

AL QUOZ CREATIVE ZONE

PLOT DEVELOPMENT GUIDELINE

MAY 2023



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USER GUIDE

GUIDELINE CONTENT

The Design Guidelines provide the user with all the required information to implement each guideline. This includes descriptive text, character images and illustrations

Key elements of each quadrant and land use guidelines are shown in adjacent diagrams and detailed below:

Land Use Type

- **Land Use Type** describes the applicable land use types
- **Rationale** summarises the application, intent and objectives, and development strategy for the land use type
- **Permitted Uses** details the permitted and non-permitted uses
- **General Plot Standards** detail orientation, heights, FAR, open space provision, permissible retail and recommended CCI
- **Parking Guidelines** summarise parking requirements
- **Architectural Built Form and Character Guidelines** details specific built form characteristics of land use type.
- **Illustration** provides visual illustration of plot standards and architectural styles.

Imagery provides visual illustration of architectural style..



Figure 0.1 Guideline Content

LAND USE GUIDELINES & APPLICATION

1 LAND USE GUIDELINES

1.1 CCI 1

1.2 CCI 2

1.3 CCI 3

1.4 SHEIKH ZAYED ROAD PLOTS

2 LAND USE GUIDELINES APPLICATION

2.1 LARGE PARCEL INDUSTRIAL CLUSTER

2.2 ACTIVATED STREET LEADING TO METRO

2.3 REGENERATED MIXED USE PLOT

1.1 LAND USE GUIDELINES

APPLICATION

The land uses identified to comprise the AI Quoz Creative Zone is led by the combination of industrial, retail, residential and recreational uses that accommodate CCI, complemented by public facilities required to create a live-work-play environment. The proposed land use plan promotes AI Quoz as a Creative Zone in Dubai, ensuring feasibility, allowing flexibility, and ensuring connectivity and integration with the surrounding context.

In alignment with the new land use code for CCI, this chapter of the report has been structured accordingly. The aim is to provide only the relevant section to the land owner/ developer.

- **CCI 1:** Industrial CCI and Retail
- **CCI 2:** Industrial CCI, Retail, Residential, Industrial (non-CCI) and Recreational
- **CCI 3:** Industrial CCI, Retail, Industrial (non-CCI) and Recreational
- **Plots along Sheikh Zayed Road (SZR):** Existing land use applies with 2 additional office floors subject to 50% of the GFA dedicated to CCI uses.

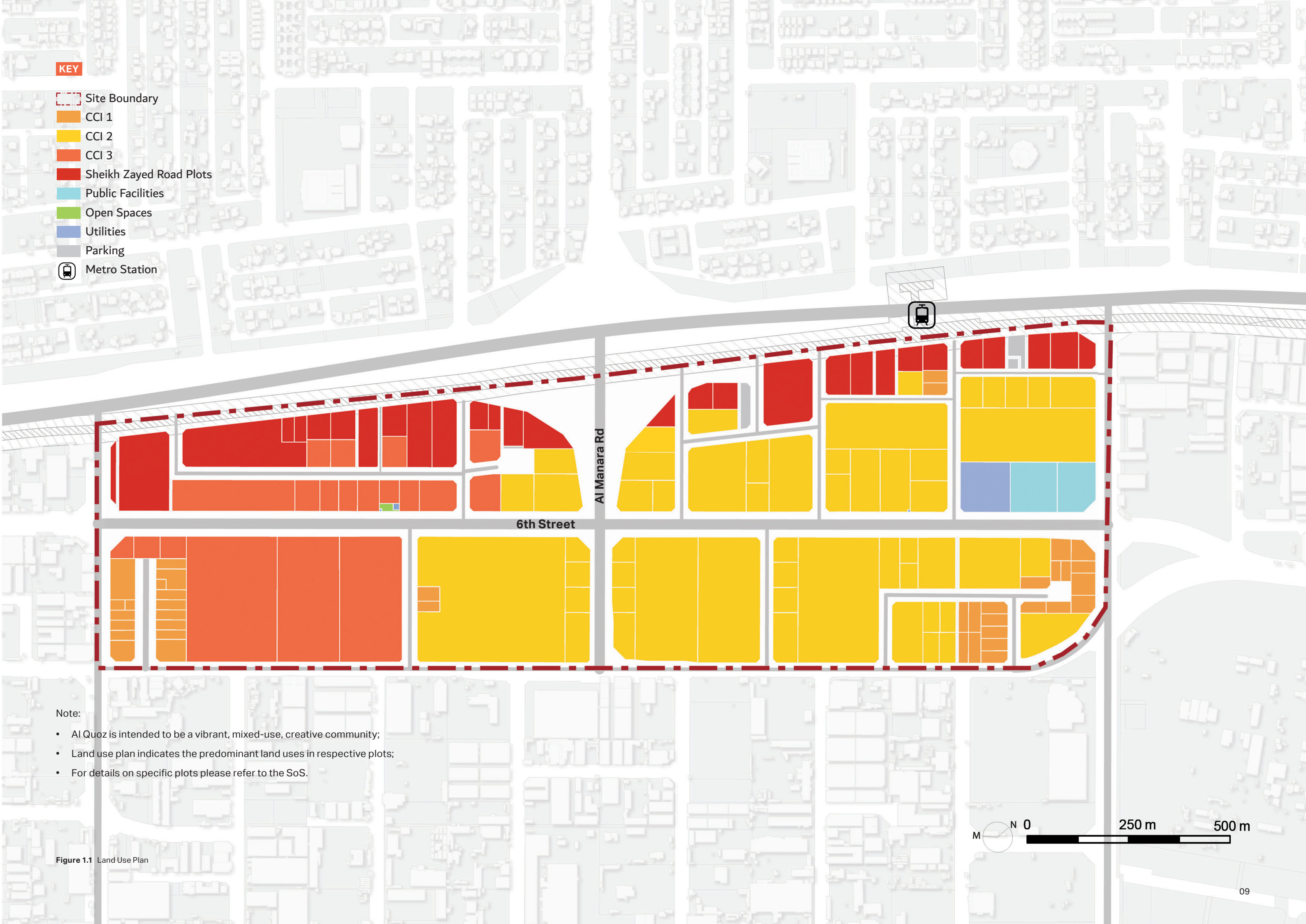
INTENT

Land use controls for the AI Quoz Creative Zone ensure that development delivers the desired uses in each location. These controls also limit incompatible uses from occurring to protect the integrity of the plan. They have been set to establish a framework to align with the vision, objectives and principles of AI Quoz Creative Zone, while allowing flexibility and ensuring feasibility. These controls should be read in conjunction with the relevant Sitewide Guidelines and the SoS.

OBJECTIVES

Plot development should conform with the land use plan for AI Quoz. All site-wide plot development should meet the aims and objectives of the relevant land use designation, including architectural built form and character, and art strategy.





KEY

- Site Boundary
- CCI 1
- CCI 2
- CCI 3
- Sheikh Zayed Road Plots
- Public Facilities
- Open Spaces
- Utilities
- Parking
- Metro Station

Note:

- Al Quoz is intended to be a vibrant, mixed-use, creative community;
- Land use plan indicates the predominant land uses in respective plots;
- For details on specific plots please refer to the SoS.

Figure 1.1 Land Use Plan



1.1

CCI 1: INDUSTRIAL CCI AND RETAIL



APPLICATION

This section should be referred to by plots zoned as CCI 1.

INTENT

The intent for CCI 1 plots is to protect and enhance the existing character of Al Quoz as an affordable, creative, industrial zone while introducing retail and CCI uses. This will provide active frontages along the ground floor, encouraging movement and social interaction within an active urban environment that inspires a live-work-create community.

OBJECTIVES

The CCI 1 plots within the site will:

- Provide functional and efficient industrial parcels of land to the market that can be adapted to accommodate various light industrial land activities, CCI and retail over the life of the project
- Establish a vibrant street frontage along 6th Street and strengthen the linear spine within the site, activating the two halves of the master plan
- Support various warehousing, workshops, co-working hubs and creative fabrication activities that support and form synergies with the wider economy
- Promote and support the Al Quoz creative community identity through the provision of a variety of business and employment opportunities.

DEVELOPMENT STRATEGY

The proposed development strategy for CCI 1 plots involves retaining and adaptively re-using existing warehouse structures.

PERMITTED AND NON-PERMITTED LAND USES

Table 1.1 Permitted CCI 1 Uses

CCI 1 Land Use	
Primary Uses	• Warehouses • Creative Fabrication • Co-working Hubs • Workshops • Retail Shop • F&B • Shopping Centres • Restaurant Cafe • Convenience Store • Industrial CCI
Not Permitted	• Hazardous Use • Heavy Industrial, Storage • All other uses that do not meet the purpose and objectives

*Refer to SoS for optimal land use mix



Total CCI 1 Plots and GFA within Al Quoz

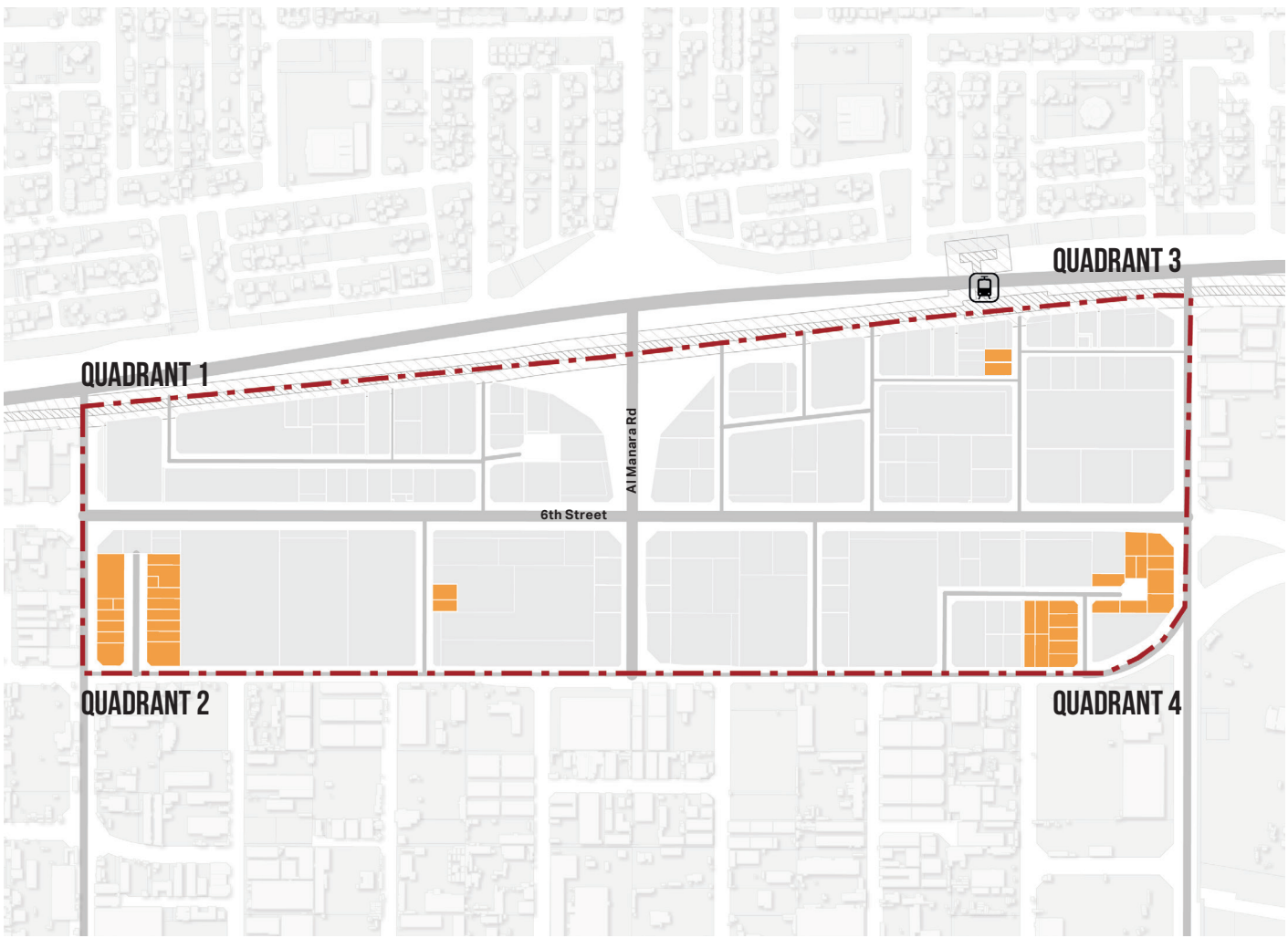


Figure 1.2 CCI 1 Land Use Map



Figure 1.3 CCI 1



GENERAL PLOT STANDARDS

Table 1.2 General CCI 1 Plot Standards

Plot Standards	
Orientation	Buildings are to be appropriately spaced to allow prevailing winds (typically from the north, Northwest) to pass between individual developments
	Façades oriented towards the south, east and west should reduce the amount of glazing exposed to direct sun radiation through minimized/smaller window openings or increased shading
	Site buildings on plots such that the longer edge aligns with the primary road, where possible.
Maximum Height	G+M
Setbacks and Edge Conditions	3m from all sides including front, residential set back is quarter of the height from neighbour and from center of sikka - CCI and retail frontage preferably located along primary streets
FAR Range	1-1.5
Open Space Provision	10% of Plot Area to be Publicly Accessible (Privately Owned) Open Space (Not included within Setbacks). Plots with more than 90% existing built structures to include open space on roof. - All Open Spaces to include a dedicated area for children and/or quiet spaces for families.
Permissible Retail	Maximum 23% - not to exceed 800sqm per plot
Recommended CCI	Minimum 77%

*Refer to SoS for plot specific regulations and standards. Exceptions Apply.

Table 1.3 CCI 1 Parking Strategy

Objectives		Guidelines	Description
PARKING (PARK)			
PARK-1	Sufficient parking is provided on the plot to meet the needs of the proposed land use	1.1	Each plot provides car parking spaces as required by the table below - in alignment with DM Standards.
		1.2	CCI Parking: 1 per 120 sq.m of GFA
PARK-2	Parking areas do not impact the efficient use of the site or create safety hazards	2.1	Parking spaces and vehicle manoeuvring areas are to be separated from pedestrian access paths and to ensure a safe and easily identifiable pedestrian pathway to the building entrance.
		2.2	- Parking areas are, where possible, to be located at the rear of the site and screened from public view. - Where parking areas are proposed at the front of the site, they are to be screened from public rights of way through the use of evergreen landscape plantings.
		2.3	Parking can be provided within underground basement levels. Podium parking levels are prohibited.

