WORK BEYOND THE WALLS

URBAN
BUSINESS
LANE

UBL



tāmeer



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Description & Target Audience
Brand Personality
Project USPs

PROJECT OVERVIEW



URBAN BUSINESS LANE IS A NEIGHBORHOOD WITH A UNIQUE IDENTITY

It is a purpose-built business park with multiplicity of flexible spaces that targets

CORPORATES - SMEs - STARTUPS - CREATIVE AGENCIES - INVESTORS



BRAND PERSONALITY

Inspiring *not* dreamy
Young
Proud *not* arrogant
Influential *not* forceful
Creative *&* innovative

BRAND CHARACTER

If we are to imagine the brand as a person, the below should make sense.
A late 30s entrepreneur, male.
Multi-cultural.
Intellectual – graduated from one of the top ranked universities.
After living abroad, he moved back to Cairo with the ambition to use his knowledge and start his own business which would be a contribution to the Egyptian society.
He is fashionable, down to earth and very charismatic.
Goes to work by bicycle.
He cares very much about the wellbeing of his employees and is a true believer of work life balance.

PROJECT USPs

Designed by world-renowned French firm
ARCHITECTURESTUDIO,

Sits within UrbanWalk, a mixed-use community designed by
SOLIDERE INTERNATIONAL

Overlooking a massive 60,000 sqm usable park
6 TIMES THE SIZE OF A FOOTBALL FIELD

