

مشيرب  
MŠHEIREB  
DOWNTOWN DOHA

## Residential Portfolio

Proudly Developed by



مشيرب العقارية  
MŠHEIREB PROPERTIES



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# Qatar





# Qatar Overview



**Located in the Middle East**

**Capital City:** Doha

**Area:** ~11,000 km<sup>2</sup>

**Total Population:** 2.6 million

**Urban Population:** 99%

**Official Language:** Arabic

**Business Language:** English

**Type of State:** State. Constitutional Monarchy (Hierarchy)

**Type of Economy:** High-income economy





# Qatar Economic Overview

- One of the highest recorded nominal GDP per capita in the world (2015) QAR 512,173 (USD 140,649).
- Fastest growing economy in the Middle East with a growth rate of 4% (2015-2020).
- Qatar's population of approximately 2.6 million people is expected to grow by at least 7% p.a. to reach over 3.5 million by 2020.
- Tourist arrivals into Qatar are set to increase five fold and reach 7 million by 2020.
- Qatar is the largest supplier of liquefied natural gas and holds the world's third largest natural gas reserves.
- Host FIFA World Cup 2022.
- Qatar is the most competitive economy in the Middle East, ranked 14th among 140 countries represented in the World Economic Forum (WEF).







# Msheireb Downtown Doha An Overview





# Msheireb Downtown Doha





# Msheireb Properties

Msheireb Properties is a subsidiary of Qatar Foundation launched in March 2009.

A commercial venture to support the foundation's aim and the Qatar National Vision of 2030.

## Vision

To be the pioneering national developer of sustainable and innovative projects inspired by Qatar's unique heritage.

## Mission

To be the leading real estate development company that develops and manages transformational projects through innovative thinking.

## Core Values

- Excellence
- Innovation
- Leadership
- Partnership
- Responsibility



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Qatar Foundation for Education, Science and Community Development (QF) is a private non-profit organisation that strives to serve Qatar by providing and supporting specialised programmes across three main pillars: Education, Science and Research, and Community Development.

Qatar Foundation also contributes to building a developed community through promoting Qatari culture, conserving the national heritage, and fulfilling the direct needs of the country.



لإطلاق قدرات الإنسان Unlocking human potential





# Fact Sheet

**Project Cost:** Approximately QR20 billion (US\$5.5 billion)

**Land Area:** 31 hectares (76 acres, 310,000 sqm)

**Project Name:** Msheireb means 'a place to drink water' in Arabic.

Mohammed bin Jassim District – central Doha, bordered by:

- Al Rayyan Road to the north
- Wadi Mushireb Street to the south
- Jassim bin Mohammed Street to the east
- Al Diwan Street (part of A Ring road) to the west

The Msheireb project site is immediately adjacent to the Amiri Diwan, Qatar's seat of government and Ruler's palace. The site is also adjacent to the redeveloped Souq Waqif, a successful mixed-use scheme based on a traditional Qatari souq and the historical Al Koot Fort.

## Master Plan and Land Uses

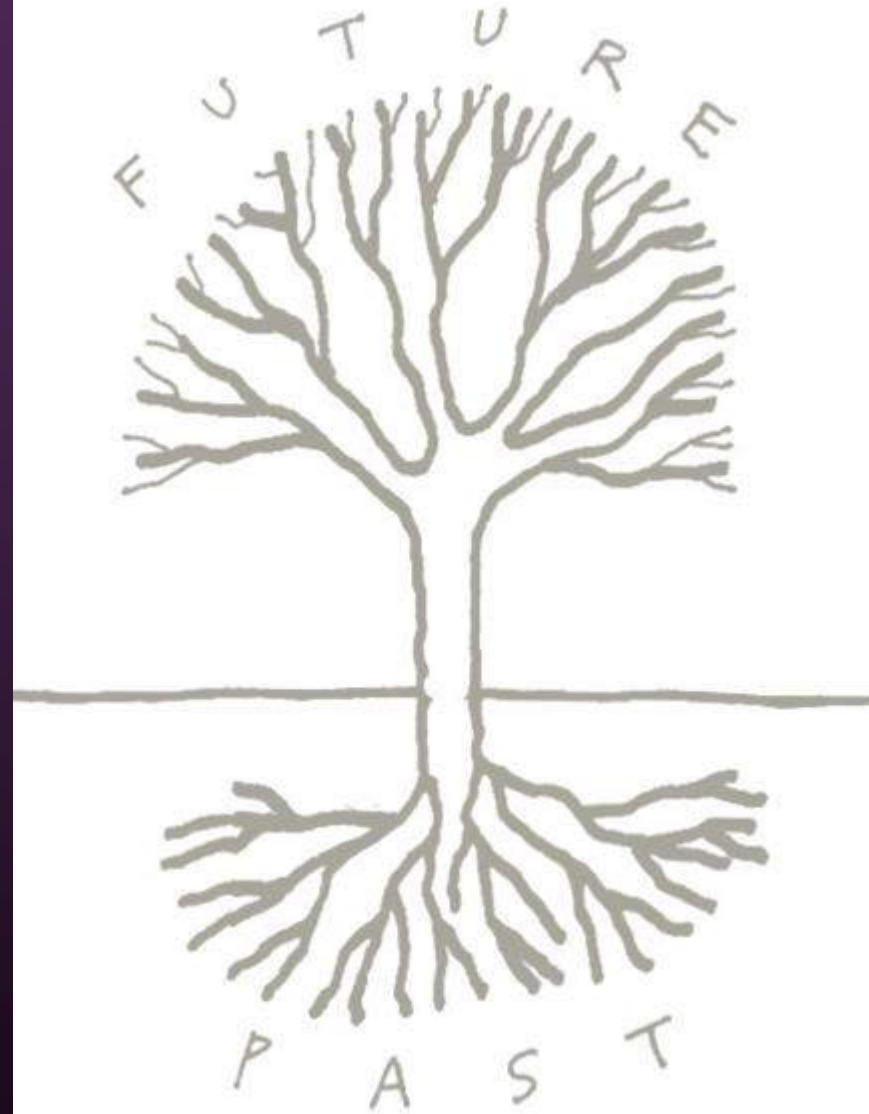
Typology	GFA (SQM)	%
Commercial	193,000	25%
Retail	105,000	14%
Hotel	116,000	15%
Residential	197,000	26%
Civic, Cultural, School, Mosques, Museums & Governmental Offices	153,000	20%
TOTAL	764,000	100%





# Project Distinction

- A significant gap in the architectural and planning history of Qatar was identified, noting that there was a void in the traditional architecture due to importing of western architecture.
- The project is designed on a human scale with the individual as well as community at focus.
- The architecture will serve the individual and not vice versa.
- Msheireb Downtown Doha preserves the old buildings and regenerates them in a sustainable way.
- Msheireb Properties aim is to set guidance and to create a model for a new Islamic architecture of unique relevance to Qatar; looking to the future while being rooted in the past.





# 7 Steps Towards a New Qatari Architectural Language



"Our aim is to set guidance and to create a model for a new Islamic architecture of unique relevance to Qatar; looking to the future while being rooted in the past."