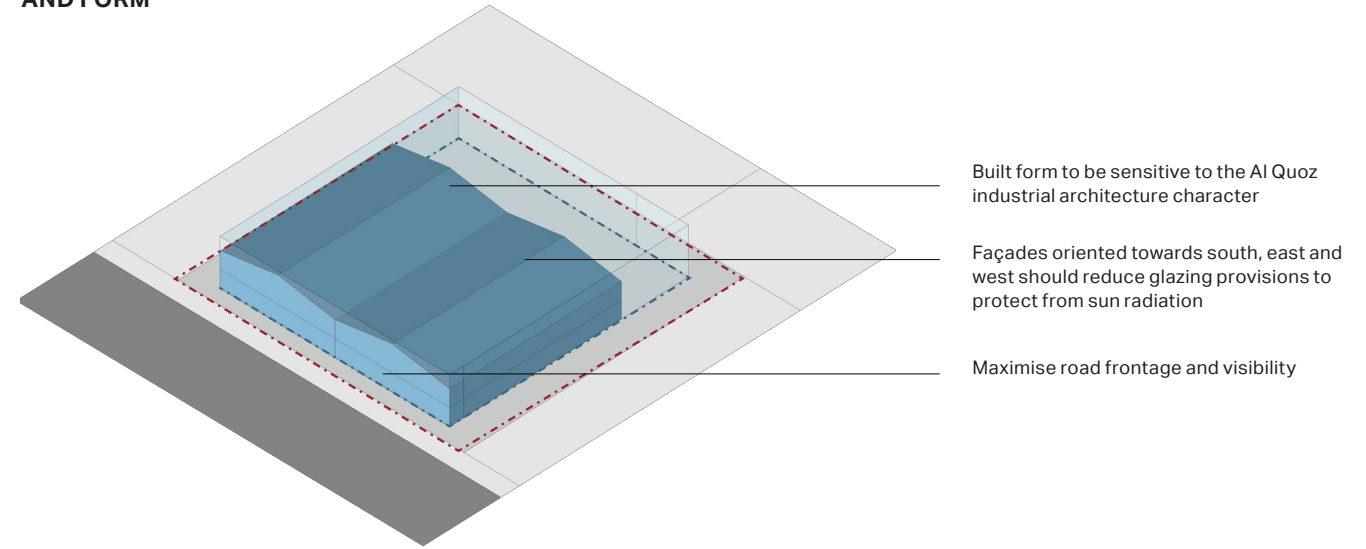
Table 1.4 CCI 1 Parking Rates

Land Use Description	Unit	Parking Rate
INDUSTRIAL		
Warehouse	100sqm GFA	0.377
RETAIL		
Local Shopping Centre	100sqm GFA	1.792
On-street Shopping		2.911
Restaurant		9.688
Furniture Store		0.86
Mall without Superstore		0.761

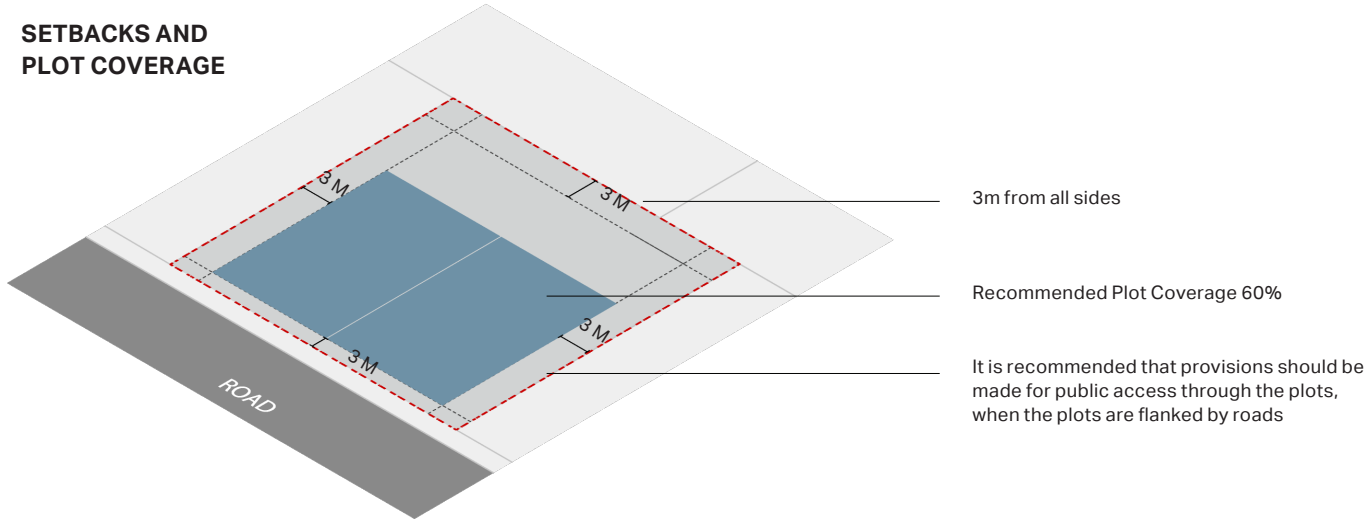
KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

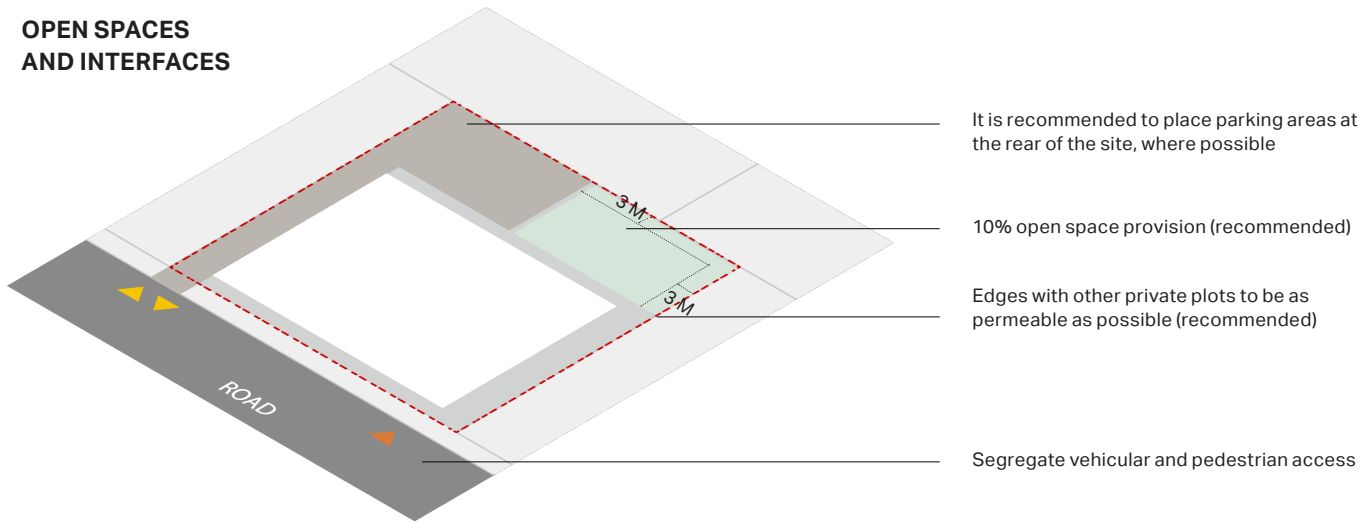


Figure 1.4 CCI 1: Industrial (Structure Maintained) Plot Standards

ARCHITECTURAL BUILT FORM AND CHARACTER



GENERAL GUIDELINES

Architectural guidelines provide designers and developers with essential and logical regulation to base future building design and modifications upon. They ensure built form displays overall site consistency with the vision and intent of the master plan. These guidelines have been developed with the following key principles:

- To encourage high quality built form, that enhances and compliments the overall street character and public domain - while maintaining industrial character of the site
- To create a strong connection and synergy between new development, the urban fabric and adaptively reused warehouse structures
- To enable appropriate yet flexible design; and – to minimise environmental impact on sustainable development.

Table 1.5 Architectural Built Form and Character: General Guidelines CCI 1

Objectives		Guidelines Description	
PROJECTIONS (PRO)			
PRO-1	Activation of frontages and pedestrian walkways with the use of arcades, awnings, canopies and shaded walkways	1.1	At the lower levels, awnings and canopies are permitted to extend beyond the building line (not exceeding plot boundary) to extend retail activity – it would also serve as a soft threshold/ transition between the public and private interface.
PRO-2	Awnings and arcades should be treated as part of the building design	2.1	Arcades should seamlessly integrate with entrances and create a continuous pedestrian flow within the development. Retail frontage and front arcade with a depth of 3m and a height equal to the ground floor shall be provided. Arcade/ awning could be extended up to plot limit to provide continuous shading.
		2.2	Awnings should be an enhancement to the building facade and be proportional with and complimentary to nearby buildings and awnings.
	Balconies can be used to enhance the building façade	3.1	There should be a continuity of balcony types and materials (glass) that complement building material and correspond to character area style.
		3.2	On street and public realm facing buildings, balconies should not dominate the façade. They should be moderately used and integrated into the overall composition of the façade.
		3.3	Terraces should be recessed to ensure continuity of the facade surface while creating visual interest through the use of different materials.
ACTIVE EDGES (AED)			
AED-1	Ground floor frontage should be attractive to encourage pedestrian footfall	1.1	The entire ground level should maximize activity and transparency creating a vibrant atmosphere for pedestrian environment.
		1.2	Features at the ground floor should be considered at human-scale detail on the facade and in line with the public realm.
		1.3	Active frontage should have a high degree of pedestrian permeability for retail, residential access and public amenities.
ROOF ELEMENTS AND SCREENING (RES)			
RES-1	Service areas and roof top structures should have minimal visual, noise and odour impacts on streetscape, public spaces and adjoining properties	1.1	Roof equipment should not adversely affect the acoustic and visual amenity from adjoining properties. Service structures located within the roof top areas should be setback from the edge of the building and where possible, clustered and screened. If roof equipment is not visible when viewed from the street level (i.e. Screened by the parapet), the equipment does not require further screening. If additional recreational spaces are located on the roof, then additional screening would be required.
		1.2	Service facilities (including rubbish bins, outdoor storage, service areas, ground and wall mounted mechanical and electrical equipment (excluding transformers and pedestals) should be located away from public view and adequately screened from surrounding uses. A combination of fences, walls, gates, landscaping and public art should be used to screen service facility areas.
		1.3	Continued use of pitched roofs and corrugated metal is recommended to preserve the industrial character of the site.
ACCESSIBILITY (ACC)			
ACC-1	Plot access is safe and convenient and the design of vehicular crossovers promotes safe and efficient access to plot	1.1	Consolidate and restrict number of entry points where possible to minimise traffic congestion and hazards in public streets and avoid negative impacts on public realm.
		1.2	Where a plot fronts onto more than one road (i.e. corner plot), vehicle access is provided from the secondary road.
ACC-2	Following the development hierarchy, pedestrian access should be prioritised	2.1	Pedestrian access should be clearly separated from vehicle access crossovers and driveways.
		2.2	Design should utilise walkways, landscaping, paving, shade structures, lighting and other elements to emphasise the separation between vehicle and pedestrian entrances to the plot.
ACC-3	Development should optimise accessibility to buildings, ensuring universal design principles are integrated into all key access points	3.1	Clear, direct and secure access should be provided throughout the building and site, inclusive of main entrances, communal public space, car parking facilities, public streets and lobbies. Active and passive surveillance techniques to be utilised.
		3.2	Ensure universal access is provided to main entrances from the street and car parking areas. At least 1 entrance per building should be accessible to wheelchair users.
ACC-4	Main entrances should be integrated into the overall building design and clearly articulated from the street	4.1	If there is one main entrance, it should be clearly distinguished as the only main entrance. The scale, form and detailing of the entrance can be manipulated for this purpose.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



Table 1.6 Architectural Built Form and Character: General Guidelines CCI 1 (Cont'd)

Objectives		Guidelines Description	
FENESTRATIONS (FEN)			
FEN-1	Buildings utilise fenestration and sun control measures to provide a comfortable and manageable indoor environment	1.1	To reduce solar heat gain and reflection of glare, windows and large areas of glass should be recessed. It is also preferable that large glazed areas are divided into smaller parts. Use of sun shading devices is also permitted to reduce glare, maintain indoor temperature and provide texture to building façades.
SURFACE TREATMENTS (SURF)			
SURF-1	Façades and surface treatments can be used to add architectural interest to the building façade	1.1	Built surfaces interwoven with hi-tech and interactive surfaces would create interesting contrasts and hence a positive pedestrian and retail experience.
		1.2	The design and articulation of each building facade should provide visual interest and respond to site conditions. Frontage of buildings should positively contribute to the overall character of the development while complementing existing façades.
		1.3	Overall surface treatments that are innovative and reflect the creative and cultural identity, as well as the industrial heritage of the area are encouraged. Vertical operable louvres inspired by seam cladding can help create an animated and dynamic building façade.
SURF-2	Vertical wall and roof gardens should provide aesthetic and environmental benefits	2.1	Incorporate vertical and/or roof garden, where appropriate, to enhance facade articulation, provide recreational space, increase greenery on site and provide micro-climatic benefits.
SURF-3	Building elevations should define and enhance the public domain and desired street character, and offer a cohesive design	3.1	A minimum of 30% of retail façades overlooking green spaces should be comprised of clear vision glass – that allows views in and out. The provision of recesses, materials, entrances or openings every 10m-15m along the street frontage is recommended (i.e. avoid single plane walls). Frequent doors and windows overlooking public spaces have a positive impact on its utility. Glass allows the activities from 'inside' to flow 'outside' and connect with the public realm – while mirrored / tinted glass can be used to preserve privacy while ensuring views out.
		3.2	Transparent edges towards the public realm enhances natural involuntary surveillance throughout most of the day. Active retail uses should be proposed along open spaces as they have the potential to create vibrant and encouraging environments that generate pedestrian movement.
		3.3	Building surfaces over 15m wide are encouraged to divide their elevations through a change of plane, introducing projections and by varying façade treatments.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of Al Quoz	1.1	• Introduction of new materials including wall cladding, bricks, glass and colourful tiles in addition to the concrete, corrugated metal and stone elements within the existing industrial character of the site is recommended • Buildings are to make use of regionally appropriate materials that are sensitive to Al Quoz's industrial heritage • All materials and finishings are durable and easily maintained. They do not readily stain, discolour or deteriorate • Retain industrial associations with introduction of contemporary interpretations • Restraint in the number of different materials selected. Avoid highly reflective surfaces • Reflect predominant building material within respective character area and select compatible or similar treatments • Reflect industrial heritage in muted colours and introduce colour to draw focus • Creative use of industrial materials and structures – cladding, façades etc. is recommended • Refer to quadrant and land use types for materials and colour palette.
BUILT FORM (BUF)			
BUF-1	Introduce contemporary style into industrial character of the site- utilising regeneration as a key development strategy	1.1	• New buildings/additions should use modular designs and incorporate variations in scale to upgrade the industrial character • Retaining as much of the building's structure as possible is recommended to offer a historic context and character for future use. The existing warehouse offers versatility and enable the creation of naturally well-lit, flexible spaces which can accommodate various activities for new uses. • Reuse and up-cycling of existing buildings and industrial structures is encouraged • Develop designs that are modular and adaptable utilising prefabrication or reuse of standardised components in different ways • New development is proposed to replace structure that are in poor conditions or are additional buildings and elements placed within open spaces • Residential apartment buildings are proposed within the new developments to gain efficiencies in density and to increase the residential population. This is balanced with warehouse residential conversion to retain the character of the rea and create homes specific to the warehouse district.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



DEVELOPMENT MAINTAINS INDUSTRIAL STRUCTURE

Table 1.7 Architectural Built Form and Character: General Guidelines CCI 1 (Cont'd)

Objectives		Guidelines Description	
DENSITY AND BUILT FORM (DBU)			
DBU-1	The density and built form of development is consistent with the intent of the AI Quoz CMP	1.1	• The large volume and pitched roof-scape of existing warehouse structures is maintained to protect industrial heritage and identity of AI Quoz, offering flexible spaces which can accommodate various activities for new uses. • Dividing the building mass (internally) into small components creates interesting, modular compositions with intimate internal spaces.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of AI Quoz	1.1	Refer to following images for materials and colour palette by quadrant

