



MSHEIREB
DOWNTOWN DOHA

The New Centre of Doha

Proudly Developed by



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MSHEIREB DOWNTOWN DOHA: A VISION OF THE FUTURE



Msheireb Downtown Doha: The Vision



"MSHEIREB DOWNTOWN DOHA IS A SHINING EXAMPLE OF QATAR'S DETERMINATION TO INNOVATE, NOT JUST FOR INNOVATION'S SAKE, BUT WITH THE END GOAL OF IMPROVING THE QUALITY OF LIFE AND ENSURING THAT QATAR'S HERITAGE AND CULTURE EVOLVE AS THE COUNTRY GROWS."

The master plan for Msheireb Downtown is guided by the Qatar National Vision 2030, to transform Qatar into a country capable of sustaining its own development and providing a high standard of living for generations to come. Msheireb is a pioneering development that revives the old commercial heart of the city. Msheireb has recreated a way of living that is rooted in Qatari culture, attracting residents back to the city centre and reversing the trend of decentralisation.

A three-year research process was commissioned with leading architects, master planners, engineers, designers and other experts from around the world to understand and implement how the best of the past can be combined with modern, innovative technologies and thinking, to create a distinctly new Qatari architectural language.

Msheireb Downtown Doha aims to set a benchmark with a sustainable downtown development that uses a bespoke architectural language, which is forward looking, yet draws its inspiration from the past.





Msheireb History



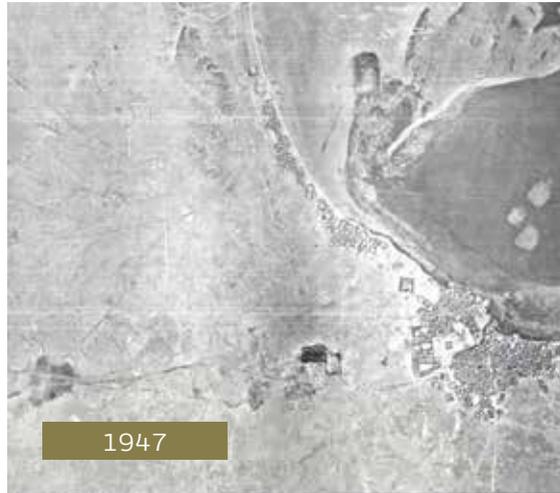
Set against the stark desert landscape, Doha's earliest homes were traditional adobe courtyard houses that formed a low skyline punctuated by the domes and minarets of mosques. Buildings at the time were simple dwellings of one or two rooms, built from mud, stone and coral. A closely woven network of streets and passageways provided refuge from the intense midsummer heat. At around the turn of the century, Doha had a population of approximately 12,000 with around 350 pearling boats. With its fortune and fate inextricably linked to the sea through pearl diving and fishing, Doha has always retained a proximity to and relationship with the coastline.

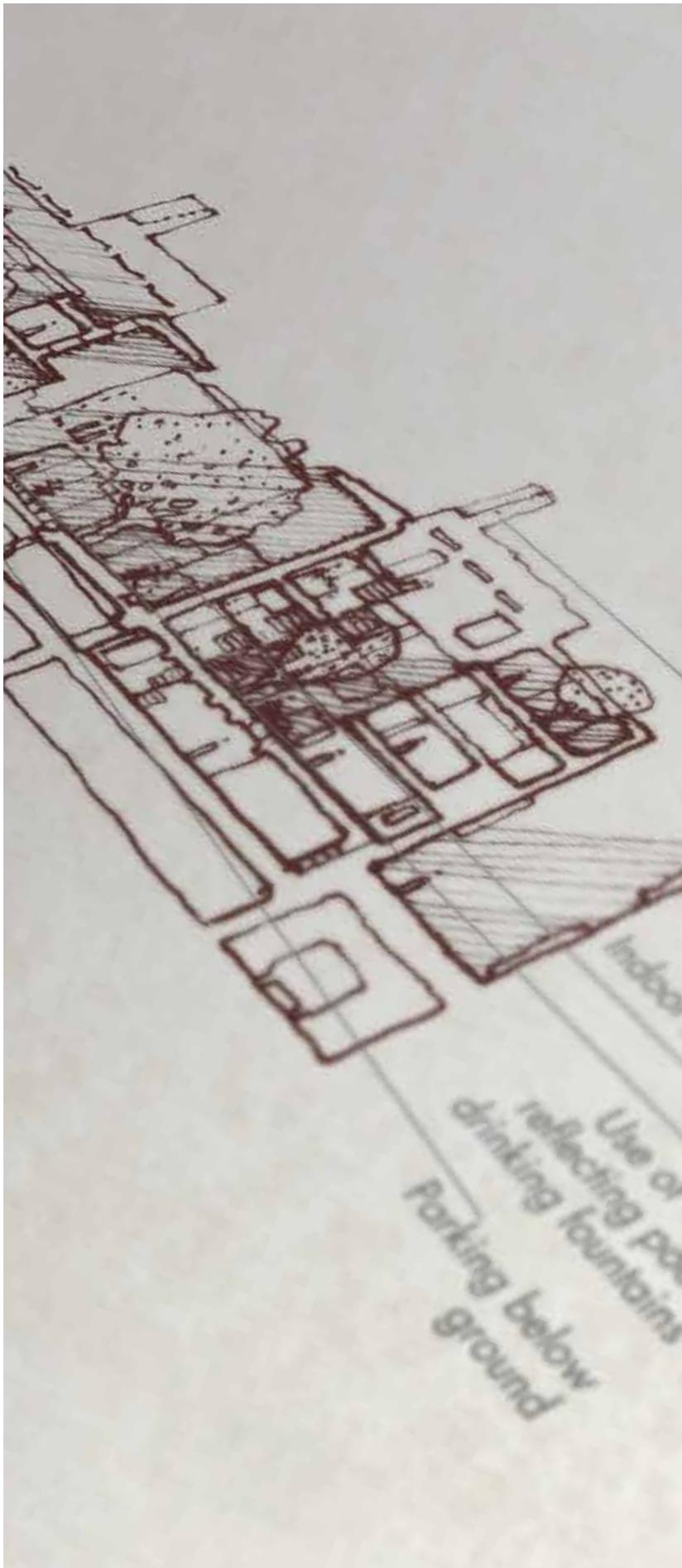
The old Msheireb area was the heart of the city, connected directly to the waterfront before the construction of the corniche. It allowed vehicular access bordering Souq Waqif, with the route of the old wadi running between them to the sea. It is from this old wadi of cooling fresh water that the name 'msheireb', Arabic for 'a place to drink water', was born. The area is also home to Al Kahraba

Street, Arabic for electricity, one of the oldest and most important parts of old Doha – the first street to get electricity in Qatar, making it a true reflection of Msheireb's rising commercial importance.

It is this rich historical background that nurtures every stem of the Msheireb Downtown Doha vision, and aims to bring back some of the city's most treasured ideals and techniques to carry through the years to come.

The discovery and development of the nation's oil and gas resources in the 1950's marked a definitive change in the course of the city's early progress. The transformation from a small trading and fishing hub to a modern metropolis, over a few short decades, resulted in vast changes to the identity of the city and the way of life of its residents. Msheireb Downtown Doha was born of a desire by the nation's leadership to redefine the course of the city's development, and return to the cultural roots upon which Doha was founded.





Project Research



Msheireb Properties has been established with a mandate to address a gap in the architectural history of Qatar and fill it with a sustainable model that involves working with the environment and living as part of it.

Doha's expanding skyline was rapidly losing its cultural individuality and gaining an architectural style similar to cities around the world. Msheireb Properties set out to research the past and incorporate modern, innovative technologies to create a new architectural language in Qatar.

Msheireb Properties launched an international competition in 2008 to choose the best architects in the world to plan the project. The final four architects were shortlisted and selected from 94 competing firms judged by an eminent jury of academics and architects. Peer reviews were set up at regular intervals during the evolution of the project master plan.

The panel comprised experts from Princeton University, Harvard Graduate School of Design, Yale University and the Department of Architecture at Massachusetts Institute of Technology (MIT).

The flagship project, Msheireb Downtown Doha, was a result of three years of researching Qatari architecture and urban planning in the region with the foremost experts in the industry. Msheireb Downtown is both the rebirth of a neighbourhood and the reawakening of an architectural heritage that was in danger of extinction.

The master plan integrates the true spirit and aesthetics of Qatari architecture within a modern, highly functional and sustainable development.

The new architectural language is based on how developments in the region can be different, more sustainable, and more suited to its environment and sets in place a blueprint for urban planning for the future.



Msheireb Downtown Doha: An Overview



Msheireb Downtown Doha is the world's first sustainable downtown regeneration project. An approximately QAR 20 billion development, it revives the old commercial heart of the city through a new architectural language that is based on community living, across a 31-hectare (76-acre) site.

The Msheireb Downtown project blends traditional Qatari heritage and aesthetics with modern technology, a focus on sustainability, and harmony with the environment. The aim of the project is to bring people back to their roots – to rediscover a sense of community and togetherness. It represents the vision to create built environments that reflect the culture and aspirations of the people of Qatar.

The mixed-use development comprises more than 100 buildings, with a combination of commercial and residential properties, retail, cultural offerings and entertainment areas.

Msheireb Downtown can be summarised in one phrase: 'rooted in the past while looking to the future'.

The entire project features sustainable designs that consume fewer resources, generate less waste, cost less to operate, and achieve a reduced carbon footprint. All buildings within the development will target an average Gold rating under the internationally recognised LEED (Leadership in Energy and Environmental Design) certification system developed by the US Green Building Council, while several buildings will aim for a Platinum rating.

The overall strategic objective of the project is to reverse the pattern of real estate development in Qatar in recent years, which has tended to encourage isolated and energy-intensive land use, urban sprawl, and an over-reliance on car transport.

Upon completion, Msheireb Downtown will be an iconic landmark in Qatar and the region – a globally recognisable community where people live, work and thrive.





