WORK BEYOND THE WALLS

URBAN
BUSINESS
LANE

UBL



tāmeer

URBAN BUSINESS LANE IS A NEIGHBORHOOD WITH A UNIQUE IDENTITY

It's an environment where visionary and innovative individual talents are able to connect and interact in a productive and world-class work environment.





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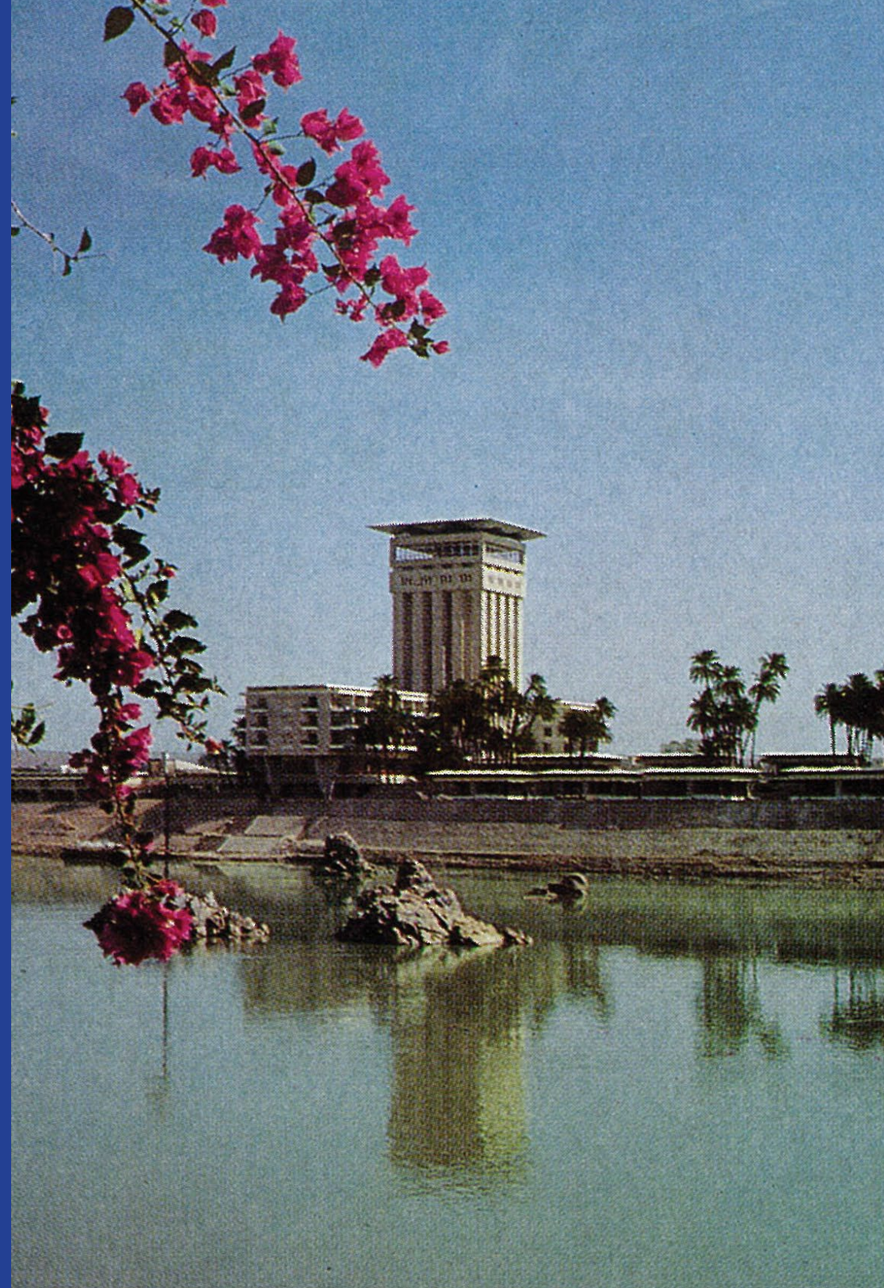
01 ABOUT THE DEVELOPER

The tāmeer philosophy does not only apply on the business aspect of the company; it's rather primarily instilled in the DNA of tāmeer.

LET'S GET TO KNOW THE DEVELOPER



ABOUT TAMEER

tāmeer has, throughout its reputable history, endeavored to build communities rather than plain structures, concepts rather than dull spaces, it has sought to create life between buildings and stories between walls.

