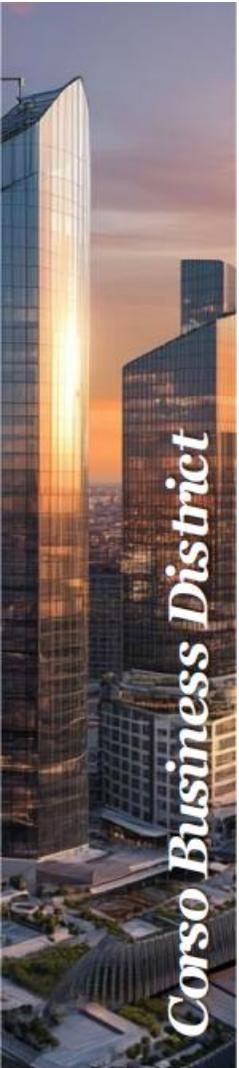
### Characteristics

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

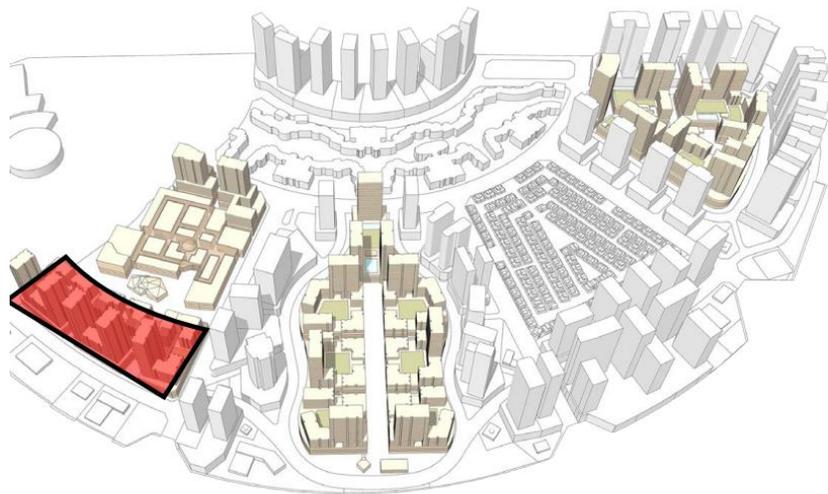
Luxury office towers

Boutique Conference Centers

Wellness-Focused Work-Life Integration



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# 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

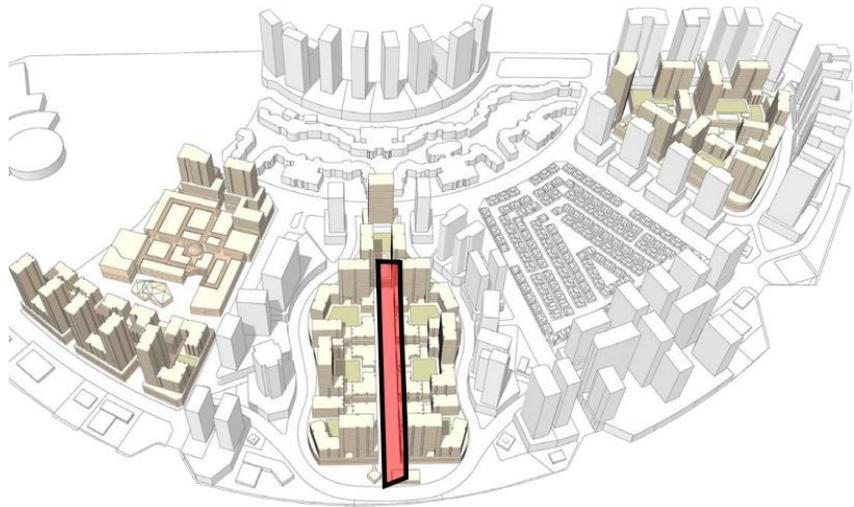
Hidden courtyards with  
cafés, bookstores & cultural  
pop-ups

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.