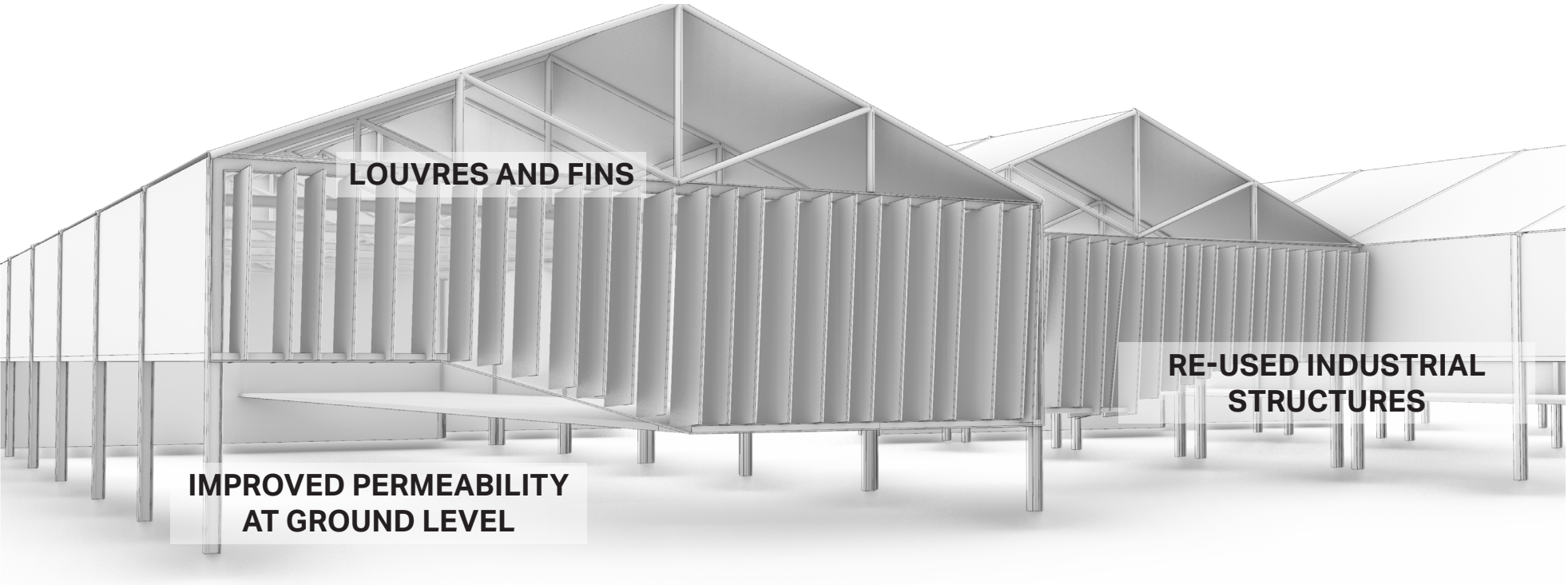
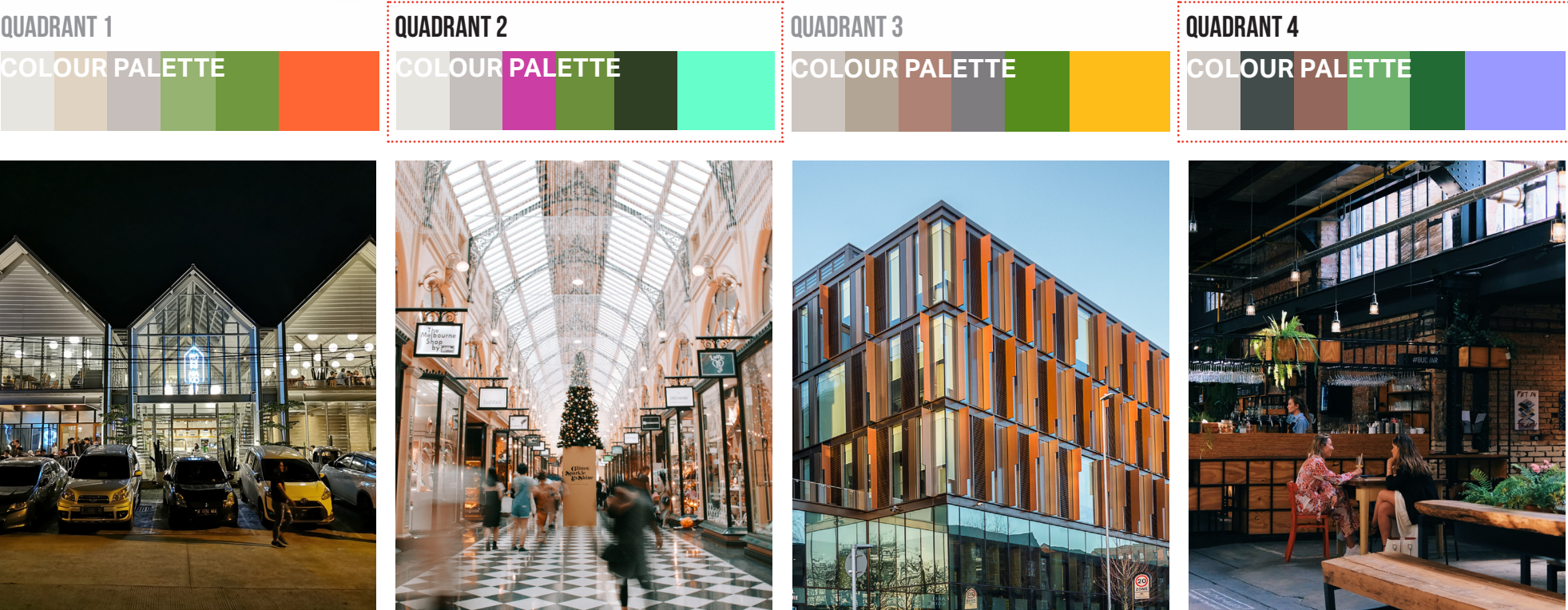
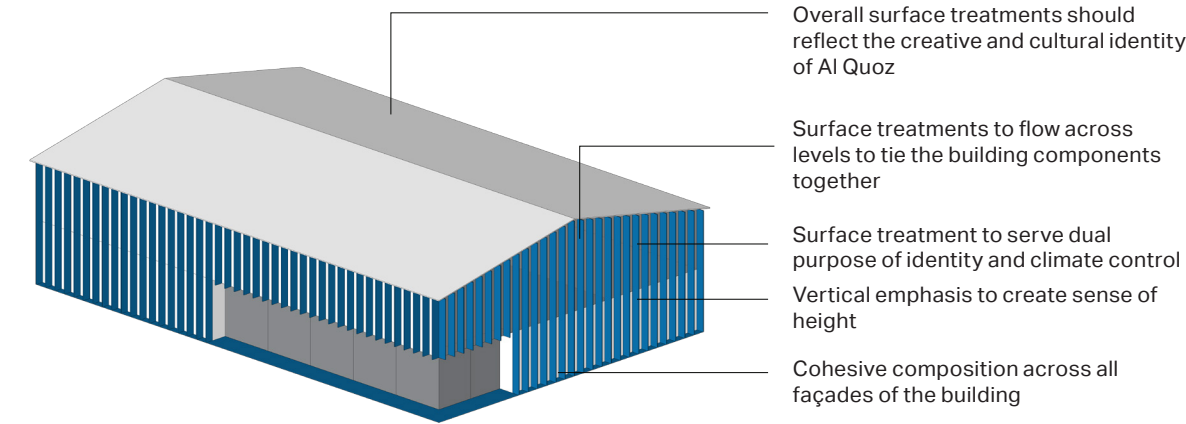


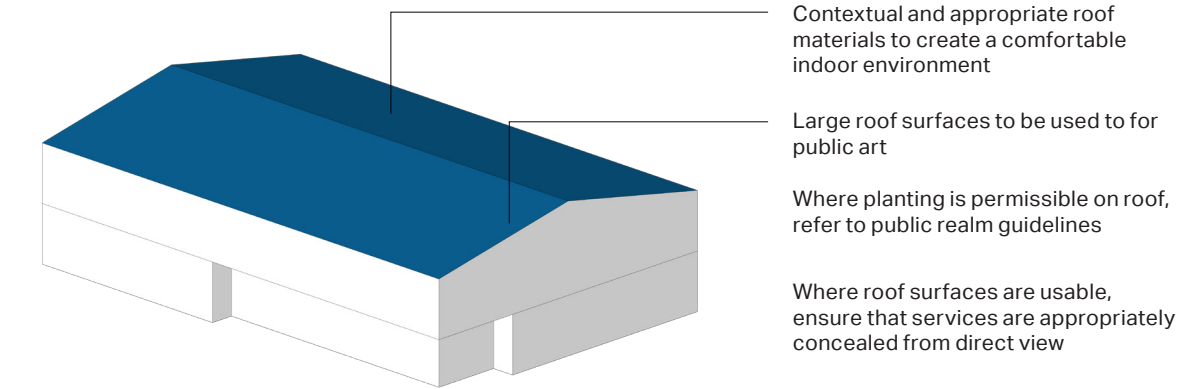
Figure 1.5 CCI 1: Industrial (Structure Maintained) Building Typology



FACADE



ROOF ELEMENTS



ACCESS

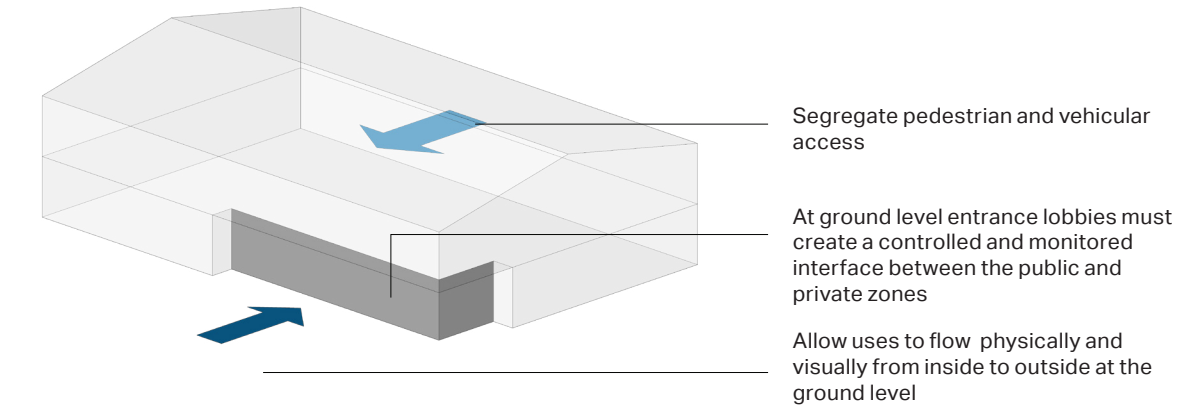
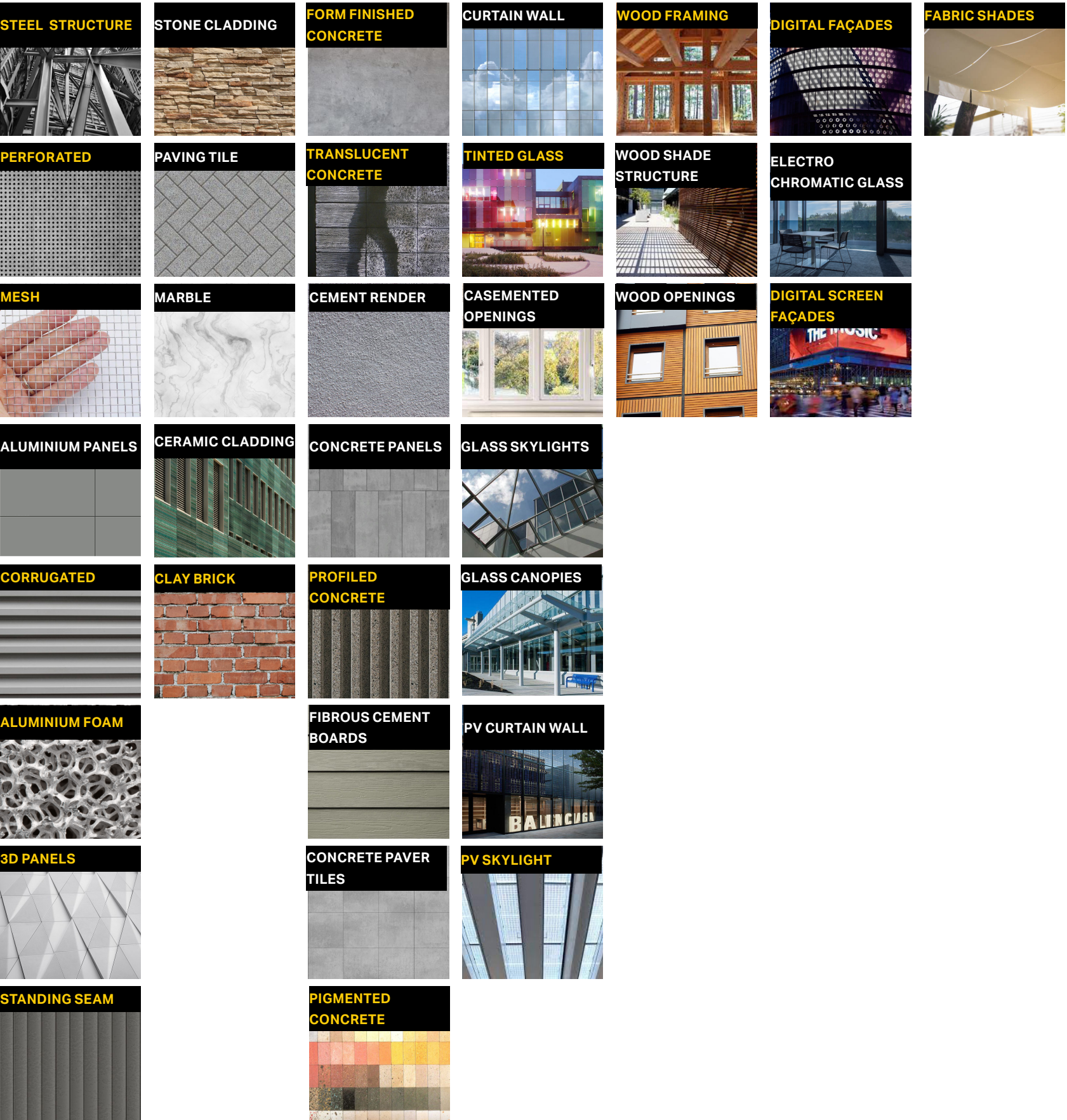


Figure 1.6 CCI 1: Industrial (Structure Maintained) Architectural Built Form and Character

CCI 1: MATERIAL PALETTE/ PREFERRED MATERIAL



ART STRATEGY



PUBLIC ART WORK LOCATED WITHIN PRIVATELY OWNED PLOTS AND WITHIN THE PUBLIC REALM

Artwork embedded into Al Quoz Creative Zone's urban framework and built form creates vibrant spaces that inspire creativity, whilst further strengthening the cultural aspects. Artwork not only improves the aesthetics and attractiveness of an area, it also activates spaces, creates visual interest and engages the local community and artists. Artwork provides insight into culture and community values, plays a strong role in creating and celebrating Al Quoz's sense of place and identity.

It is required that plot owners contribute to the public art development of Al Quoz Creative Zone through the incorporation of public art elements within their plots. These guidelines will provide information on how and where to incorporate creative art pieces, art types, maintenance and materials.

Table 1.8 Art Strategy: SZR Plots

Objectives		Guideline	Description
ART (ART)			
ART-1	Development provides for public art in key locations to create landmarks, a sense of identity to Al Quoz Creative Zone's development and to enrich the community through exposure to public arts, culture and community values.	1.1	Al Quoz Creative Zone to incorporate temporary and permanent art installations into private plots at varying levels, ground, walls and roof, to provide a more attractive and engaging environment. Permanent art pieces can also include the incorporating art work into unattractive infrastructure elements such as a/c units, pocket substations and manhole covers.
		1.2	Seek collaboration with local artists or art institutions to create and help maintain the artwork.
		1.3	The following types of public art works are permitted on all plots: - Standalone: for example sculptures, statues, structures - Integrated (into architecture/ landscape): for example bas reliefs, mosaics - Applied (to a surface): for example murals, building mounted sculptures - Installation: large scale, mixed-media constructions - Digital New Media: all forms of contemporary art made, altered, or transmitted using new forms of media technology
		1.4	Plots >5,000sqm are required to include a public art element that is visible from surrounding streets
		1.5	Consideration to be given to structural and surface soundness, and to inherent resistance to vandalism, weathering and excessive maintenance or repair cost.
		1.6	Art pieces should be clearly identifiable as an artwork (i.e. not advertising), reflect the history and/or character of the area through the concept and ideally include a digital overlay by the commissioned artist.
		1.7	If relevant/required, the art piece should be lit appropriately during the hours of darkness.
ART-2	Materials and Maintenance	3.1	Materials to be robust, durable, timeless and low maintenance, ensuring consideration is given to the local climate.
		3.2	It should be maintained properly, cleaned and repaired as necessary (no work should be installed if the maintenance requirements cannot be met).
		3.3	Artwork created on private property must remain accessible to the public at no cost and be maintained in good repair by the plot owner. In the event that the artwork is damaged beyond repair, or becomes ineffective for reasons other than the owner's failure to maintain it, or in the event the work becomes an unreasonable burden to maintain, application to allow its removal or relocation may be made to relevant authority in a manner consistent with decommissioning procedures.
ART-3	Site Selection and Placement Criteria	3.1	In order to ensure public art is equitably distributed, and that it is sited in such a way as to enhance and activate public spaces, sites where public art is to be displayed should: - Experience high levels of pedestrian traffic and/or be part of the Creative Hub's circulation paths; - Be easily visible and/or accessible to the public; - Serve to anchor and activate its area; - Enhance the overall public environment and pedestrian experience; - Help to create a place of footfall and activity; - Establish landmarks and gateways.
		3.2	The position and size of the artwork should be in keeping with and enhance the plot, building, wall or hoarding on which it is located, as well as the surrounding area. It should be placed in a site where it is not overwhelmed by nor competing with the scale of the site or adjacent architecture, large retail signage, etc.
		3.3	The work should be located so as to be either immediately visible or in a place where it will be visible by the most people (community, visitors, commuters, tourists). However, for those located within "Hidden Gems", art pieces can be concealed/ internally placed within a plot to create a sense of surprise, discovery and excitement.
		3.4	Artworks should not block windows or entrances, nor obstruct normal pedestrian circulation (unless such alteration is specifically a part of the experience or design).
		3.5	The art work should be placed in a site where landscaping and maintenance requirements of that site can be met.
		3.6	Artwork to be placed in a site where it will enhance its surroundings or at least not detract from it (no hidden, blind spots).
		3.7	Works should be sited where it will create a place of footfall or in a location that experiences high levels of pedestrian traffic.
		3.8	Art should be located in a site where it will effectively enhance and activate the streetscape experience.
		3.9	Artwork located at gateways are to give priority to signage elements and structures and not hinder or obstruct their visibility.