LANDMARKS


NEIGHBORHOOD
NEW MAADI

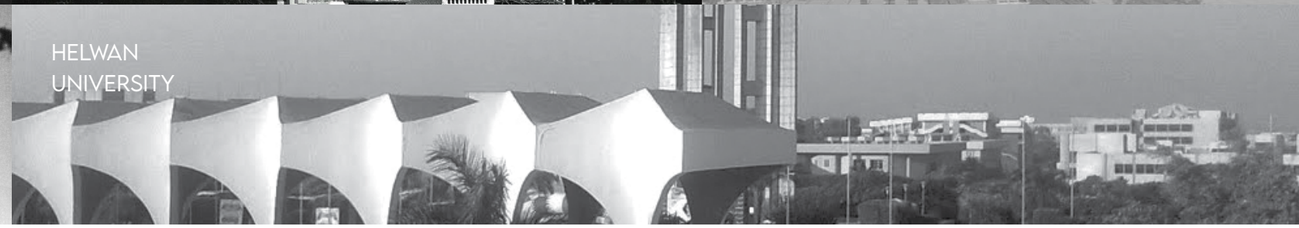

HELNAN PALESTINE
MONTAZA ALEXANDRIA


OLD MERIDIAN
GARDEN CITY


OBEROI HOTEL
ASWAN


TAMEER HQ
GARDEN CITY


SHERATON
HELIOPOLIS


HELWAN
UNIVERSITY

NEW PROJECTS

As interest in community living & working options further from the congested downtown of Central Cairo increases, we are well positioned to expand into new, strategically-located areas in 6th of October and New Cairo neighborhoods.

Our access to the land banks gives us an edge in developing mixed-use projects in these popular destinations, and our existing developments in these areas give our brand a unique prominence.

COMMERCIAL

THE BUSINESS LOUNGE

Part of AZAD New Cairo. The Business Lounge is a boutique business park that offers a variety of space requirements types to meet various corporate needs.

UBL

Located in New Cairo adjacent to The American University in Cairo. It is a business district that will harbor office space to established young and innovative enterprises.

RESIDENTIAL

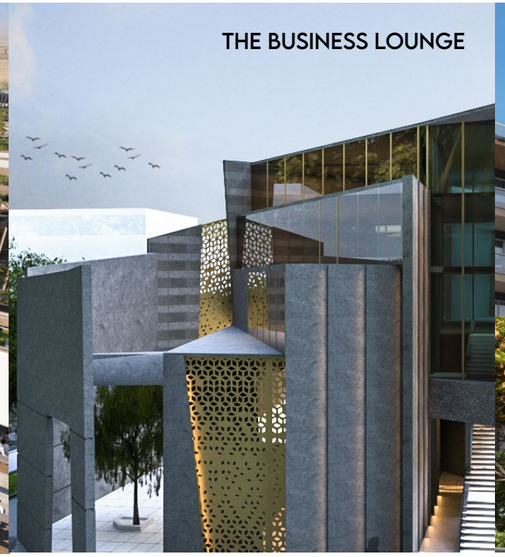
AZAD NEW CAIRO

Located in New Cairo adjacent to the AUC. Features AZ Homes, designed to meet the needs of student housing and Azad Walk, the newest and freshest zone within AZAD VIEWS. A friendly and inclusive community that celebrates connectivity.

DIAR I & II 6TH OF OCTOBER

Located in the fast-developing northern extension of 6th of October.









02 URBAN BUSINESS LANE LOCATION

Urban Business Lane is located in a very lively and dynamic spot in New Cairo right next to The American University in Cairo, where everything around it is up and running.