Underground parking capacity of
3,000 CARS

Uninterrupted ground floors with retail outlets
CAR FREE DESTINATION

Right next to
THE AUC

Surrounded by

RETAIL
5 STAR HOTEL
SERVICED RESIDENCE
WELLNESS DISTRICT
ENTERTAINMENT HUB

30 min from
HELIOPOLIS

20 min from
NEW CAPITAL

30 min from
FROM MAADI

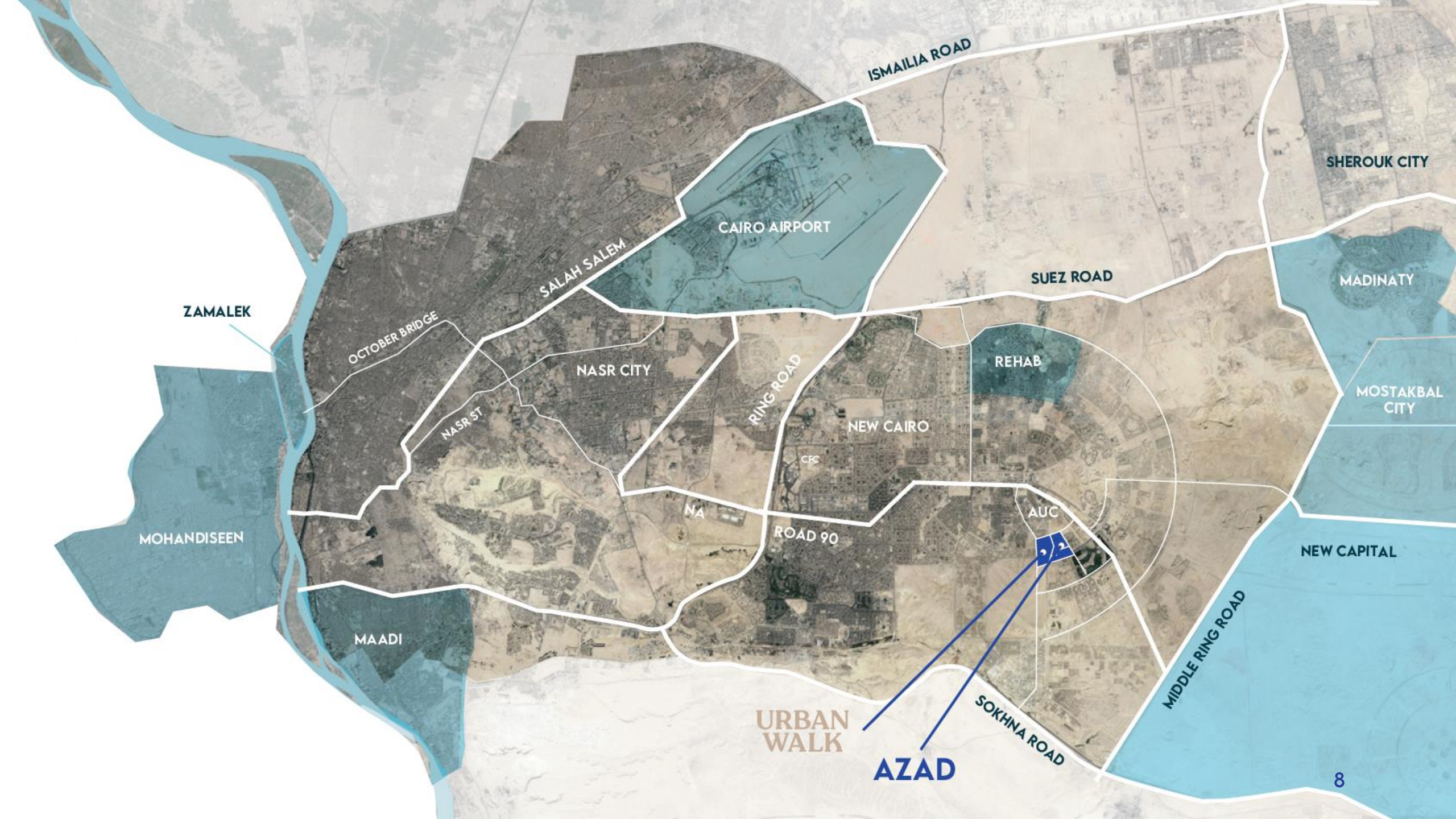
15 min from
THE RING ROAD

15 min from
THE AIRPORT

Walking Distance to
THE MONORAIL STATION

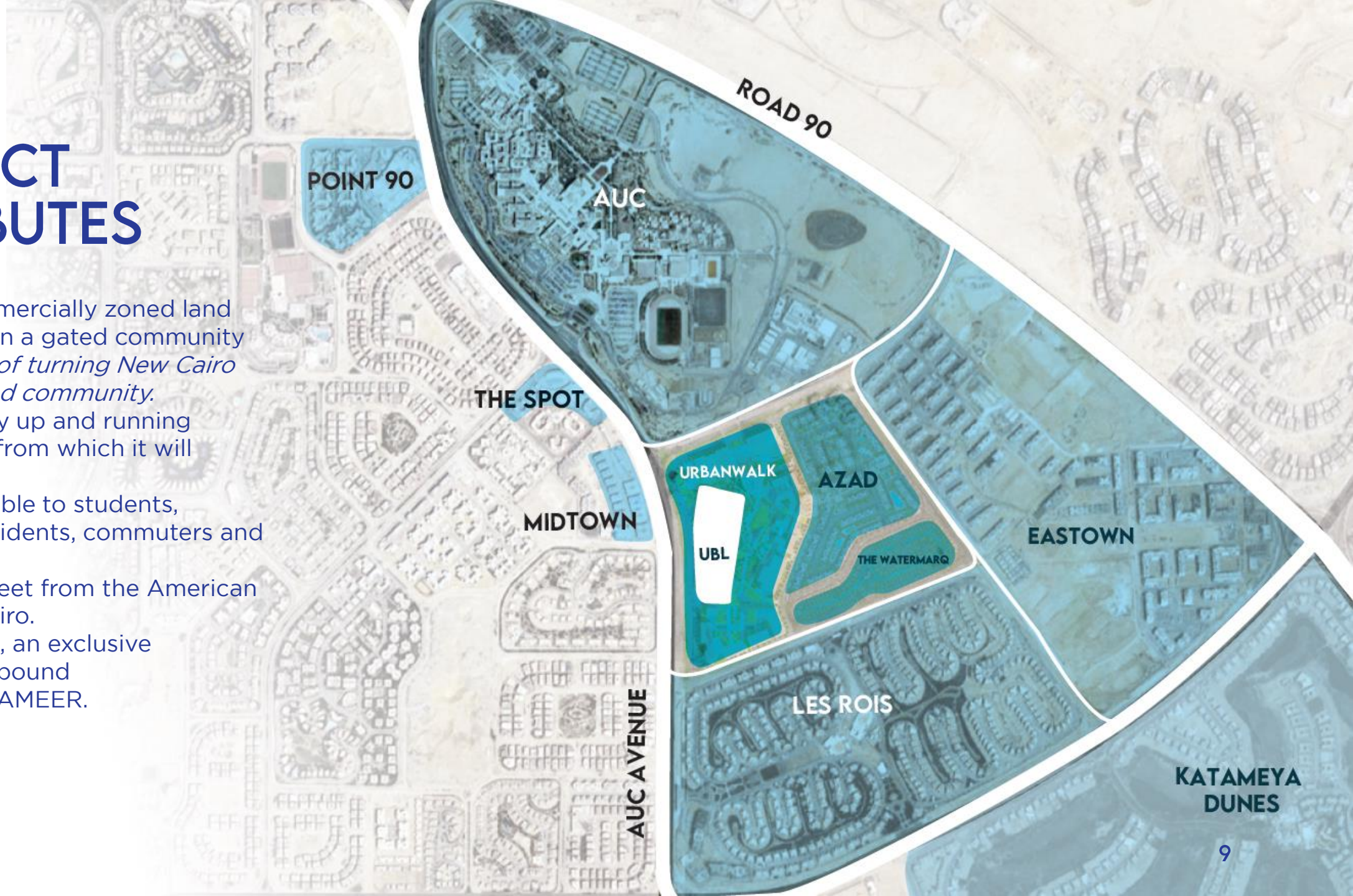
LOCATION IS EVERYTHING




ISMAILIA ROAD
SHEROUK CITY
CAIRO AIRPORT
SALAH SALEM
SUEZ ROAD
MADINATY
ZAMALEK
OCTOBER BRIDGE
NASR CITY
RING ROAD
REHAB
MOSTAKBAL CITY
NASR ST
NEW CAIRO
CFC
NA
AUC
ROAD 90
MOHANDISEEN
NEW CAPITAL
MAADI
MIDDLE RING ROAD
URBAN WALK
SOKHNA ROAD
AZAD

PROJECT ATTRIBUTES

- The only commercially zoned land that is not within a gated community *with the intent of turning New Cairo into a connected community.*
- Surrounded by up and running developments, from which it will benefit.
- Highly accessible to students, neighboring residents, commuters and visitors.
- Across the street from the American University in Cairo.
- Next to AZAD, an exclusive residential compound developed by TAMEER.



Urban Business Lane sits in a mixed-use destination called

URBAN WALK





A young & vibrant mixed-use community that offers a cheerful 360 pedestrian experience

With

5 COMPREHENSIVE DISTRICTS

01 UBL
Ideal for corporates, SMEs & Startups.

02 ENTERTAINMENT HUB
An anchor district featuring an iconic building housing a cinema complex and innovative entertainment concepts complemented by a blend of F&B outlets.

03 HOSPITALITY
A serviced residence offering a high-end living experience and a world-class hotel.

04 ATOM
Offering boutique clinics and health oriented facilities providing topnotch facilities in New Cairo.

05 THE PARK
The Park connects all districts together and offers a **3KM WALKING EXPERIENCE** surrounded by usable landscape and activity areas.


ATOM – WELLNESS DISTRICT
SERVICED APARTMENTS
THE PARK
UBL
HOME PLAZA
HOTEL
ENTERTAINMENT HUB

THE ROOF TOP EXPERIENCE

A continuation of the 3KM WALKING EXPERIENCE EXTENDS TO THE ROOFS. Surrounded by landscape, pathways and F&B outlets.





ZONING STRATEGY

LAND AREA	**55 ACRES**
LANDSCAPE	**60,000 SQM**
BUILT UP AREA	**380,500 SQM**

HOME PLAZA
DEPARTMENT STORE
Land Area: 15,000 sqm
Total BUA: 28,500 sqm

ENTERTAINMENT HUB
RETAIL & ENTERTAINMENT
Land Area: 24,000 sqm
Total BUA: 53,000 sqm

URBAN BUSINESS LANE
OFFICES & RETAIL
Land Area: 78,000 sqm
Total BUA: 155,000 sqm

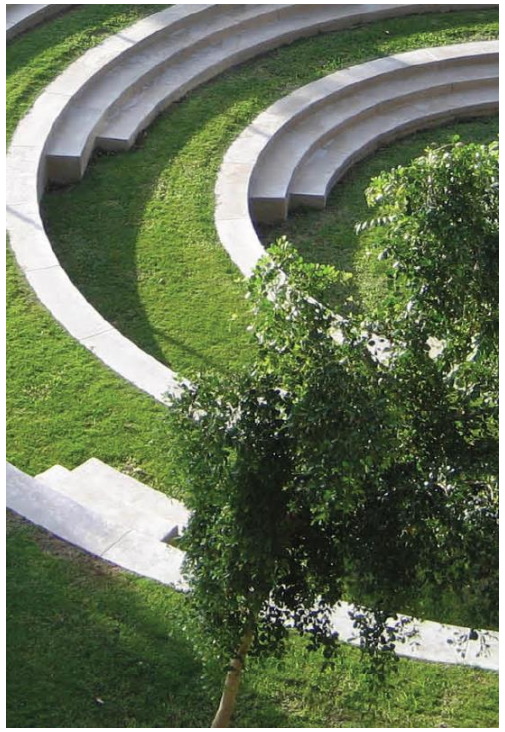
HOSPITALITY
HOTEL & SERVICED APARTMENTS
Land Area: 47,000 sqm
Total BUA: 108,000 sqm

ATOM
CLINICS & RETAIL
Land Area: 16,000 sqm
Total BUA: 36,000 sqm









THE PARK

TOTAL AREA
60,000 SQM

6 TIMES THE SIZE OF A FOOTBALL FIELD

A LARGE SPECTRUM OF ACTIVITIES

- Amphitheater
- Multi-purpose Courts
- Community Center
- Share Work Space
- Outdoor Cinema
- Mini Golf Course
- Skateboard Park
- Rock Climbing

The above are some of many activities available in the park. Other activities such as jogging, cycling, dog walks, picnics are accommodated along with water features and art installations.