ART STRATEGY



Table 1.9 Art Strategy Cont'd: CCI 1

Objectives		Guideline	Description
ART (ART)			
ART-4	"Made in the UAE" Artwork	4.1	It is recommended that public art commissioning opportunities are made only available to UAE-based artists and designers. Proposed concepts should respond to the area, acknowledging its history.
		4.2	Utilise UAE skill-base and artists only in order to promote and highlight the excellence of Dubai's professionals and to build a strong talent base for future projects.
		4.3	Involve communities (residents, businesses, tourists) through consultation and participation in order to effectively build meaning, relevance, loyalty and belonging, and as such, is a pillar of international best art practice.
		4.4	60% of fabrication to be contracted to existing manufacturers and fabricators in Al Quoz to assist with budgets whilst contributing to the local economy, local businesses and building a sense of pride and ownership among existing users.
		4.5	In line with Dubai's growing focus on sustainability, artwork to be made using recycled/ re-purposed materials (car parts, tyres etc..) and /or material of local specialist fabricators (steel, concrete, tiles/ mosaics).
		4.6	Facilitate future creativity: Facilitate the organic in terms of accommodating for spontaneous expression, disruption and collaboration by providing spaces for practice and experimentation by the local community and art sector

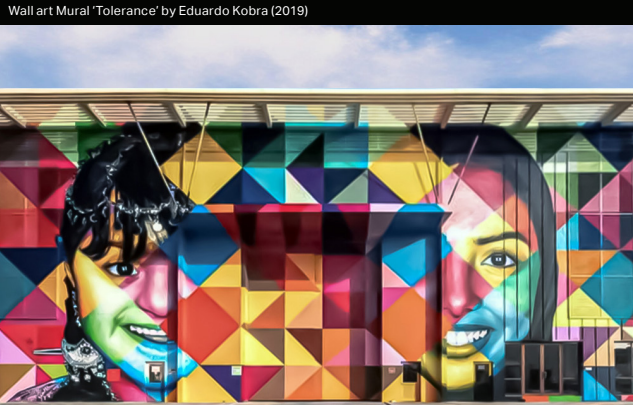
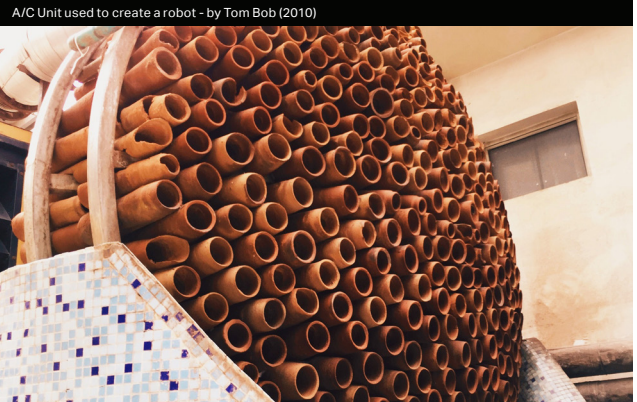
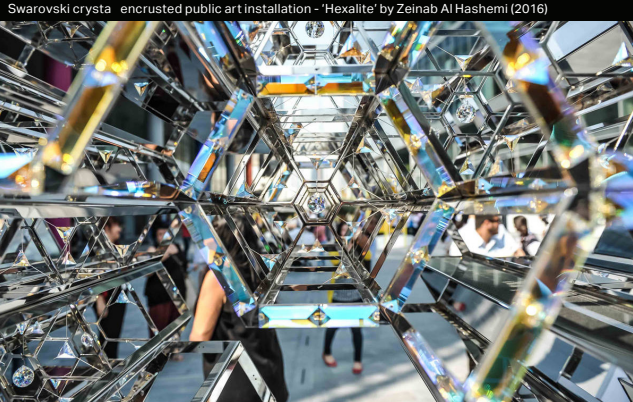
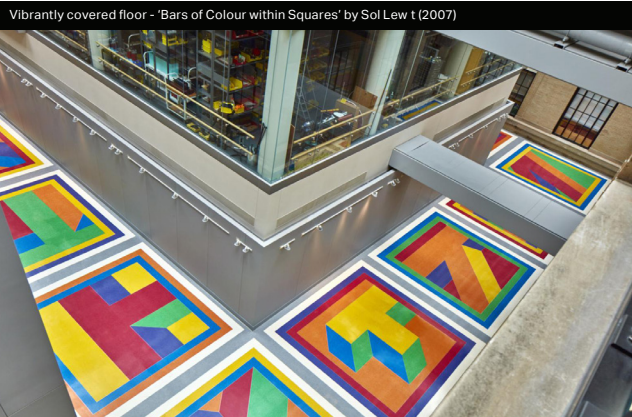


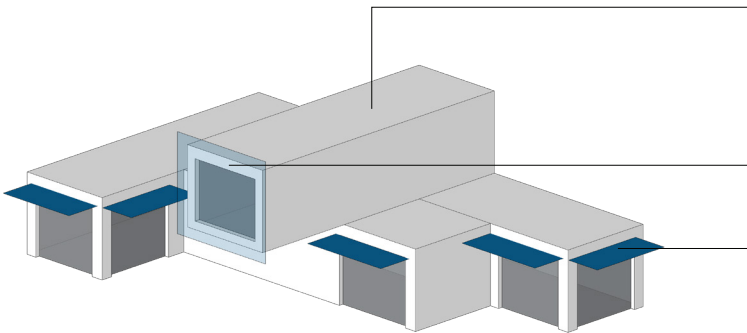
Figure 1.7 Examples of Art Work

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



DEVELOPMENT INVOLVES NEW RETAIL DEVELOPMENT

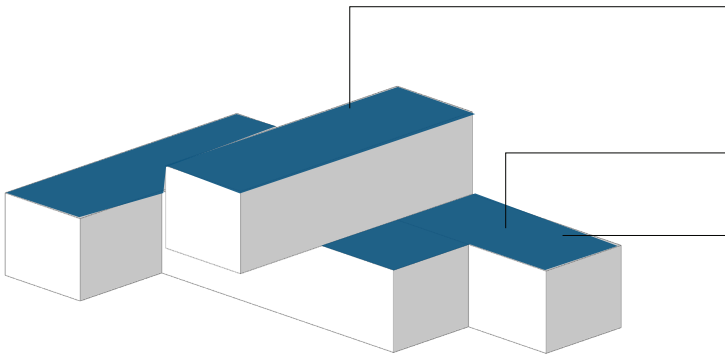
FACADE SHADING



- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Surface treatments to flow across levels to tie the building components together
- Awnings and canopies are permitted to extend beyond building line but not plot boundary
- Surface treatment to serve dual purpose of identity and climate control



ROOF ELEMENTS

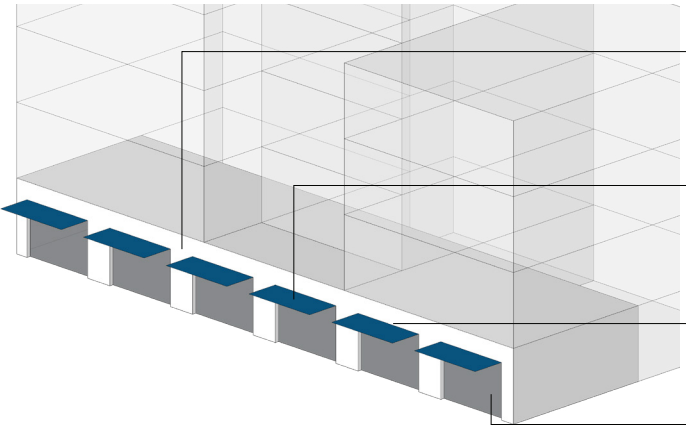


- Contextual and appropriate roof materials to create a comfortable indoor environment
- Large roof surfaces to be used to for public art
- Where planting is permissible on roof, refer to public realm guidelines



Figure 1.8 CCI 1: New Retail Development Architectural Built Form and Character

FACADE



- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Activate frontage with arcades, awnings, shade walkways
- Awnings and canopies are permitted to extend beyond building line but not plot boundary
- Attractive frontage to encourage footfall. All CCI and Retail frontage to be located along primary street.



Figure 1.9 CCI 1: Retail Frontage Architectural Built Form and Character

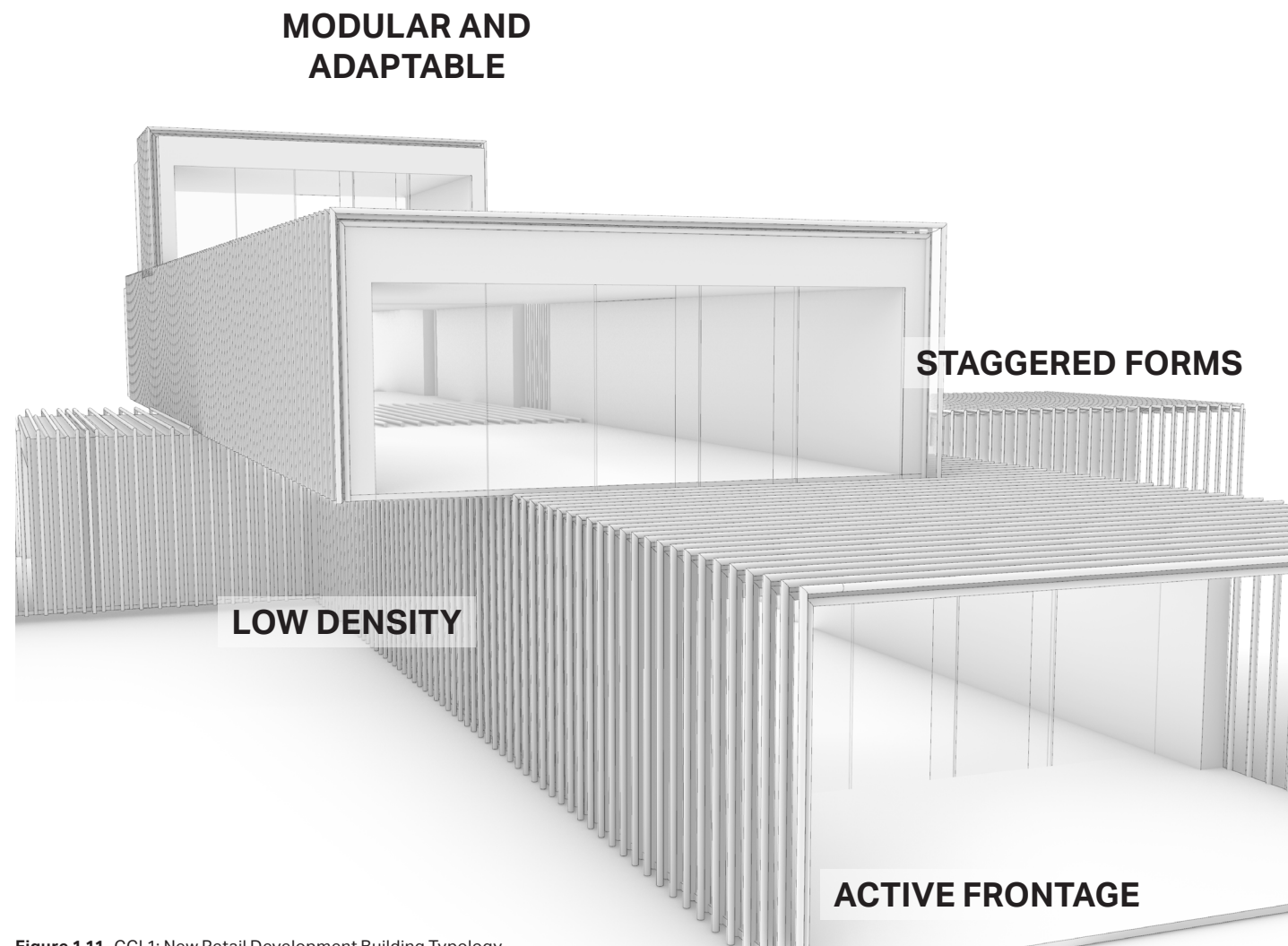


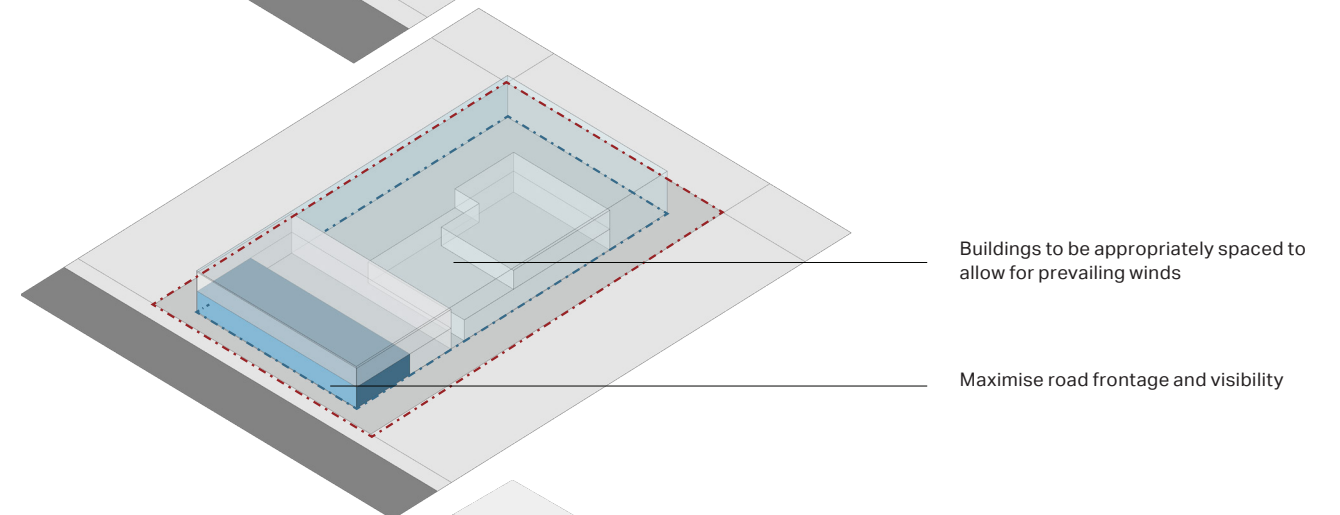
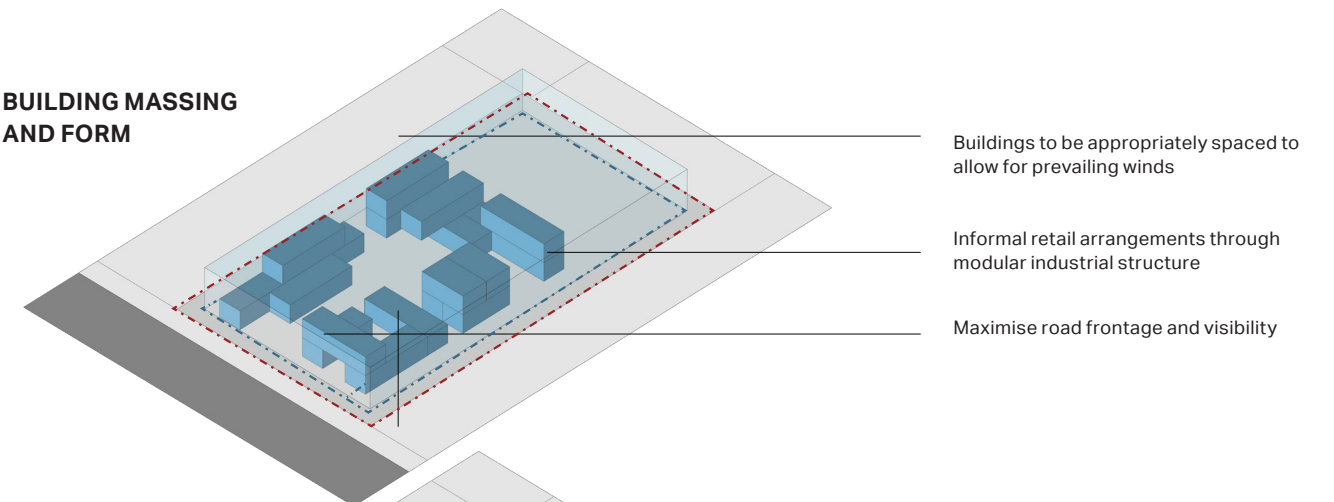
Figure 1.11 CCI 1: New Retail Development Building Typology