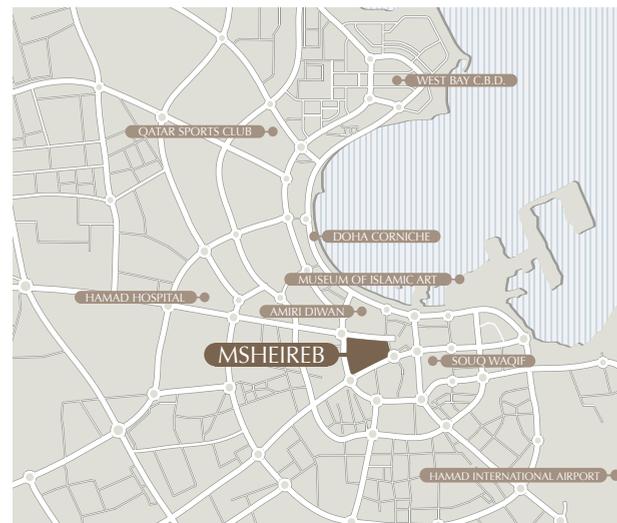
Located in the Centre of Doha



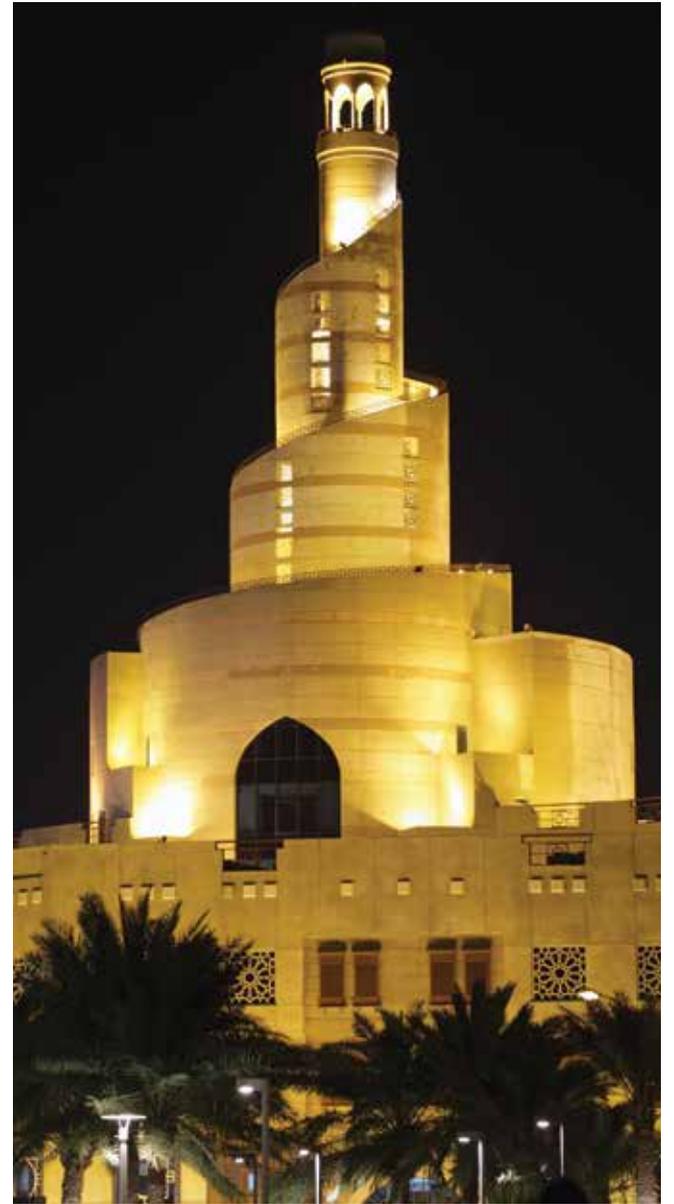
“MSHEIREB IS REGENERATING THE TRADITIONAL CITY CENTRE, BRINGING NEW VITALITY TO DOHA’S DOWNTOWN”



Msheireb Downtown Doha is located in the heart of the city of Doha, the ambitious and thriving capital of Qatar. With one of the world's fastest growing economies and one of the highest GDP per capita, Qatar's population of approximately 2.4 million people is expected to grow by at least 7% p.a. to reach over 3.5 million by 2020. This great nation sits on a peninsula in the Arabian Gulf.



A project only minutes away from Hamad International Airport and midway between two key routes into the city, Msheireb Downtown Doha defines a city in transformation. To the northwest of the site is the picturesque corniche, which leads to the iconic business district of West Bay, and to the immediate east are Grand Hamad Street and the financial district. Most significantly, the Msheireb Downtown Doha site is immediately adjacent to the Amiri Diwan, Qatar's seat of government and the traditional Souq Waqif.