Facilities & Amenities
Floor Plans
Tenants
Master Developers

URBAN BUSINESS LANE

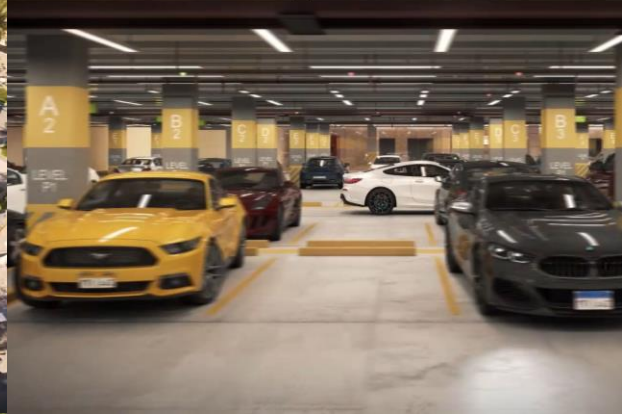


The project is equipped with facilities accessible to everyone available in public and common areas as well as offices and shared facilities.

FACILITIES & AMENITIES





BUILDING DESCRIPTION

- Ground + 5
- Ground Floor Utilization: Retail
- Handicap Access Points

BUILDING STRUCTURE

- Reinforced concrete structure
- Waterproof insulation for basement floors

BUILDING FACADES

- Top notch finishing materials
- Fully transparent building envelope with heat gain resistance (U value)

INTERIOR FINISHES

- Inline with international standards and designed with high-end technological advancements
- Fully fitted entrance lobby
- Fully finished common circulation corridors with tiling, painting and gypsum false ceiling, etc....

OFFICE SPACE

- Offices starting 63 sqm
- Restrooms provision in office spaces

ELEVATORS

- Imported “Room-less” elevators in line with international standards
- Back-up safety procedures in case of power failure

LANDSCAPING

- Inner commercial and pedestrian-friendly street
- Several squares overlooking the central park
- Large event plaza
- Shaded and semi-shaded outdoor areas
- Outdoor working and meeting space

PUBLIC AREAS

- Public restrooms available on all floors with high-quality finishes
- Garbage chute provision on all floors
- Kitchenette available on all floors with equipment
- Shared meeting room available on 2 floors

BASEMENT

2 levels underground parking
Parking finishes:

- Wall finishes: Plaster and anti-carbonate paint
- Floor finishes: Screed and epoxy paint
- Ceiling finishes: Fair face concrete with no finishes required
- Road marking to vehicle areas, hazard, arrows, speed hump marking, chevron marking to disabled bays, etc.
- Parking spot wheel stopper
- Columns rubber corner guards & wall guards
- Signage system
- Prayer rooms & Restrooms

SECURITY, ENERGY AND WATER EFFICIENCY

- CCTV security system in all common areas and basement
- Domestic water supply meter
- KMH meters on MV and Main LV board
- Central AC VRF HVAC system
- Fresh air provision for office units
- Sprinklers system tie in provision
- Fire sensors in common areas and basement
- Telecom systems via fiber optics network

On all floors

152SQM

The Business Center

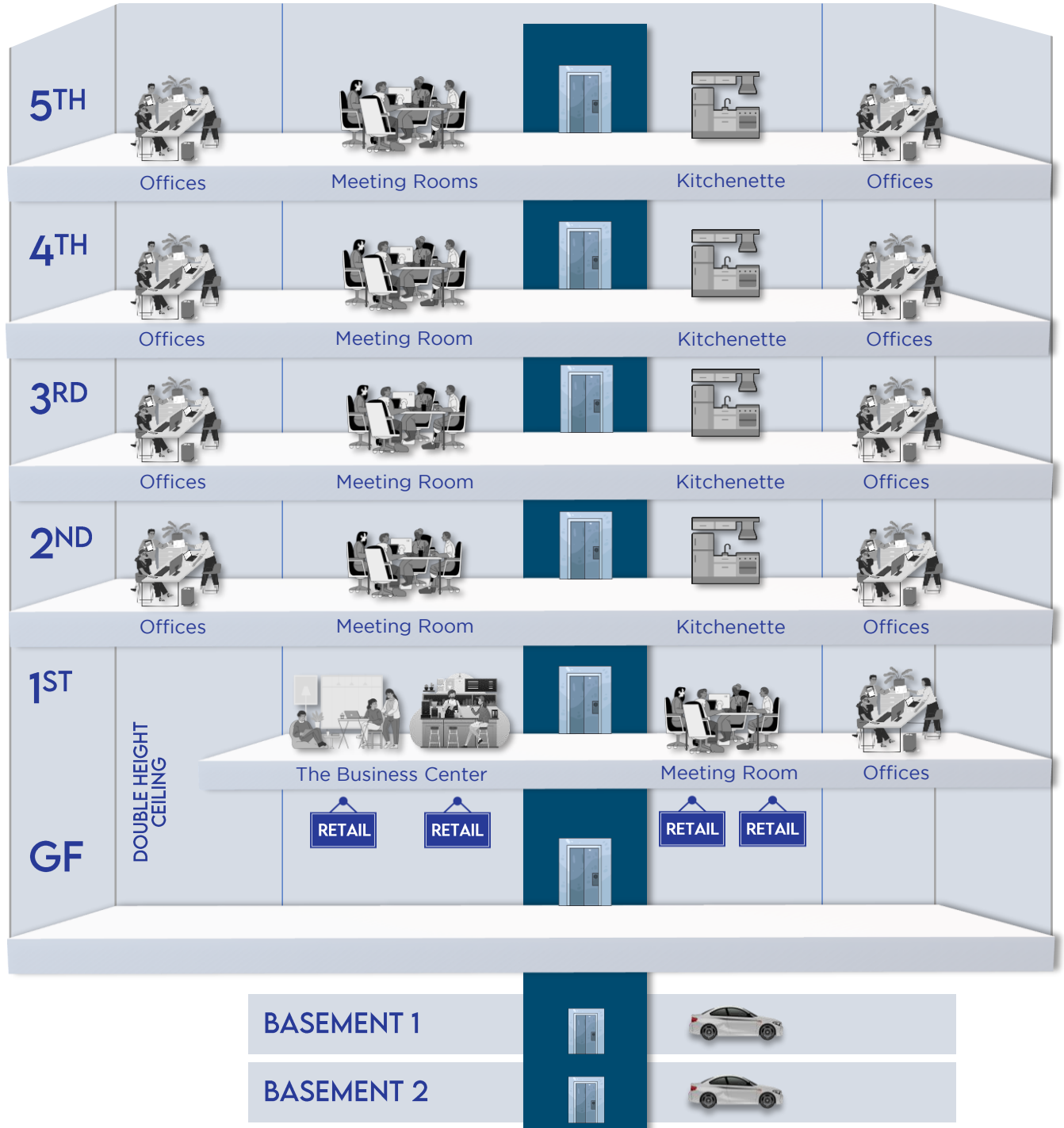
1,389SQM

Offices 1st Floor Sellable Area

2,091SQM

Offices Typical Sellable Area

SHARED FACILITIES




SHARED
KITCHENETTE


SHARED
WAITING AREA


SHARED
MEETING ROOM


SHARED
LOBBY







THE BUSINESS CENTER

Discover an innovative solution specifically designed for small office owners.