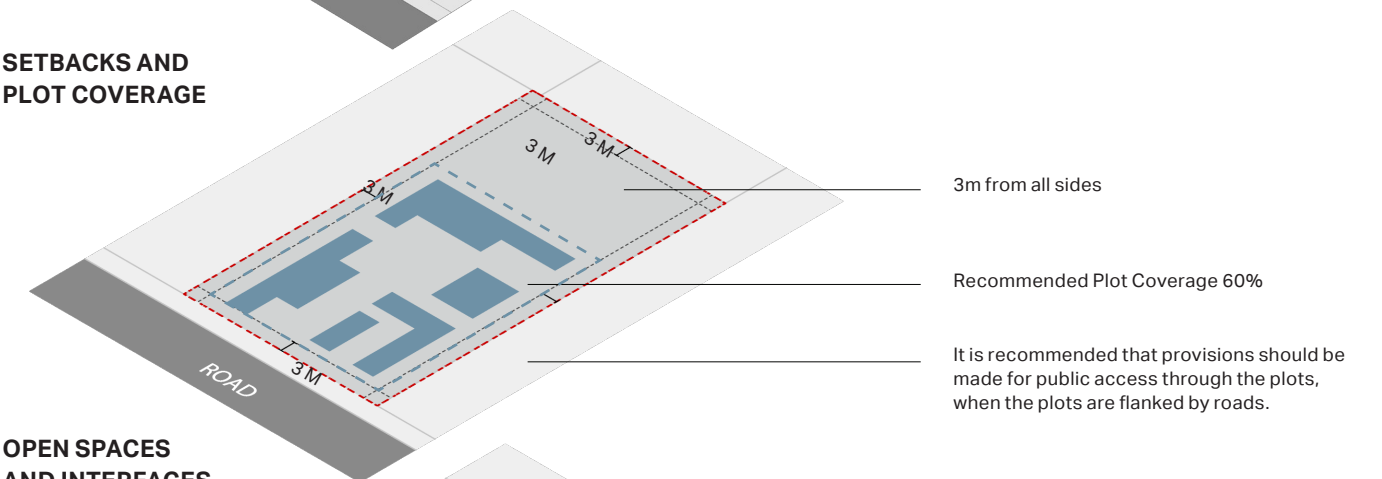
KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

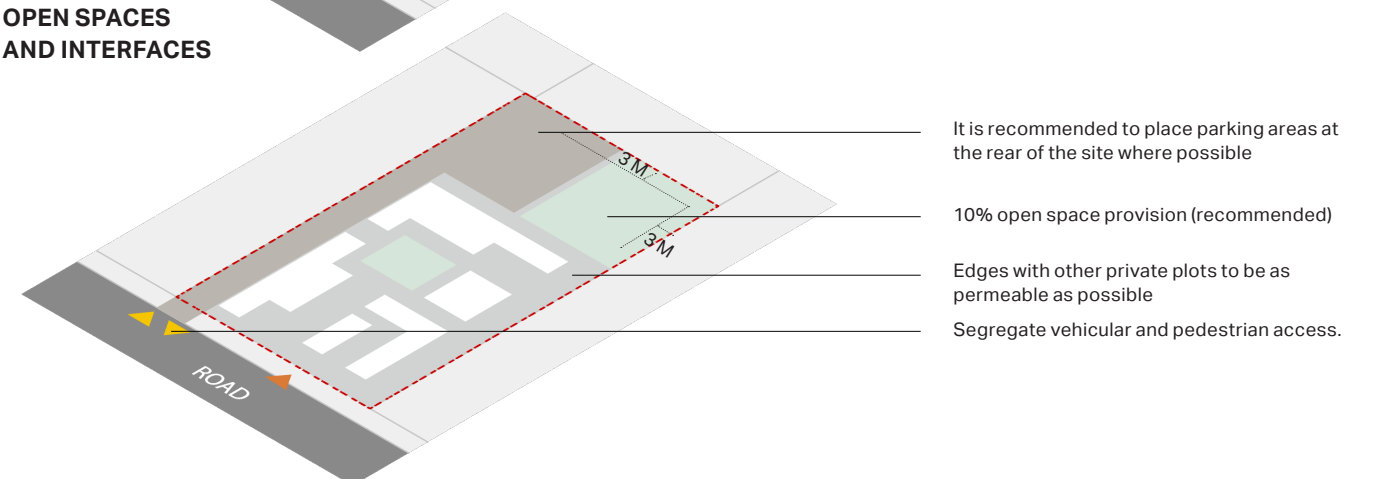


Figure 1.10 CCI 1: New Retail Development Plot Standards

1.2

CCI 2: INDUSTRIAL CCI, RETAIL, RESIDENTIAL, INDUSTRIAL (NON-CCI) AND RECREATIONAL



APPLICATION

This section should be referred to by plots zoned as CCI 2.

INTENT

The provision of CCI 2 plots which allow residential uses responds to market demands, provides an incentive for regeneration and builds on the site's potential as a TOD. It will also help promote the creation of a new community and identity dedicated to creatives.

OBJECTIVES

The CCI 2 plots within the site will:

- Cater to the needs of the creative community in Dubai and strengthen Al Quoz's identity as a Creative Zone
- Promote the TOD characteristics of the site and develop a live-work-create community
- Offer affordable, co-living typologies that complement industrial heritage of the site
- Promote and support the Al Quoz creative community identity through the provision of a variety of business and employment opportunities

DEVELOPMENT STRATEGY

The proposed development strategy for CCI 2 plots involves retaining and adaptively re-using existing warehouse structures as well as constructing new developments with unique architectural styles that integrate and complement the industrial character of Al Quoz.

PERMITTED AND NON-PERMITTED LAND USES

Table 1.10 Permitted CCI 2 Uses

CCI 2 Land Use	
Primary Uses	• Warehouses • Creative Fabrication • Co-working Hubs • Workshops • Retail Shop • F&B • Shopping Centres • Restaurant Cafe • Convenience Store • Modular, affordable co-living spaces • Multi-unit residential apartment • Boutique Hotel, Serviced Apartment • Indoor Recreation • Sports Complex • Culture Centre • Industrial CCI
Not Permitted	• Hazardous Use • Heavy Industrial, Storage • All other uses that do not meet the purpose and objectives

*Refer to SoS for optimal land use mix

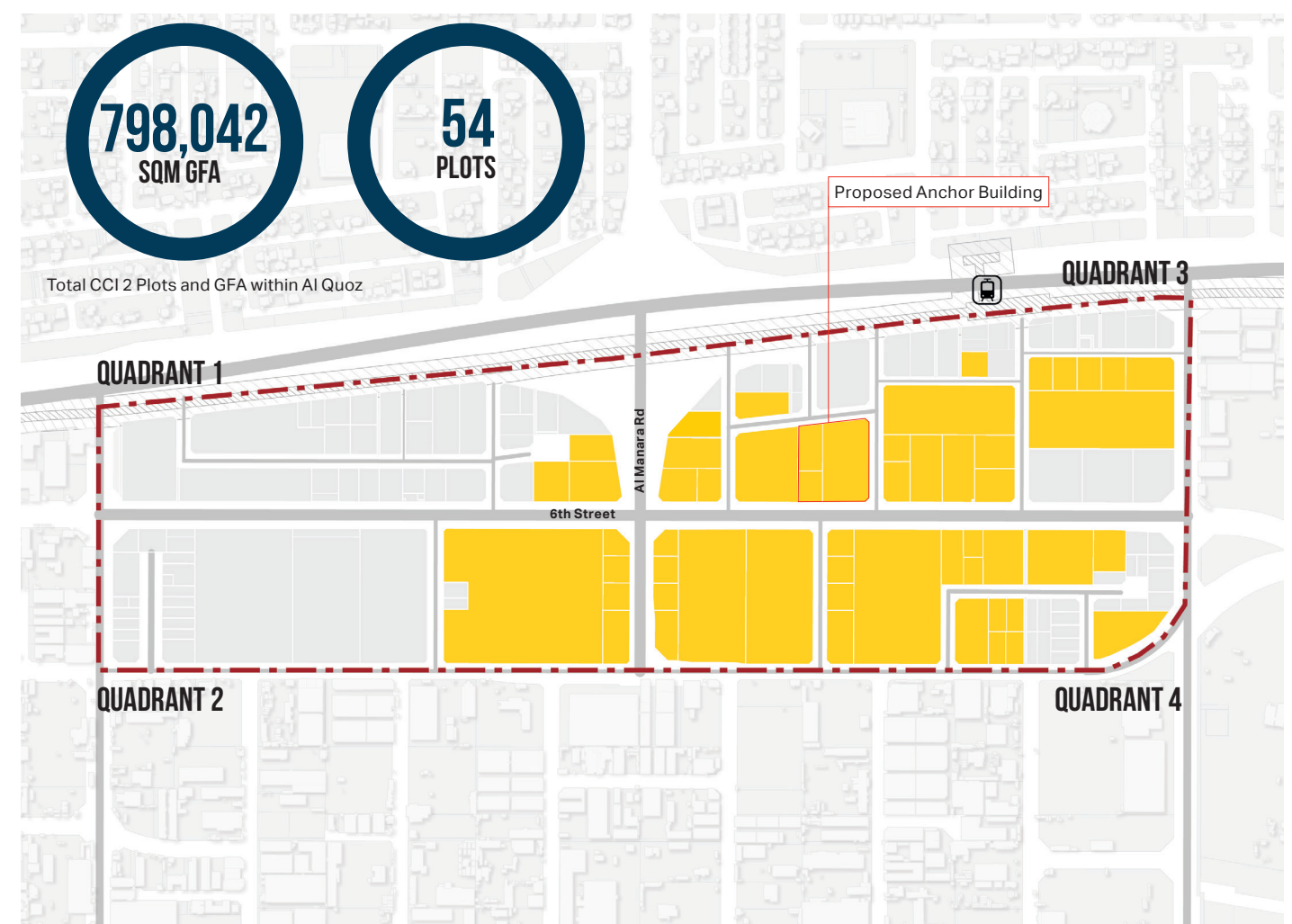


Figure 1.12 CCI 2 Land Use Map



Figure 1.13 CCI 2

GENERAL PLOT STANDARDS

Table 1.11 General CCI 2 Plot Standards

Plot Standards	
Orientation	Buildings are to be appropriately spaced to allow prevailing winds (typically from the north, Northwest) to pass between individual developments
	Façades oriented towards the south, east and west should reduce the amount of glazing exposed to direct sun radiation through minimized/smaller window openings or increased shading
	Site buildings on plots such that the longer edge aligns with the primary road, where possible.
	Orient buildings to overlook internal courtyard spaces as much as possible– It can make the space feel safe and create a sense of ownership and responsibility from the overlooking buildings – as well as offer an extension into the public realm that is essential for residents.
Maximum Height	G+4 (Residential); G+M (Industrial, Recreational)
Setbacks and Edge Conditions	3m from all sides including front, residential set back is quarter of the height from neighbour and from center of sikka - CCI and Retail frontage preferably located along primary streets - Building entrances should not be located on 6th Street - Street wall/ Podium Height along street frontage not to exceed G + Mezzanine - Residential development to be setback and concentrated away from 6th Street (Refer to Sitwide Guidelines Chapter).
FAR Range	1-2
Open Space Provision	10% of Plot Area to be Publicly Accessible (Privately Owned) Open Space (Not included within Setbacks). Plots with more than 90% existing built structures to include open space on roof. - All Open Spaces to include a dedicated area for children and/or quiet spaces for families.
Permissible Retail	- Maximum 9% for plots 3,000-5,000sqm - not to exceed 800sqm per plot - Maximum 5% for plots >5,000sqm - not to exceed 800sqm per plot
Permissible Residential	Maximum 40%
Recommended CCI	Minimum 37-42%

*Refer to SoS for plot specific regulations and standards. Exceptions Apply.

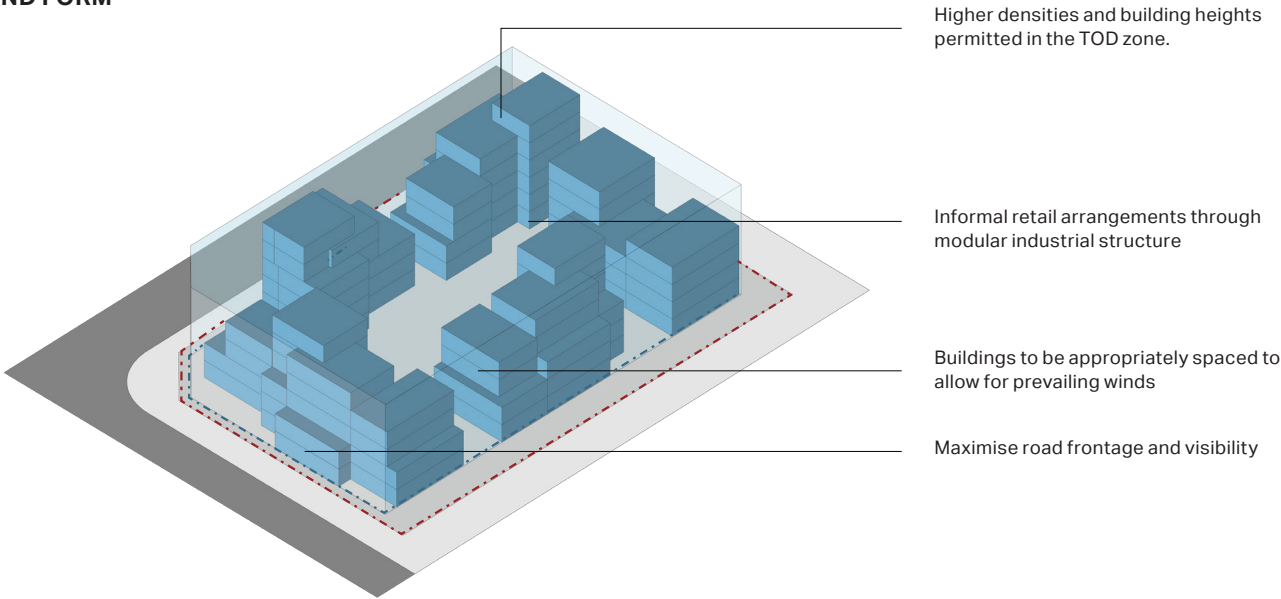
Table 1.12 CCI 2 Parking Strategy

Objectives		Guidelines	Description
PARKING (PARK)			
PARK-1	Sufficient parking is provided on the plot to meet the needs of the proposed land use	1.1	Each plot provides car parking spaces as required by the table below - in alignment with DM standards
		1.2	CCI Parking: 1 per 120 sq.m of GFA
PARK-2	Parking areas do not impact the efficient use of the site or create safety hazards	2.1	Parking spaces and vehicle manoeuvring areas are to be separated from pedestrian access paths and to ensure a safe and easily identifiable pedestrian pathway to the building entrance.
		2.2	- Parking areas are, where possible, to be located at the rear of the site and screened from public view. - Where parking areas are proposed at the front of the site, they are to be screened from public rights of way through the use of evergreen landscape plantings.
		2.3	Parking can be provided within underground basement levels. Podoium parking levels are prohibited.

