

Design Objectives

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Quality

- Vibrant
- Mixed Use – commercial, retail, residential, hospitality, entertainment.
- Exceeding expectations of international and regional business.

Global City

- Globally recognisable new urban image for Dubai.
- Urban forms that are responsive to human scale.
- Convenient connectivity.
- Waterfront focus.
- Innovative contemporary design.
- Controlled massing and profiles.
- International design quality and standards.



BUSINESS BAY

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