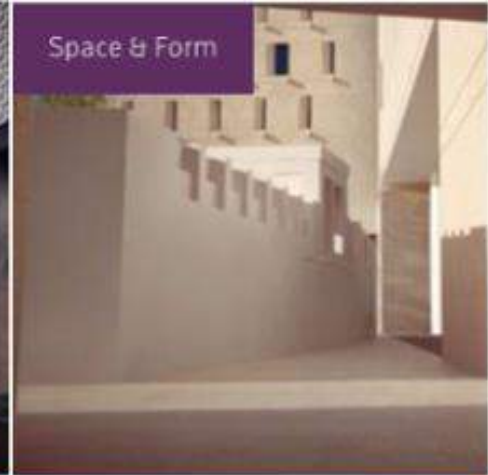
Continuity



Individual & Collective



Space & Form



TYPOLOGY

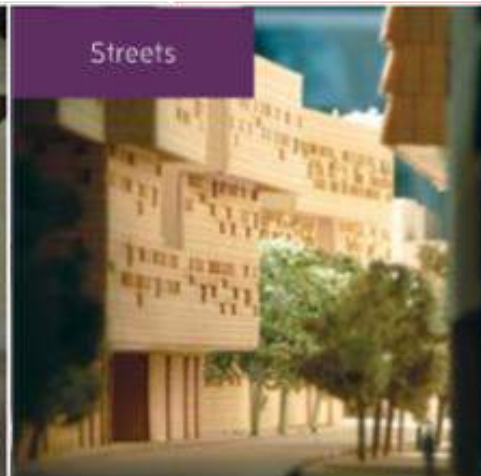
DETAIL

THEORY

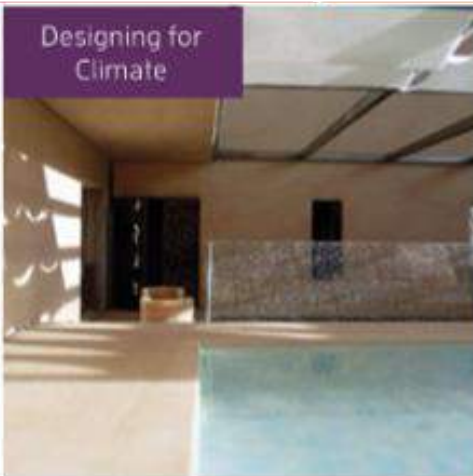
Home



Streets



Designing for Climate



A New Architectural Language



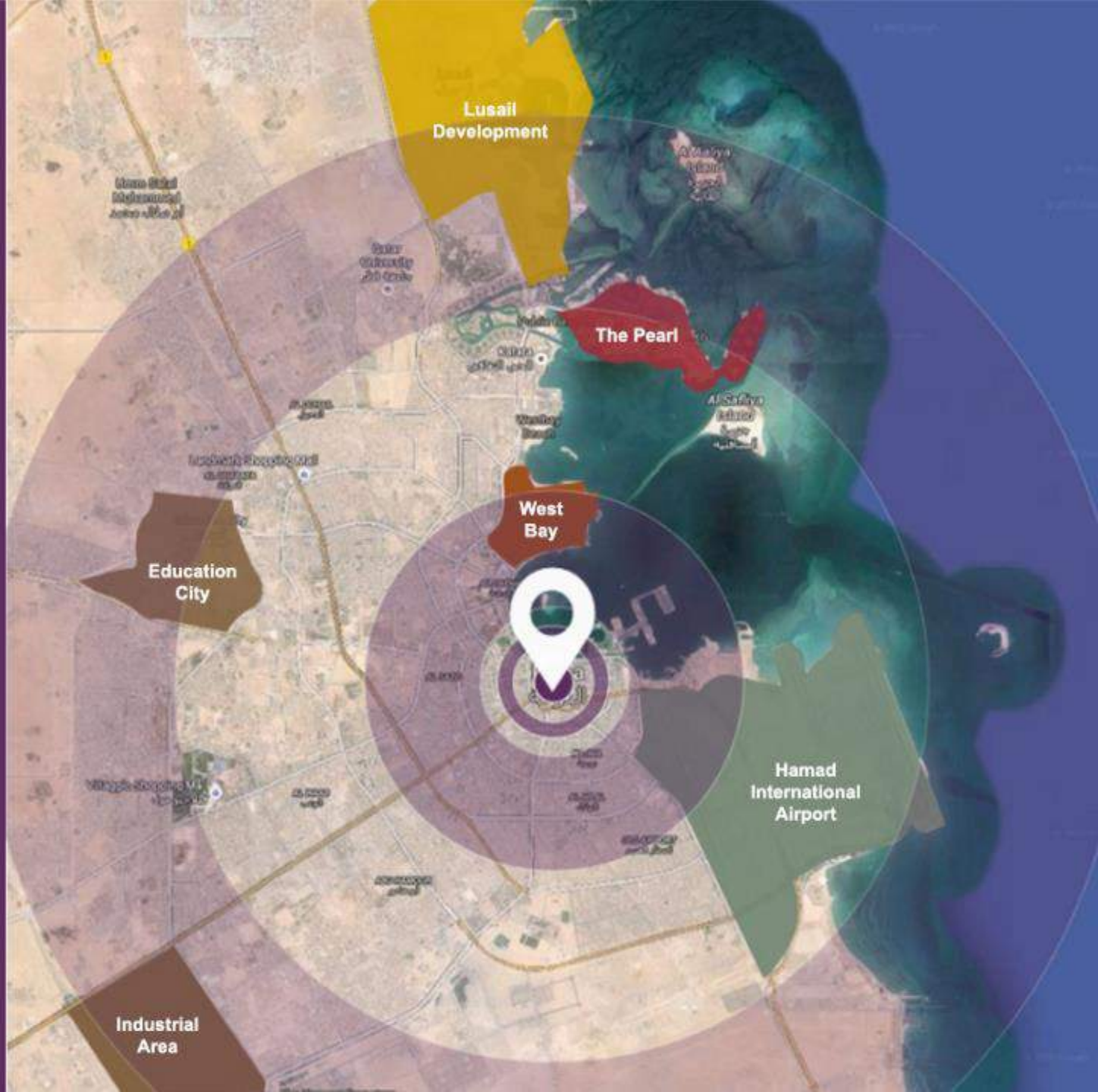


# Msheireb Location

Msheireb vs.  
Chicago

Msheireb vs.  
New York

Msheireb vs.  
London





# Msheireb Project Scale Study



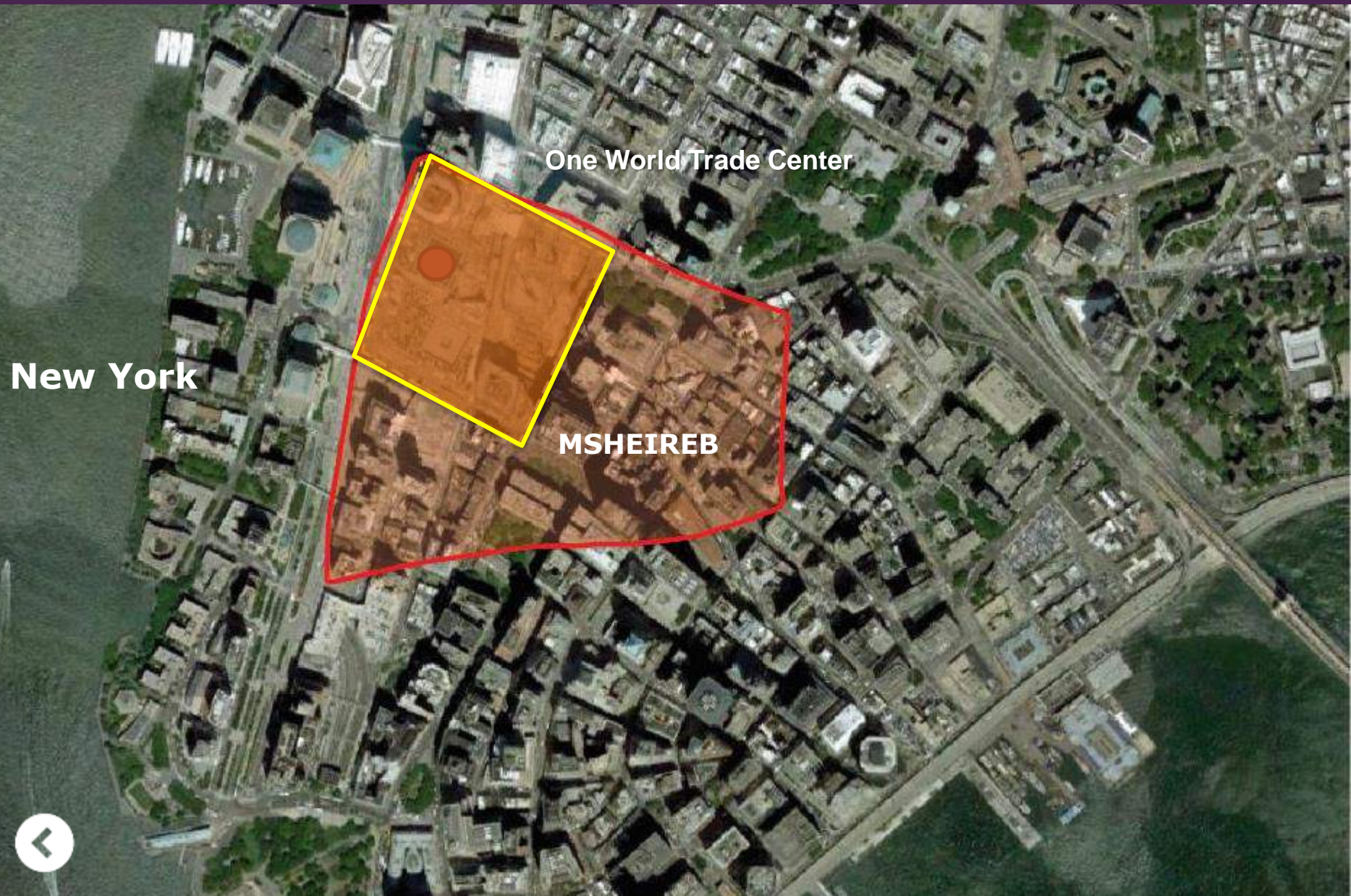
**Millennium Park - Chicago**

**MSHEIREB**





# Msheireb Project Scale Study





# Msheireb Project Scale Study





# Msheireb Location





# Project Usage



Mixed-use development	QR 20 billion
Overall site (sqm)	310,000
Total GFA (sqm)	764,000
No. of Buildings	100+
Total Parking	10,000+
No. of Basement Levels	3-6
No. of Floors (Range)	G+2 to G+29
Residential Population	2,100
Employee Population	20,000
Visitors per Day	50,000

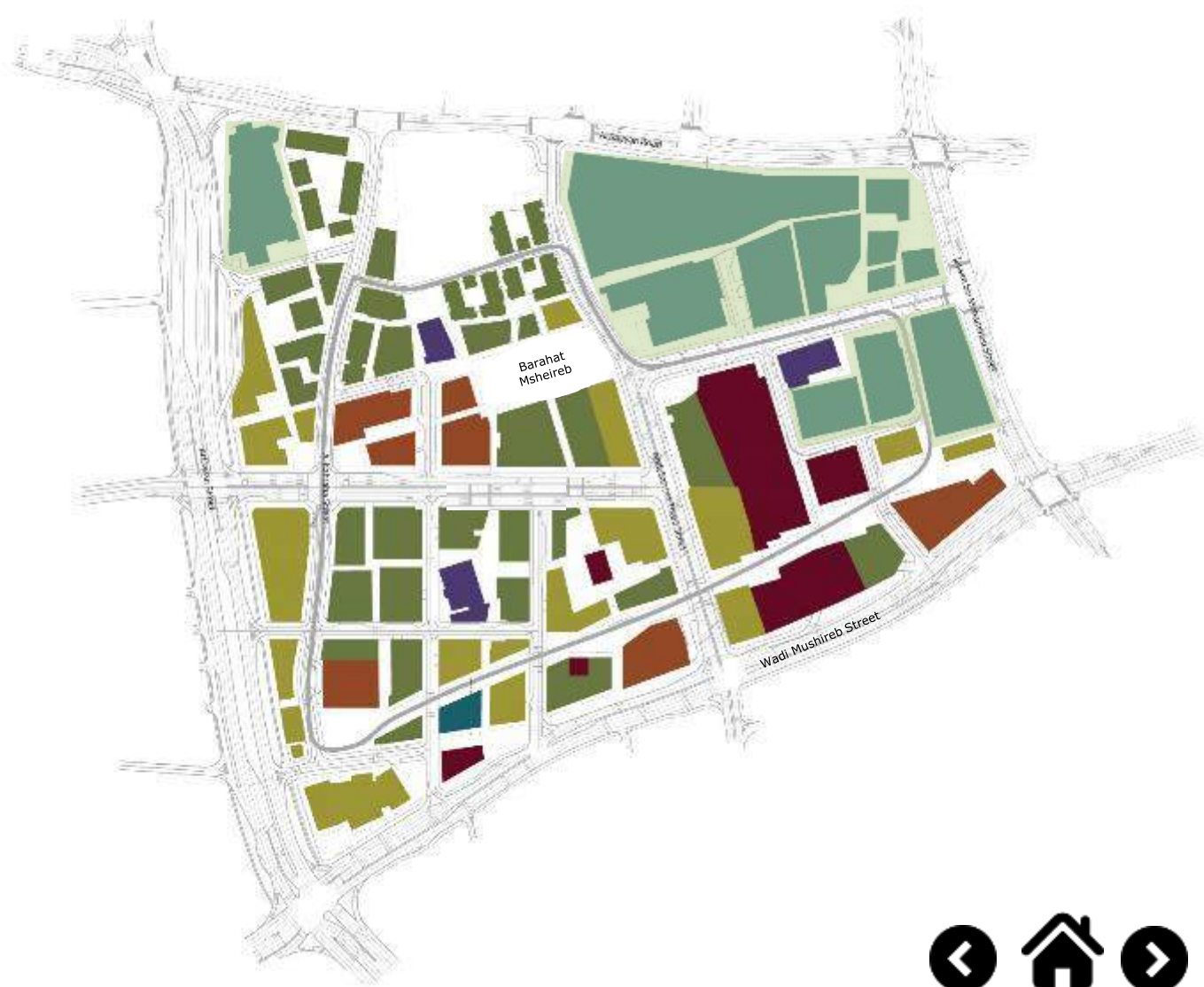




# Project Master Plan



LAND USE	GFA (sqm)
Residential	197,000
Commercial	193,000
Retail	105,000
Hospitality	116,000
Cultural	26,000
Mosque	6,000
Civic	6,500
School	13,000
Community	8,000
Governmental	100,000
Total	764,000