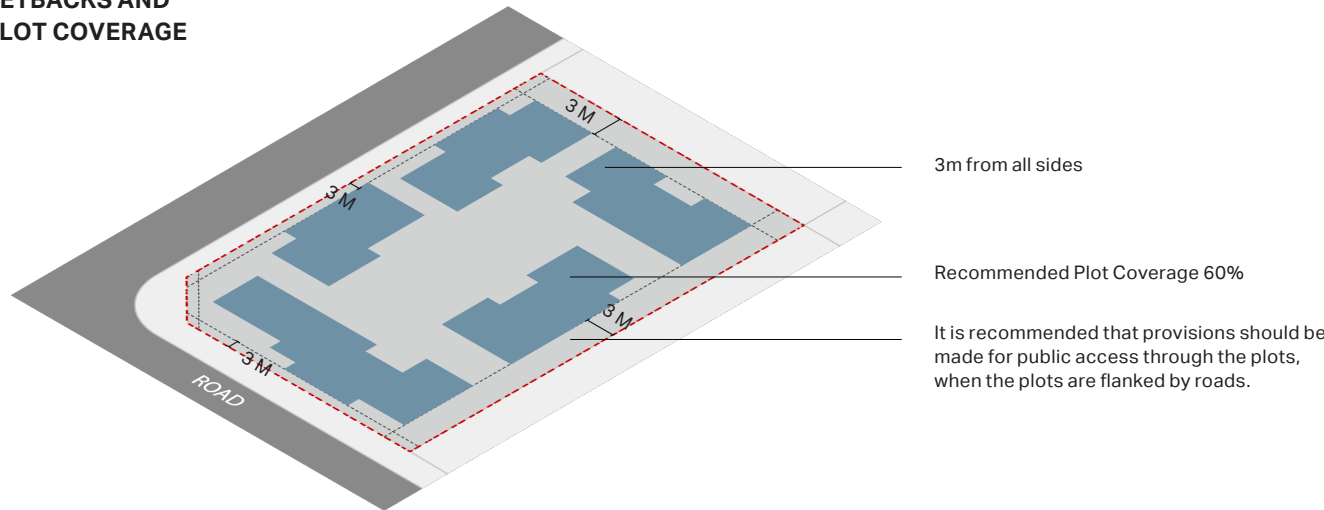
Table 1.13 CCI 2 Parking Rates

Land Use Description	Unit	Parking Rate	Land Use Description	Unit	Parking Rate
INDUSTRIAL			RESIDENTIAL		
Warehouse	100sqm GFA	0.377	Apartment	100sqm GFA	1.237
RETAIL			RECREATION		
Local Shopping Centre	100sqm GFA	1.792	Recreational Sports Hub	100sqm GFA	2.068
On-street Shopping		2.911			
Restaurant		9.688			
Furniture Store		0.86			
Mall without Superstore		0.761			

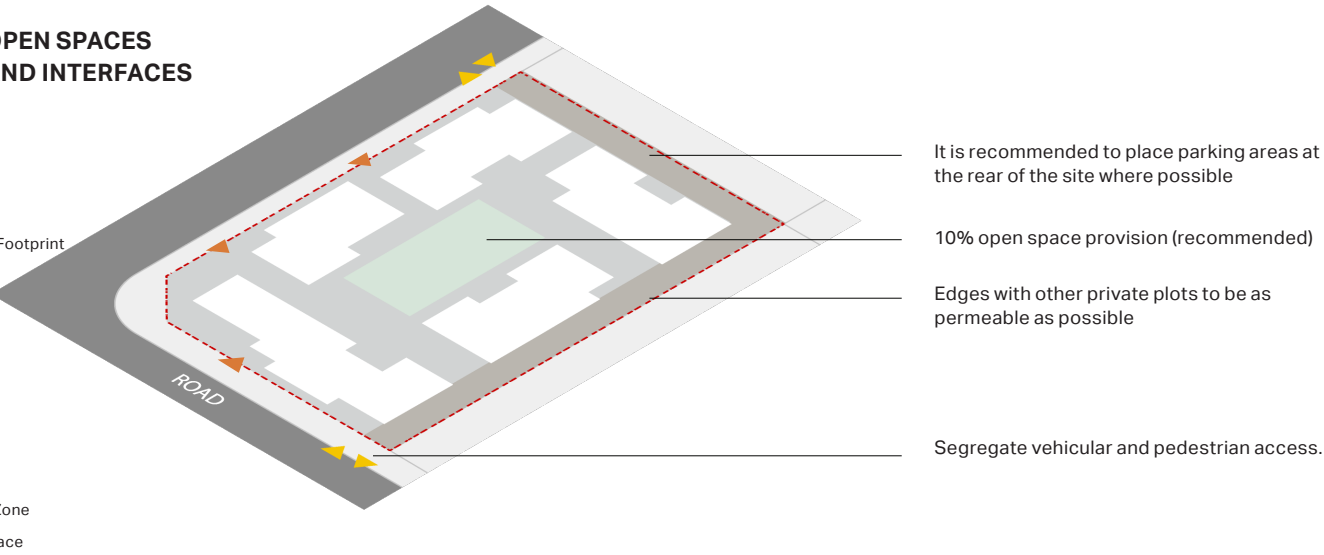
BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES



KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

Figure 1.14 CCI 2: New Residential Development Plot Standards

ARCHITECTURAL BUILT FORM AND CHARACTER



GENERAL GUIDELINES

Architectural guidelines provide designers and developers with essential and logical regulation to base future building design and modifications upon. They ensure built form displays overall site consistency with the vision and intent of the master plan. These guidelines have been developed with the following key principles:

- To encourage high quality built form, that enhances and compliments the overall street character and public domain - while maintaining industrial character of the site
- To create a strong connection and synergy between new development, the urban fabric and adaptively reused warehouse structures
- To enable appropriate yet flexible design; and – to minimise environmental impact on sustainable development.

Table 1.14 Architectural Built Form and Character: General Guidelines CCI 2

Objectives		Guidelines Description	
PROJECTIONS (PRO)			
PRO-1	Activation of frontages and pedestrian walkways with the use of arcades, awnings, canopies and shaded walkways	1.1	At the lower levels, awnings and canopies are permitted to extend beyond the building line (not exceeding plot boundary) to extend retail activity – it would also serve as a soft threshold/ transition between the public and private interface.
PRO-2	Awnings and arcades should be treated as part of the building design	2.1	Arcades should seamlessly integrate with entrances and create a continuous pedestrian flow within the development. Retail frontage and front arcade with a depth of 3m and a height equal to the ground floor shall be provided. Arcade/ awning could be extended up to plot limit to provide continuous shading.
		2.2	Awnings should be an enhancement to the building facade and be proportional with and complimentary to nearby buildings and awnings.
	Balconies can be used to enhance the building façade	3.1	There should be a continuity of balcony types and materials (glass) that complement building material and correspond to character area style.
		3.2	On street and public realm facing buildings, balconies should not dominate the façade. They should be moderately used and integrated into the overall composition of the façade.
		3.3	Terraces should be recessed to ensure continuity of the facade surface while creating visual interest through the use of different materials.
ACTIVE EDGES (AED)			
AED-1	Ground floor frontage should be attractive to encourage pedestrian footfall	1.1	The entire ground level should maximize activity and transparency creating a vibrant atmosphere for pedestrian environment.
		1.2	Features at the ground floor should be considered at human-scale detail on the facade and in line with the public realm.
		1.3	Active frontage should have a high degree of pedestrian permeability for retail, residential access and public amenities.
ROOF ELEMENTS AND SCREENING (RES)			
RES-1	Service areas and roof top structures should have minimal visual, noise and odour impacts on streetscape, public spaces and adjoining properties	1.1	Roof equipment should not adversely affect the acoustic and visual amenity from adjoining properties. Service structures located within the roof top areas should be setback from the edge of the building and where possible, clustered and screened. If roof equipment is not visible when viewed from the street level (i.e. Screened by the parapet), the equipment does not require further screening. If additional recreational spaces are located on the roof, then additional screening would be required.
		1.2	Service facilities (including rubbish bins, outdoor storage, service areas, ground and wall mounted mechanical and electrical equipment (excluding transformers and pedestals) should be located away from public view and adequately screened from surrounding uses. A combination of fences, walls, gates, landscaping and public art should be used to screen service facility areas.
		1.3	Continued use of pitched roofs and corrugated metal is recommended to preserve the industrial character of the site.
ACCESSIBILITY (ACC)			
ACC-1	Plot access is safe and convenient and the design of vehicular crossovers promotes safe and efficient access to plot	1.1	Consolidate and restrict number of entry points where possible to minimise traffic congestion and hazards in public streets and avoid negative impacts on public realm.
		1.2	Where a plot fronts onto more than one road (i.e. corner plot), vehicle access is provided from the secondary road.
ACC-2	Following the development hierarchy, pedestrian access should be prioritised	2.1	Pedestrian access should be clearly separated from vehicle access crossovers and driveways.
		2.2	Design should utilise walkways, landscaping, paving, shade structures, lighting and other elements to emphasise the separation between vehicle and pedestrian entrances to the plot.
ACC-3	Development should optimise accessibility to buildings, ensuring universal design principles are integrated into all key access points	3.1	Clear, direct and secure access should be provided throughout the building and site, inclusive of main entrances, communal public space, car parking facilities, public streets and lobbies. Active and passive surveillance techniques to be utilised.
		3.2	Ensure universal access is provided to main entrances from the street and car parking areas. At least 1 entrance per building should be accessible to wheelchair users.
ACC-4	Main entrances should be integrated into the overall building design and clearly articulated from the street	4.1	If there is one main entrance, it should be clearly distinguished as the only main entrance. The scale, form and detailing of the entrance can be manipulated for this purpose.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



Table 1.15 Architectural Built Form and Character: General Guidelines CCI 2 (Cont'd)

Objectives		Guidelines Description	
FENESTRATIONS (FEN)			
FEN-1	Buildings utilise fenestration and sun control measures to provide a comfortable and manageable indoor environment	1.1	To reduce solar heat gain and reflection of glare, windows and large areas of glass should be recessed. It is also preferable that large glazed areas are divided into smaller parts. Use of sun shading devices is also permitted to reduce glare, maintain indoor temperature and provide texture to building façades.
SURFACE TREATMENTS (SURF)			
SURF-1	Façades and surface treatments can be used to add architectural interest to the building façade	1.1	Built surfaces interwoven with hi-tech and interactive surfaces would create interesting contrasts and hence a positive pedestrian and retail experience.
		1.2	The design and articulation of each building facade should provide visual interest and respond to site conditions. Frontage of buildings should positively contribute to the overall character of the development while complementing existing façades.
		1.3	Overall surface treatments that are innovative and reflect the creative and cultural identity, as well as the industrial heritage of the area are encouraged. Vertical operable louvres inspired by seam cladding can help create an animated and dynamic building façade.
SURF-2	Vertical wall and roof gardens should provide aesthetic and environmental benefits	2.1	Incorporate vertical and/or roof garden, where appropriate, to enhance facade articulation, provide recreational space, increase greenery on site and provide micro-climatic benefits.
SURF-3	Building elevations should define and enhance the public domain and desired street character, and offer a cohesive design	3.1	A minimum of 30% of retail façades overlooking green spaces should be comprised of clear vision glass – that allows views in and out. The provision of recesses, materials, entrances or openings every 10m-15m along the street frontage is recommended (i.e. avoid single plane walls). Frequent doors and windows overlooking public spaces have a positive impact on its utility. Glass allows the activities from ‘inside’ to flow ‘outside’ and connect with the public realm – while mirrored / tinted glass can be used to preserve privacy while ensuring views out.
		3.2	Transparent edges towards the public realm enhances natural involuntary surveillance throughout most of the day. Active uses should be proposed along open spaces as they have the potential to create vibrant and encouraging environments that generate pedestrian movement.
		3.3	Building surfaces over 15m wide are encouraged to divide their elevations through a change of plane, introducing projections and by varying façade treatments.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of Al Quoz	1.1	• Introduction of new materials including wall cladding, bricks, glass and colourful tiles in addition to the concrete, corrugated metal and stone elements within the existing industrial character of the site is recommended • Buildings are to make use of regionally appropriate materials that are sensitive to Al Quoz’s industrial heritage • All materials and finishings are durable and easily maintained. They do not readily stain, discolour or deteriorate • Retain industrial associations with introduction of contemporary interpretations • Restraint in the number of different materials selected. Avoid highly reflective surfaces • Reflect predominant building material within respective character area and select compatible or similar treatments • Reflect industrial heritage in muted colours and introduce colour to draw focus • Creative use of industrial materials and structures – cladding, façades etc. is recommended • Refer to quadrant and land use types for materials and colour palette.
BUILT FORM (BUF)			
BUF-1	Introduce contemporary style into industrial character of the site- utilising regeneration as a key development strategy	1.1	• New buildings/additions should use modular designs and incorporate variations in scale to upgrade the industrial character • Retaining as much of the building’s structure as possible is recommended to offer a historic context and character for future use. The existing warehouse offers versatility and enable the creation of naturally well-lit, flexible spaces which can accommodate various activities for new uses. • Reuse and up-cycling of existing buildings and industrial structures is encouraged • Develop designs that are modular and adaptable utilising prefabrication or reuse of standardised components in different ways • New development is proposed to replace structure that are in poor conditions or are additional buildings and elements placed within open spaces • Residential apartment buildings are proposed within the new developments to gain efficiencies in density and to increase the residential population. This is balanced with warehouse residential conversion to retain the character of the rea and create homes specific to the warehouse district.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



DEVELOPMENT INCLUDES RESIDENTIAL COMPONENT

Table 1.16 Architectural Built Form and Character: General Guidelines CCI 2 (Cont'd)

Objectives		Guidelines Description	
DENSITY AND BUILT FORM (DBU)			
DBU-1	The density and built form of development is consistent with the intent of the AI Quoz CMP		For developments without residential/recreational components: - The large volume and pitched roof-scape of existing warehouse structures is maintained to protect industrial heritage and identity of AI Quoz, offering flexible spaces which can accommodate various activities for new uses. - Dividing the building mass (internally) into small components creates interesting, modular compositions with intimate internal spaces.
		1.1	
			For developments including residential component - Develop repetitive building components to create modular, multi-unit apartments and affordable co-living spaces with potential for expansion. - Buildings are articulated to include rhythmic frequency of fenestrations - Variations in building form, materials, textures and elevation (i.e. recesses/projections) are incorporated to reduce building bulk externally, creating a contemporary design aesthetic.
		1.2	
			For developments including recreational component: Utilisation of unique facade treatment and/or exposed structure to allow for visual continuity from inside to outside is recommended.
		1.3	
		1.4	For anchor development: The architectural style features a cluster of terraced pavilions, covered with textured cladding, a digital glass facade and adorned with parametric louvres. 3D mapping technology is to be used to project art onto the anchor, turning the architectural piece itself into a sculpture.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of AI Quoz	1.1	Refer to following images for materials and colour palette by quadrant