Embrace the convenience of our diverse range of facilities. Unwind in our cozy coffee spot, collaborate in the lounge, or take a break in the play area.

Plus, you'll find an array of essential services—from legal and creative services to auditing—all conveniently located under one roof.

Elevate your business experience and access everything you need with just a click of a button!





THE SHARED HUB & WORK PODS

We no longer accept that business needs to be conducted in the antiquated enclosed four-wall office space.

Venture out into the wide-open fields of The Park which features an outdoor working area surrounded by scenic views and also features a series of recreational activities.

FACILITIES INCLUDE:

-Shared Work Facility
-Lounge Area
-F&B Area
-Conference Room
-Meeting Rooms
-Play Area
-Brainstorming Space



THE GRAND LAWN

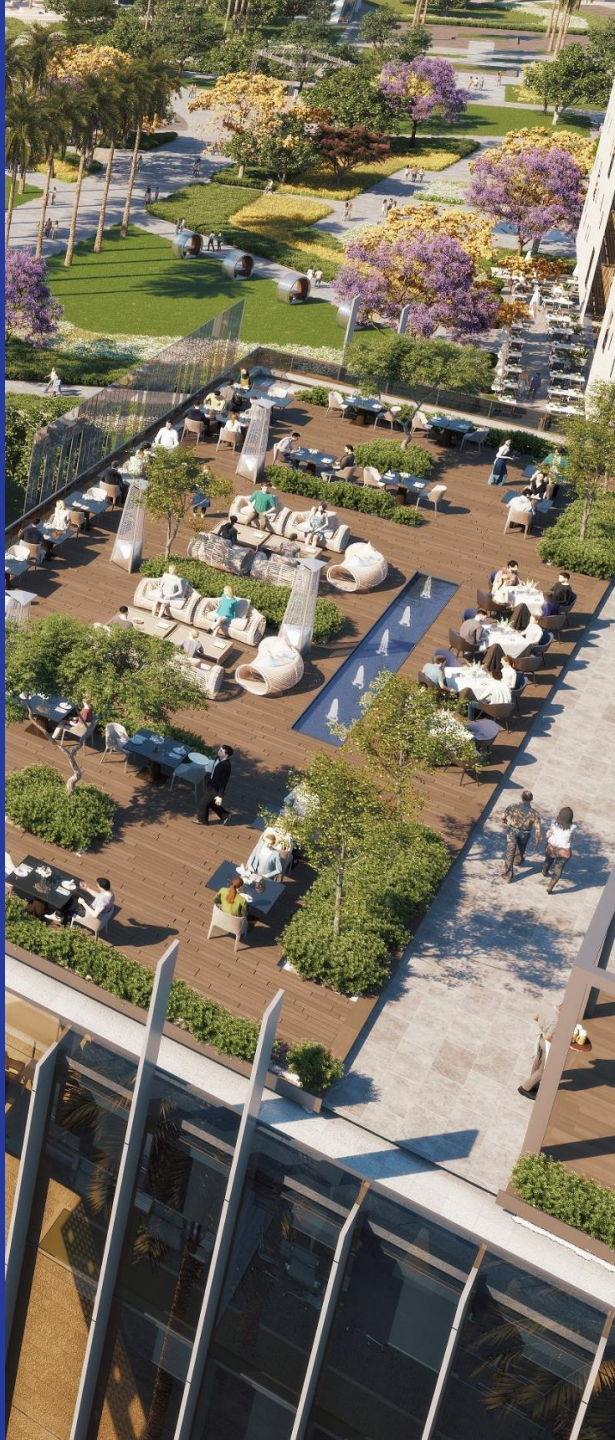
In addition to having facilities that enable you to work beyond your office boundaries.

The Grand Lawn is located right across UBL and offers various activities in a wide-open field equipped with all required technical amenities to run an event smoothly.

Surrounded by natural views and shadings which compliments the overall experience.

It is the ideal space for hosting events of different nature, exhibitions, bazaars and many other activities related to both business and lifestyle.

SUSTAINABILITY IS EVERYTHING





THE INTEGRATION OF SUSTAINABILITY IN AN ENTERPRISE DISTRICT SUCH AS UBL THAT FEATURES A MASSIVE PARK CAN BRING NUMEROUS BENEFITS

- It can improve the overall quality of life for employees, visitors and residents by creating a healthy and pleasant environment.
- Sustainable features like energy-efficient buildings can contribute to reducing carbon emissions and improve air quality.
- In addition, the presence of the park can provide opportunities for outdoor recreation, relaxation and social gatherings, promoting physical and mental wellbeing for the community.
- Ultimately, a sustainable enterprise district with a massive park can enhance the reputation and attractiveness of the area, drawing more businesses and growing the community.



HEAT REDUCTION

- Planters, treelined streetscapes and building masses designed to shade paved areas and public spaces
- Underground parking with easy access from main roads
- Green roofs provide heat insulation, acoustic dampening and stormwater management

ENERGY EFFICIENCY

- Maximum daylight benefits due to curtain walls facades and glazed screens
- Low-E glass facades for heat reflection and optimized energy consumption
- Partial screens provide shading elements for the western and eastern facades
- Fiber Optics Network allows for advanced technologies in metering systems, CCTV and security systems and energy saving mechanisms