LOCATION IS EVERYTHING

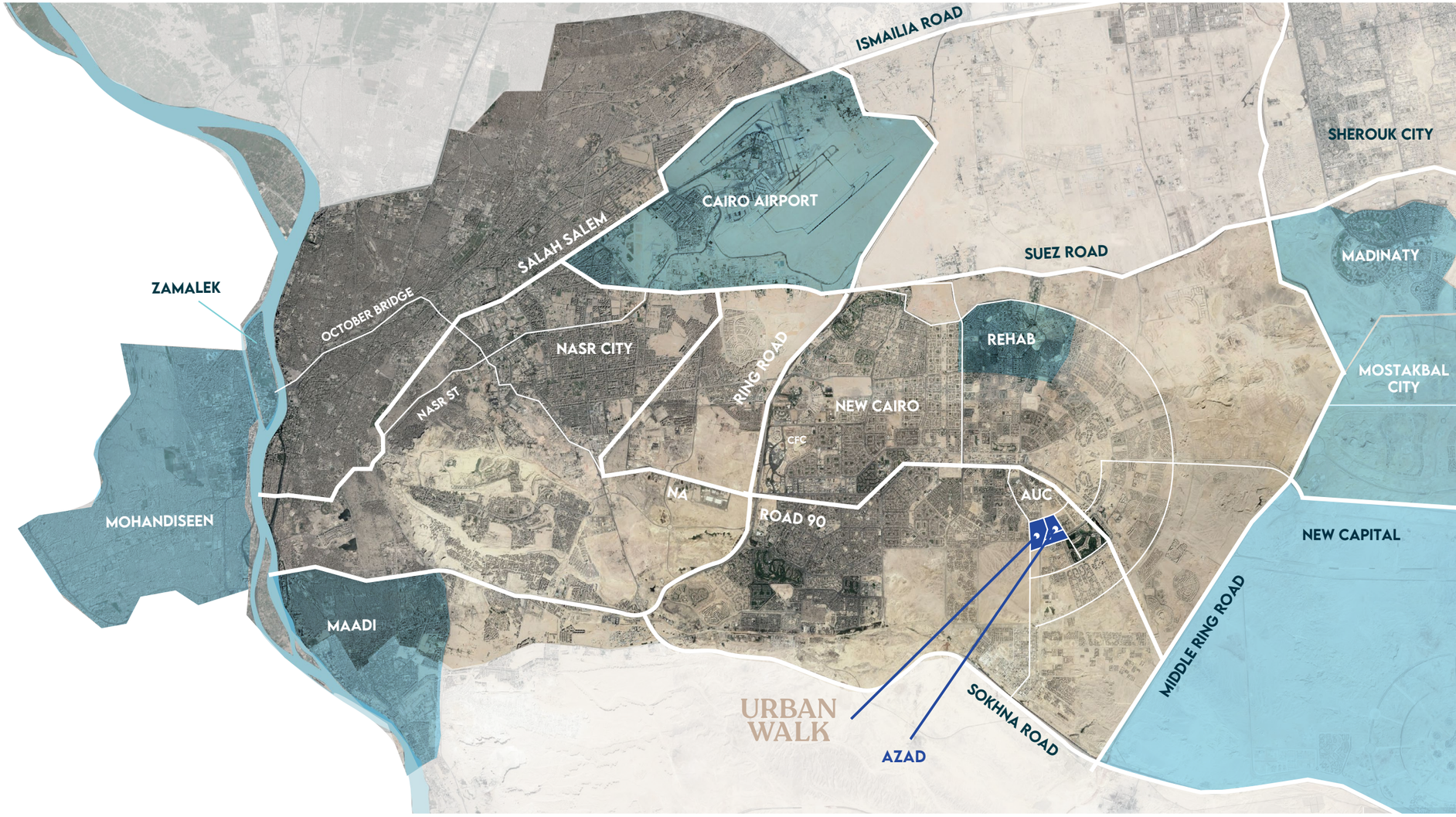


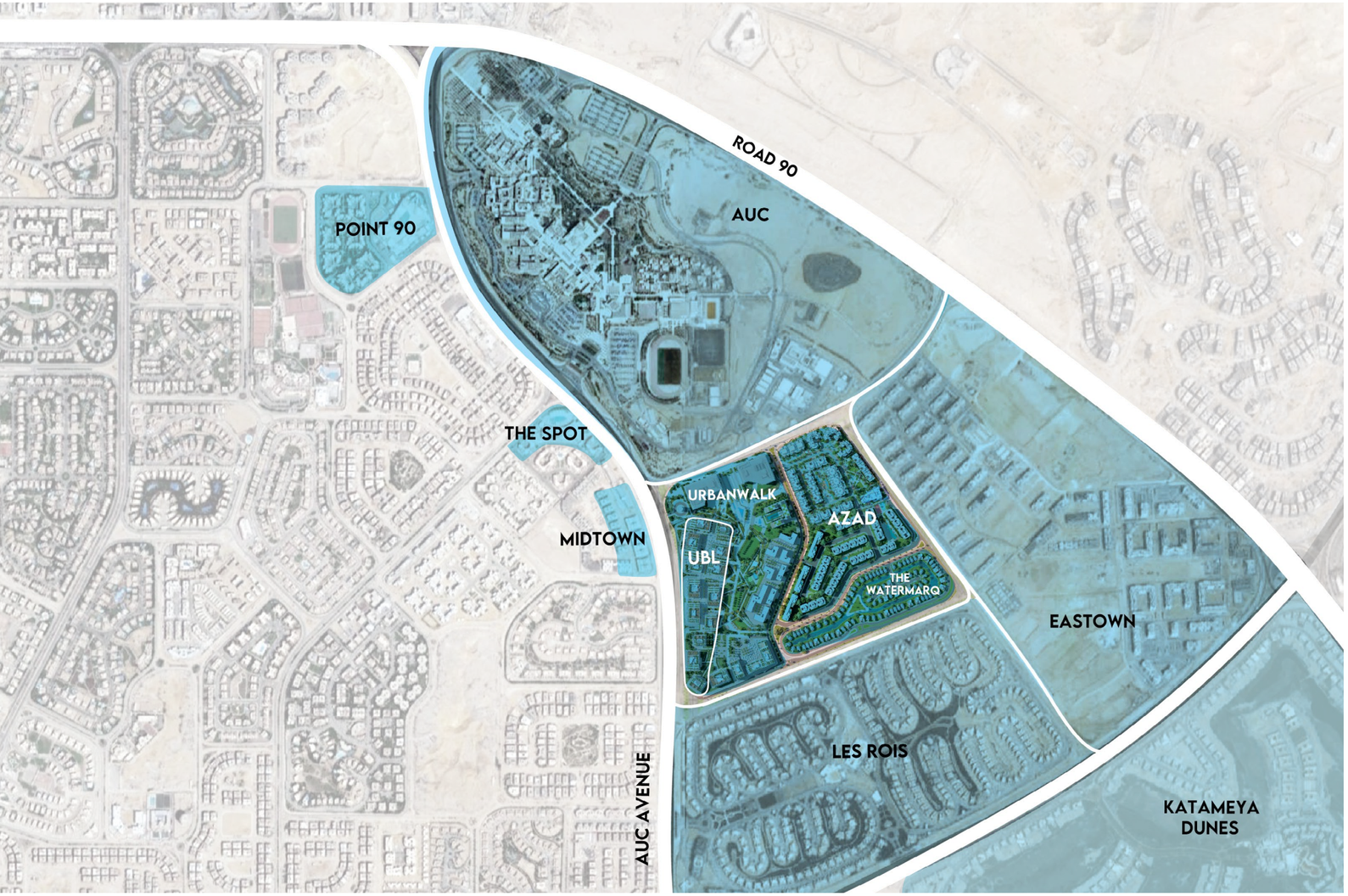
LOCATION

—
30 minutes
from Heliopolis

—
20 minutes
from New Capital

—
30 minutes
from Maadi





PROJECT ATTRIBUTES

Located within a dynamic emerging neighborhood.

Highly accessible to students, neighboring residents, commuters and visitors.

The only un-gated commercial project with direct access to the streets with proper security personnel and checkpoint entrances all around.

Across the street from the American University in Cairo Campus from the northern boundary.

Surrounded by up and running developments, from which it will benefit.

Adjacent to AZAD, an exclusive residential compound developed by tāmeer.

STRATEGICALLY LOCATED IN THE CENTER OF NEW CAIRO

15 min from The Ring road & Cairo Intl. Airport

Walking distance to The monorail station



MASTER PLAN

01 URBANWALK
Mixed-use
Project

55 ACRES

02 AZAD
Residential
Apartments

20 ACRES

03 AZAD VIEWS
Residential
Apartments

20 ACRES

04 THE WATER MARQ
Residential
Standalone Villas

20 ACRES

03 THE
COMMUNITY

LET'S DIVE INTO THE COMMUNITY





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

with...

5 COMPREHENSIVE DISTRICTS

01 UBL

Ideal for corporates, SMEs & start-ups.

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
HOTEL
HOME PLAZA
ENTERTAINMENT HUB

THE ROOF TOP EXPERIENCE

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

