

The Front

Project Brief



TABLE OF CONTENTS

Project Location	Land Use	Residential	Hotel	Commercial
<ul style="list-style-type: none">• Area Brief• Location & Accessibility	<ul style="list-style-type: none">• Zoning Designations• Ordinances & Major Areas	<ul style="list-style-type: none">• Branded residence• Serviced apartments	<ul style="list-style-type: none">• Boutique hotel• Spa	<ul style="list-style-type: none">• Strip mall• Offices

An aerial photograph of a suburban area with houses, streets, and some green spaces, serving as a background for the text.

PROJECT LOCATION

AREA BRIEF | PROJECT LOCATION

Situated in a prime location, this plot of land is situated in west Cairo, next to New Giza, Palm Hills, and Emaar – the largest premium developers in the market. This area is renowned for its luxurious and high-end developments, making it the perfect spot for those seeking a premium lifestyle. The plot itself is ideally located on the central Alex Desert Road, which is the main thoroughfare in the area, providing easy access to all of the amenities and attractions that West Cairo has to offer. In addition to its close proximity to the 26 July Axis, the Great Pyramids of Giza, and the newly constructed Grand Egyptian Museum, you'll have everything you need at your fingertips.

LOCATION & ACCESSIBILITY | PROJECT LOCATION



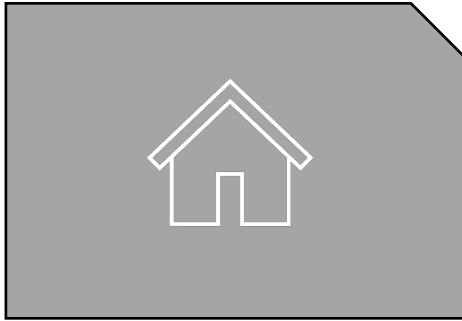
#	AREA
1	The Front Plot
2	New Giza
3	Palm Hills October
4	Grand Egyptian Museum
5	Great Pyramids of Giza



An aerial photograph showing a mix of land use. On the left, there's a dense urban area with many small buildings and a grid-like street pattern. To the right, there's a more suburban area with larger houses and more green space. Further right, there's a rural area with large fields and some scattered buildings. A river or stream flows through the landscape, winding from the top right towards the bottom right. The overall tone is muted, with a lot of greys and browns.

LAND USE

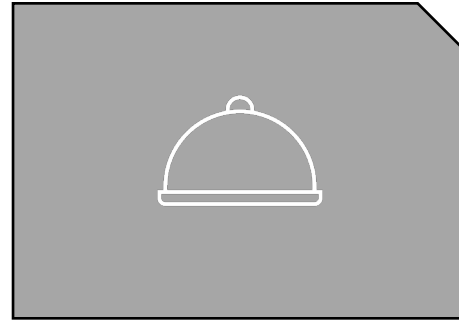
ZONING DESIGNATIONS | LAND USE



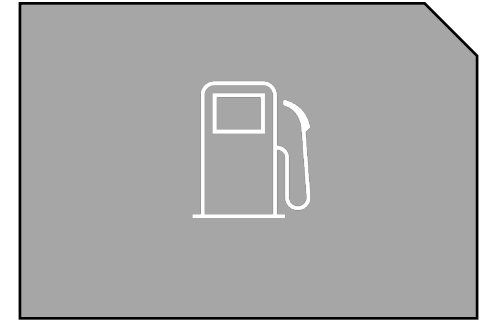
HOTEL & BRANDED
RESIDENCE



COMMERCIAL –
RETAIL & OFFICES



COMMERCIAL -
SERVICES



GAS STATION

ORDINANCES & MAJOR AREAS | LAND USE

DESIGNATION	GROSS FLOOR AREA	BUILDING %	PERMISSIBLE AREA	FLOORS	BUILT-UP AREA
Hotel & Branded Residence	20,000 sqm	30%	6,000 sqm	3	20,000 sqm
Commercial - Retail & Offices	16,350 sqm	20%	3,270 sqm	2	6,540 sqm
Commercial - Services	5,787 sqm	20%	1,157 sqm	3	3,471 sqm
Gas Station	2,500 sqm	20%	500 sqm	2	1,000 sqm
Plot Area	44,637 sqm		10,927 sqm		31,011 sqm

- Areas exclude basements (2 stories)
- Retail is calculated at 6m ceiling height

An aerial photograph of a suburban neighborhood, showing a mix of residential housing, roads, and green spaces. The houses are mostly single-story with varying rooflines. Roads are visible as light-colored lines winding through the area. There are patches of trees and grass. The overall tone is muted, with a light gray overlay.

THANK YOU