QUADRANT 1



QUADRANT 2



QUADRANT 3



QUADRANT 4

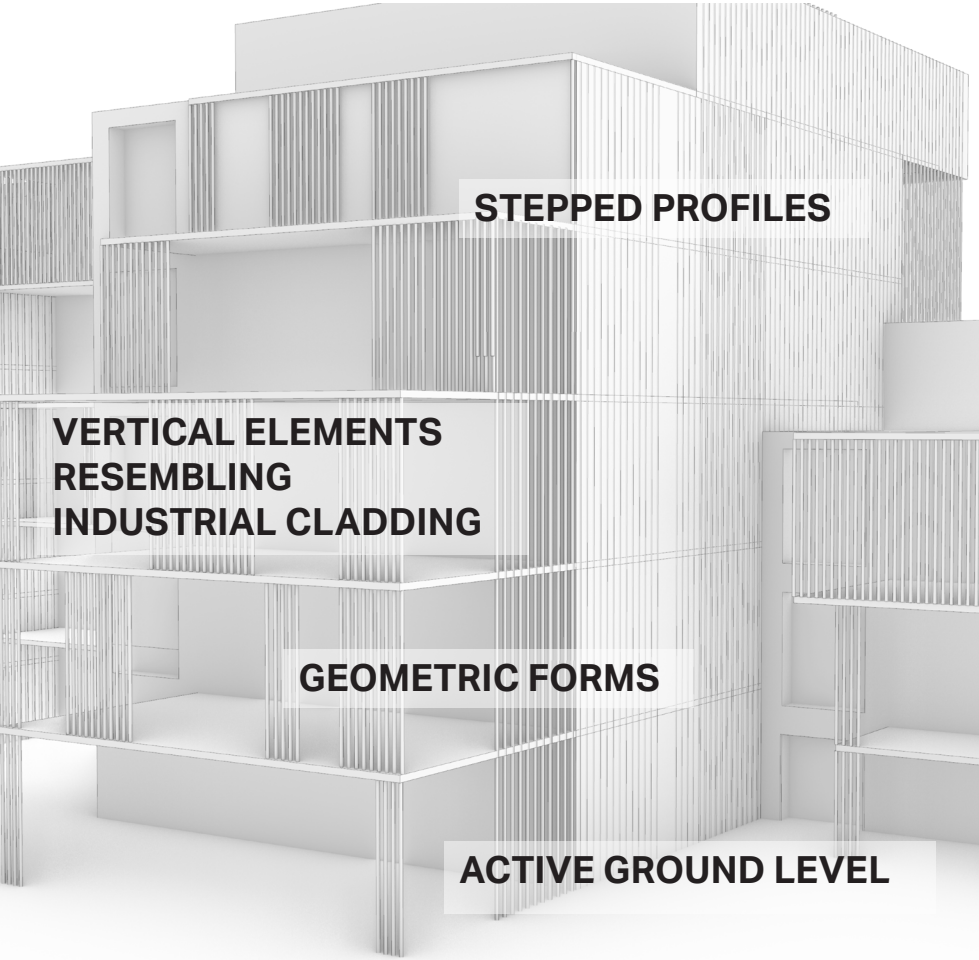
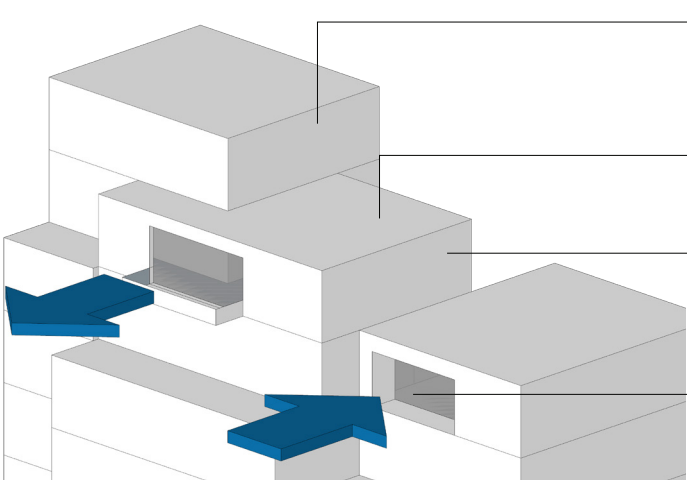


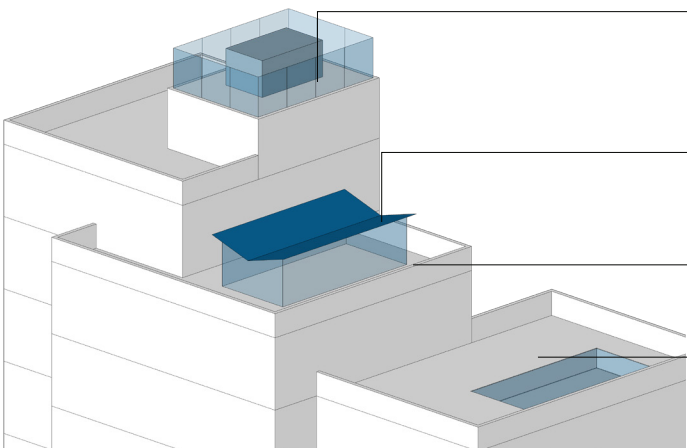
Figure 1.15 CCI 1: New Residential Development Building Typology

PROJECTIONS AND FORM



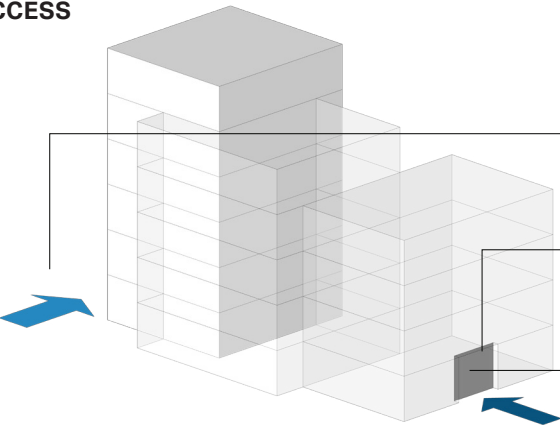
- Overall building should reflect the creative and cultural identity of Al Quoz
- Stepped form to create visual hierarchy and
- Modular building components for scalability and affordability
- Different balcony types to create an interesting architectural style

ROOF ELEMENTS



- Where roof surfaces are usable, ensure that services are appropriately concealed from direct view
- Where planting is permissible on roof, refer landscape guidelines
- Contextual and appropriate roof materials to create a comfortable indoor environment
- Publicly accessible areas to have high parapet heights for safety

ACCESS



- Segregate pedestrian and vehicular access
- Residential entrances should not be located on 6th Street.
- At ground level entrance lobbies must create a controlled and monitored interface between the public and private zones
- Ensure universal access is provided

CCI 2: RESIDENTIAL MATERIAL PALETTE/ PREFERRED MATERIAL

STEEL STRUCTURE 	STONE CLADDING 	FORM FINISHED CONCRETE 	CURTAIN WALL 	WOOD FRAMING 	DIGITAL FAÇADES 	FABRIC SHADES
PERFORATED 	PAVING TILE 	TRANSLUCENT CONCRETE 	TINTED GLASS 	WOOD SHADE STRUCTURE 	ELECTRO CHROMATIC GLASS 	
MESH 	MARBLE 	CEMENT RENDER 	CASEMENTED OPENINGS 	WOOD OPENINGS 	DIGITAL SCREEN FAÇADES 	
ALUMINIUM PANELS 	CERAMIC CLADDING 	CONCRETE PANELS 	GLASS SKYLIGHTS 			
CORRUGATED 	CLAY BRICK 	PROFILED CONCRETE 	GLASS CANOPIES 			
ALUMINIUM FOAM 		FIBROUS CEMENT BOARDS 	PV CURTAIN WALL 			
3D PANELS 		CONCRETE PAVER TILES 	PV SKYLIGHT 			
STANDING SEAM 		PIGMENTED CONCRETE 				

Figure 1.16 CCI 2: New Residential Development Architectural Built Form and Character

ART STRATEGY



PUBLIC ART WORK LOCATED WITHIN PRIVATELY OWNED PLOTS AND WITHIN THE PUBLIC REALM

Artwork embedded into Al Quoz Creative Zone's urban framework and built form creates vibrant spaces that inspire creativity, whilst further strengthening the cultural aspects. Artwork not only improves the aesthetics and attractiveness of an area, it also activates spaces, creates visual interest and engages the local community and artists. Artwork provides insight into culture and community values, plays a strong role in creating and celebrating Al Quoz's sense of place and identity.

It is required that plot owners contribute to the public art development of Al Quoz Creative Zone through the incorporation of public art elements within their plots. These guidelines will provide information on how and where to incorporate creative art pieces, art types, maintenance and materials.

Table 1.17 Art Strategy: SZR Plots

Objectives		Guideline	Description
ART (ART)			
ART-1	Development provides for public art in key locations to create landmarks, a sense of identity to Al Quoz Creative Zone's development and to enrich the community through exposure to public arts, culture and community values.	1.1	Al Quoz Creative Zone to incorporate temporary and permanent art installations into private plots at varying levels, ground, walls and roof, to provide a more attractive and engaging environment. Permanent art pieces can also include the incorporating art work into unattractive infrastructure elements such as a/c units, pocket substations and manhole covers.
		1.2	Seek collaboration with local artists or art institutions to create and help maintain the artwork.
		1.3	The following types of public art works are permitted on all plots: - Standalone: for example sculptures, statues, structures - Integrated (into architecture/ landscape): for example bas reliefs, mosaics - Applied (to a surface): for example murals, building mounted sculptures - Installation: large scale, mixed-media constructions - Digital New Media: all forms of contemporary art made, altered, or transmitted using new forms of media technology
		1.4	Plots >5,000sqm are required to include a public art element that is visible from surrounding streets
		1.5	Consideration to be given to structural and surface soundness, and to inherent resistance to vandalism, weathering and excessive maintenance or repair cost.
		1.6	Art pieces should be clearly identifiable as an artwork (i.e. not advertising), reflect the history and/or character of the area through the concept and ideally include a digital overlay by the commissioned artist.
		1.7	If relevant/required, the art piece should be lit appropriately during the hours of darkness.
ART-2	Materials and Maintenance	3.1	Materials to be robust, durable, timeless and low maintenance, ensuring consideration is given to the local climate.
		3.2	It should be maintained properly, cleaned and repaired as necessary (no work should be installed if the maintenance requirements cannot be met).
		3.3	Artwork created on private property must remain accessible to the public at no cost and be maintained in good repair by the plot owner. In the event that the artwork is damaged beyond repair, or becomes ineffective for reasons other than the owner's failure to maintain it, or in the event the work becomes an unreasonable burden to maintain, application to allow its removal or relocation may be made to relevant authority in a manner consistent with decommissioning procedures.
ART-3	Site Selection and Placement Criteria	3.1	In order to ensure public art is equitably distributed, and that it is sited in such a way as to enhance and activate public spaces, sites where public art is to be displayed should: - Experience high levels of pedestrian traffic and/or be part of the Creative Hub's circulation paths; - Be easily visible and/or accessible to the public; - Serve to anchor and activate its area; - Enhance the overall public environment and pedestrian experience; - Help to create a place of footfall and activity; - Establish landmarks and gateways.
		3.2	The position and size of the artwork should be in keeping with and enhance the plot, building, wall or hoarding on which it is located, as well as the surrounding area. It should be placed in a site where it is not overwhelmed by nor competing with the scale of the site or adjacent architecture, large retail signage, etc.
		3.3	The work should be located so as to be either immediately visible or in a place where it will be visible by the most people (community, visitors, commuters, tourists). However, for those located within "Hidden Gems", art pieces can be concealed/ internally placed within a plot to create a sense of surprise, discovery and excitement.
		3.4	Artworks should not block windows or entrances, nor obstruct normal pedestrian circulation (unless such alteration is specifically a part of the experience or design).
		3.5	The art work should be placed in a site where landscaping and maintenance requirements of that site can be met.
		3.6	Artwork to be placed in a site where it will enhance its surroundings or at least not detract from it (no hidden, blind spots).
		3.7	Works should be sited where it will create a place of footfall or in a location that experiences high levels of pedestrian traffic.
		3.8	Art should be located in a site where it will effectively enhance and activate the streetscape experience.
		3.9	Artwork located at gateways are to give priority to signage elements and structures and not hinder or obstruct their visibility.

ART STRATEGY



Table 1.18 Art Strategy Cont'd: CCI 2

Objectives		Guideline	Description
ART (ART)			
ART-4	"Made in the UAE" Artwork	4.1	It is recommended that public art commissioning opportunities are made only available to UAE-based artists and designers. Proposed concepts should respond to the area, acknowledging its history.
		4.2	Utilise UAE skill-base and artists only in order to promote and highlight the excellence of Dubai's professionals and to build a strong talent base for future projects.
		4.3	Involve communities (residents, businesses, tourists) through consultation and participation in order to effectively build meaning, relevance, loyalty and belonging, and as such, is a pillar of international best art practice.
		4.4	60% of fabrication to be contracted to existing manufacturers and fabricators in Al Quoz to assist with budgets whilst contributing to the local economy, local businesses and building a sense of pride and ownership among existing users.
		4.5	In line with Dubai's growing focus on sustainability, artwork to be made using recycled/ re-purposed materials (car parts, tyres etc..) and /or material of local specialist fabricators (steel, concrete, tiles/ mosaics).
		4.6	Facilitate future creativity: Facilitate the organic in terms of accommodating for spontaneous expression, disruption and collaboration by providing spaces for practice and experimentation by the local community and art sector

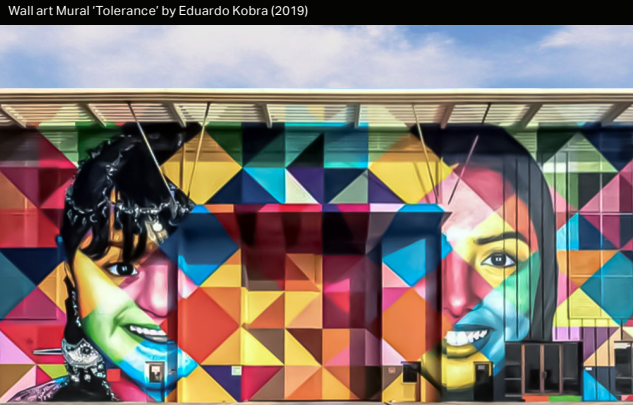
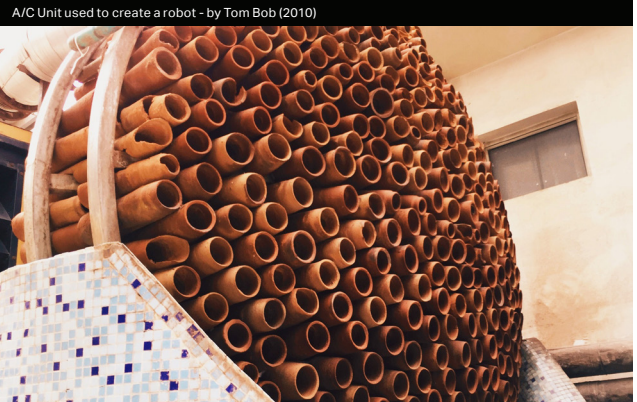
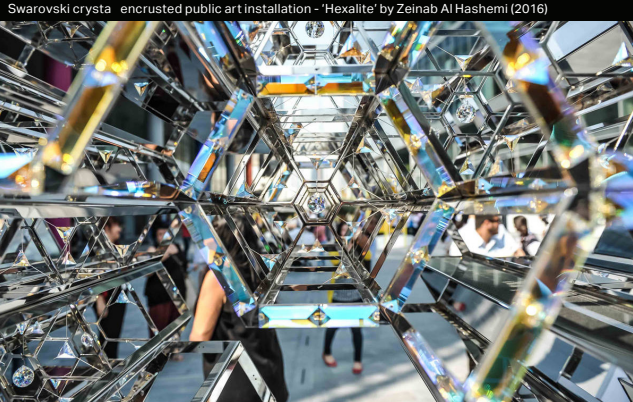
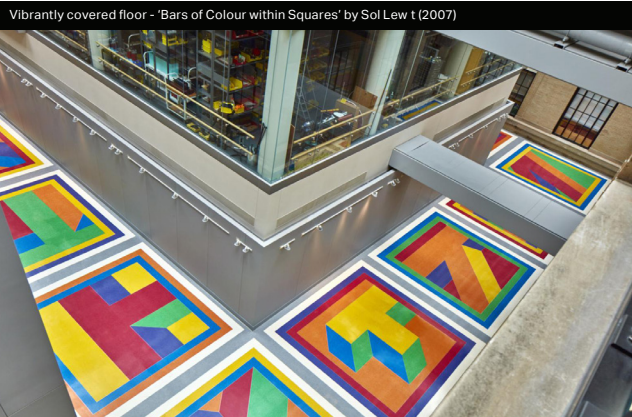