## Apartments: 1-4 Bedrooms





# Commercial



**Total Area (GFA)~ 193,000+ sqm**

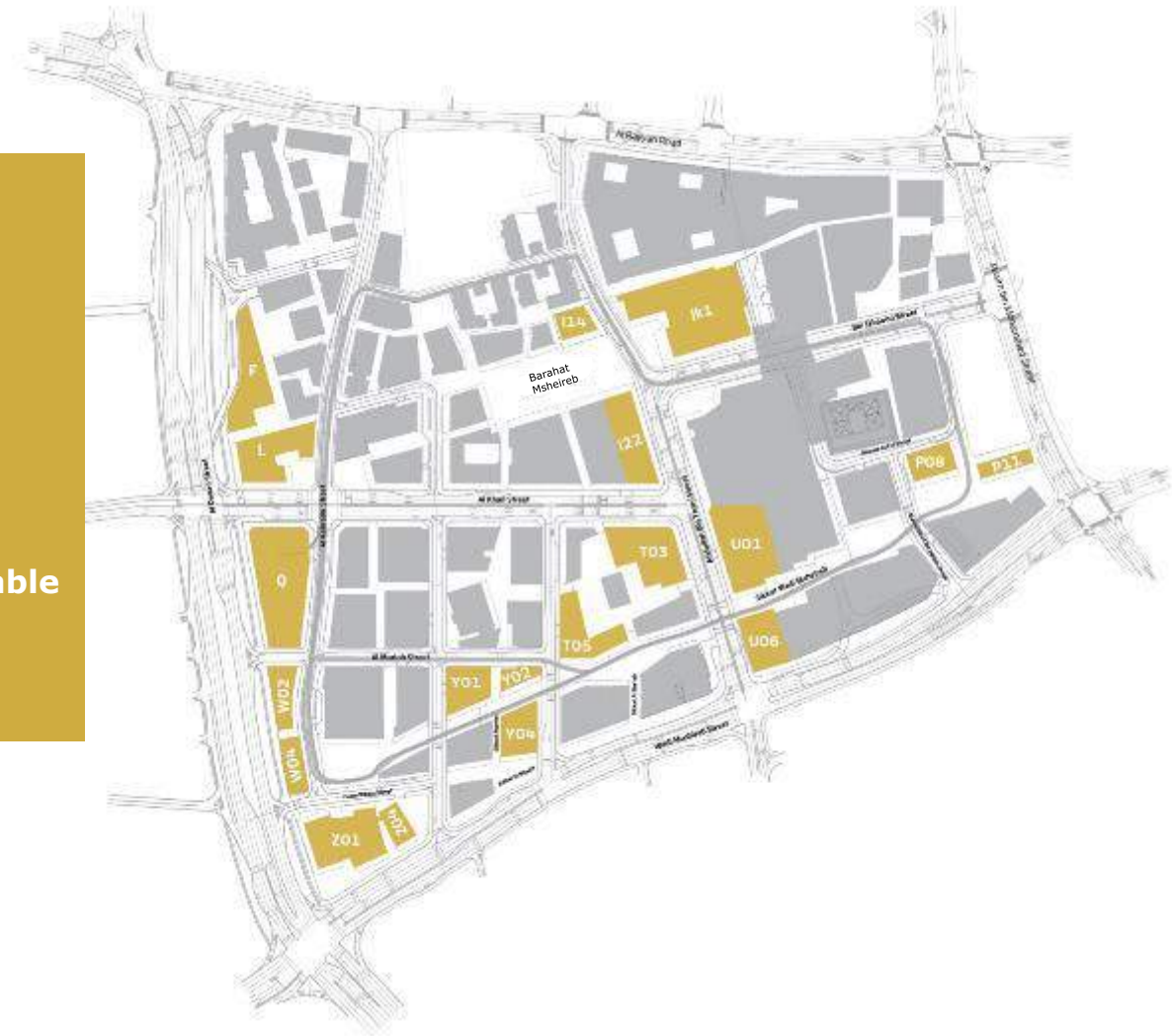
**Low-rise & high density options**

**17 commercial office buildings**

**Buildings from 2,000–32,000 sqm  
usable area**

**Shell and core or fitted options available**

**Flexible floor plans**





# Retail

**98,000+ sqm (GLA)**

**300+ Units**

**Luxury Retail**

**Convenience Retail**

**Inline Retail**

**Department Store**

**Retail Galleria Including:**

- 100 High Street Stores
- Supermarket
- Cinema
- Children's Edutainment

**Pedestrian Shopping**

**Barahat Msheireb**

**Urban Living**

**Food and Beverage Outlets**





- 





### Room & Suites

185 Guestrooms  
91 Serviced Apartments

### Restaurants & Bar

6 Restaurants  
4 Lounge Bars

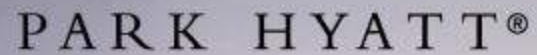
### Spa & Wellness

Male Spa	Female Beauty Salon
Female Spa	2 Indoor Pools
Male Barber	2 Outdoor Rooftop Pools

### Events & Meetings

8 Meetings Spaces  
2 Ballrooms  
Business Lounge





PARK HYATT®



#### **Rooms & Suites**

187 Guestrooms

#### **Restaurants & Bar**

4 Restaurants

2 Lounge Bars

#### **Spa & Wellness**

Male Spa

Female Spa

2 Outdoor Pools

#### **Events & Meetings**

Ballrooms

5 Meetings Spaces

Business Centre





### Room & Suites

213 Guest Rooms

### Restaurants & Bar

Tea & Pastry Lounge  
Specialty Restaurant  
All-Day Dining  
Rooftop Sky Lounge

### Spa & Wellness

Gym  
Separate Male & Female Spa  
Outdoor Pool  
Outdoor Children's Pool

### Events & Meetings

Ballrooms  
Meeting Spaces  
Business Center





# Boutique Hotel

## Hotel Facilities

Gym

Outdoor Pool

Restaurant & Bars

Meeting Spaces

Business Centre














# Character Areas





# Other Attractions



-  Msheireb Museums
-  Amiri Diwan Quarter
-  Cultural Forum
-  School
-  Mosque
-  Medical Facilities
-  Barahat Msheireb
-  Sahat Al Nakheel
-  Msheireb Prayer Ground