WATER EFFICIENCY

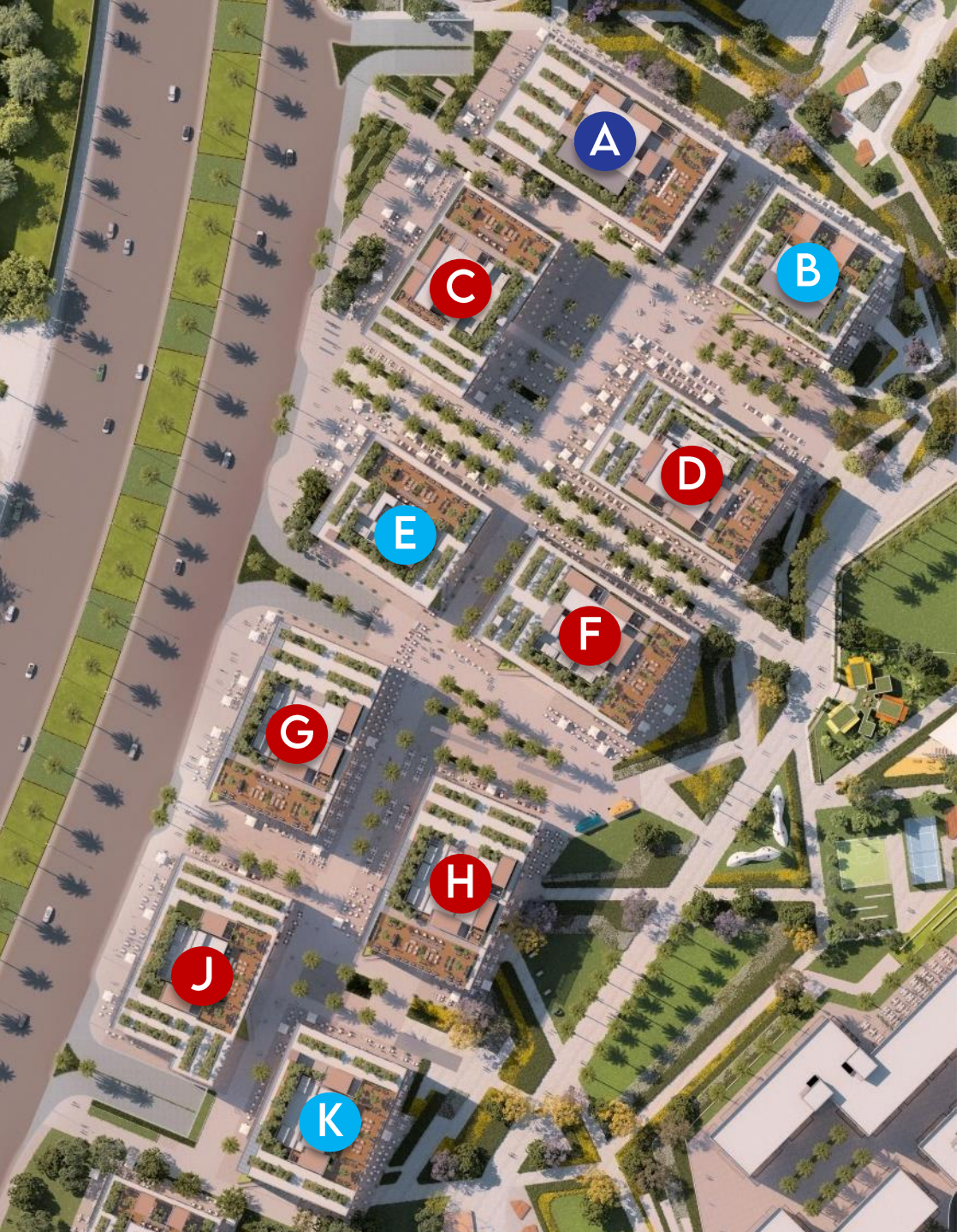
- Water tanks allow for a back-up system in case of water shortage
- No turf areas lead to reduced water consumption

ECOLOGY

- Enhancing the existing native vegetation through diversity
- Landscape design that responds to thermal and comfort needs
- Historic Resources Preservation and Adaptive Reuse of petrified wood logs found on site
- Robust landscape that requires relatively low-level maintenance

BUILDING DETAILS





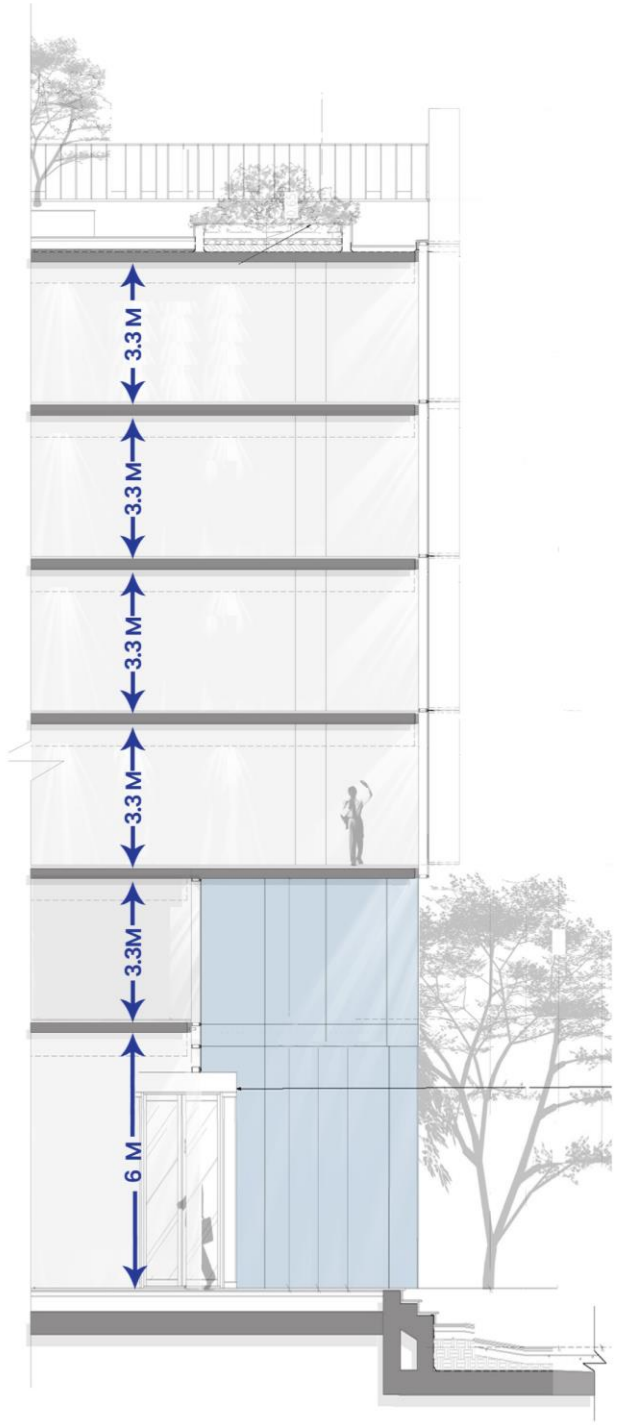
AREAS IN SQM

TOTAL BUA 109,312 SQM

BUILDING TYPES	GROUND FLOOR AREA	OFFICE FLOOR AREA
Building A	2,233	11,166
Building B	1,455	7,275
Building C	**1,919**	**9,595**
Building D	**1,919**	**9,595**
Building E	1,455	7,275
Building F	1,919	9,595
Building G	1,919	9,595
Building H	1,919	9,595
Building J	2,026	10,130
Building K	1,455	7,275