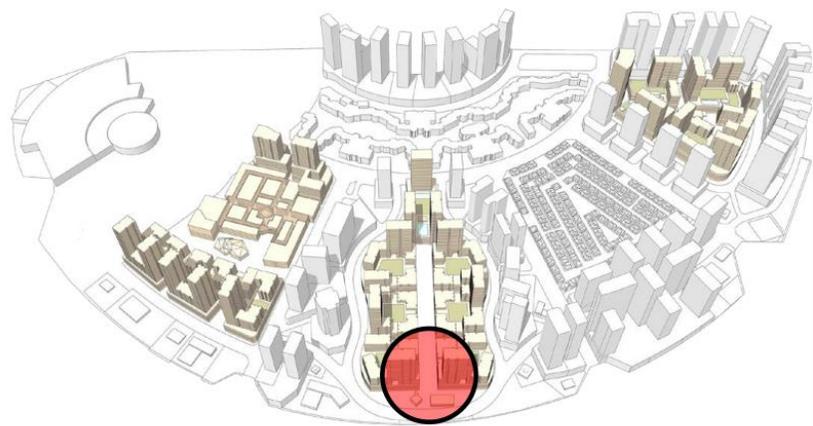
### Characteristics

**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.

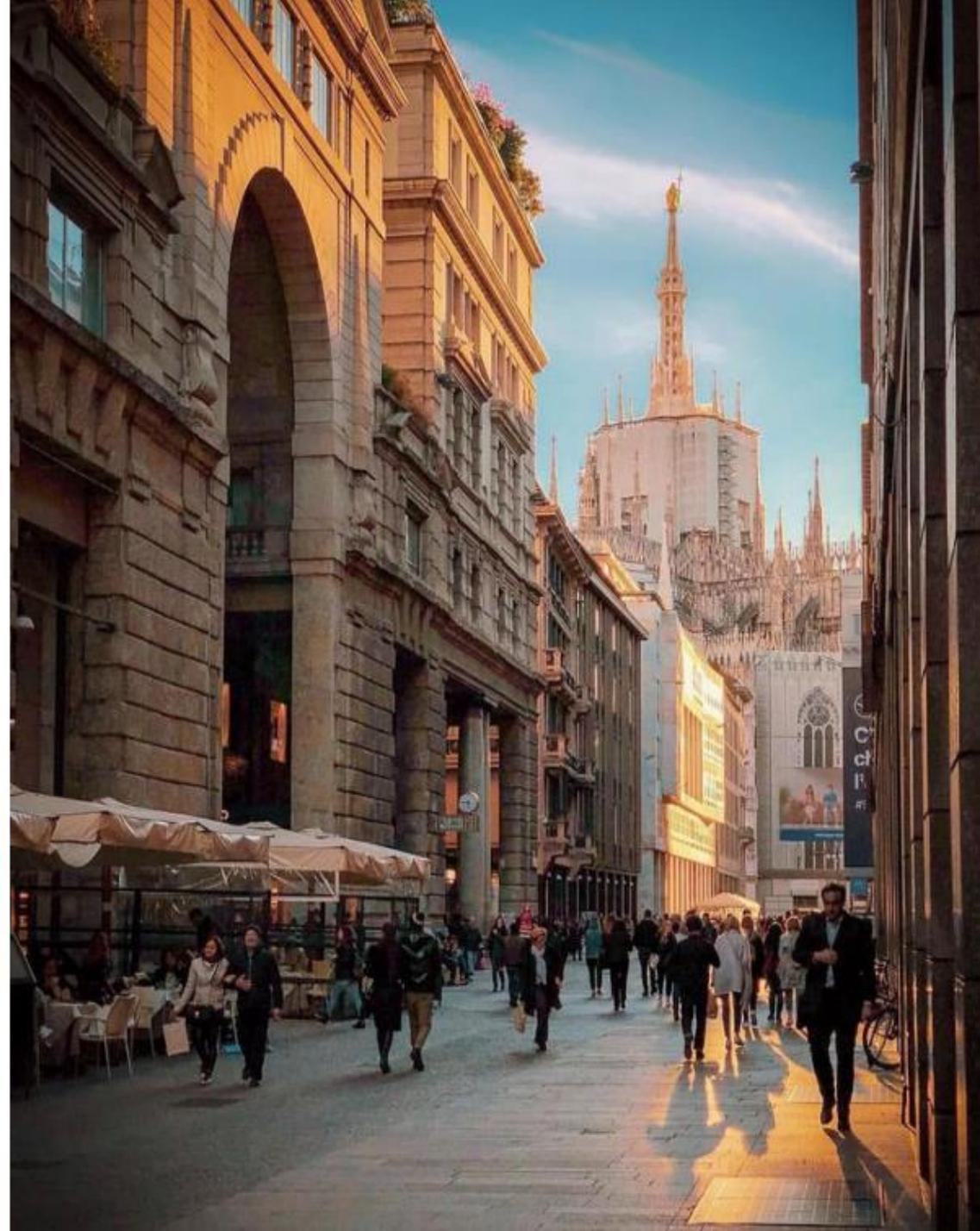
### Characteristics

Gourmet & F&B