The Msheireb Museums including 4 Heritage Houses





Rendering



Actual

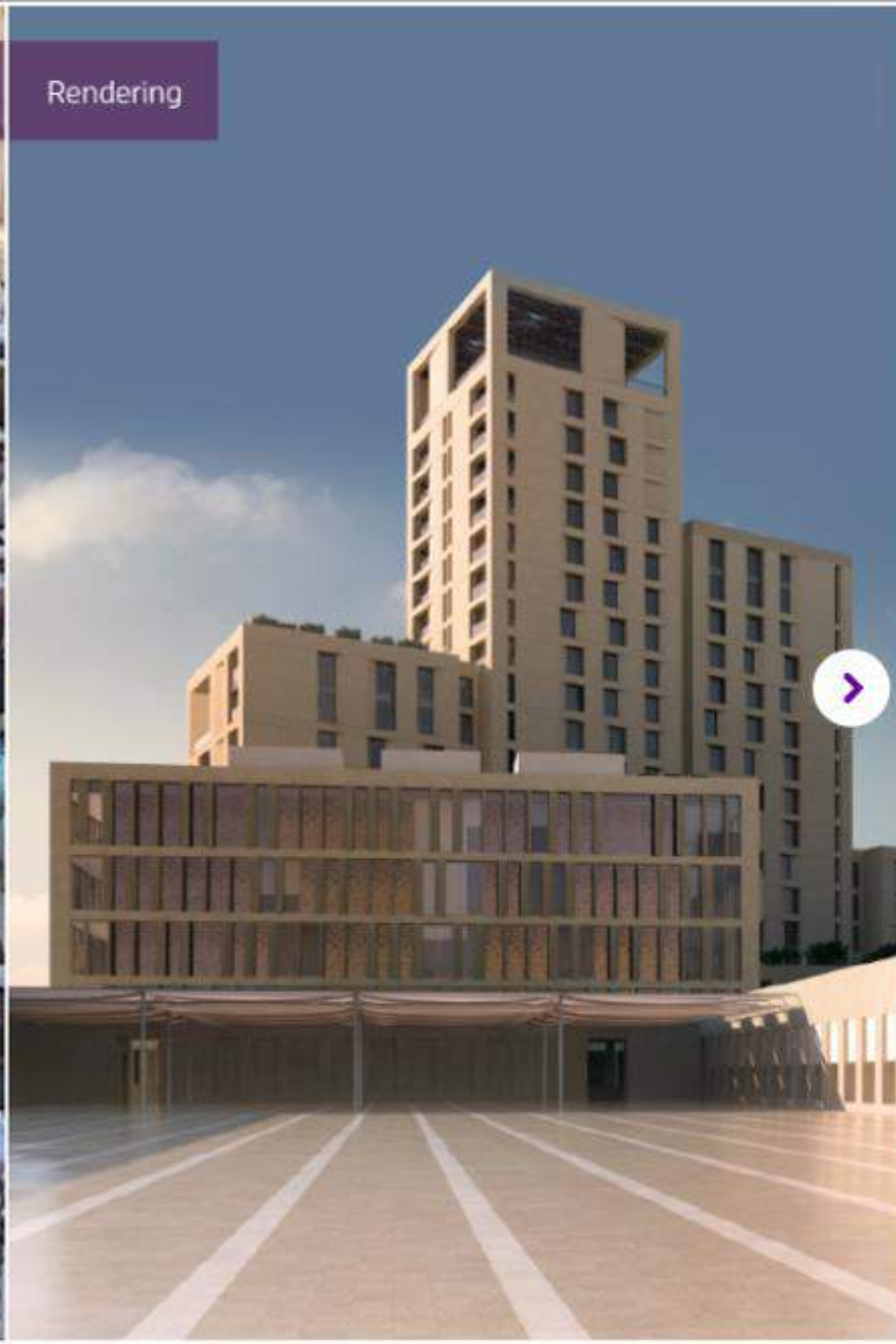
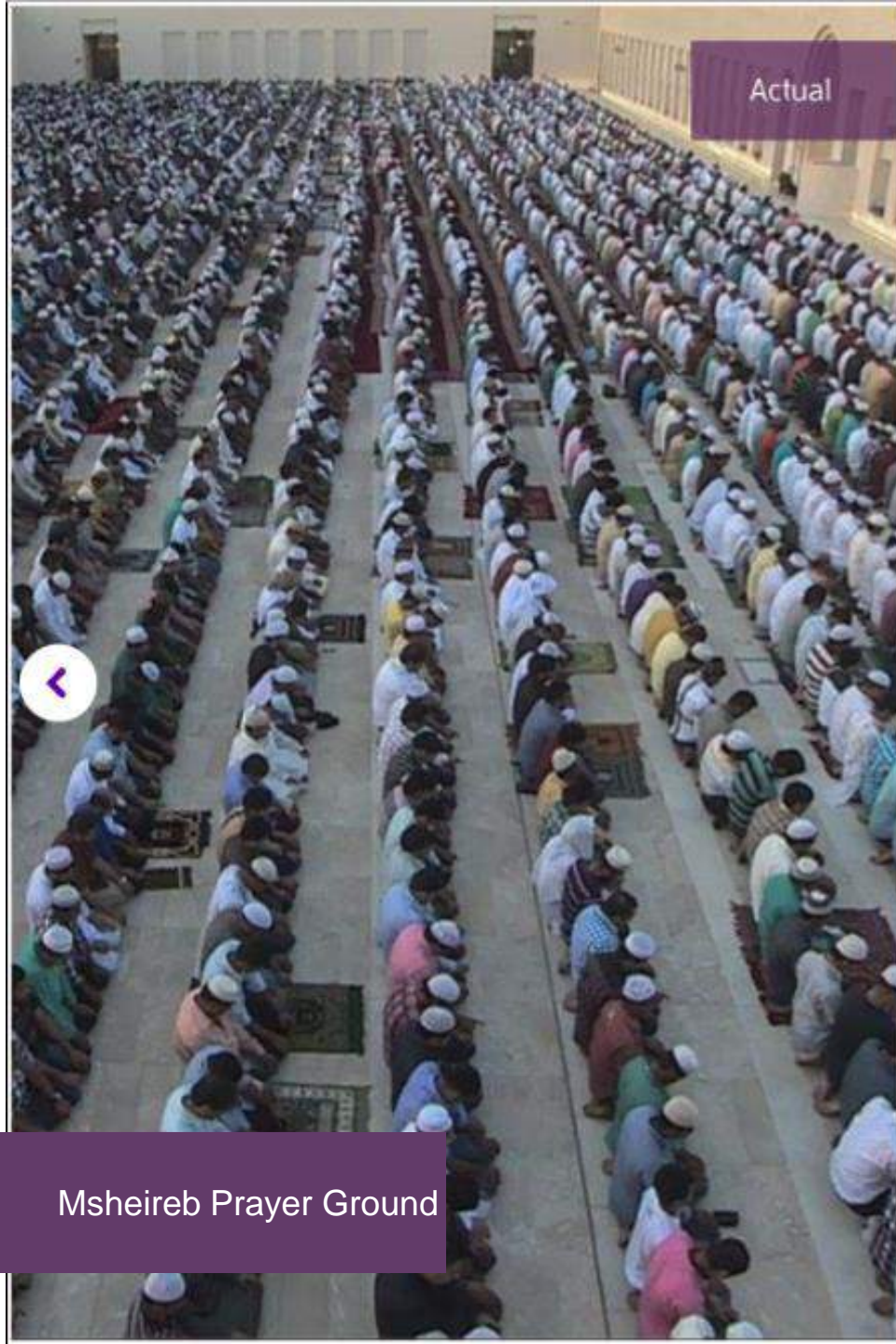
Mohammed Bin Jassim House



