



MAJOR

DEVELOPMENTS

Ice Beach  
*Marjan Beach*

# Marjan Beach

## Overview



Marjan beach - an ancient land where sea, desert, and mountains converge. Today, it is a place celebrated for its natural beauty, ecotourism, beach resorts, and home-grown industry. A place of discovery and an evolving tapestry of destinations and landscapes.

Shaped by a unique identity that can only be here, and catering to diverse communities of growing residents and visitors. Underpinned by environmental regeneration, a new beach district will take shape and grow: a New RAK. An authentic place for everyone to live, visit, work, and just be.

Marjan Beach will compete with the world's great beach communities. It will be a vibrant mixed-use district to live and to holiday, to work and play. It will be a place of culture, commerce and entertainment.

Total Masterplan Area

**46.5+**

Million SqFt

Floor Area Ratio

**1.77x**

X Multiple of Land Area

Gross Floor Area

**82.2+**

Million SqFt

Residential GFA

**49.3+**

Million SqFt

Hospitality GFA

**12.8+**

Million SqFt

Number of Sellable Plots

**200+**

Plots

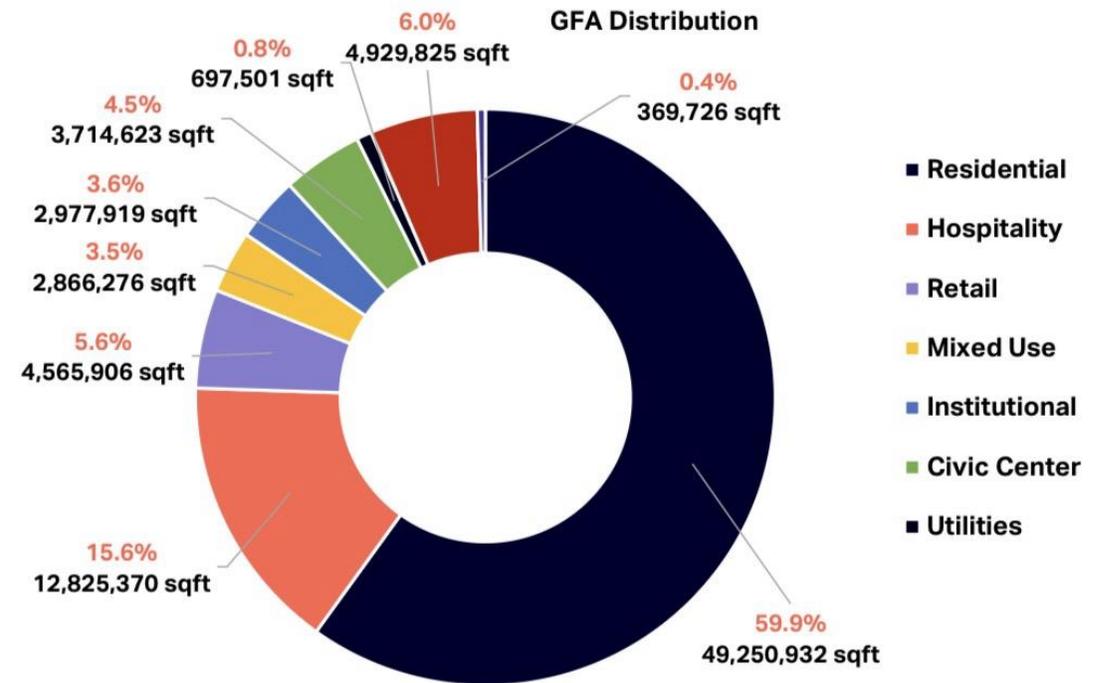
# Marjan Beach

## Overview

The Marjan Beach is envisioned to be a vibrant mixed-use district to live, holiday, work and play. The Marjan Beach will encompass eight distinctly positioned neighborhoods:

- **Neighborhood 1:** Upscale residential and commercial hub. framed by the largest park in the district and within a walking distance from the beach front
- **Neighborhood 2:** Residential with upscale amenities and facilities
- **Waterfront developments:** Active waterfront commercial and residential uses with recreational facilities
- **Civic Center:** Government offices, civic institutions, public services
- **Community & Residential developments:** Mid scale and low scale residential with amenities
- **Education & Office :** Office space, education, hospitality and residential anchored by a unique research center and a university
- **Logistics & Industrial Zone:** It primarily hosts logistic and soft industrial uses with others like residential and retail

Area Program	FAR	Total Masterplan Area (sqft)	Total Gross Floor Area (sqft)
Details	1.77	46.5+ million	82.2+ million

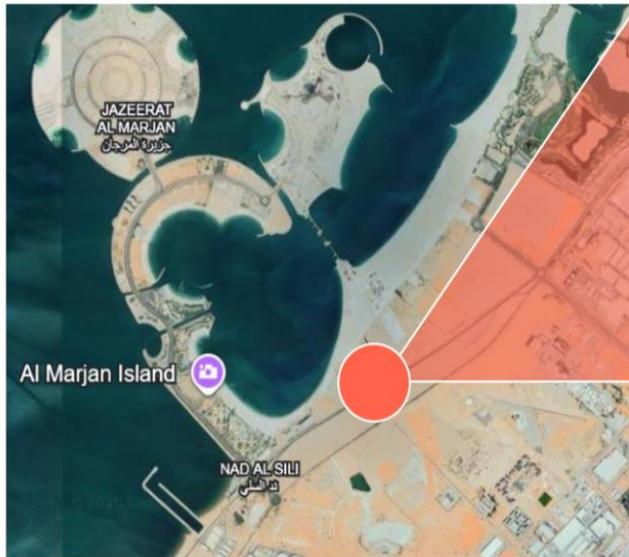


*Note: The community & neighborhood names are provisional. Final names will be determined by the marketing team as part of the branding and positioning strategy for the masterplan.*

# Marjan Beach

## Area Boundaries

The Marjan Beach is envisioned to be a vibrant mixed-use district to live, holiday, work and play. The Marjan Beach will encompass eight distinctly positioned neighborhoods:



# Marjan Beach

## Land Clustering



# Marjan Beach

Renders















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