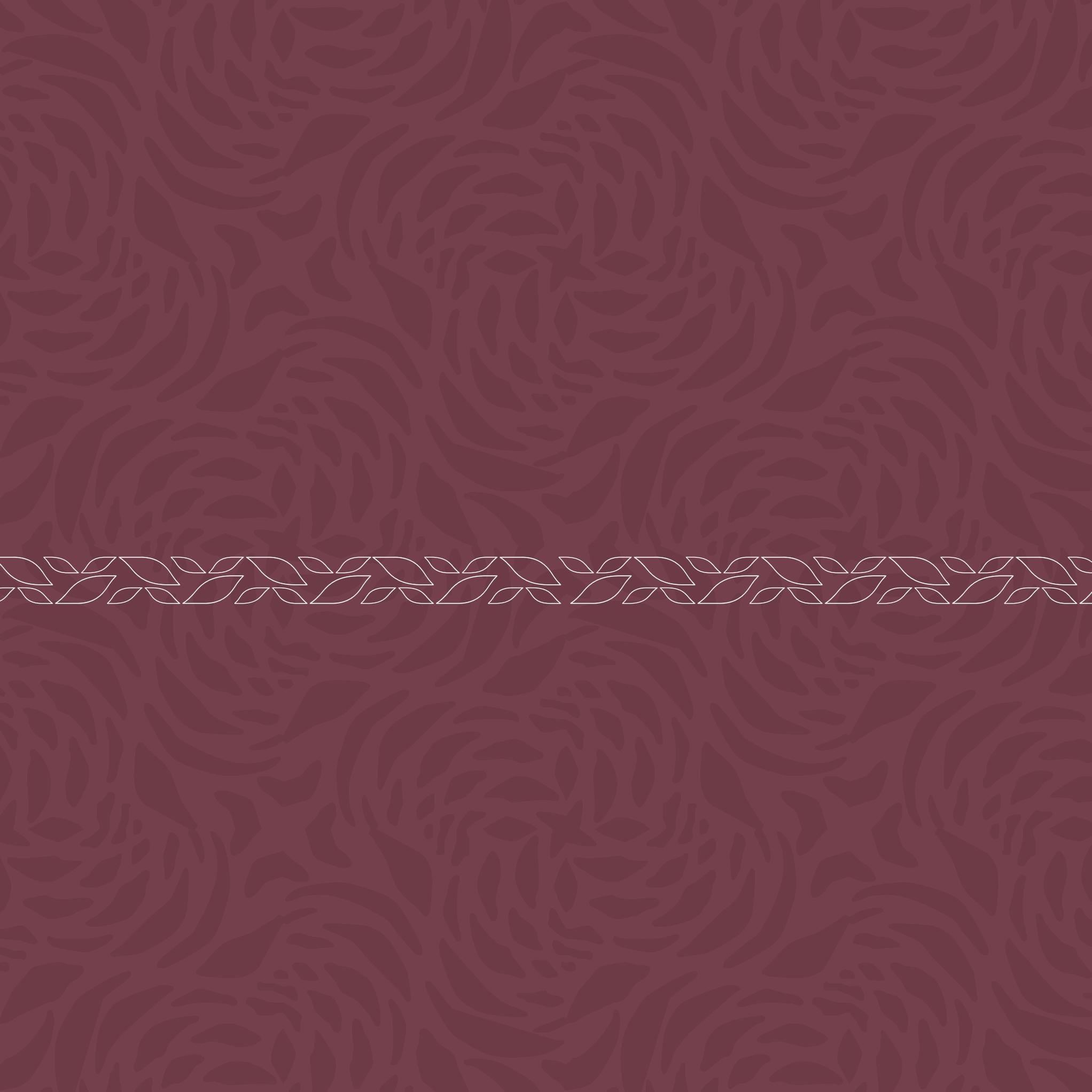


Master Plan



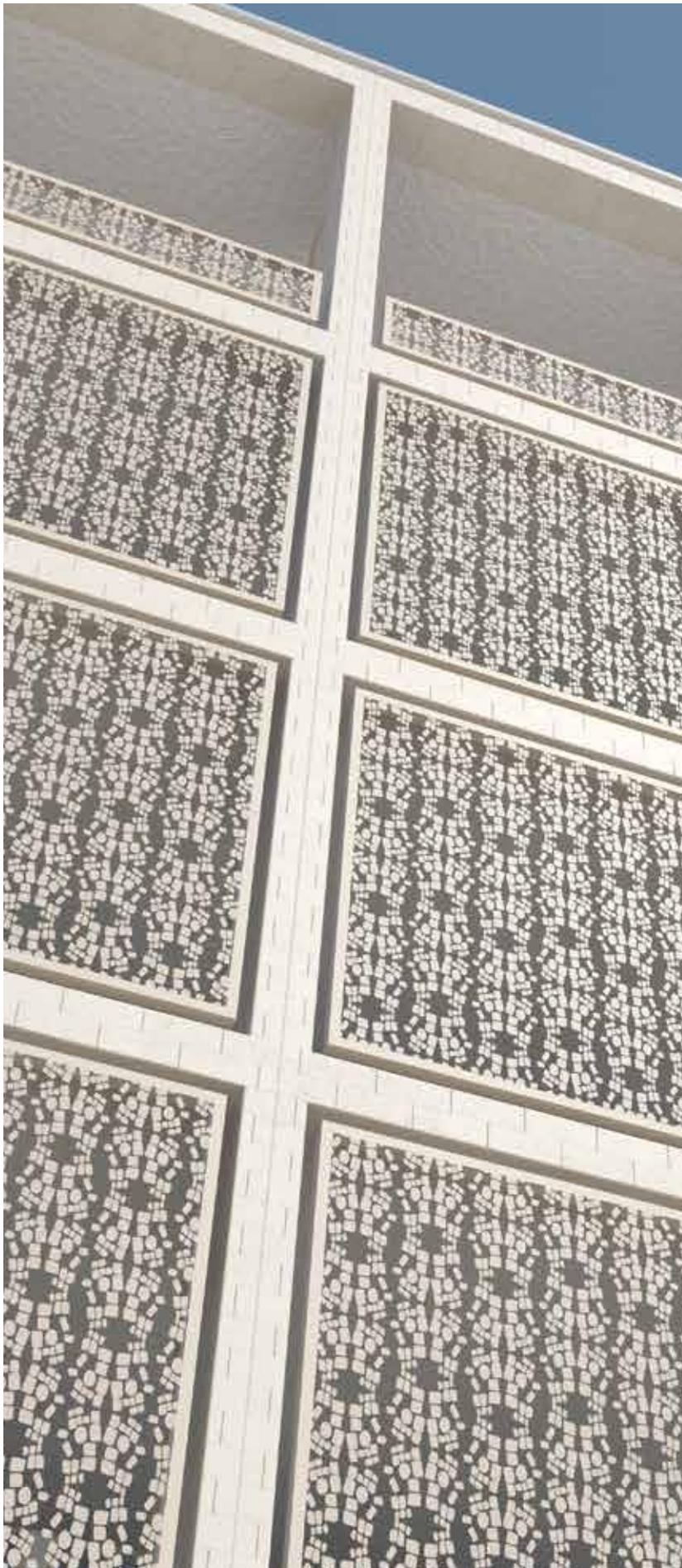
Overall Site (Ha.)	31
No. of Buildings	100+
Total Parking	10,000+
No. of Basement Levels	3-6
No. of Floors (Range)	G+2 to G+29
Residential Population	2,500
Employee Population	17,000
Visitors per Day	60,000

Usage	GFA (sqm)
Residential	197,000
Commercial	193,000
Retail	105,000
Hotel	116,000
Cultural	26,000
Mosque	6,000
Community	8,000
School	13,000
Governmental	100,000
TOTAL	764,000



MASTER PLAN QUARTERS





Quarters Overview



The Msheireb Downtown Doha project is divided into five broad quarters that are fully supported through an intrinsic mix of hospitality, retail, residential, commercial and civic offerings. Designed to have everything close and convenient enough to walk to, each quarter caters to every need of an urban dweller. The five quarters comprise offices, the city's key extended government area, luxurious residential units, green spaces, an international academy, community mosques, state-of-the-art retail spaces, treasured cultural offerings, an extensive café culture and world-class dining and hotel options – all within minutes of one another. With an intrinsic mix so diverse, Msheireb Downtown Doha will truly be a place like no other.

Diwan Amiri Quarter

An important extension of Doha's key civic and administrative areas. Home to the Diwan Annexe, the Amiri Guard Building and the iconic Qatar National Archive.

Heritage Quarter

A preservation of the city's historical treasures with the Msheireb Museums, Msheireb Prayer Ground and space for new cultural activities.

Retail Quarter

Where local and international retail brands come together to create an unparalleled shopping and entertainment experience.

Mixed-Use & Residential Quarter

A balance between work and leisure with fully equipped neighbourhoods, offices and retail offerings.

Business Gateway

A professional realm conveniently surrounded by a multitude of dining, retail and entertainment options.





Diwan Amiri Quarter

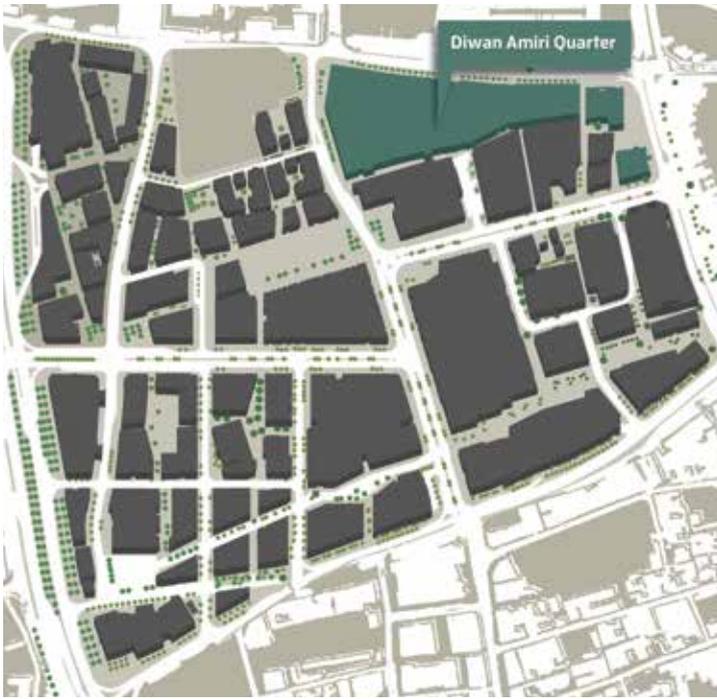


Anchored at the northeast corner of the project, the Diwan Amiri Quarter is adjacent to both the Amiri Diwan and the Al Koot Fort. This neighbourhood's character is established primarily by its relationship with the Amiri Diwan, Qatar's seat of government.

The Diwan Amiri Quarter is a group of three stone-clad public buildings comprising the Diwan Annexe – the administrative headquarters building for the Amiri Diwan, the Amiri Guard Building and the Qatar National Archive. The storehouse of Qatar's heritage, the Qatar National Archive facing Doha Bay, the Msheireb Prayer Ground and Souq Waqif, will be one of the city's prominent landmarks.

The Diwan Amiri Quarter is uniquely rooted in Qatar's heritage and tradition; the Qatar National Archive is based on the form of a traditional fort-like tower while the Diwan Annexe building's outward-looking form surrounded by 'liwan' balconies is based on the traditional 'diwania' or small palace. In addition, the shape of the Amiri Guard Building reflects both the courtyard house and the fort, and the structural openings within its thick masonry walls echo the 'malqaf' or breathing wall of traditional Qatari houses.

This quarter is conveniently located to serve the community with administrative and government services.





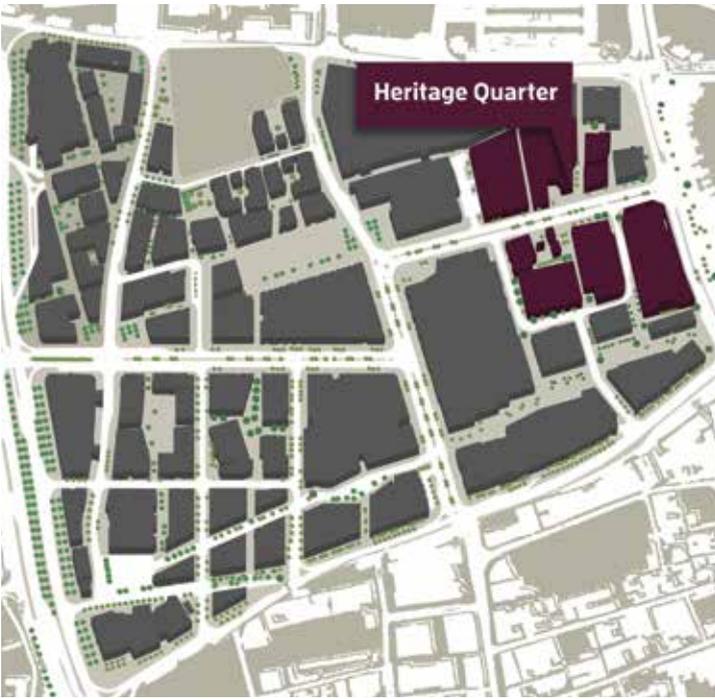
Heritage Quarter

The Heritage Quarter is a historic area where traditional courtyard houses and the Msheireb Prayer Ground dating from the first decade of the last century have been restored, alongside Msheireb mosque.

A specialised team of leading local and international architects and experts oversaw the restoration and preservation of four historical buildings. The heritage houses, commonly known as the Bin Jelmood House, the Company House, the Mohammed Bin Jassim House and

the Radwani House have transformed the Heritage Quarter and created an important cultural destination within the development.

The four heritage houses, including the family house of Mohammed Bin Jassim, the son of the founder of modern Qatar, have been converted into the Msheireb Museums, which include cultural centres and exhibition buildings. Rooted in local history, these courtyards and spaces showcase important aspects of Qatar's history and memories of old Doha.





Retail Quarter



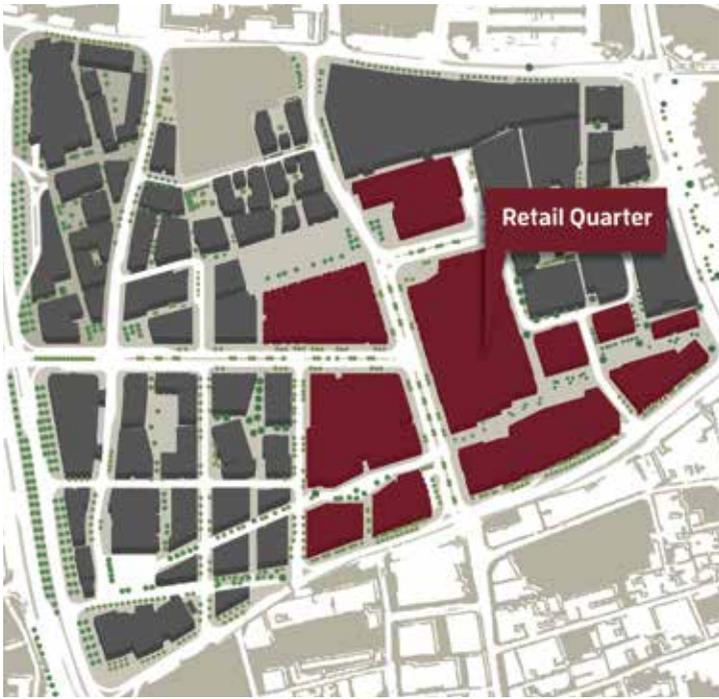
The largest of all five quarters, the Retail Quarter will feature the Galleria – an enclosed shopping mall, with several international flagship stores, cinema, supermarket, children's edutainment zone and numerous dining outlets. In addition, beautiful outdoor areas like Sikkat Wadi Msheireb, a pedestrian-only street studded with the best cafés, al fresco dining and small unique boutiques will offer an extra level of sophistication to the retail experience.