Actual

Rendering

Msheireb Prayer Ground







Rendering

Actual



Cultural Forum





Rendering

Actual



Cultural Forum Interior









Rendering

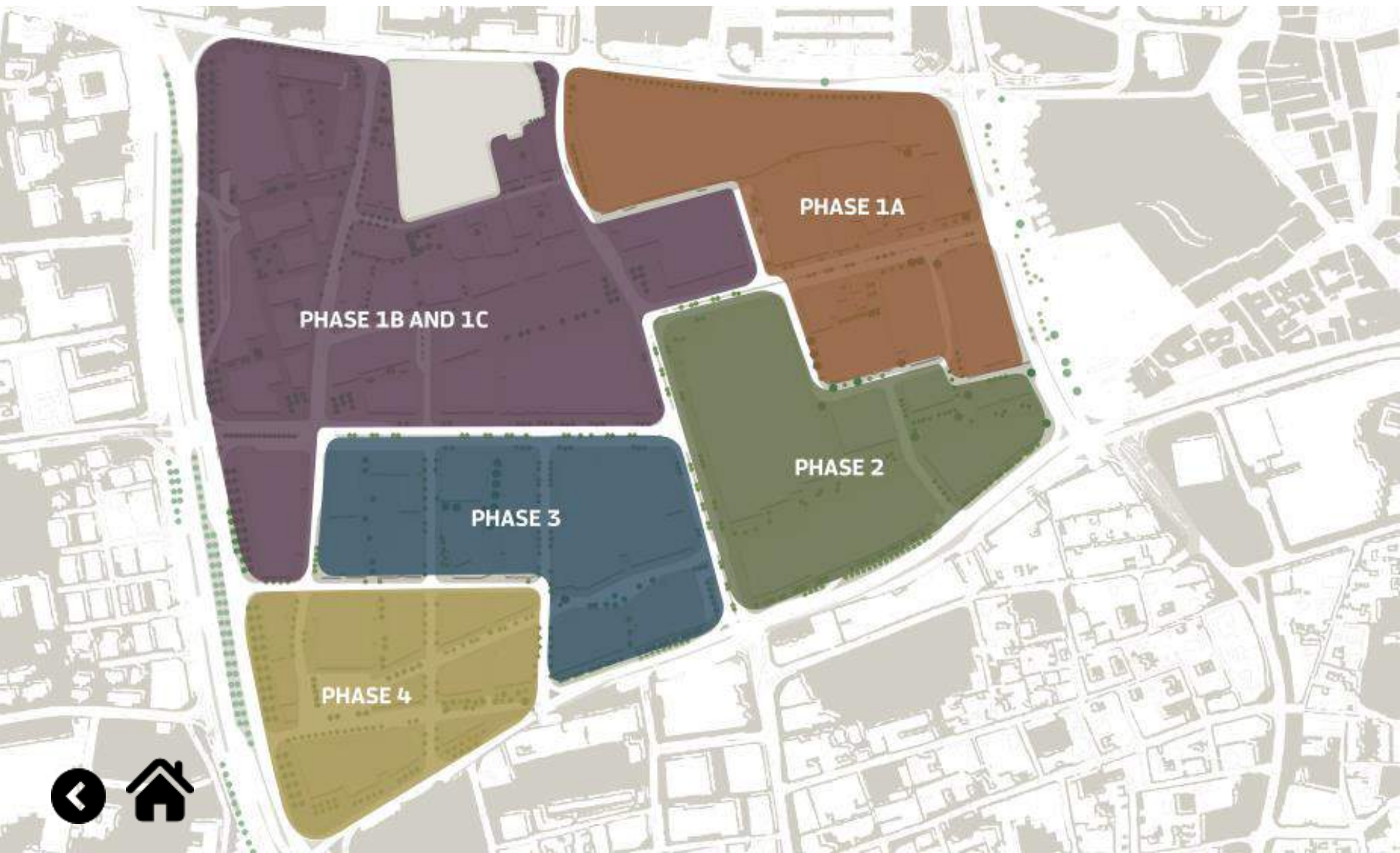


Actual

Barahat Msheireb

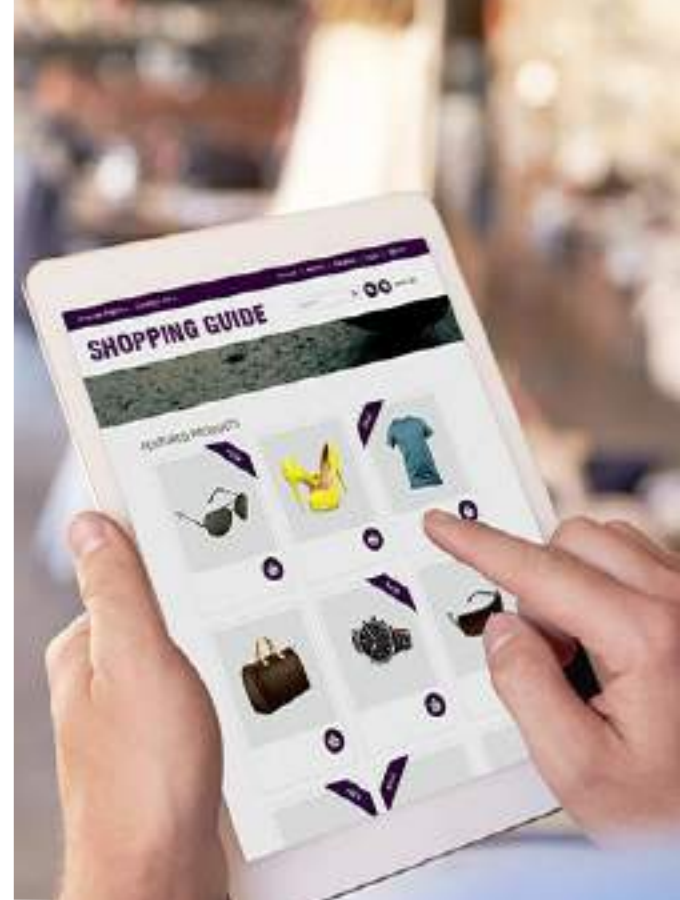


# Project Phasing



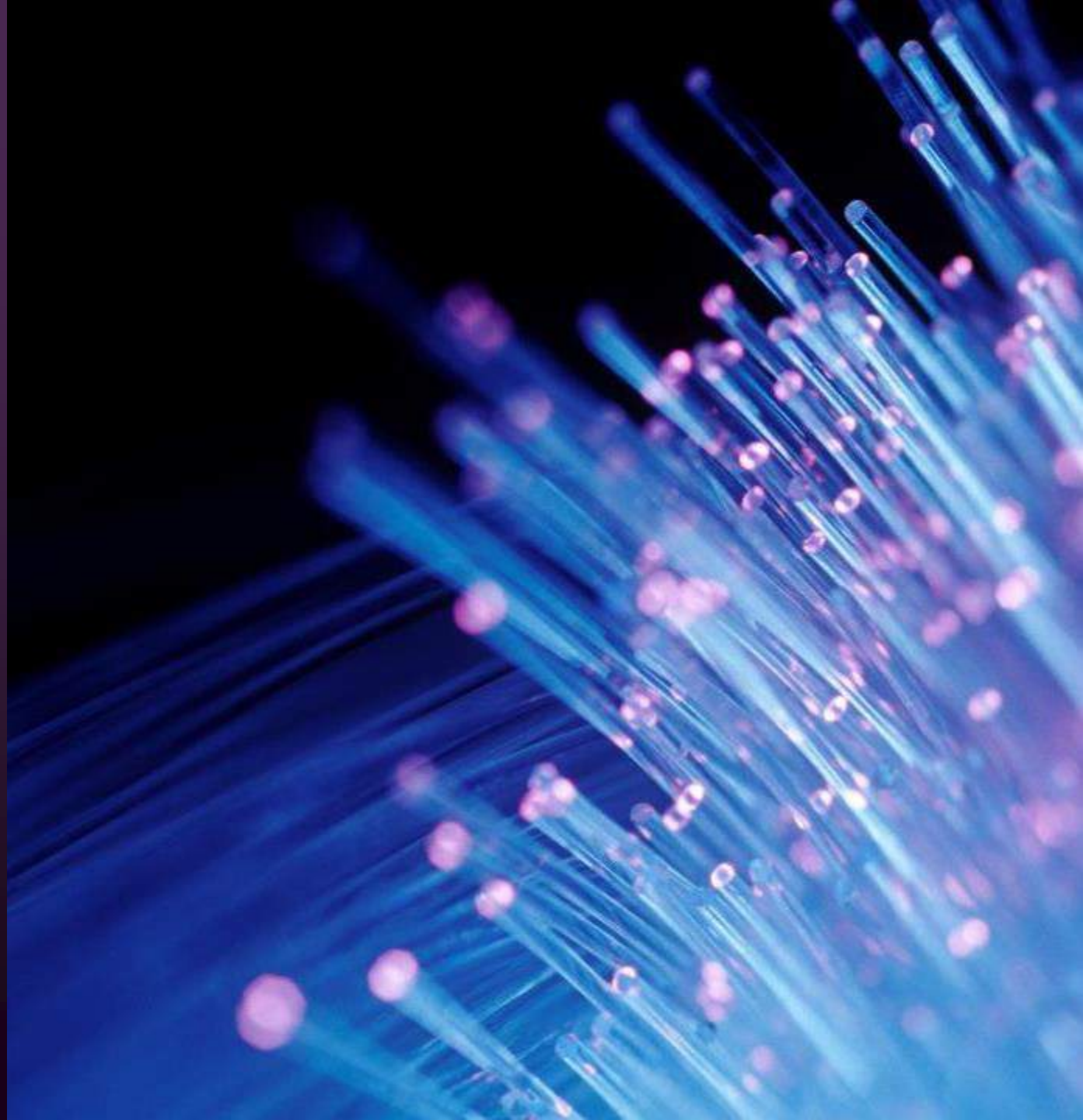


# ICT, Infrastructure, Parking & Sustainability





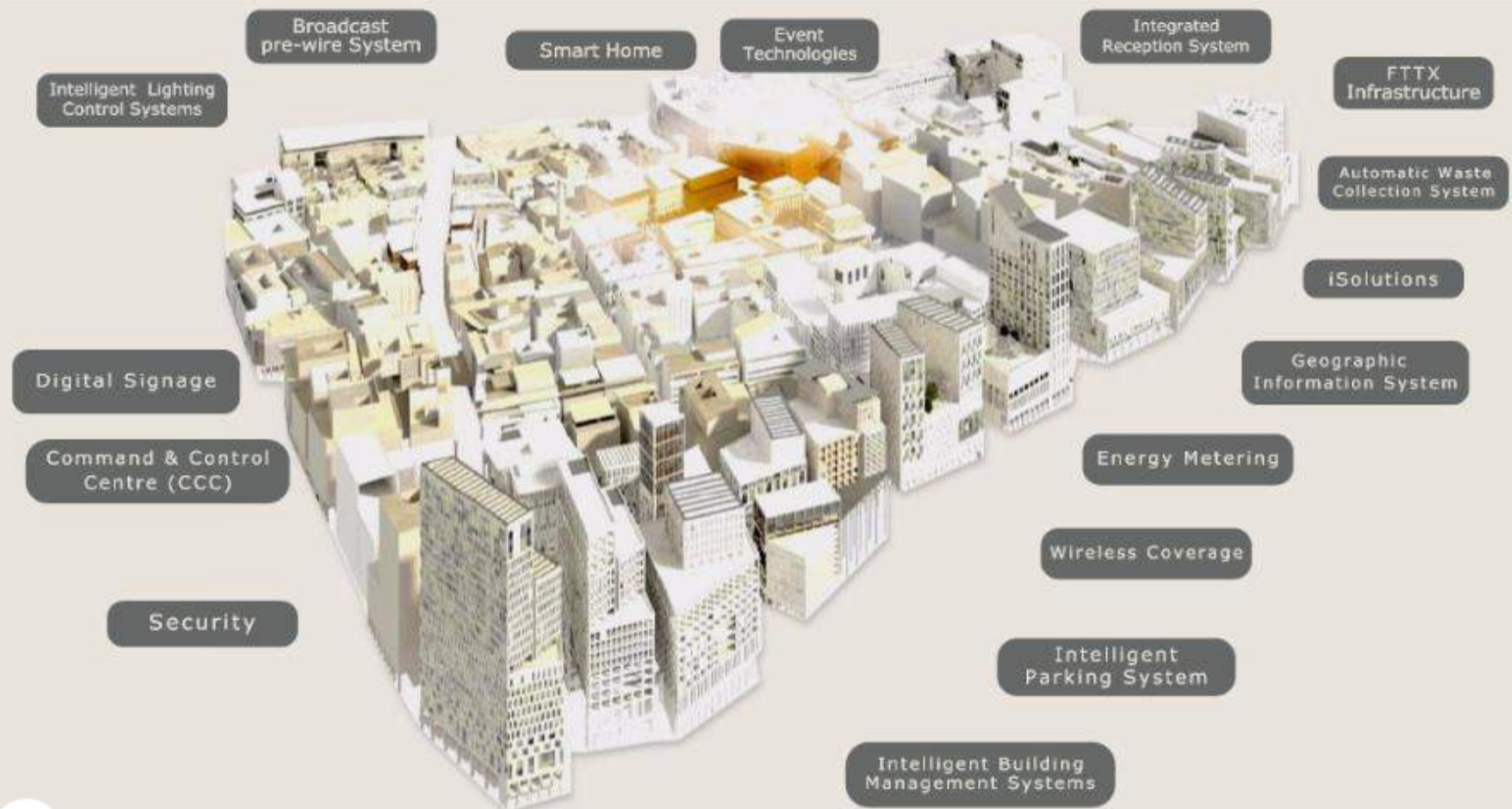
ICT





# ICT Advantage

Msheireb Downtown Doha will inspire a modern and digital community featuring a smarter living and working environments, while emphasizing sustainability.