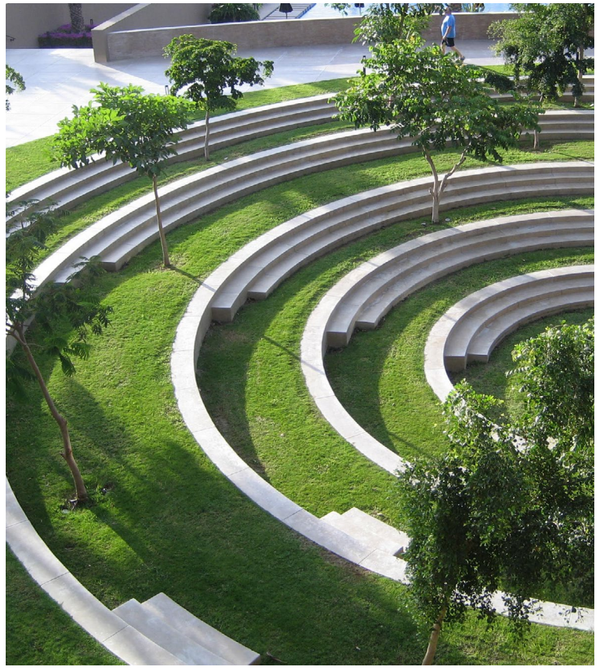
Disclaimer:
All renders, master plans, floor plans & scales are conceptual and serve for illustrative purposes. tāmeer reserves the right to apply future modifications to the provided designs.











THE PARK

AREA OF
60,000 SQM

6 TIMES THE SIZE
OF A FOOTBALL FIELD

A LARGE SPECTRUM OF ACTIVITIES

- Amphitheater
- Multi-Purpose Courts
- Community Center
- Shared Work Facility
- Outdoor Cinema
- Mini Golf Course
- Skateboard Park
- Climbing Park

The above are just a few examples of the vast activities available in The Park. Other activities such as jogging, cycling, dog walks, sports & yoga, family picnics, water features and art installations are also accommodated within the park.



ZONING STRATEGY

LAND AREA	55 ACRES
LANDSCAPE	60,000 SQM
BUILTUP 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

UNDERGROUND PARKING

UP TO 3,000
UNDERGROUND
PARKING CAPACITY

This is a mixed-use project and since parking peaks are not necessarily going to happen at the same time, we envision that public users may be able to utilize different portions of parking at different times of the day/week. For this purpose, we assessed a parking layout that works with the structural grid of upper buildings, and allows for selective underground connections between the Leisure, Enterprise and Residence parking areas in order to optimize alternative use of car parks.