Retail & Experiential  
Spaces

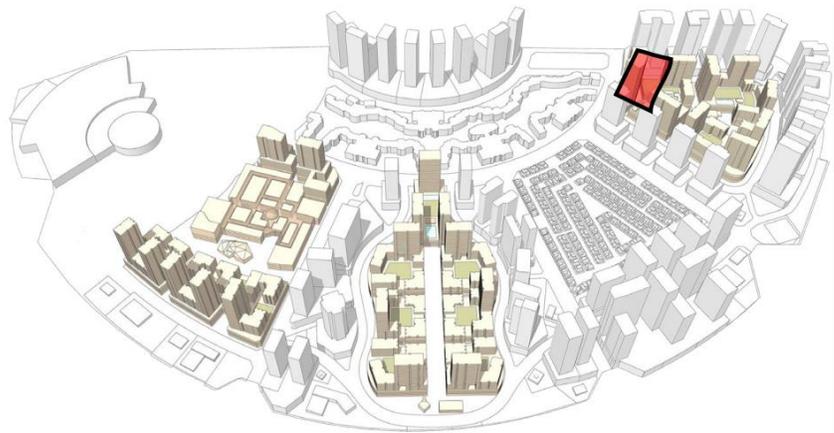
Public Realm

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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*Duomo Heights*



