



## Heart of Jeddah

Jeddah, Kingdom of Saudi Arabia

The city of Jeddah is a major economic gateway to the Kingdom of Saudi Arabia. A major revitalization happening in the heart of Jeddah aims to promote the city as more than just a gateway but as an international business center and tourist destination.

Jeddah Development and Urban Regeneration Company (JDURC) was formed in 2006 by a Royal Decree to conduct and implement sustainable urban development and regeneration programs that position Jeddah as a dynamic world-class city. As a government owned company, JDURC leverages its unique position and strong links with local and central governments to forge successful Public-Private Partnerships to deliver these programs according to the city's priorities. JDURC retained KDC Limited [KAIZEN] as the exclusive Development Manager for the Heart of Jeddah (HOJ) master-planned community district project. The development sits on the old airport site in the downtown area of Jeddah located at the intersection of major roads that connect the east-west and the north-south areas of the city. A major university campus, a regional retail area and residential neighborhoods surround the development site.

The 1.7 million square meters of the development's built-up area will feature a multi-modal transit hub, multiple retail zones, family entertainment, a convention center, restaurants, commercial offices, mosques, schools, hotels, medical facilities, villas, townhouses and residential units.

The Heart of Jeddah project will create job opportunities, enhance the quality of living for residents, and further enhance Saudi Arabia's image worldwide.

Jeddah does not currently have a central business district and its office supply is scattered throughout the city. The Heart of Jeddah development aims to fill this need by creating a primary commercial area. HOJ will offer a new grade A international business park and office complex with a variety of amenities and facilities.

The HOJ project is expected to give Saudi Arabia one of the first modern Souk retail concepts. The modern Souk concept has played an active role in the retail industry in major Arab cities. The introduction of new high-quality retail space will continue to attract local, regional and international retailers. The retail amenities will complement residential facilities, providing residents with a wide selection of supermarkets, retailers and eateries.

Jeddah's current area for large-scale events such as exhibitions and conferences is undersupplied. The HOJ convention center will offer more than 110,000 square meters of space and international standard facilities, potentially bolstering Jeddah as an active commercial center and exhibition destination.

Further contributing to Jeddah becoming a corporate destination, the HOJ project will provide a variety of hotel and hotel apartments to offer visitors a wide choice of stay.

Once complete, the HOJ will play a major role in revitalizing the once lively area. The design approach is based on world-leading standards with a touch of the authentic Saudi cultural heritage. All elements of the development are organized around an awe-inspiring water feature and interactive water fountain sure to be admired around the world. Promenades encircle the lake and provide generous space for seating, performance venues, dining and prayer.

The Heart of Jeddah development will provide an extraordinary place for people to live, work and play while acting as a catalyst for economic development in Saudi Arabia.