WORK BEYOND THE WALLS

URBAN BUSINESS LANE

UBL

URBAN BUSINESS LANE is not a project. It's a neighborhood with a unique identity. Rather than having the appearance of fixed volumes, the buildings integrate into their DNA the concept of motion. Walking the pedestrian alleys of URBAN BUSINESS LANE offers the experience of visiting a real city, combining diversity and unity, richness and simplicity, convenience and esthetics.

This district is dedicated to commercial office space that will be targeting large companies but also start ups, entrepreneurs and creative industries. It is a purpose built office park with multiplicity of flexible spaces and will benefit from its immediate adjacency to AUC and to residential, hospitality, retail and entertainment activities in the project.

Urban life between its buildings is reinforced with uninterrupted ground floor retail and F&B and the extensive use of public space is strengthened with abundant shaded outdoor areas that are either framed by the building or protected with proper shading devices.

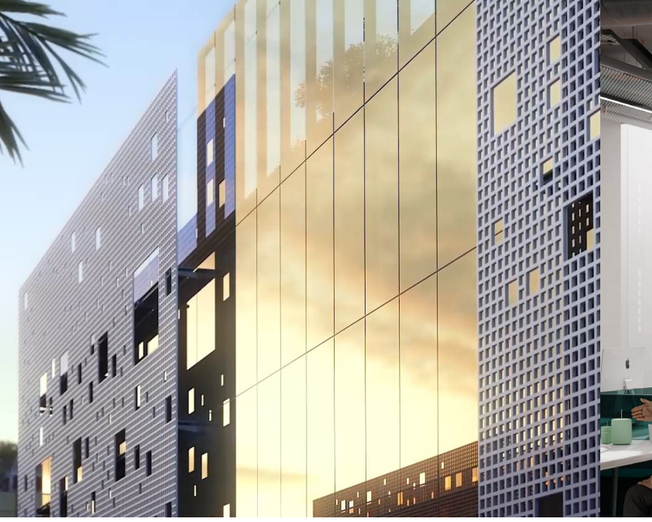
UBL gives you the opportunity to work from your office or venture-out in the wide open fields of The Park that features outdoor working areas surrounded by scenic views.

04 SERVICES

The project has many facilities accessible to everyone with high emphasis on special needs inclusion, from public areas to office spaces, and you'll always feel secured with the presence of security guards and CCTV.

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

- In line 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...

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

SHARED SPACES


KITCHENETTE


MEETING ROOM


WAITING AREA


LOBBY





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.

FACILITY INCLUDES

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



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 also 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 wall 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

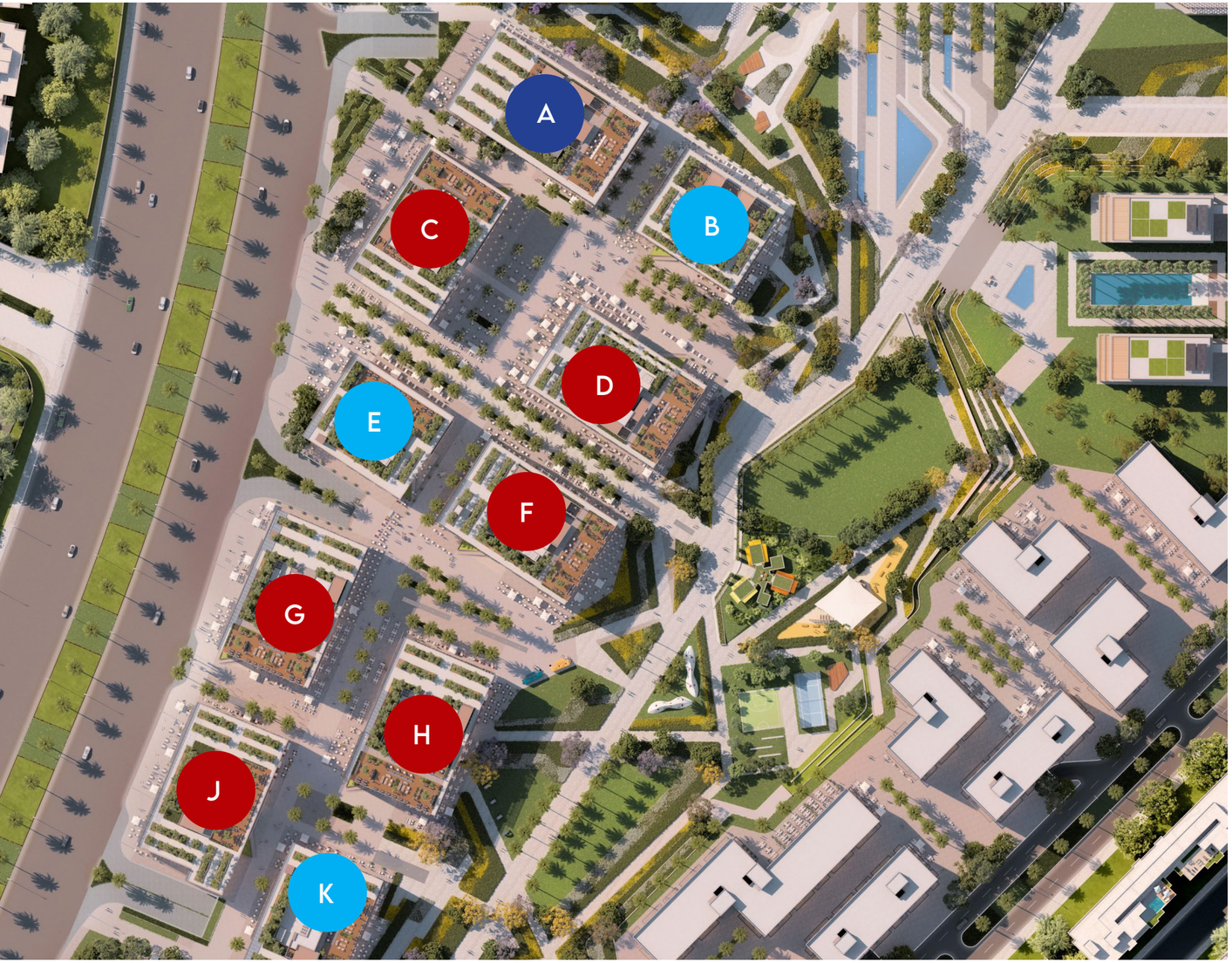
- Water tanks allow for a back-up system in case of water shortage
- No turf areas lead to reduced water consumption