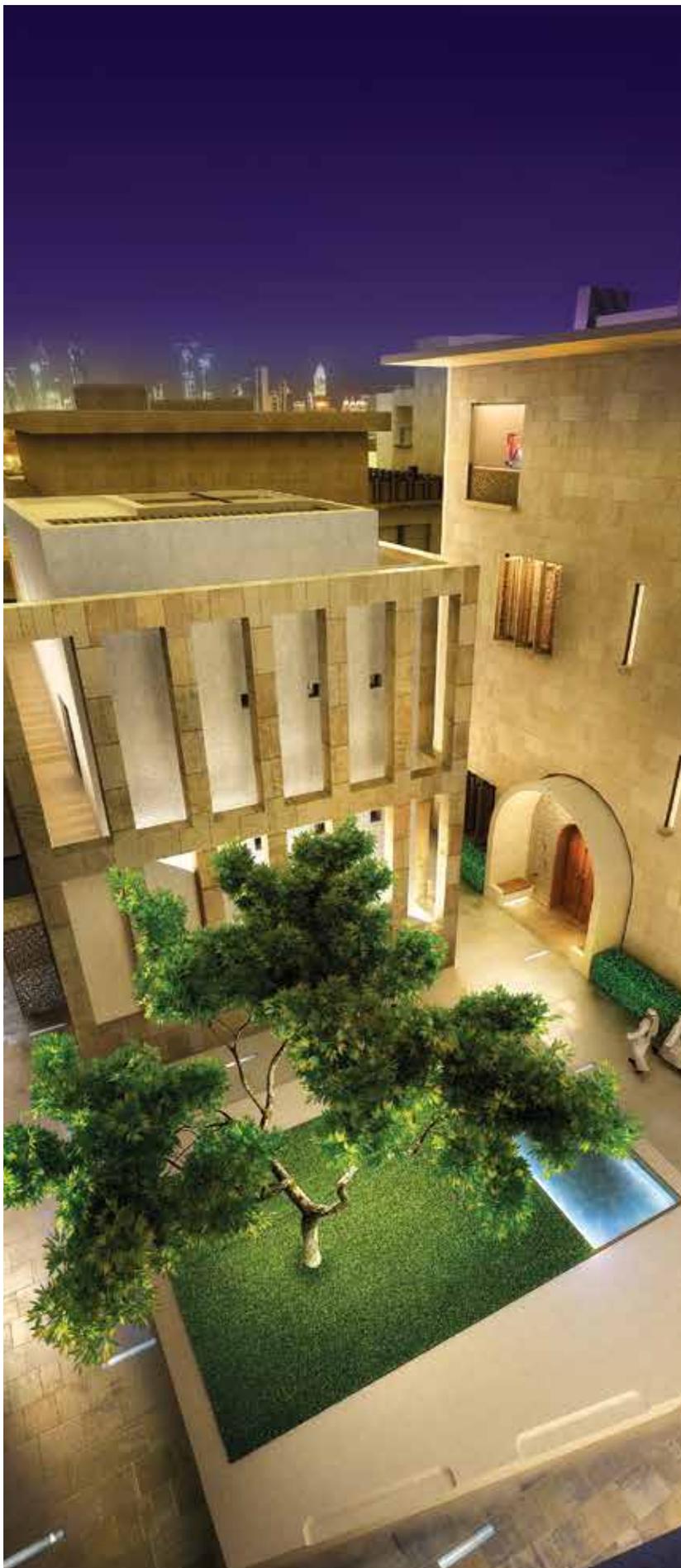
Home to the largest covered public square in the entire region, Barahat Msheireb is one of the main features of the Msheireb project with a wide range of dining and café options. Equipped with a retractable roof, Barahat Msheireb can be adapted to the cool temperatures of the winter through to the heat of the summer. Anchored by the Mandarin Oriental Hotel, this vibrant square will be active throughout the year with ongoing live performances and displays, as well as seasonal and community events.

Also located in this quarter is the Cultural Forum comprising art house cinemas, exhibition halls and live performance theaters. In addition, the Cultural Forum also houses beautiful galleries to host a variety of displays and performances, as well as social gatherings and receptions.

The quarter features premium brands in a department store that hosts a VIP Lounge with special valet service, concierge service and private product viewing areas, assisted by the personal shopper facility.

The development will offer an array of settings and styles to suit virtually any retail concept, including world-renowned fashion boutiques and a wide range of exclusive clothing, jewellery, home furnishing and electronics stores.





Mixed-Use & Residential Quarter



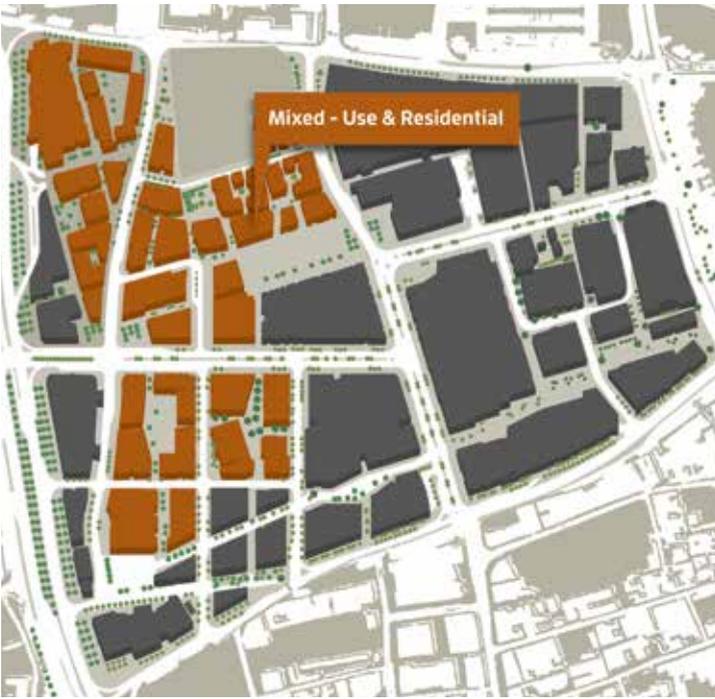
Amidst beautiful green landscapes and community parks, the Mixed-Use & Residential Quarter has a combination of commercial, retail and residential properties that overlaps the Retail Quarter. Clusters of elegant townhouses and apartments gathered around the northern end of Al Kahraba Street provide an upmarket residential address.

With attractive and spacious homes true to the rich heritage of the Qatari people, these upmarket homes offer state-of-the-art amenities integral to modern living. These unique iconic dwellings are designed with the Qatari lifestyle in mind and deliver exceptional living environments that offer privacy and security together with generous indoor and outdoor spaces and superb functionality.

The residential offering will also include modern apartments with world-class fittings and finishes geared for a cosmopolitan society, complete with contemporary amenities in a secure neighbourhood.

The western edges of the quarter are formed by high-profile office buildings, a school and a mixture of apartments, while the centre of the quarter contains residences and a mosque, along with a cluster of shops and services.

Carefully planned tram routes and public transportation services provide residents and visitors with a lifestyle of convenience in a seamlessly connected community.





Business Gateway

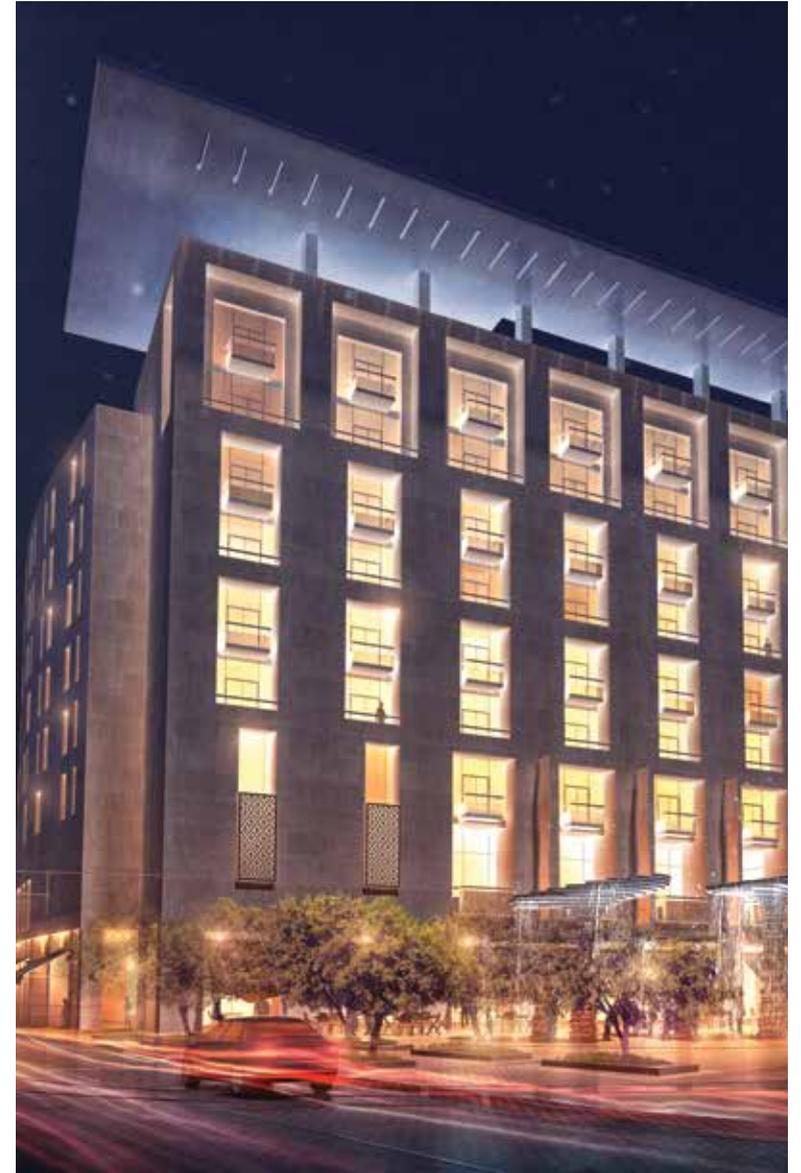
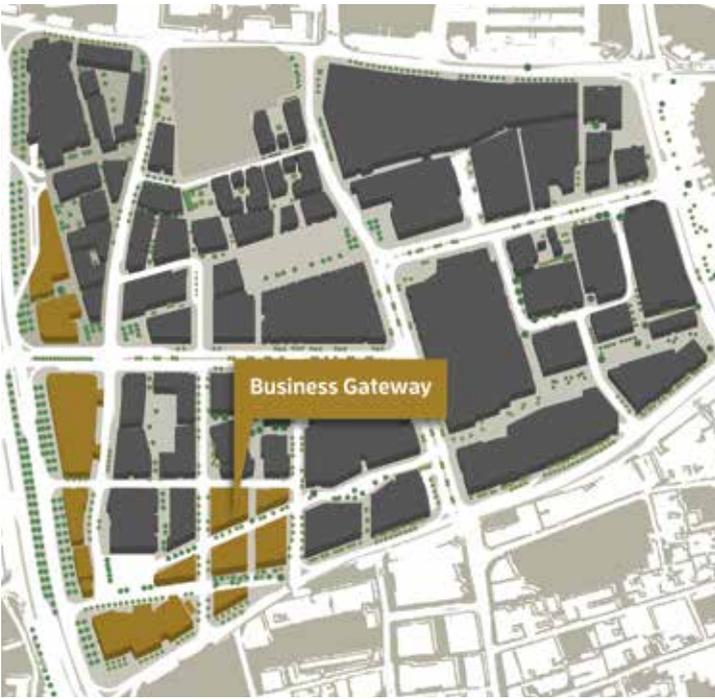