BASEMENT TOTAL AREA 92,000 SQM

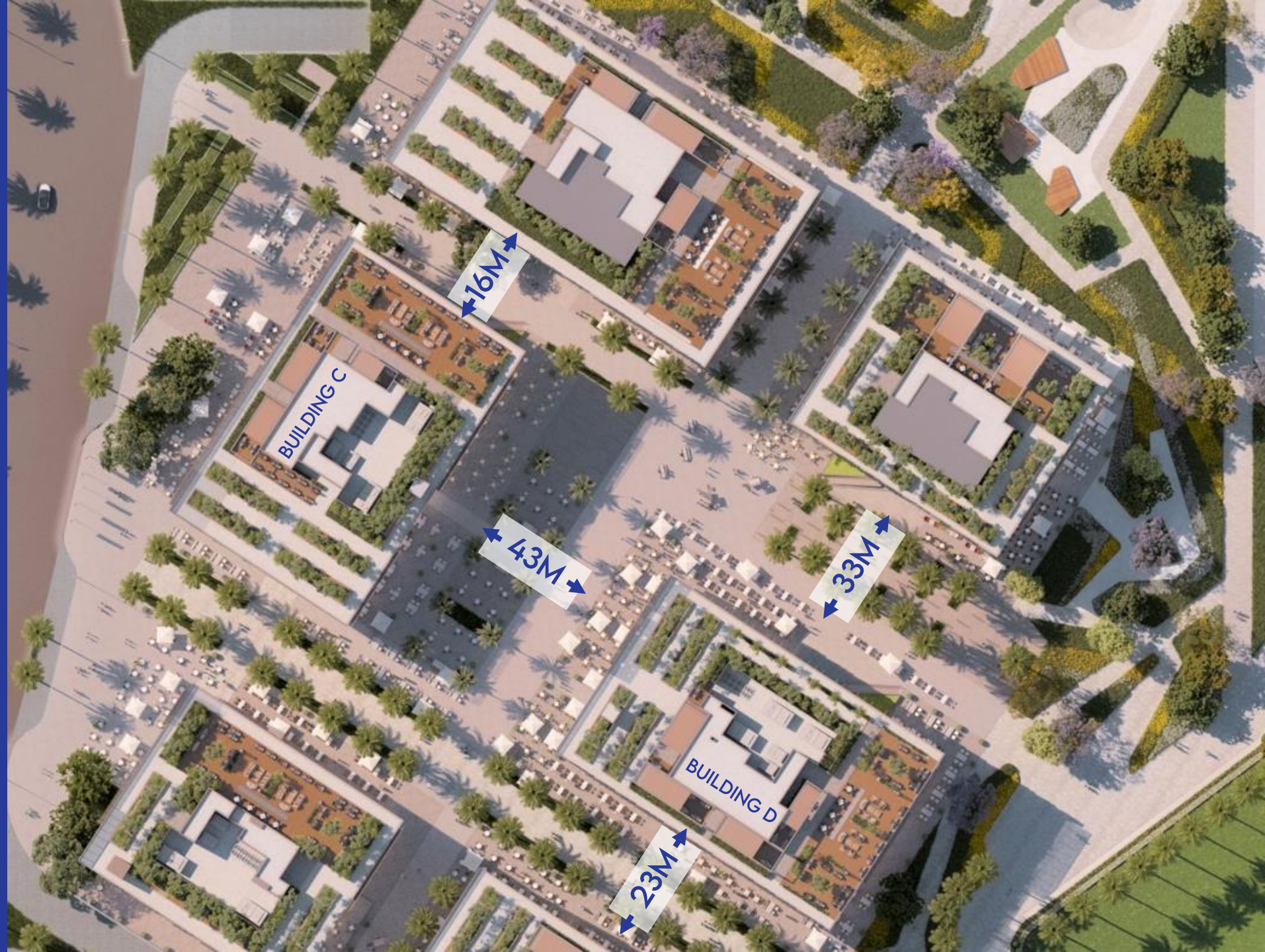




BUILDING SPECIFICATIONS

Clear ceiling height

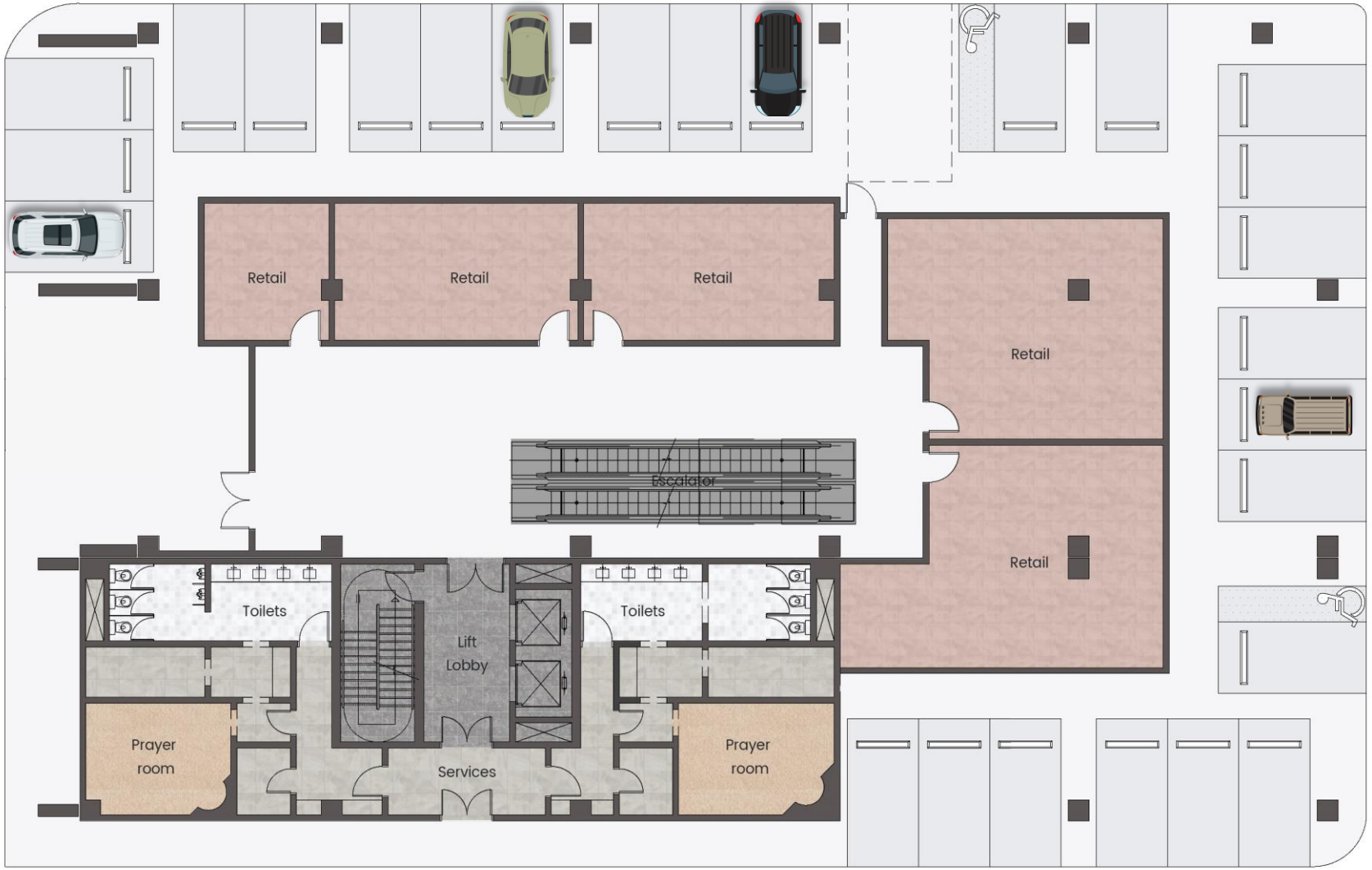
BUILDINGS DISTANCE



FLOOR PLANS



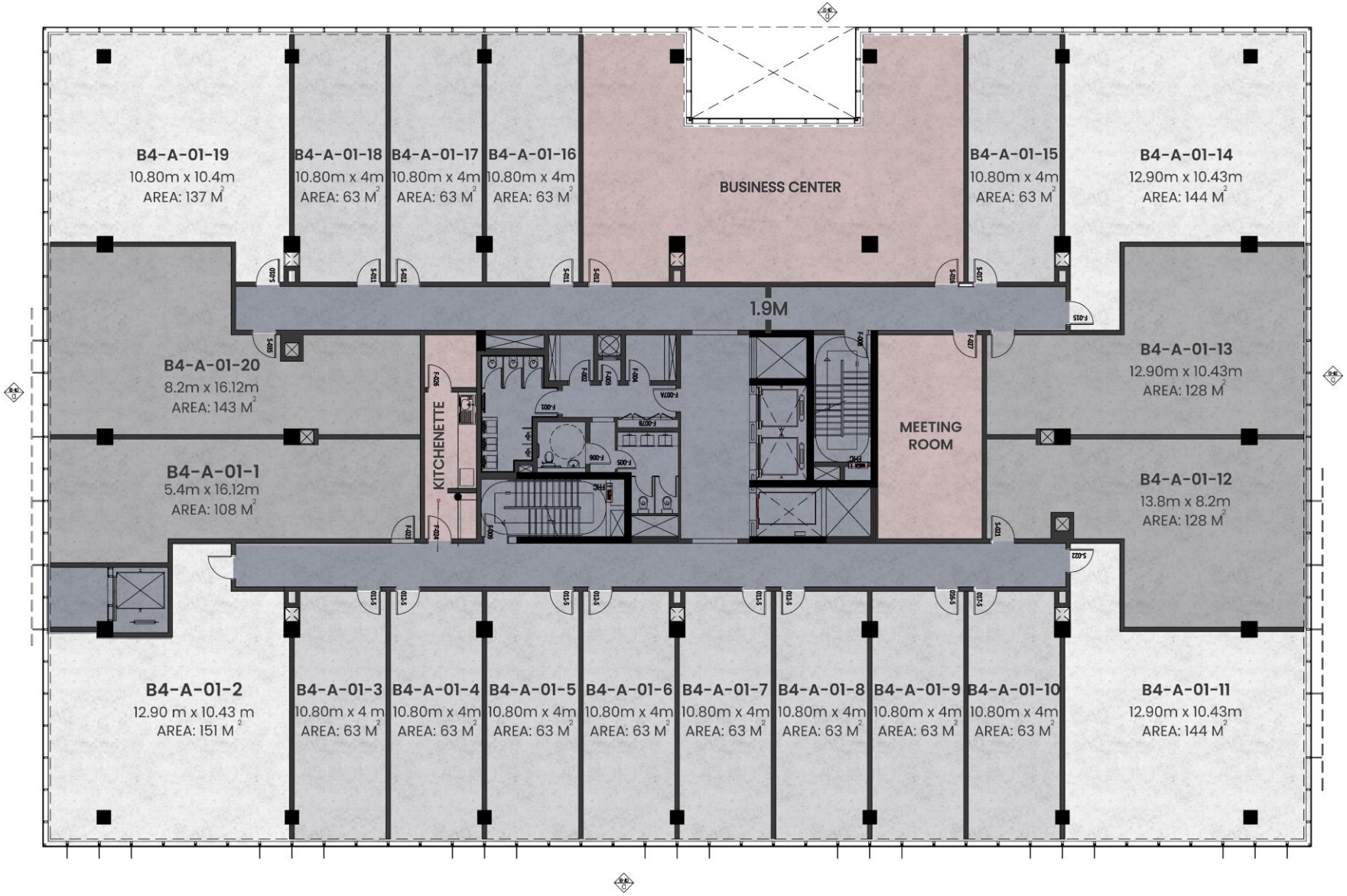
BASEMENT/ VERTICAL NODE



1ST FLOOR PLAN

55 SQM

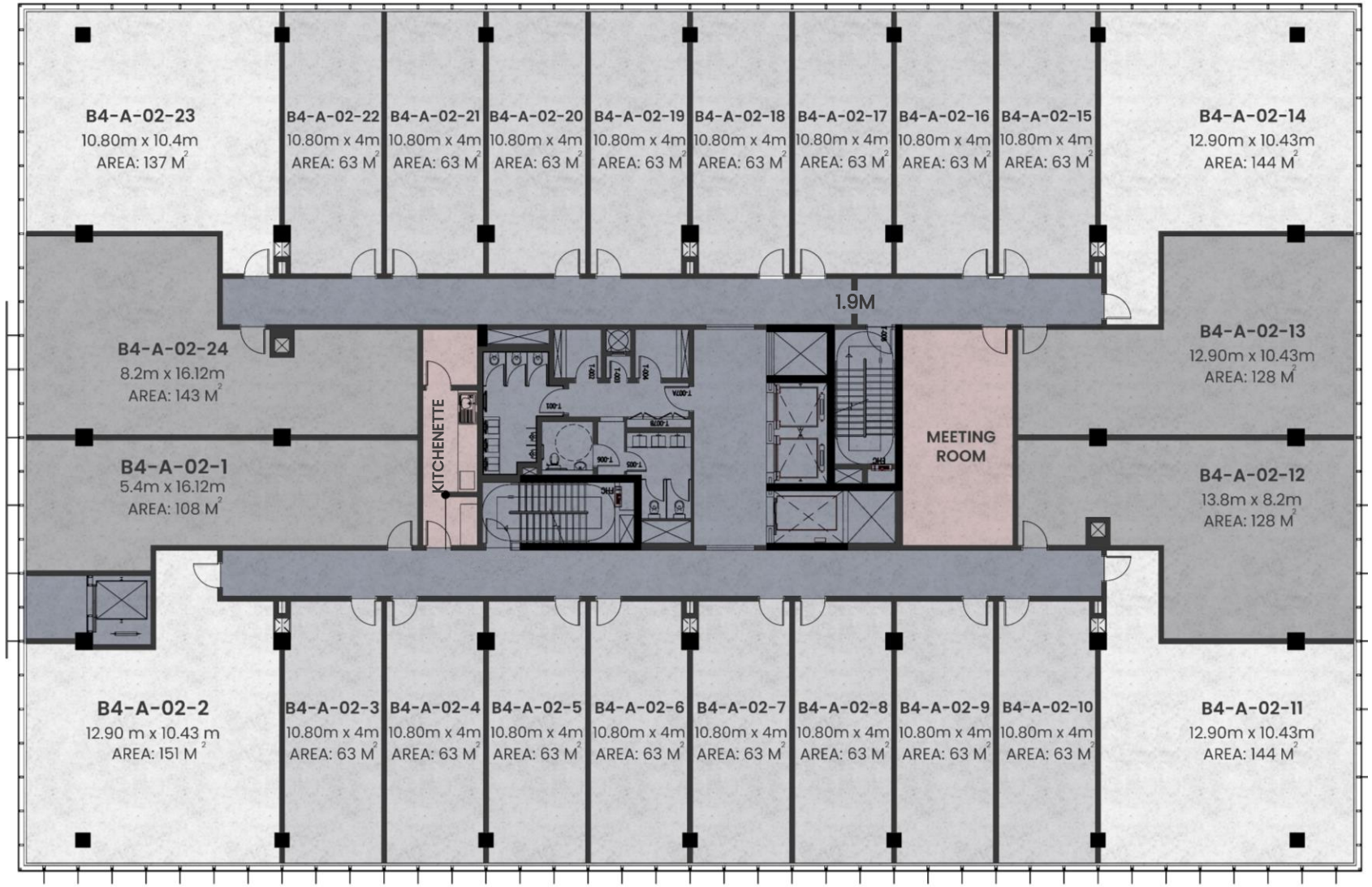
35 SQM



2ND & 3RD FLOOR PLAN

55 SQM

35 SQM



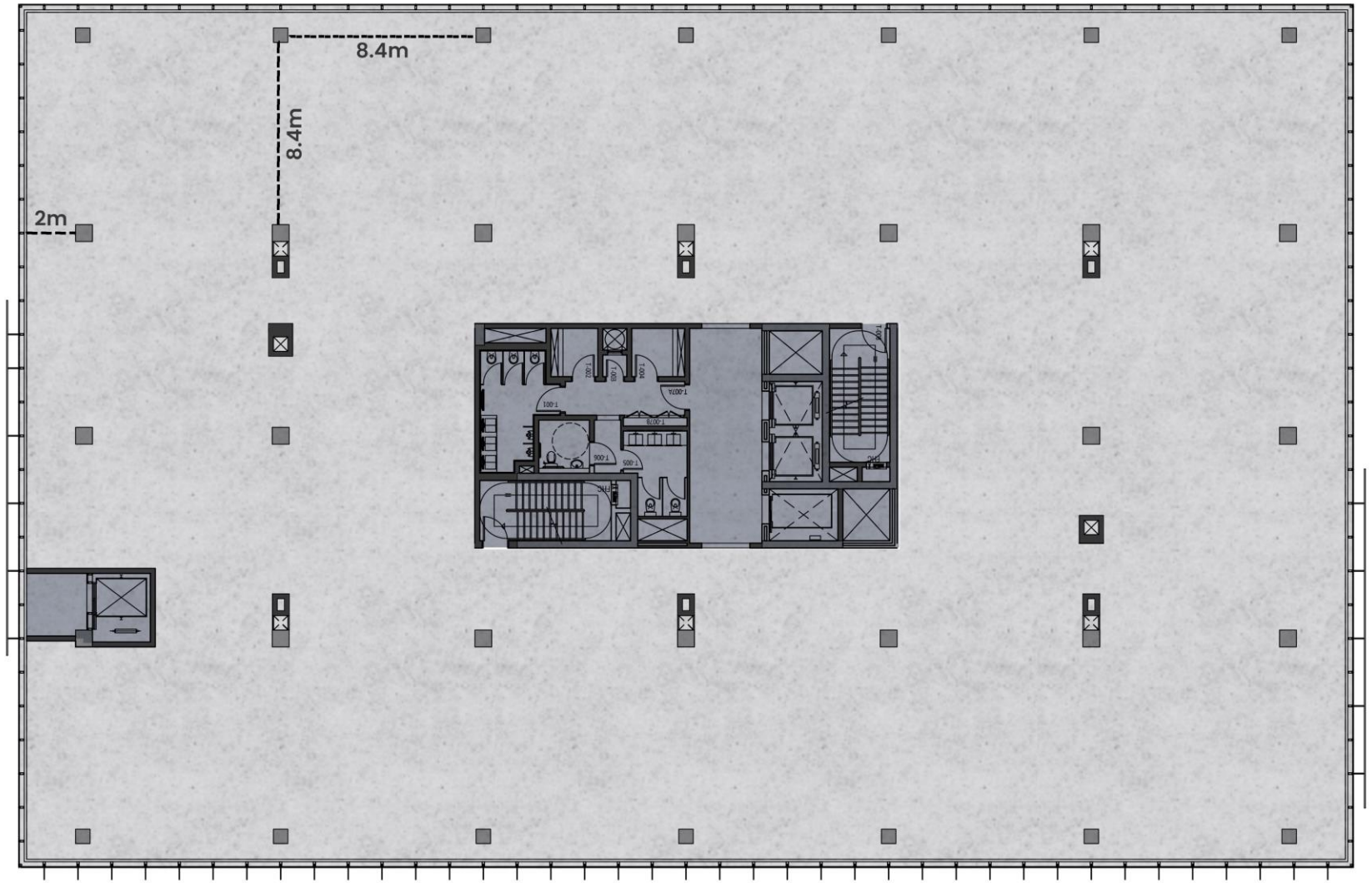
4TH & 5TH FLOOR PLAN

55 SQM



35 SQM

TYPICAL COLUMNS



On every floor

SHARED FACILITIES



OCCUPIERS & WORLD CLASS EXPERTISE



OCCUPIERS