# Character Zones | Residential

## Duomo Heights (The Classical Quarter)

Inspired by **Milan's Historic Core** A Timeless Residential Haven

### Classical Residential

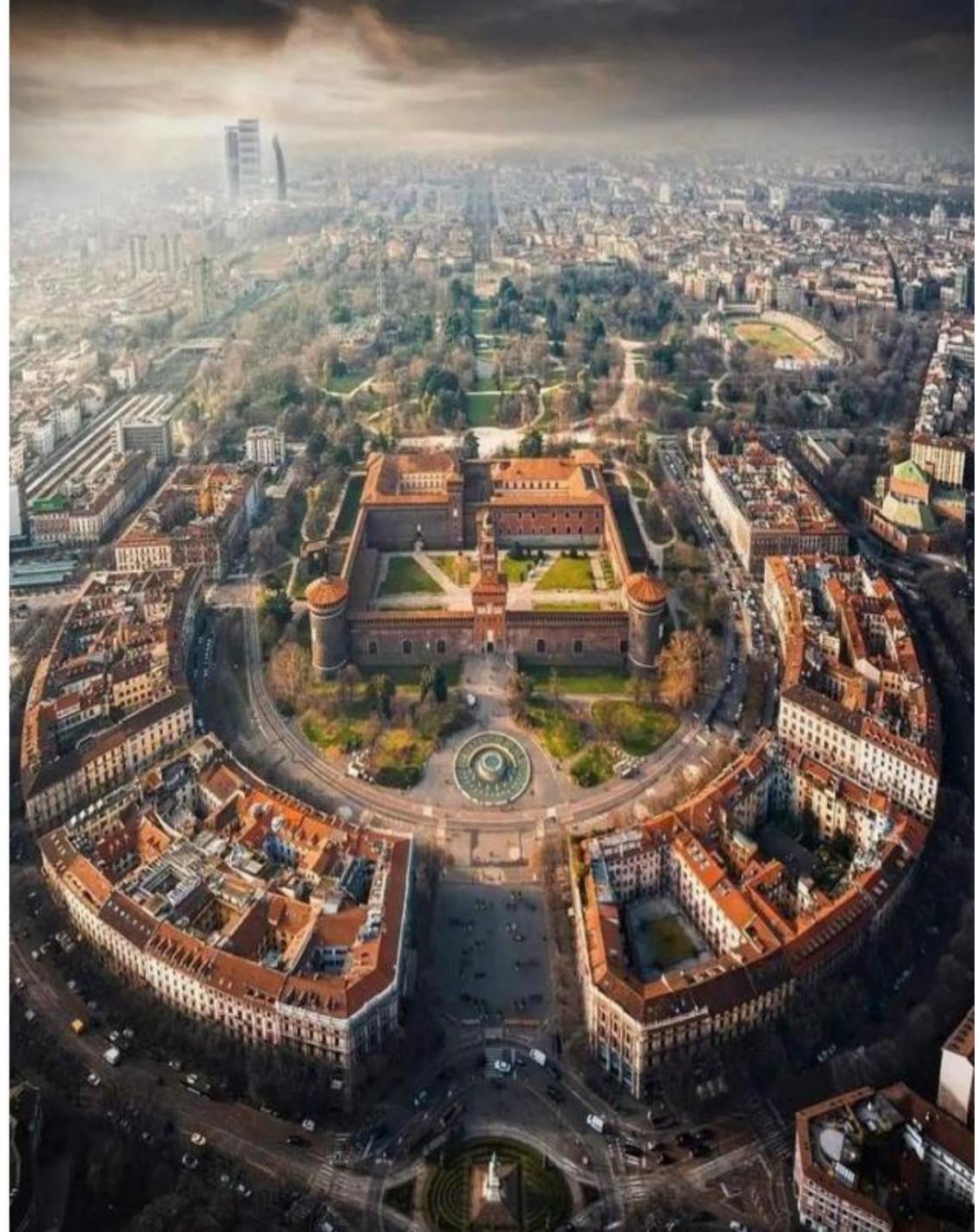
A prestigious district that blends timeless classical architecture with modern luxury living.

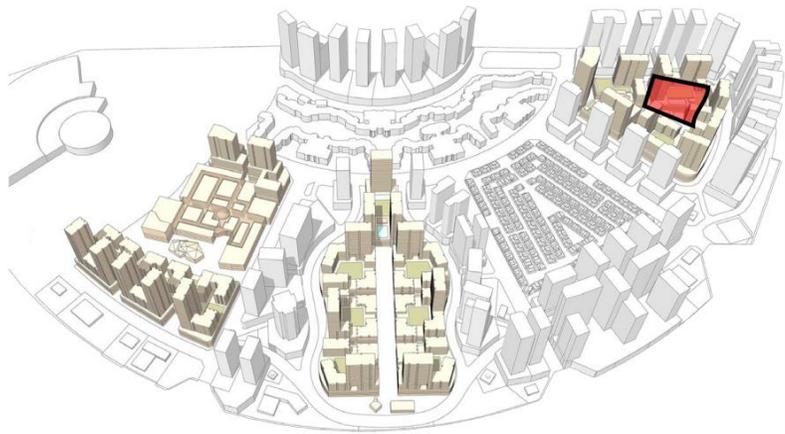
### Characteristics

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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