With several office buildings spread over 193,000 square metres, the Business Gateway offers premium business amenities, supported by a mix of banking, personal and civic services, and ease of access through its convenient location.

The offices on Al Diwan Street are integrated with the upscale living district and urban apartment areas, mosques, schools, banks and the future metro station on Sahat Al Nakheel. This business district lies close to the Retail Quarter and will be a short walk from the Department Store, the Galleria, and a vibrant café culture with food and

beverage outlets. The Business Gateway will offer a new type of architecture for offices, moving away from stand-alone towers to user-friendly, mid-rise and low-rise experiences. The project provides a multitude of commercial offerings including world-class fittings and finishes, state-of-the-art technology and infrastructure offerings.

For the business traveller, the area is in proximity to many hotel options, from small boutique hotels to the five star Mandarin Oriental Hotel, providing businesses with the convenience of meeting and conference facilities.



Character Areas



Msheireb Downtown Doha recognises the cultural and historic value of the existing spaces in the Msheireb area, and is reinterpreting its old forms to create a contemporary city.

The region's largest covered public square, Barahat Msheireb will be a meeting point for visitors as well as residents; and will be active throughout the year with street entertainment as well as seasonal and community events. The square is anchored by the Cultural Forum to the east and the world-renowned Mandarin Oriental Hotel to the west.

The Heritage Quarter features four heritage houses that have been restored and turned into the Msheireb Museums, including a traditional adobe courtyard house known as the Mohammed Bin Jassim House – originally the house of the son of the founder of modern Qatar.

Adjacent to the Heritage Quarter is the prestigious Diwan Amiri Quarter that lies opposite to Qatar's seat of government, the Amiri Diwan. Serving as the key civic and administration area, it comprises the Diwan Annexe, Amiri Guard building and Qatar National Archive.

Towards the south lies Sikkat Wadi Msheireb – the longest pedestrian street within the project, a medical centre, community mosques, and premium hotels.

Along the west, Sahat Al Nakheel features the main metro hub in Doha as well as a high-end hotel and a breathtaking fountain set amidst retail offerings and performance areas, thereby providing all the elements required towards creating a vibrant lifestyle.

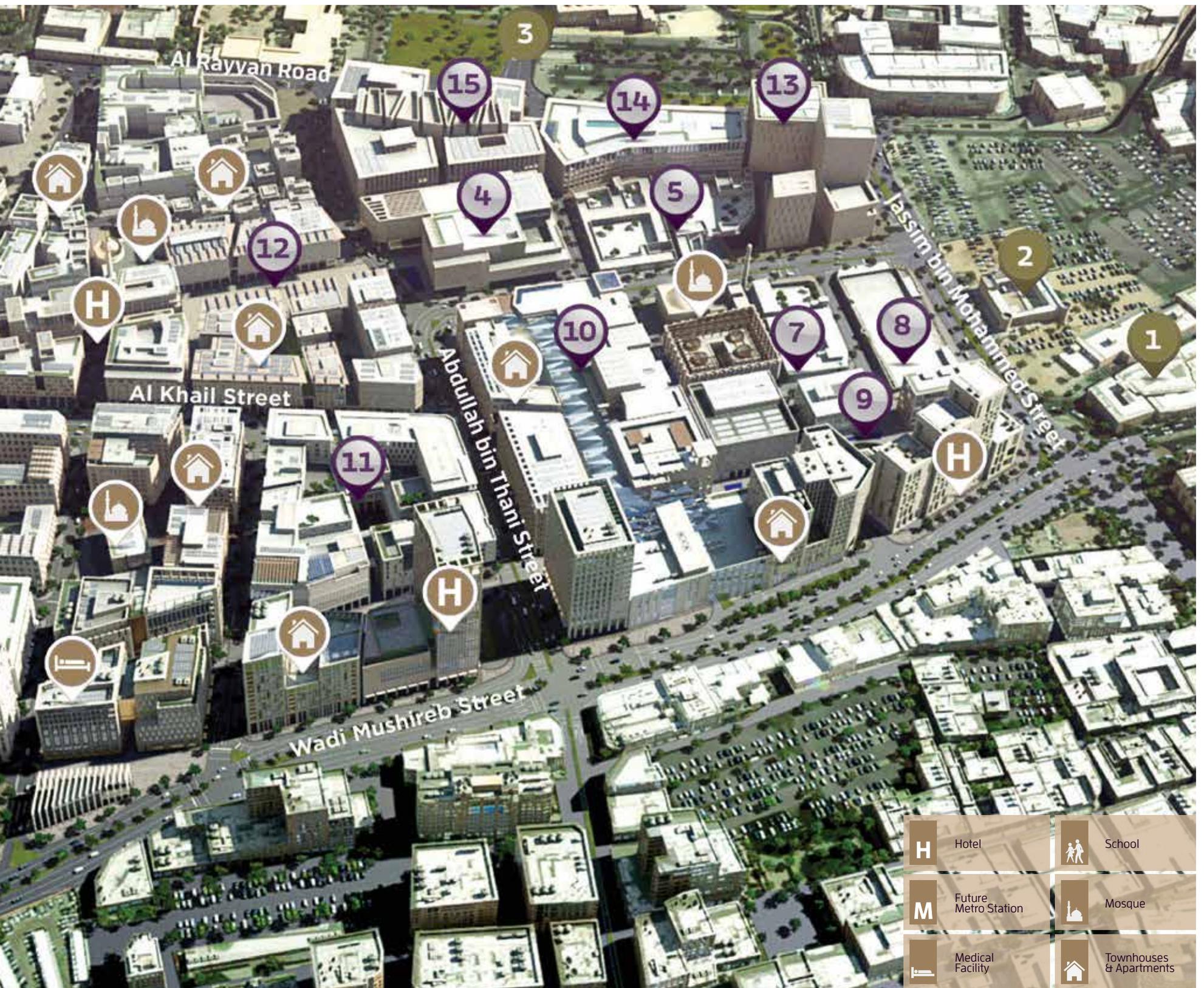


PLACES
OF INTEREST

1 Souq Waqif

2 Al Koot Fort

3 Amiri Diwan



H	Hotel		School
M	Future Metro Station		Mosque
	Medical Facility		Townhouses & Apartments

- 4 Cultural Forum
- 5 Msheireb Museums
- 6 Sahat Al Nakheel
- 7 Mohammed Bin Jassim House
- 8 Msheireb Prayer Ground
- 9 Sikkat Wadi Msheireb
- 10 Retail Galleria
- 11 Department Store
- 12 Barahat Msheireb
- 13 Qatar National Archive
- 14 Amiri Guard Building
- 15 Diwan Annexe

WAY OF LIFE





A Lifestyle of Convenience



"FAMILY HOMES ARE WITHIN WALKING DISTANCE OF SCHOOLS, SHOPS, PUBLIC SPACES, MOSQUES AND MANY CULTURAL ACTIVITIES."

Life in Msheireb Downtown Doha is designed to be a perfect balance between every aspect of city life. From breakfast with the family in a luxurious apartment, a quick walk to drop the children off at school, a cup of coffee enjoyed outdoors before heading to the office, or fine dining with family and friends at the many restaurants – everything residents need is within reach. Throughout the downtown district, residents and visitors are seamlessly connected through a carefully planned tram route and public transportation services.

Amongst the most premium residential offerings are townhouses within community dwellings designed to cater to the Qatari lifestyle. These unique iconic dwellings are designed to deliver exceptional living environments that offer privacy and security together

with generous indoor and outdoor spaces and superb functionality. Private basement parking has individually accessible garages along with large service kitchens and driver and maid's quarters. These large contemporary spaces spread across many levels offer a majlis, living areas, and private courtyards – many with rooftop pools.

Adding to the residential offering are upmarket apartments designed to address the needs of a fast growing cosmopolitan society equipped with contemporary amenities and state-of-the-art fittings in a secure neighbourhood. The apartments feature ample living areas, open kitchens, stunning terraces and spacious dining rooms alongside large private areas – many offering en-suite bathrooms and luxury living spaces.



Msheireb Downtown Doha has three mosques to provide a vital religious focal point for daily prayers within the community. In order to generate a sustainable community at Msheireb, a nursery and a school have been established with innovative and inspirational learning environments, giving parents the peace of mind they need to truly enjoy their new neighbourhood.