# Public Squares



URBAN LAYERS  
Public Realm  
Plazas & Squares



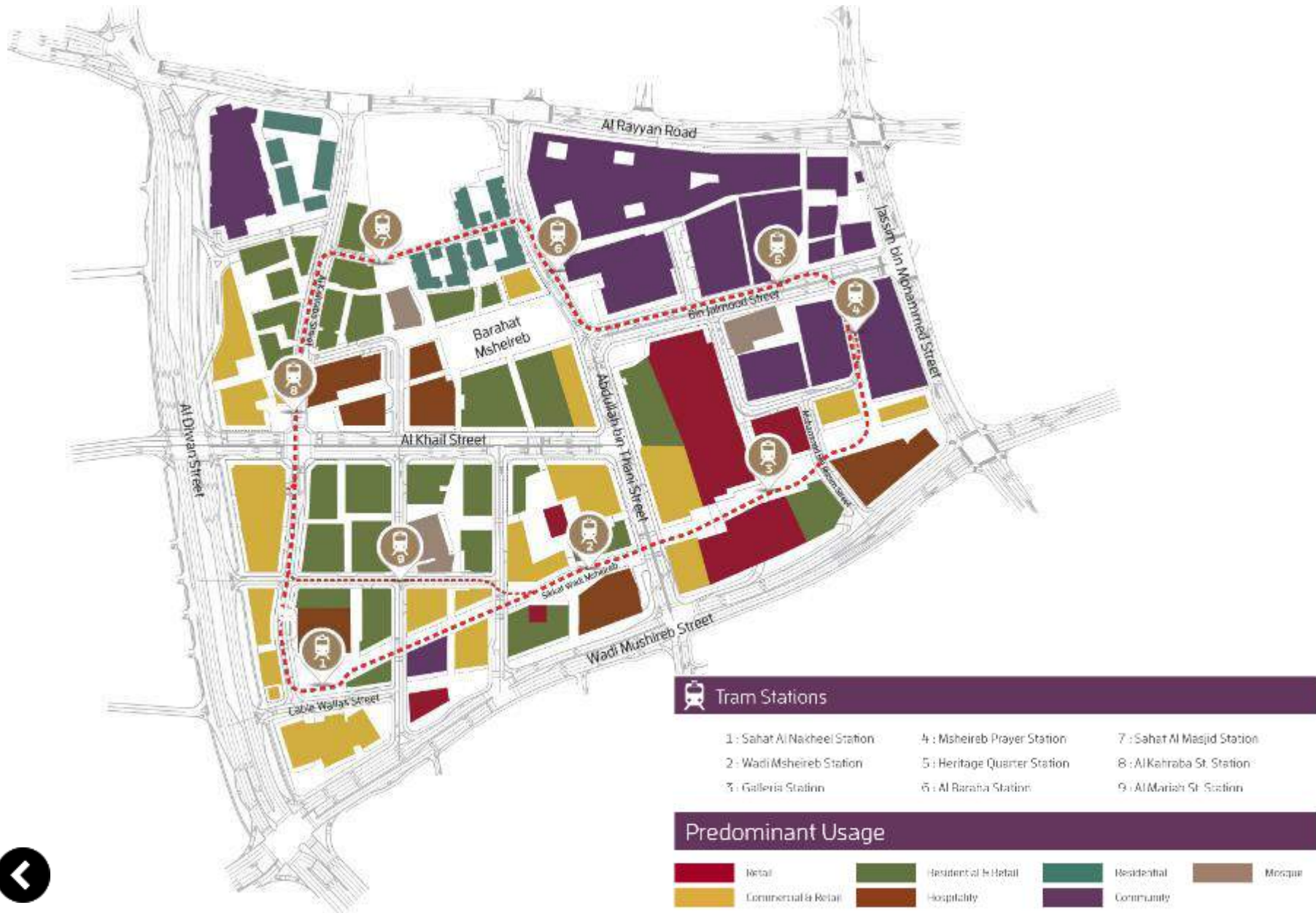


# Public Transport





# Tram Route

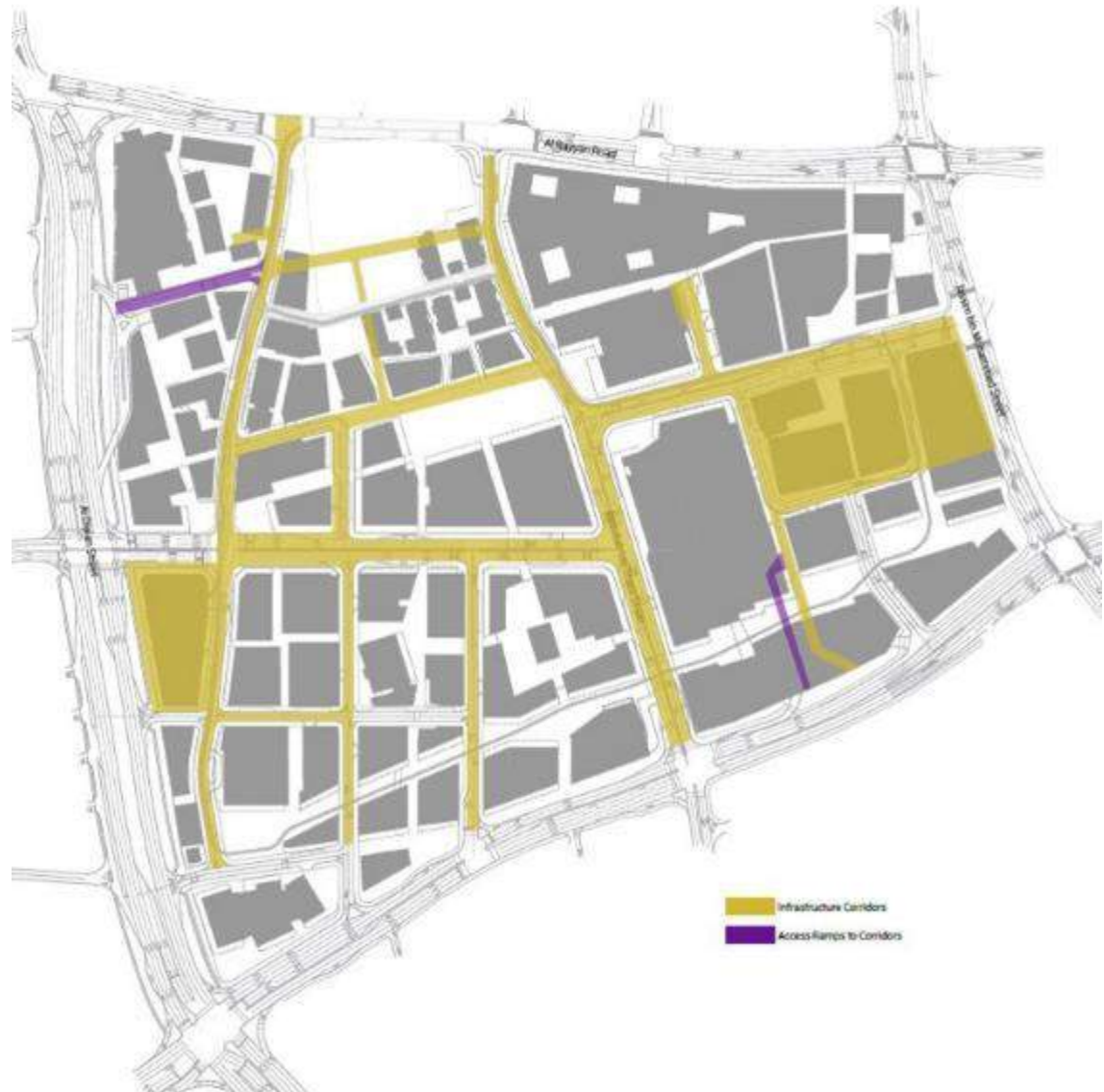




# Service Delivery



- Service tunnels run underground completely separately from vehicular traffic.
- Smooth traffic flow at grade level i.e. servicing and all deliveries must take place at basement level.
- Two entry locations to the service tunnels leading to large service areas for unloading.





# Vehicle Access to Underground Parking



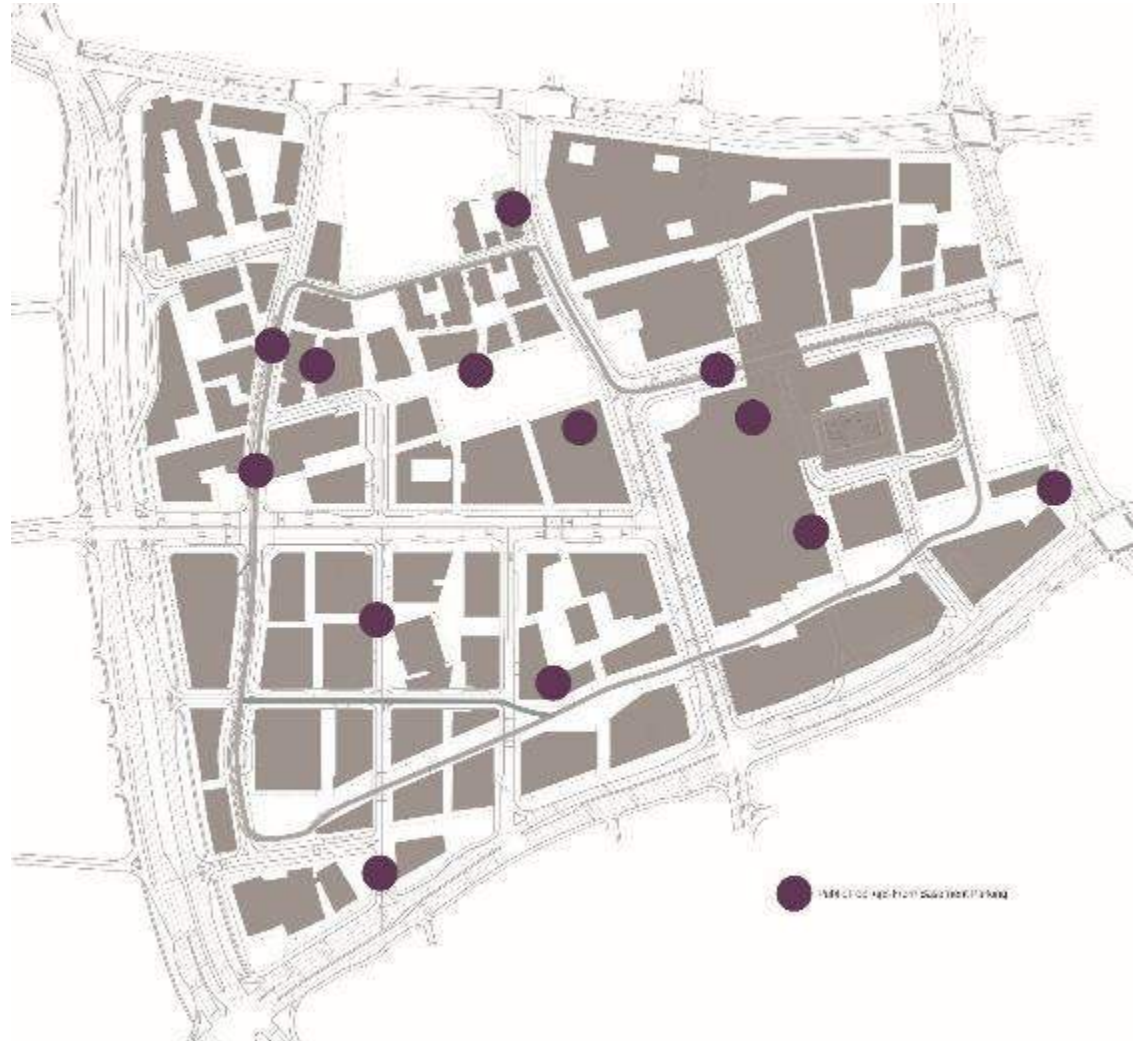
- Over 20 ramps providing access to 3-6 levels of basement parking.
- Lift access from basements directly into office and residential buildings for occupants.