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





DETAILS

AREAS IN SQM

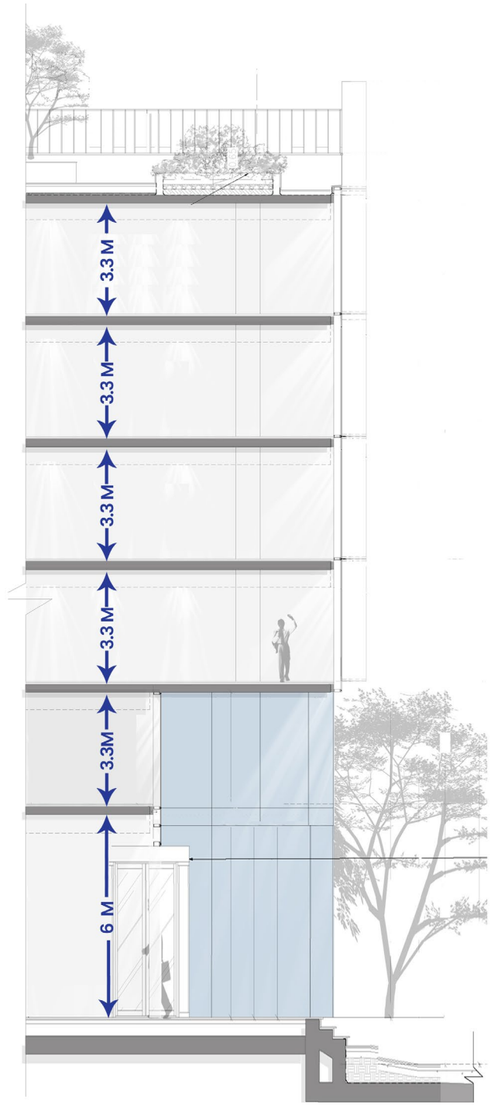
TOTAL BUA 90,000 SQM

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

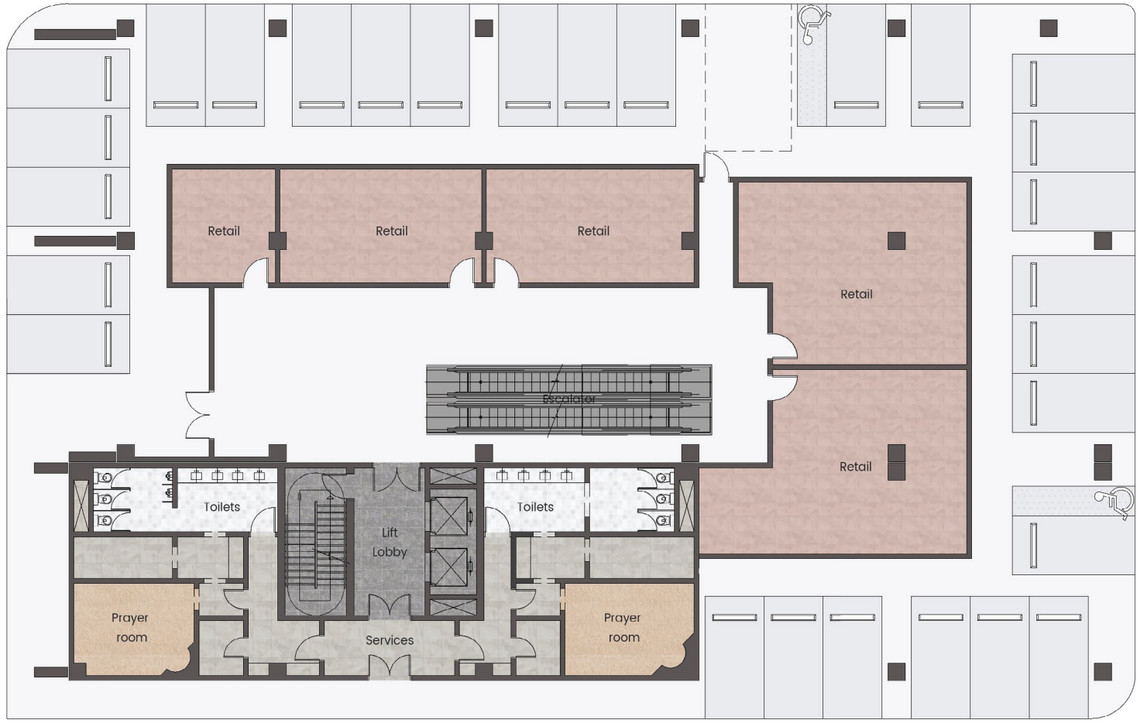


FLOOR PLANS



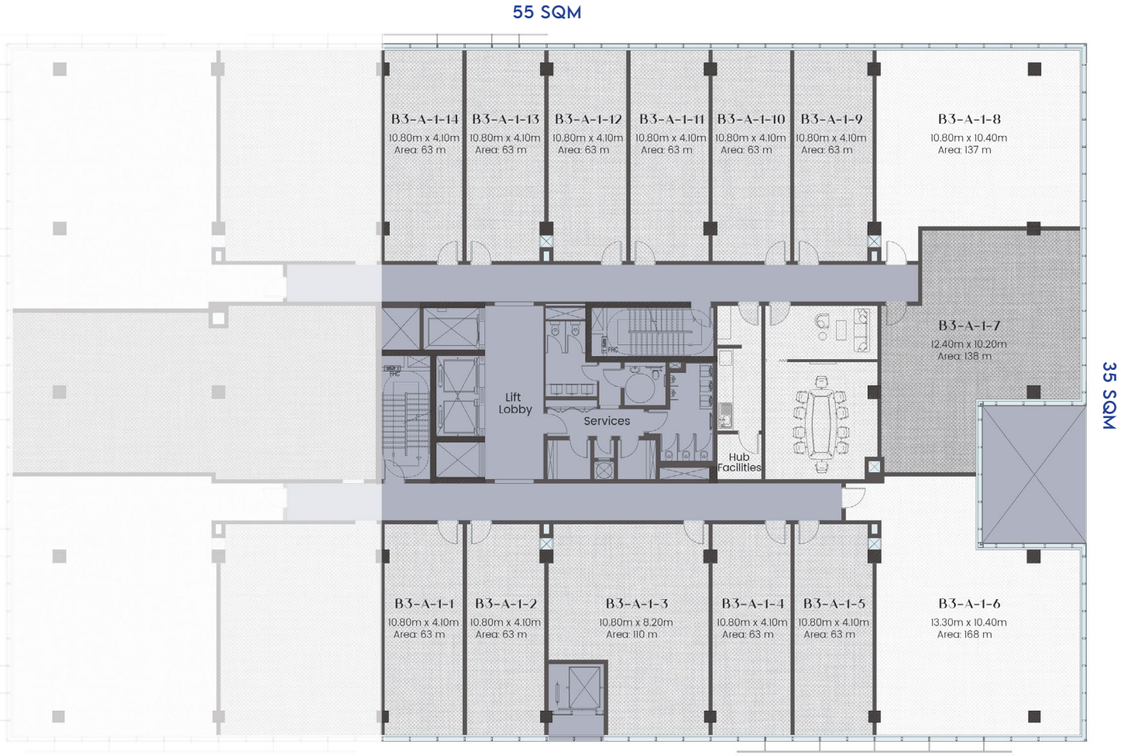
BASEMENT/ VERTICAL NODE

TYPICAL FLOOR PLAN



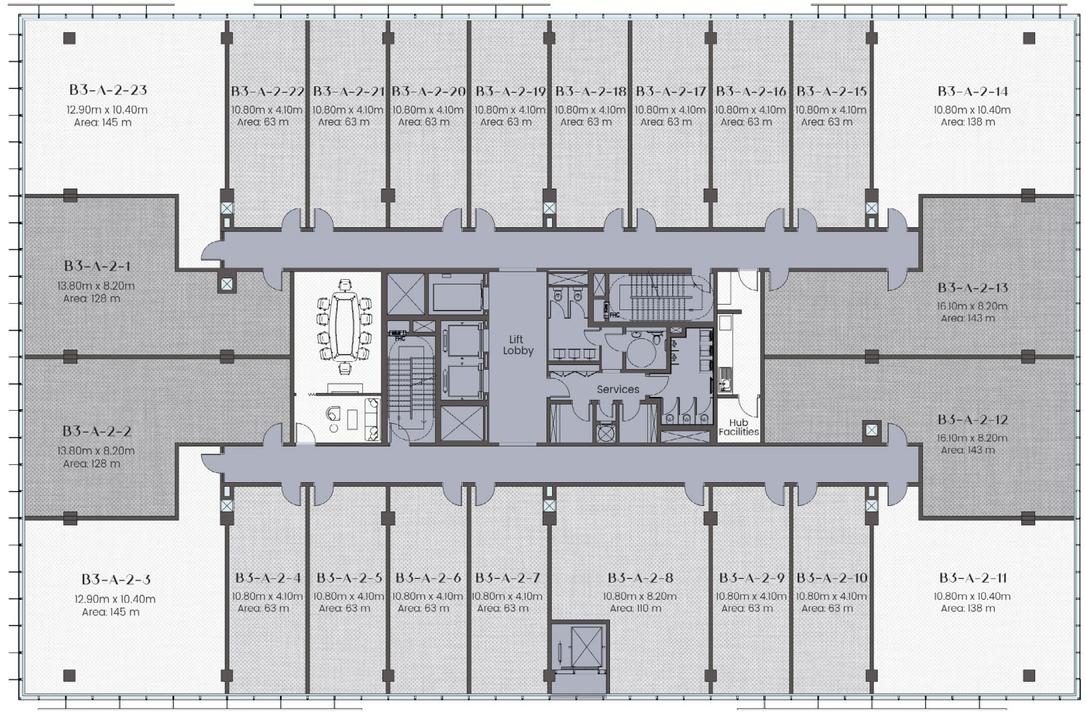