Over 800 residential units spread across the area are complemented by over 10,000 parking spaces. The project offers the ultimate lifestyle experience with pedestrian-only streets, preferred parking for Fuel Efficient Vehicles and exclusive bicycle routes - creating a walkable neighbourhood.

Msheireb Downtown Doha offers a way of life that would be difficult to match elsewhere. With beautiful homes, an extensive variety of retail, and every amenity right at one's doorstep, the project offers a combination of understated luxury and day-to-day convenience that will position it as one of the region's most desirable addresses.





Making Business a Pleasure



Msheireb Downtown Doha's space for business is vast and conveniently located near everything employees need around their daily schedules. Spread across the project, the new Central Business District is being fully fitted with offices offering leading-edge technology and services of an unrivalled quality.

Designed to provide residents with a work-life balance, its close proximity to the upscale living areas, dining areas, retail propositions and the public transport services offer a seamless transition between the office and everything else.

Msheireb Downtown Doha comprises 17 prestigious office buildings located in the 31-hectare site, connecting four hotels, providing easy access to the commercial facilities that cater to the needs of the business community.

The Business District is also located around the corner of the vibrant square Barahat Msheireb, allowing employees to enjoy an enhanced work lifestyle with plenty of retail, dining and entertainment options nearby.





A Realm of Retail and Entertainment



Diversified to cater to residents, visitors, office workers and tourists, Msheireb Downtown Doha provides a range of options to unwind, shop and dine, all within proximity to one another. Given its central location, it is easily accessible from all areas of Qatar, bringing back the city centre as the hub of public life for the people of Doha.

The distinct neighbourhoods within Msheireb Downtown provide the perfect platform for a focused retail offering by blending street entertainment, live performances, restaurants and art with a sense of community, to deliver a true lifestyle experience – all set alongside a rich cultural life.

Visitors can choose from a range of local and international retail offerings, and also have the luxury of indulgent options from specialty boutiques to high-end stores.

Aside from shopping, a number of entertainment options including a cinema and children's edutainment zone give visitors more than enough reasons to enjoy and explore a new perspective on downtown living. A range of cafés and dining options, ranging from casual family eateries to haute cuisine, are also at their service, spread across every corner of the project.

The pedestrian-friendly environment makes for pleasant walks throughout the year, while a tram service connects the different quarters. There is also a direct pedestrian connection from the popular Souq Waqif.

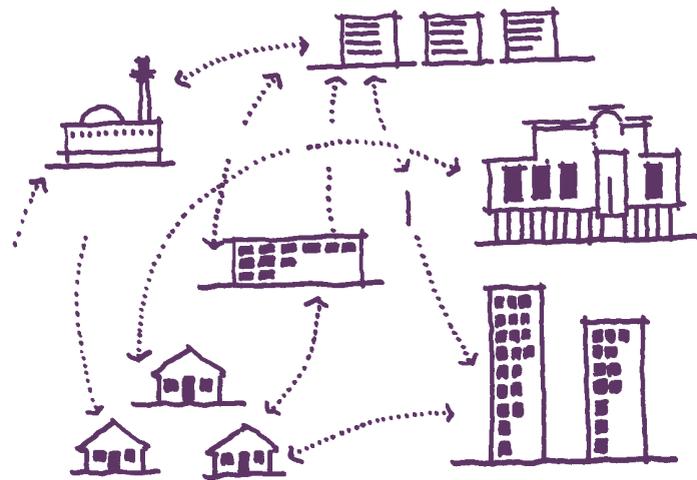
Barahat Msheireb, the open-air vibrant square, equipped with a retractable roof and state-of-the-art cooling systems, will be active throughout the year, with ongoing performances, displays, as well as seasonal and community events. It will be the place to see and be seen at.





PROJECT DISTINCTION





Regeneration



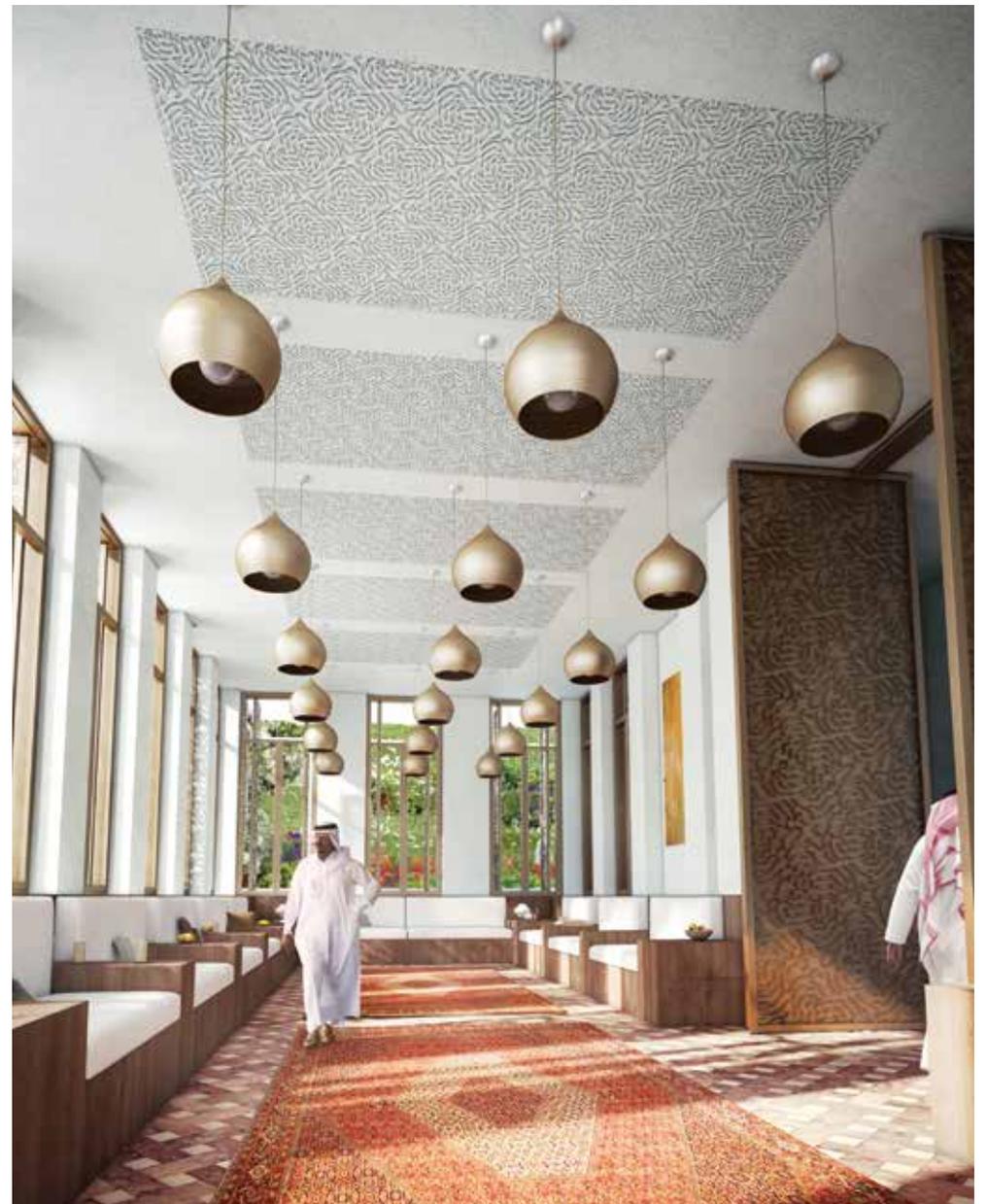
The world's first sustainable downtown regeneration project, Msheireb Downtown Doha sets new standards for other developments around the world that aspire to be transformational in a way in which they respect the environment, preserve cultural traditions, and enhance the quality of life of local communities.

A high-density, medium-rise, mixed use project, Msheireb Downtown Doha grows out of its geographical and historic context, and is set to revitalise and restore the vibrant core of Qatar.

The challenges involved in developing a downtown are very different from developing a green field site, for instance, dealing with existing infrastructure and buildings that need to be preserved and constructed around.

Msheireb Downtown Doha required meticulous planning, development of new techniques, an extensive research process of devising a new architectural language and unique solutions for sustainability in a downtown environment.

The physical presence of the past is deeply embedded within the development. The heritage houses, the Msheireb Prayer Ground, Al Kahraba Street (which in Arabic is 'Electricity' Street, a serpentine path dating back to the early days of Doha's growth) and Wadi Mushireb Street (the southern edge of the site, the line of the ancient wadi) – these are amongst Qatar's unique and cherished assets, which are of great importance to the future of the project and will be regenerated for generations to come.





Sustainability



Msheireb Downtown Doha is developing a blueprint for sustainable urban regeneration, with pioneering work in the fields of orientation and layout, transportation, energy production and efficiency, water conservation and waste management.

Sustainability is central to the Msheireb Downtown Doha project in terms of both the conservation of natural resources and the quality of its design. Street patterns of the master plan are designed to align with the prevailing winds, channelling cooling sea breezes. Thicker walls, appropriate building orientation, and shade from adjacent buildings cool the local environment, reducing air-conditioning requirements.

High personal vehicle use creates emissions and puts pressure on road systems. Walking, cycling and using public transport, even for part of the year, can significantly reduce personal emissions. An enjoyable public realm, retail at street level, public art, landscaping and interesting spaces provide an inviting walking environment. Safe crosswalks, wide sidewalks, pedestrian-only streets and good lighting also promote walking.

The overall architectural design is built on key sustainability principles – the preservation of existing heritage sites, the use of natural light and ventilation, the utilisation of material from the region and the adoption of new technologies and practices that make the most efficient use of water and electricity.

Cooling is a significant component of overall energy use in the region. Improved glazing, efficient building envelopes including wall and roof insulation and appropriate screening and cladding will reduce cooling loads. Central chillers will create efficient use

of infrastructure and provide 30% more efficient cooling when compared to typical building systems. They will also eliminate cooling units on each building, resulting in reduced mechanical noise exposure to future residents.