# Public Popup Points

13 points for public access  
from basement levels to  
grade for visitors and  
shoppers





# Msheireb Parking





# Sitewide Parking Summary



	Res	Emp	Shared	Public	Valet	School	Hotel	Total
Phase 1A	3	34	0	0	0	0	0	37
Phase 1B	394	283	193	720	0	0	200	1,790
Phase 1C	139	656	85	176	0	128	0	1,184
Phase 2	177	439	786	1,503	0	0	184	3,089
Phase 3	654	629	276	412	93	0	175	2,239
Phase 4	219	783	159	465	0	0	62	1,688
<b>Total Parking</b>	<b>1,586</b>	<b>2,824</b>	<b>1,499</b>	<b>3,276</b>	<b>93</b>	<b>128</b>	<b>621</b>	<b>10,027</b>

## Retail Parking Summary

- No. of parking during peak hours – 7,599 approx.
- No. of parking during off peak hours – 3,276 approx.





# Sustainability





# Sustainability at Msheireb Downtown Doha

## **LEED Certification**

A large scale urban regeneration project targeting one of the highest construction of LEED Platinum and Gold Certifications in the world.

## **Architecture**

Use shading and orientation to promote natural cooling and reduce energy consumption.

## **Materials**

Source local materials to lessen environmental impact of construction.

## **Renewable Power**

6,400 P.V. Panels of building producing renewable energy equivalent to 4% of MDD Building energy use. 1,400 Solar Thermal Panels producing energy to provide 75% of hot water demand.

## **Water Use**

Potable water use reduced by over 50% by using T.S.E in our District Cooling Plants system for irrigation throughout the development.

## **Energy Use**

Average building energy use reduction of 32% by use of high efficiency building envelope and systems and equipment, building shading and district cooling.

## **Automated Waste Collection**

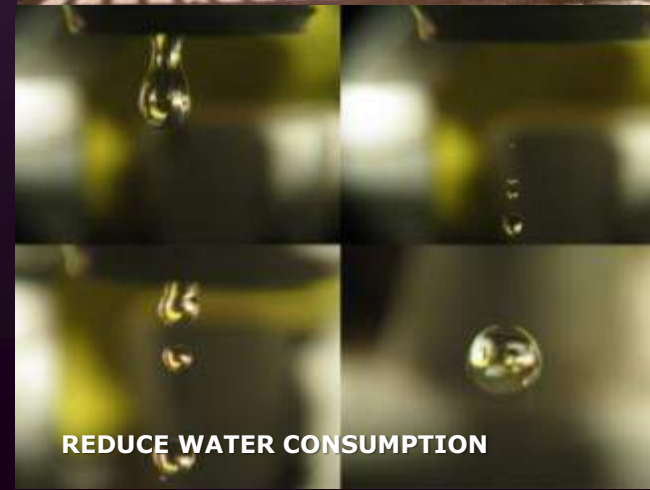
The system will allow for source separation of three streams of waste, facilitating recycling and composting.



**ACKNOWLEDGE THE LOCAL CLIMATE**



**REDUCE THE ENERGY LOAD**



**REDUCE WATER CONSUMPTION**





# Seamless Connectivity

- Qatar's main metro station
- Internal tram network
- Public buses and easy drop-off points
- 10,000+ high-tech underground parking spaces
- Special lanes and parking facilities for bicycles
- Hamad International Airport 20 minutes away
- Three to six underground levels for less traffic and safer streets





## Residential Portfolio





# An Exclusive Lifestyle in a Unique Downtown

## Apartment Overview

- A sophisticated urban living experience in a thriving community within the heart of the city.
- Combines world-class commercial, retail, cultural and entertainment offerings with residential properties
- Buildings are arranged in clusters that support communal living while allowing complete privacy
- Design relies on traditional and new technology to achieve maximum comfort with minimum energy use.
- Every home offers:
  - comfort, privacy and security based on community and individual needs.
  - unique amenities, leading-edge technology and high quality finishing and fittings.





# Excellence in Every Detail

Apartment Amenities



- High-end finishing & fittings
- Large private and social areas
- En-suite bathrooms & large closets
- Private & communal majlis
- State-of-the-art swimming pools
- Separated gyms for men & women
- Maid's room
- Common garden
- Dedicated parking & lifts
- Recreational room



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DOWNTOWN DOHA

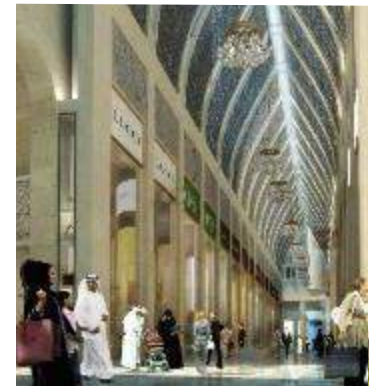




# Upscale Community Living

Neighbourhood

- World-class shops, restaurants, leisure and cultural offerings within walking distance
- The new heart of Qatar's retail and culture destination
- High-quality international school, kindergarten and entertainment for children
- Community mosques and Msheireb Prayer Ground
- Many green parks and plaza



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DOWNTOWN DOHA



# An All-Encompassing Downtown Lifestyle

Neighbourhood



- Diwan Amiri Quarter: key civic buildings with monumental architecture
- Mixed-Use & Residential Quarter: fully equipped neighbourhoods, offices and retail offerings
- Heritage Quarter: four heritage houses turned into museums and space for cultural activities
- Retail Quarter: local and international brands for an unparalleled experience
- Business Gateway: professional realm surrounded by dining, retail and entertainment options



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## Barahat Msheireb

The region's largest covered public square dotted with high-end boutiques and al fresco restaurants with events all year round.

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DOWNTOWN DOHA





## Sikkat Wadi Msheireb

Pedestrian only street, home of quaint boutiques and global brands, and a new café culture

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**MŠHEIREB**  
DOWNTOWN DOHA





## Al Kahraba Street

One of Qatar's first streets to get Electricity, making it a true reflection of Msheireb's raising commercial importance

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DOWNTOWN DOHA





# Sahat Al Nakheel

Hosting Doha's main metro hub and a diverse commercial and retail offering

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DOWNTOWN DOHA





## Msheireb Museums

Pays homage to Qatar's rich history and culture it inspires people to engage, converse and exchange thoughts about their past, and their future.

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MSHĖIREB  
DOWNTOWN DOHA



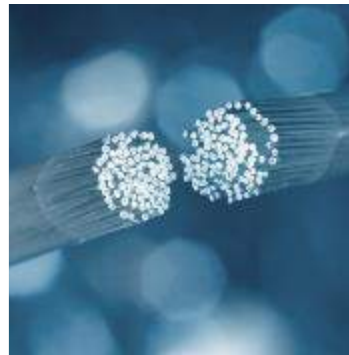
# Seamless Connectivity

- Qatar's main metro station, internal tram network, public buses and ample bay taxis
- Pedestrian-friendly streets
- Special lanes and parking facilities for bikes
- Over 10,000 under ground parking spaces
- Visitors valet parking
- Proximity to Hamad international Airport





# Residential ICT and Support Services



- Leading-edge smart technology
- Building management system
- Access Control System
- Highest bandwidth & fastest connectivity in Qatar
- High-tech IP-based camera surveillance systems
- 24/7 facility & project management team





# Residential Offering



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# CLUSTER D

- Spacious bedrooms featuring en-suite bathrooms and large closets.
- Private majlis for each apartment with direct access to the main entrance.
- Spacious living areas at the centre of each apartment.
- Maid's room located within each apartment.
- Dedicated terraces.
- Exclusive swimming pool and gym.
- Communal majlis.
- Private lift with access to the dedicated basement parking.
- Dedicated bicycle parking and storage rooms at the basement level.
- Public lobby space with 24-hour security in every building.
- International school within walking distance.
- Direct access to Al Kahraba Street for some buildings.
- Retail offerings dedicated to serve the community.





# CLUSTER D



Building	Type	Levels	Rooms	Qty.	Average Area (SQM.)
G02	Luxury Plus Apartment	3	2	2	235
			3	7	296
G03	Luxury Plus Apartment	3	3	6	296
G04	Luxury Plus Apartment	3	3	6	296
G08	Luxury Plus Apartment	3	1	3	148
			2	2	235
			3	9	296
			4	3	384





## G02 Indicative Floor Plan





## G03 Indicative Floor Plan





## G04 Indicative Floor Plan





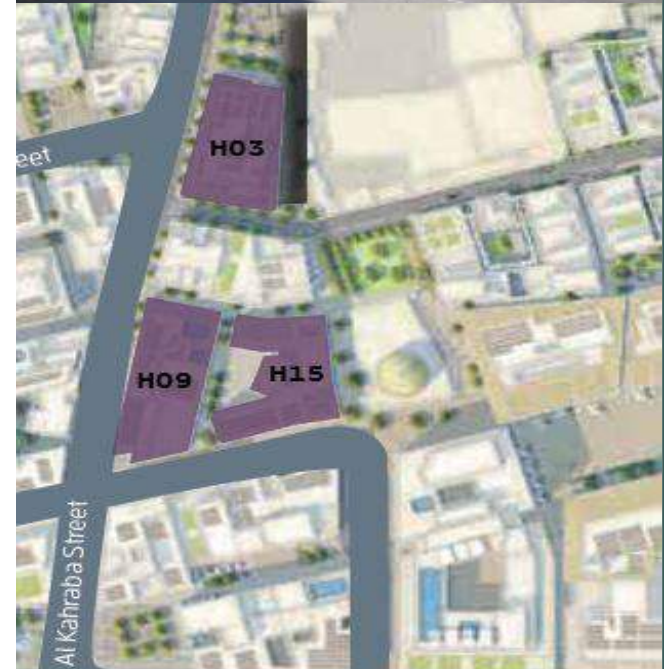
## G08 Indicative Floor Plan





# CLUSTER E

- Dedicated terraces for each apartment, some with multiple views.
- Some bedrooms overlooking Al Kahraba Street.
- Maid's rooms located in a separate section of each apartment.
- Dedicated basement parking with individual lift access and private lift lobbies.
- Outdoor swimming pool and children's pool.
- Individual gyms for men and women.
- Steam and sauna.
- Rooftop shared terrace in each building.
- Communal majlis for each building.
- Garden located on the first floor for residents, guests and the public, accessible only by foot and bicycle.
- First floor garden accessible by all apartments from within and outside building H15.
- Immediate access to a mosque for 150 worshippers with a dedicated prayer area for women.
- Retail stores specifically catering to Qatari living.