FIRST FLOOR

TYPICAL FLOOR PLAN
OFFICE LOAD 26.60%



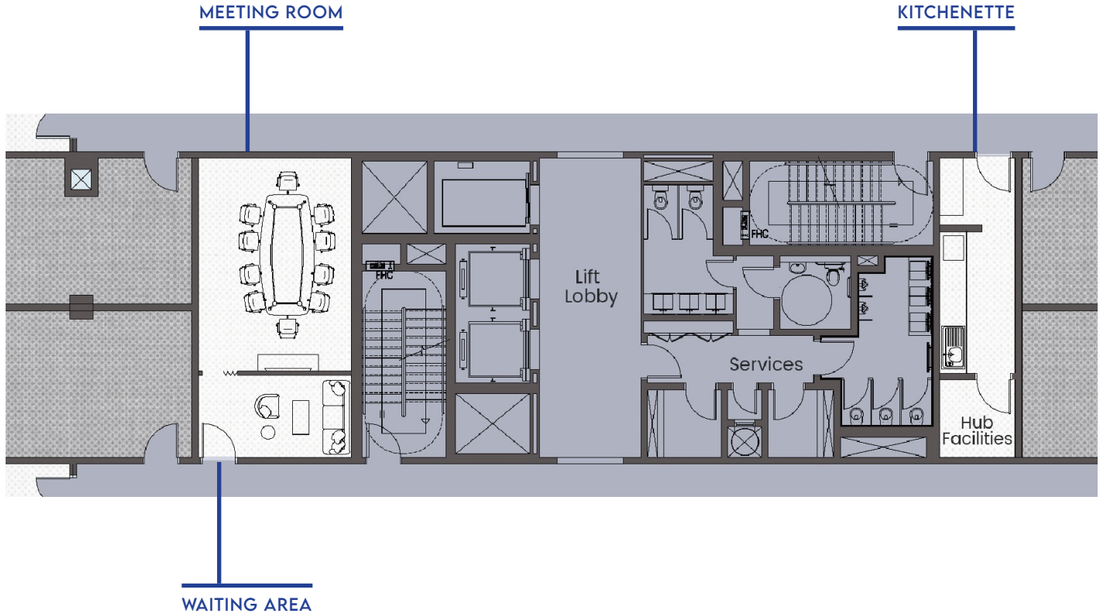
SECOND, THIRD & FOURTH FLOOR

TYPICAL FLOOR PLAN
OFFICE LOAD 26.60%



SHARED FACILITIES

ON ALL FLOORS



OCCUPIERS & WORLD CLASS EXPERTISE



OCCUPIERS

HOME plaza

VGI 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
LEBANON

architecturestudio

ARCHITECT
FRANCE

JLL

PROJECT MANAGER-DESIGN
UK-EGYPT

HILL International

PROJECT MANAGER-CONSTRUCTION
UK-EGYPT

ACE CONSULTING ENGINEERS MOHARRAM.BAKHOUM

ENGINEERING 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

vmc ValueMetric Consultants

COST CONSULTANT
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NOTES


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