HOME plaza

VERNBRO GLOBAL INVESTMENT

Concrete PLUS

Design
Furniture shop on ground floor

ELTAREK

ATOM



MASTER DEVELOPER & WORLD CLASS EXPERTISE

tāmeer
MASTER DEVELOPER

solidere international
PROJECT CONCEPT
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architecturestudio
ARCHITECT
France

JLL
PROJECT MANAGER – DESIGN
UK - Egypt

ACE CONSULTING ENGINEERS MOHARRAM.BAKHOUM
ENGINEERING CONSULTANT
Egypt

vmc ValueMetric Consultants
COST CONSULTANT
Egypt

GILLESPIES
LANDSCAPE DESIGNER
UK

KOUT CAPITAL
INVESTMENT MANAGER
Kuwait

Colliers
REAL ESTATE CONSULTANT
UK - Dubai

COLDWELL BANKER COMMERCIAL ADVANTAGE
REAL ESTATE CONSULTANT
Egypt

AAA CONSULTANCY
COST CONSULTANT
Egypt

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From humble beginnings in Glasgow, Gillespies has become one of the largest and most successful global landscape architecture, urban design and landscape planning consultancies. We maintain our local roots while delivering our global mission: to design and deliver transformative, sustainable spaces that make people's lives measurably better.

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