The project has 6400 PV panels producing renewable energy equivalent to 4% of building energy use. In addition, it has 1400 solar thermal panels producing energy to provide 75% of hot water demand.

Efficient irrigation systems and planting many native species adapted to survive in dry conditions reduce landscape irrigation requirements.

The project features high efficiency plumbing fixtures to reduce water usage up to 30%, while an automated waste collection system will allow for source separation of three streams of waste; mixed recyclables, organics and general refuse – facilitating recycling and composting.

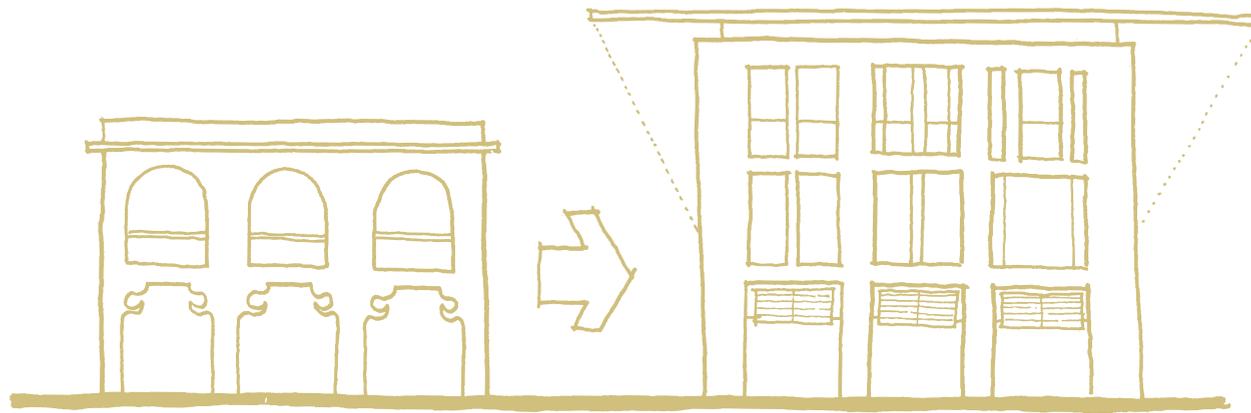
A management system will continuously monitor electricity use and cooling information in real time. The data will be processed by a central monitoring facility and provided to occupants to promote continual improvement on conservation and recycling over time.

Msheireb Downtown Doha is a demonstration of Msheireb Properties' strong commitment to sustainable development, through reduced car use and improved walkability, reduction in energy and water requirements and improved opportunities for recycling, which effectively utilises natural resources.



- Msheireb Downtown Doha will have one of the highest concentrations of LEED (Leadership in Energy and Environmental Design) certified sustainable buildings, making it the world's first sustainable downtown regeneration project.
- With a 32% energy reduction goal, all buildings are targeting LEED Gold certification, with some buildings targeting LEED Platinum.
- Streets within Msheireb are oriented to capture cool breezes from the Gulf and shade most pedestrian routes from the hot sun. Buildings are massed to shade one another and light coloured to reduce cooling requirements.
- Abundant solar energy captured through photovoltaic solar panels and solar hot water panels on rooftops will be used to generate electricity and heat water within buildings.
- Installing efficient irrigation systems and planting many native species adapted to survive in dry conditions reduce landscape irrigation requirements.
- A diversity of uses, integration with Doha's new Metro and a safe and convenient public realm encourage both cycling and walking.
- Placing of cars and service delivery vehicles underground via several basement levels ensures a pedestrian-friendly atmosphere.





A New Architectural Language



Msheireb Downtown Doha is set to revive the old commercial district with a new architectural language that is modern yet inspired by traditional Qatari heritage. The DNA of Msheireb's new Qatari architectural language can be adapted to developments anywhere in the world.

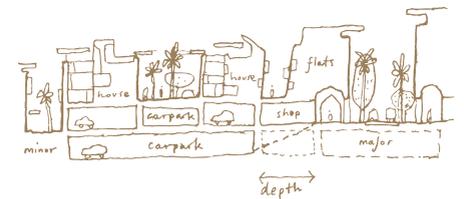
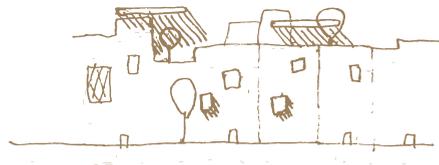
The ideas embodied in 'Seven Steps' emphasise social integration through urban design, focusing on extended families, kinship ties, social activity, local economy, collective identity, and an elevated awareness of the environment. An intensive three-year research process has gone into all aspects of Qatari architecture, including materials, designs, layouts and decorations, as well as underlying concepts such as durability, functionality and aesthetics.



The Seven Steps

Msheireb's architectural language was developed through a three-year collaboration with some of the world's leading architects, academics and urban planners.

Msheireb Properties defined the core discoveries of this research effort in the 'Seven Steps' – a declaration for an entirely new architectural language that takes Qatar's architectural development into the future. The 'Seven Steps' integrate the spirit and aesthetics of Qatari architecture with the best that sustainable design and modern technology have to offer. Ultimately, it aims to restore the uniqueness of Qatar's built environment and the strong social ties that once defined Qatari society.



CONTINUITY



1. To achieve continuity between the past, the present and the future by finding timeless motifs and techniques. Respecting time honoured traditions and applying them in a new way.

INDIVIDUAL & COLLECTIVE



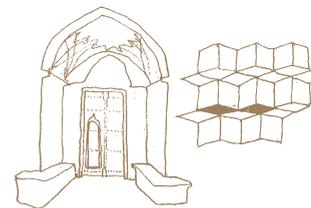
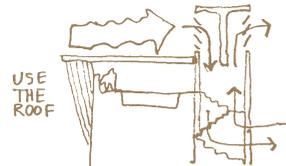
2. To achieve harmony and cohesion within the city by promoting diversity, while ensuring that buildings by diverse architects are bound together by a common language.

SPACE & FORM



3. To reflect the character and informality of the traditional 'carved city'. Buildings are not objects; they are part of an 'urban clay' from which spaces and forms are carved.

Formal  Informal



HOME



4. To deliver an exceptional living environment, offering privacy and security together with generous indoor and outdoor spaces overlapping. A spirit of family and a sense of community.

STREETS



5. To create a lasting setting for a vibrant street life. A shaded environment with pedestrian priority. Arcades and frontages designed to create a comfortable and memorable network of places.

DESIGNING FOR CLIMATE



6. To use technology old and new, to achieve maximum comfort with minimum energy use. To create shade, minimise heat gains and harness the natural forces of the sun and wind.

A NEW ARCHITECTURAL LANGUAGE



7. To build on Qatari architectural tradition by using a new language, rich in reference and strong in resonance; flexible, to be spoken in many accents but consistent, and understood by all.



Seamless Connectivity



Representing a new landmark in Doha, Msheireb Downtown employs leading-edge technology in sustainable development.

A state-of-the-art public transport system comprising an internal tram network, ample taxi bays, a public bus service and the main metro rail station will connect suburbs of the city to the project. In addition, Msheireb's high-tech underground parking facility of three to six levels with over 10,000 parking spaces will ensure a pedestrian-friendly environment.

Msheireb Downtown will have four main access points via Abdullah bin Thani Street, Wadi Mushireb Street, Al Khail Street, and Al Kahraba Street. Public bus routes will also run through all main streets with stops located across the project and close to its key quarters such as the business district and the residential area.

Special lanes and parking facilities for bicycles will also be available to provide visitors and tenants with easy commuting options. In addition, all metro lines, tram routes, bus stops and taxi stands will have easy access drop-off points.

Each commercial and residential area will have allocated parking spaces to provide direct access. The underpass connection with Souq Waqif will enable visitors to walk to the project and enjoy areas like Barahat Msheireb, the Galleria and the Department Store. Meanwhile, an underground service and delivery access network will serve retailers' transportation of goods in and out of the project. The purpose behind this network is to separate visitors from retailers and reduce car congestion with dedicated lifts to back-of-house areas for deliveries.

