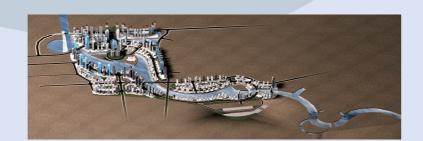## 1.0 THE MASTER PLAN DESIGN BRIEF

1.1 Project Overview & Context

Dubai is in a position of regional leadership and global significance, and is probably the most active centre of development in the world today. Dubai as an emerging World City, has the potential to play a leading role in the Middle East as it's capital of commerce, finance, leisure, knowledge, tourism and global trade.

Conceived by Dubai Properties as a major mixed-use development, the Business Bay project exemplifies Dubai's leadership position in the quality of its planning, design, innovation and construction. The Business Bay project will establish a new, modern Central Business District (CBD) for Dubai and will establish Dubai as the Business Capital of the region.

1.2 The Unifying Project Narrative

Like Manhattan in New York or the Ginza in Tokyo, the Business Bay Central Business District (CBD) of Dubai will provide the most significant business centre for city and the Gulf.

Dubai Properties encourages developers of individual parcels to commission conceptual designs from renowned architects and engineers, drawing expertise from within the region and around the world.

1.3 Design Objectives

The Project Design Objectives include -

Quality: a vibrant mixed-use community development that provides offices, residential, commercial, retail, hospitality, entertainment, cultural and public facilities that are equal to and exceeding the expectations of international and regional business users, visitors and residents

Contemporary Culture: a contemporary city-centre environment that reflects local and regional cultural values

Global Position: a globally recognizable new urban image of Dubai containing:

- streetscapes and urban forms that are responsive to human scale

- convenient connectivity between developments

- waterfront focus

- innovative contemporary design

- controlled massing of envelope and skyline profiles

- internationally recognized design quality and standards

Urban Environment: a vibrant waterside environment for residents, business users and visitors

Natural Environment: an environmentally responsive and ecologically sustainable urban fabric that provides a seamless integration of recreational and landscape design elements.