# CLUSTER E



Building	Type	Levels	Rooms	Qty.	Average Area (SQM.)
H03	Luxury Plus Apartment	3	3	5	296
			4	4	384
H03	Luxury Plus Apartment	3	2	5	235
			3	6	296
H15	Luxury Plus Apartment	4	3	9	296
			4	2	384





# H03 Indicative Floor Plan





## H09 Indicative Floor Plan





## H15 Indicative Floor Plan





# CLUSTER F

- Private majlis for each apartment with direct access to the main entrance
- Spacious bedrooms featuring en-suite bathrooms and large closets
- Spacious living areas at the centre of each apartment
- Breathtaking views to West Bay, the Corniche and Barahat Msheireb
- Exclusive pool and rooftop terrace
- Separate maid's rooms within each apartment
- Dedicated basement parking in each building
- Private lift with access to the basement level parking
- Bridge connecting the two cluster's buildings
- Wide variety of fine dining restaurants serving both local and international cuisine
- Easy access to Barahat Msheireb with all its entertainment and dining offerings





# CLUSTER F



Building	Type	Levels	Rooms	Qty.	Average Area (SQM.)
I12	Luxury Apartment	5	3	8	296
			4	6	384
I13	Luxury Apartment	5	3	1	296
			4	4	384
I21	Luxury Apartment	5	1	33	105
			2	33	156
			3	4	227
I22	Luxury Apartment	5	1	16	105
			2	12	156
			3	9	227





## I12 Indicative Floor Plan





## I13 Indicative Floor Plan





# CLUSTER G

- Spacious bedrooms featuring en-suite bathrooms and large closets
- Duplex unit
- Maid's room located within each apartment
- Dedicated terraces
- Exclusive swimming pool and gym
- Private lift with access to the dedicated basement parking
- Storage rooms at the basement level
- Dedicated bicycle parking at the ground level adjacent to entrance lobby
- Public lobby space with 24-hour security in every building
- Retail offerings dedicated to serve the community
- Direct access to supermarket and Galleria





# CLUSTER G



Building	Type	Levels	Rooms	Qty.	Average Area (SQM.)	Sub Type
N04	Luxury Apartment	M1+ M2+ 4	1	6	105	1 Duplex
			2	16	156	
			3	1	227	
			4	4	317	
U07	Luxury Apartment	8	1	6	105	
			2	16	156	
			3	1	227	
			4	4	317	





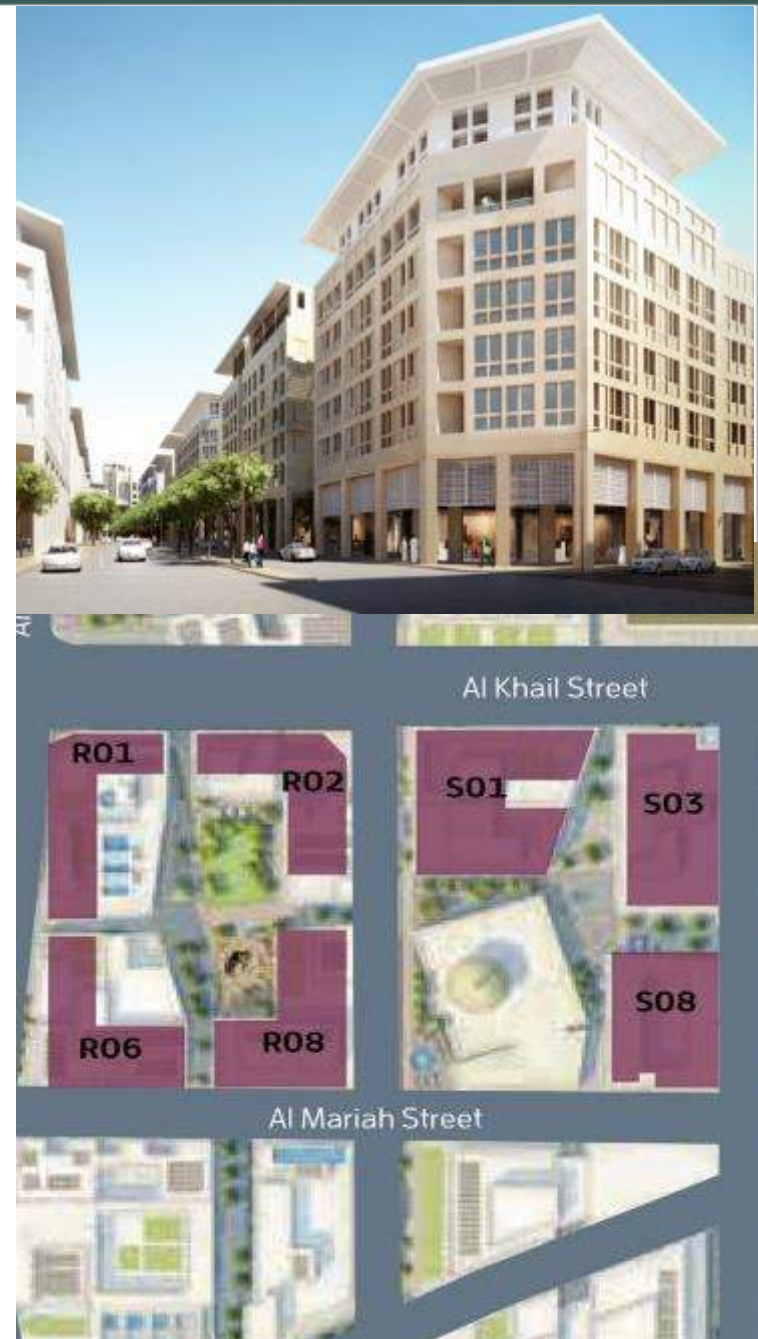
## N04 Indicative Floor Plan





# CLUSTER H

- Spacious bedrooms featuring en-suite bathrooms and large closets
- Duplex unit are available
- Maid's room located within each apartment
- Dedicated terraces
- Exclusive swimming pool and gym
- Private lift with access to the dedicated basement parking
- Storage rooms at the basement level
- Dedicated bicycle parking at the ground level adjacent to entrance lobby
- Public lobby space with 24-hour security in every building
- Direct access to supermarket and Galleria
- Retail offerings dedicated to serve the community





# CLUSTER H



Building	Type	Levels	Rooms	Qty.	Average Area (SQM.)	Sub Type
T01	Luxury Apartment	5	1	9	105	
			2	11	156	
			3	6	296	
T05	Luxury Apartment	5	1	10	105	1 Duplex
			2	5	156	
			3	4	227	
T06	Luxury Apartment	5	1	14	105	1 Duplex
			2	15	156	
			3	6	227	
T07	Luxury Apartment	12	1	44	105	4 Duplex 2 Duplex
			2	39	156	
			3	9	227	





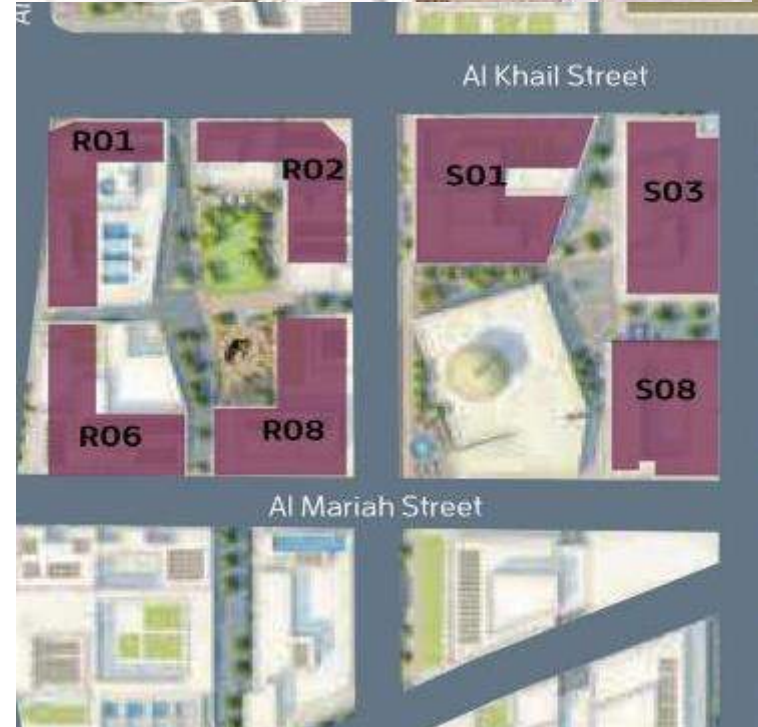
## T05 Indicative Floor Plan





# CLUSTER I

- Spacious bedrooms featuring en-suite bathrooms and large closets
- Duplex units are available
- Maid's room located within each apartment
- Dedicated terraces
- Exclusive swimming pool and gym
- Private lift with access to the dedicated basement parking
- Storage rooms at the basement level
- Dedicated bicycle parking at the ground level
- Public lobby space with 24-hour security in every building
- Mosque within the cluster
- Retail offerings dedicated to serve the community





# CLUSTER I

Building	Type	Levels	Rooms	Qty.	Average Area (SQM.)	Sub Type
R01	Luxury Apartment	7	2 3	16 10	156 227	2 Duplex
R02	Luxury Apartment	7	2 3 4	10 15 2	156 227 317	2 Duplex
R06	Luxury Apartment	6	2 3	6 20	156 227	1 Duplex
R08	Luxury Apartment	4	2 3 4	4 12 4	156 227 317	
S01	Luxury Apartment	7	1 2 3 4	5 9 15 2	105 156 227 317	2 Duplex
S03	Luxury Apartment	7	1 2 3 4	7 16 11 1	105 156 227 317	1 Duplex 1 Duplex 1 Duplex
S08	Luxury Apartment	6	2 3	4 18	156 227	





## R01 Indicative Floor Plan





Thank you