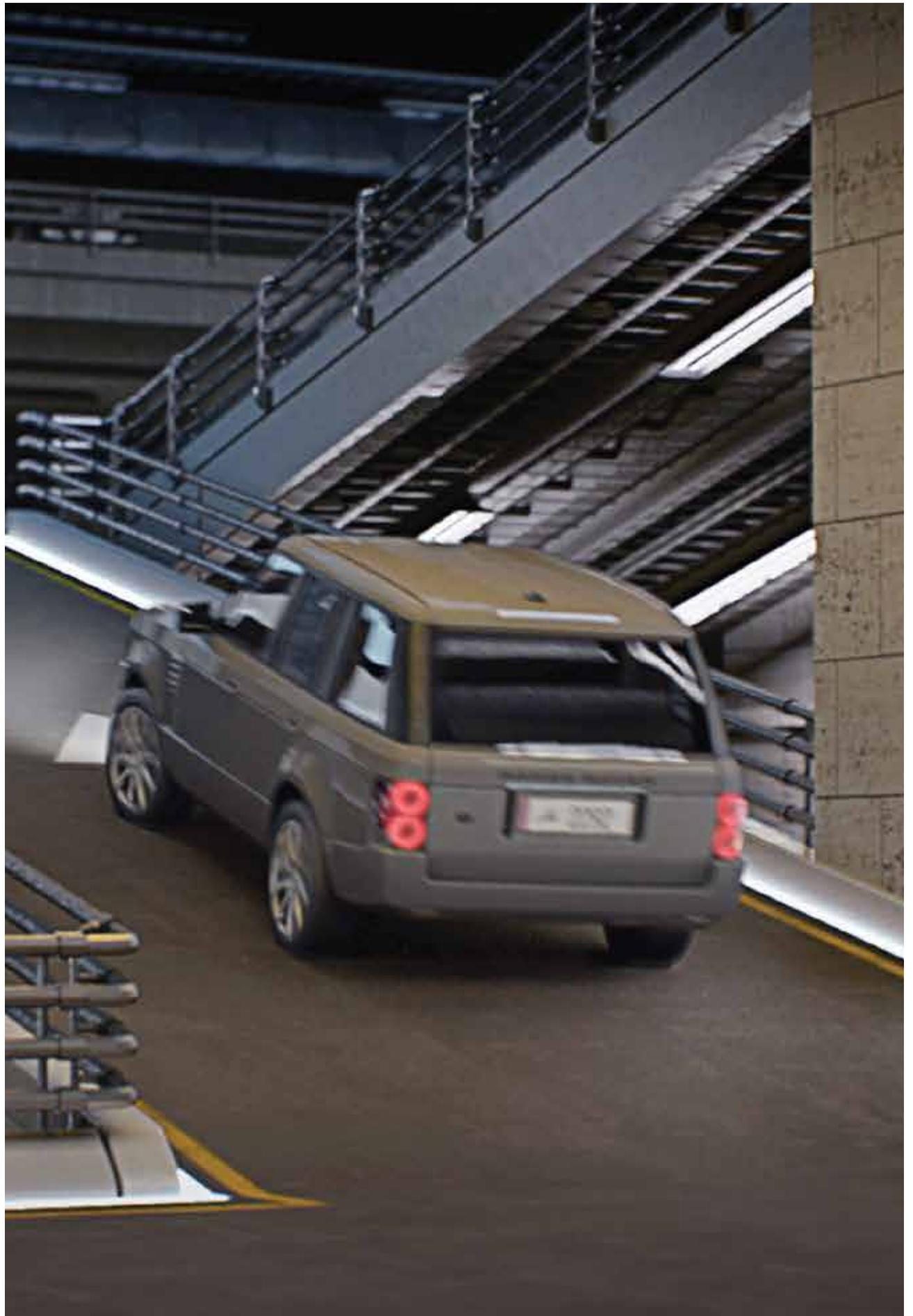
Underground Services

To optimise and enhance the public space for people and activities, the Msheireb Downtown Doha master plan strategy is to provide an enhanced underground delivery network of service corridors and service hubs. To this effect, several basement levels have been built underground below the site, with a network of service tunnels linked to a primary service area with loading bays. Thanks to cutting-edge infrastructure, which puts all vehicular services below ground, the streets are walkable.

Basement car parking will be accessible from the street network, with direct access to basement level one. Subsequent connections between other basement levels will be achieved through internal circulation ramps.

The space created within the basement will accommodate a range of functions including plant areas, servicing and car parking. The basement will be serviced by a network of routes built as tunnels generally aligned beneath the streets at ground level.

Collectively, it will have a positive effect on the quality of life and public environment, and will actively encourage alternative means to the private car for moving around this part of the city.



CONSTRUCTION PHASES



Construction Phases



PHASE 1A

This phase consists of the Diwan Amiri Quarter and includes Qatar National Archive, Diwan Annexe, Amiri Guard building, mosque, Msheireb Prayer Ground and Msheireb Museums that are created within the four heritage buildings. Amenities and infrastructure such as a district cooling plant, substations and service corridors are also featured within this phase.

PHASE 1B/1C

This phase includes a mosque and an exclusive residential component and comprises business and retail areas, along with townhouses, apartments, civic buildings and a school.

The larger parts of both Barahat Msheireb and Al Kahraba Street areas also come under this phase, housing the true heart of the development with hospitality, dining, and entertainment options, all alongside the Mandarin Oriental Hotel and Cultural Forum.

PHASE 2

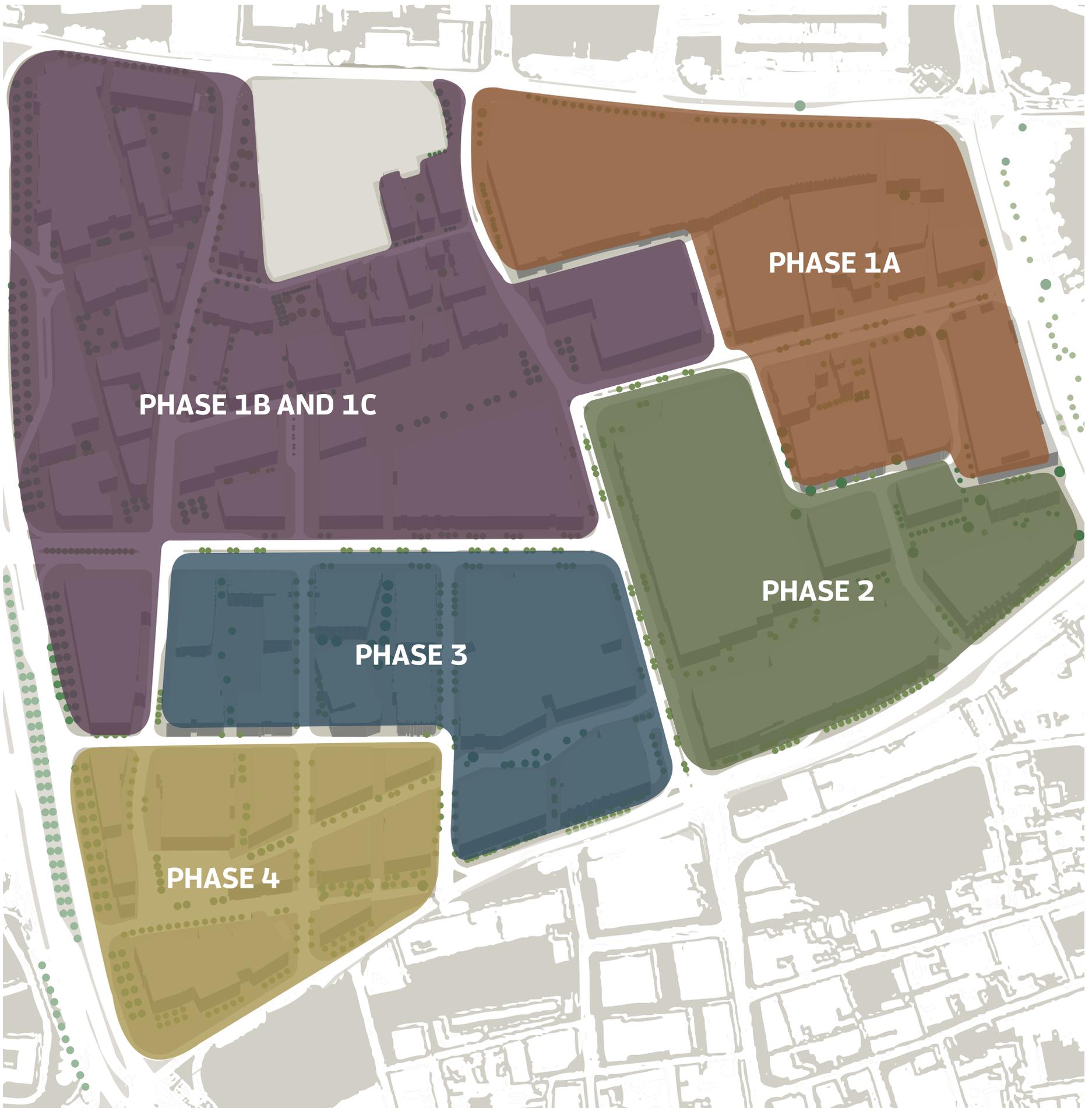
This phase comprises retail space, offices, apartments, a hotel and the Galleria, encompassing a cinema, children's edutainment and a supermarket.

PHASE 3

This is a cosmopolitan, mid-rise, mostly residential community, providing apartments, a hotel, amenities, dining and retail components, along with commercial offices and a luxury Department Store.

PHASE 4

Sahat Al Nakheel will form much of the final phase of the development, and will represent the main transportation hub for Msheireb Downtown Doha. An array of shops, cafés and restaurants will cater to offices, in addition to apartments, amenities, a post office, medical clinic and a hotel.



PHASE 1B AND 1C

PHASE 1A

PHASE 2

PHASE 3

PHASE 4



FACT SHEET



Fact Sheet



Project Cost: Approximately QAR20 billion (US\$5.5 billion)

Land Area: 31-hectares (76 acres, 310,000 square metres)

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

Location

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 the A Ring Road) to the west

The Msheireb development 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%
Hospitality	116,000	15%
Residential	197,000	26%
Civic	153,000	20%
TOTAL	764,000	100%

Description of Architectural Language

Three-year project planning with leading architects, city planners, engineers and academics (including specialists from Harvard, Princeton, Yale and MIT) to understand how insights from the past can be combined with present-day technologies and thinking to achieve a new, distinctly Qatari architectural language.

Language comprises 'Seven Steps' or distinct design principles: Past and Future, Individual and Collective, Space and Form, Aspects of Home, Aspects of the Street, Climate Design, Architectural Language.

Key Figures

- Project Timetable: Construction commenced in 2010, construction completion scheduled in phases
- Residential Units: 800+
- Parking Spaces: 10,000+
- Total Buildings: 100+
- Building Height Range: 3 to 30 storeys
- LEED Rating: Entire development is targeting LEED Gold minimum, with several buildings targeting LEED Platinum

ABOUT MSHEIREB PROPERTIES





About Msheireb Properties



Msheireb Properties is a real estate development company and a subsidiary of Qatar Foundation. The company was established as a commercial venture to support the Foundation's aims, as well as the goals of Qatar's 2030 Vision.

Msheireb Properties' mission is to change the way people think about urban living and improve their overall quality of life, through innovations that encourage social interaction, respect for culture and greater care for the environment.

An emerging leader in sustainable development, its signature project, Msheireb Downtown Doha, employs a new approach to urban planning, combining traditional methods and modern technology, aimed at safeguarding both the environment and the cultural identity of Qatar.

Msheireb Properties partnered with industry leaders and experts in order

to align the architectural lessons of the past with the latest in eco-friendly technologies – to realise a language that is relevant, enriching and truly Qatari. The new language will be used to create buildings of a shared DNA, reviving local heritage and culture through a unified architectural idiom.

Msheireb Properties received ISO certification from the British Standards Institution for Quality (ISO 9001:2015), Environmental Performance (ISO 14001:2015), Occupational Health and Safety (BS OHSAS 18001:2007), and Risk Management Standard (ISO 31000:2009).

With Msheireb Downtown Doha, the company is developing a blueprint for sustainable urban regeneration, and believes in sharing the knowledge and experience with the industry.