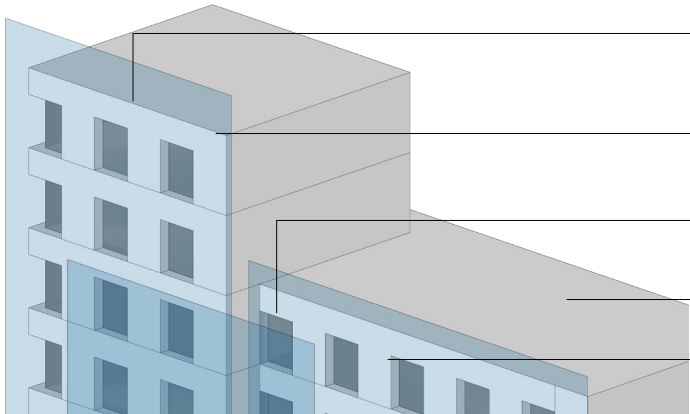
Figure 1.17 Examples of Art Work

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



DEVELOPMENT INCLUDES RESIDENTIAL COMPONENT

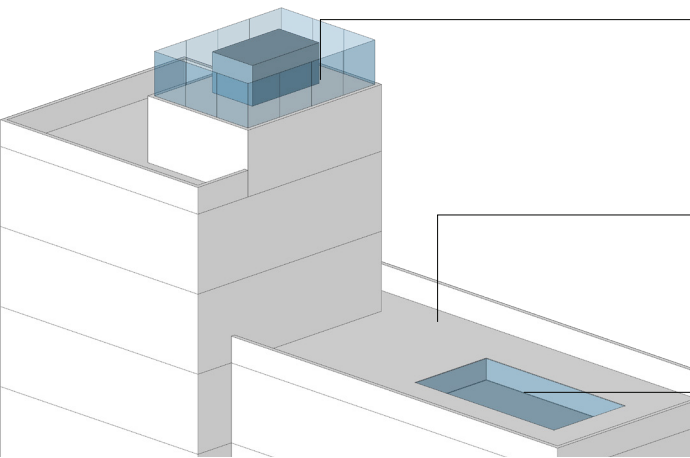
FACADE



- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Surface treatments to flow across levels to tie the building components together
- Surface treatment to serve dual purpose of identity and climate control
- Vertical emphasis to create sense of height
- Cohesive composition across all façades of the building



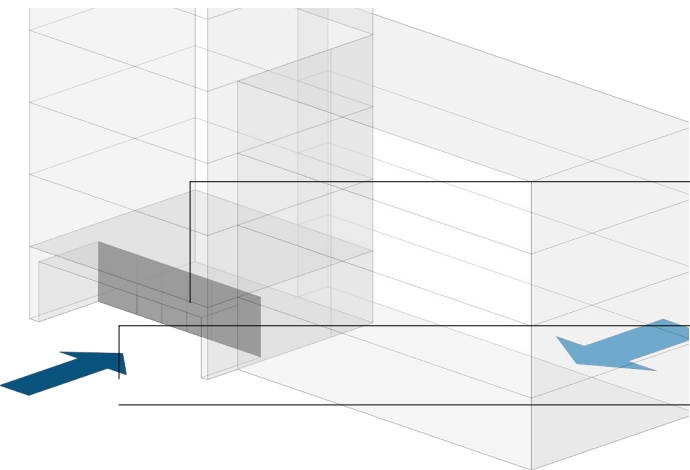
ROOF ELEMENTS



- Where roof surfaces are usable, ensure that services are appropriately concealed from direct view
- Contextual and appropriate roof materials to create a comfortable indoor environment
- Publicly accessible areas to have high parapet heights for safety



ACCESS



- At ground level entrance lobbies must create a controlled and monitored interface between the public and private zones
- Residential entrances should not be located on 6th Street.
- Segregate pedestrian and vehicular access

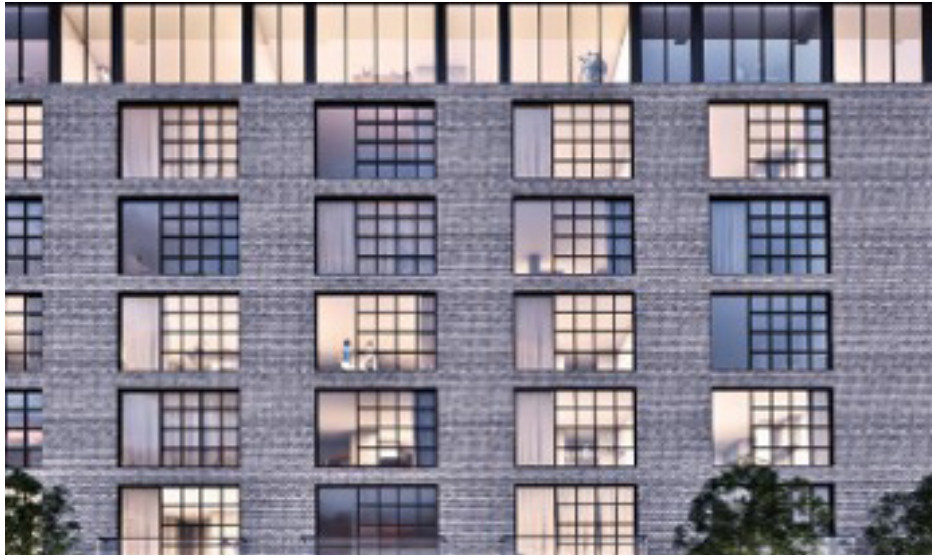


Figure 1.18 CCI 2: New Residential Development Option 2 Architectural Built Form and Character

NEW BUILD TYPOLOGY: PART OF LARGE MIXED USE REDEVELOPMENT



MIXED USE TYPOLOGY: ABOVE RETAIL/ SHOWROOM FOR MEDIUM PLOTS

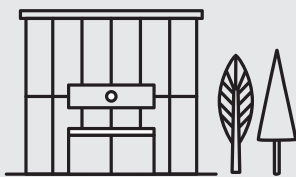


REFURBISHMENT TYPOLOGY: FOR SMALL TO MEDIUM PLOTS WITH EXISTING STRUCTURES



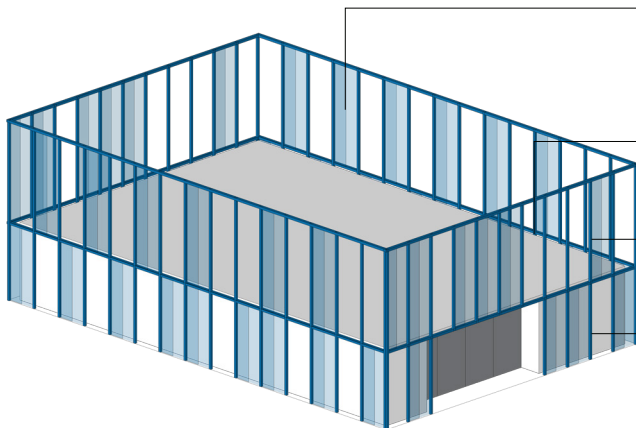
Figure 1.19 Residential Typologies

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



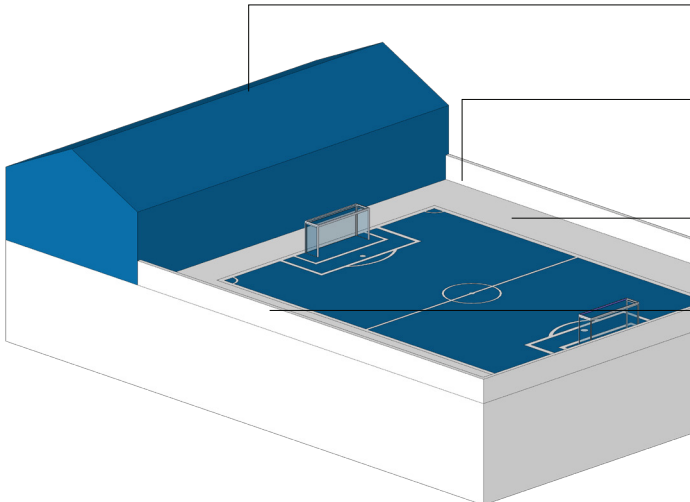
DEVELOPMENT INCLUDES RECREATIONAL COMPONENT

FACADE



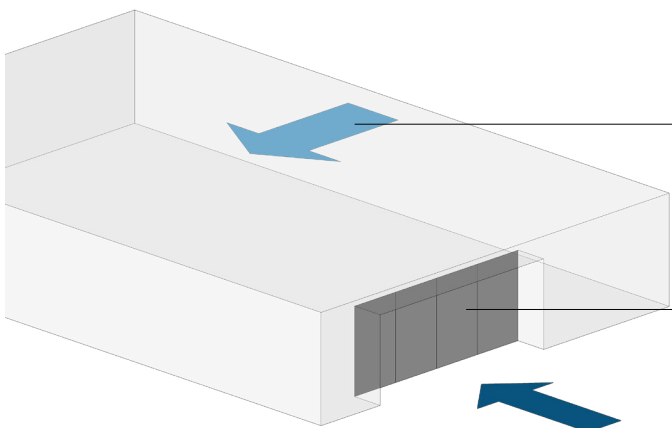
- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Surface treatments to flow across levels to tie the building components together
- Surface treatment to serve dual purpose of identity and climate control
- Vertical emphasis to create sense of height

ROOF ELEMENTS



- Large roof surfaces to be used to for public art
- Contextual and appropriate roof materials to create a comfortable indoor environment
- Where planting is permissible on roof, refer landscape guidelines
- Where roof surfaces are usable, ensure that parapets have appropriate height for safety

ACCESS



- Segregate pedestrian and vehicular access
- At ground level entrance lobbies must create a controlled and monitored interface between the public and private zones



Figure 1.20 CCI 2: Recreational Architectural Built Form and Character

CCI 2: RECREATIONAL MATERIAL PALETTE/ PREFERRED MATERIAL

STEEL
STRUCTURE

STONE
CLADDING

FORM FINISHED
CONCRETE

CURTAIN WALL

WOOD FRAMING

DIGITAL
FAÇADES

FABRIC SHADES

PERFORATED

PAVING TILE

TRANSLUCENT
CONCRETE

TINTED GLASS

WOOD SHADE
STRUCTURE

ELECTRO
CHROMATIC
GLASS

MESH

MARBLE

CEMENT RENDER

CASEMENTED
OPENINGS

WOOD OPENINGS

DIGITAL SCREEN
FAÇADES

ALUMINIUM
PANELS

CERAMIC
CLADDING

CONCRETE
PANELS

GLASS
SKYLIGHTS

CORRUGATED

CLAY BRICK

PROFIED
CONCRETE

GLASS CANOPIES

ALUMINIUM
FOAM

FIBROUS
CEMENT BOARDS

PV CURTAIN
WALL

3D PANELS

CONCRETE
PAVER TILES

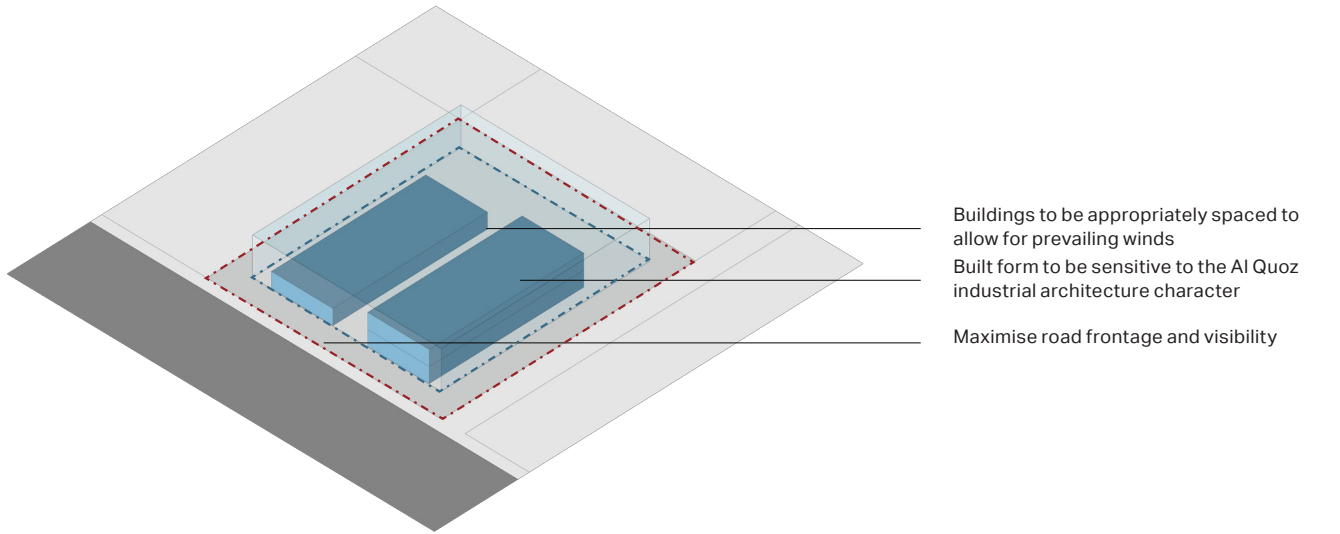
PV SKYLIGHT

STANDING SEAM

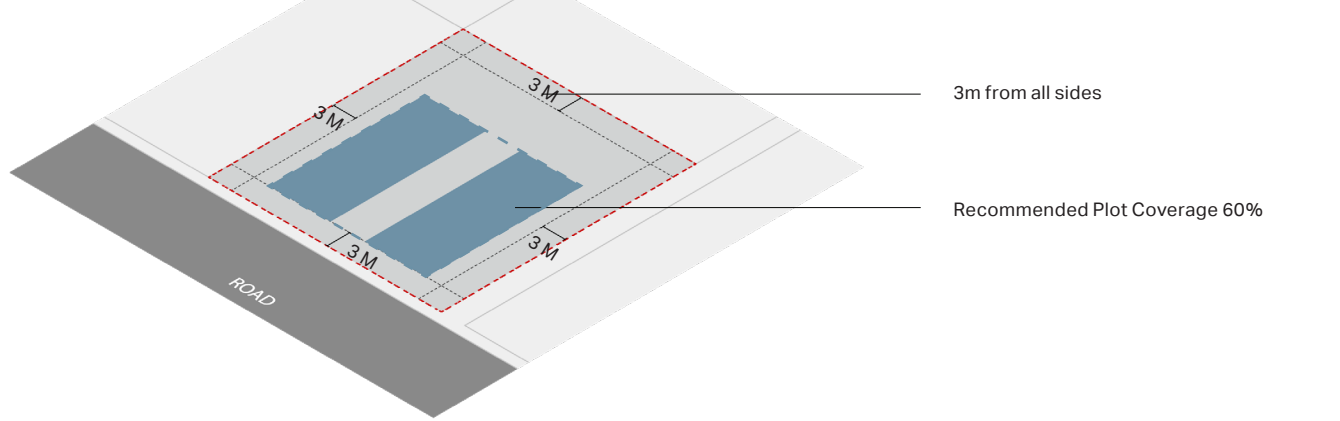
PIGMENTED
CONCRETE

- KEY
- Indicative Building Footprint
 - Building Envelope
 - Plot
 - Road
 - Plot Boundary
 - Building Setback
 - Vehicular Access
 - Pedestrian Access
 - Indicative Parking Zone
 - Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

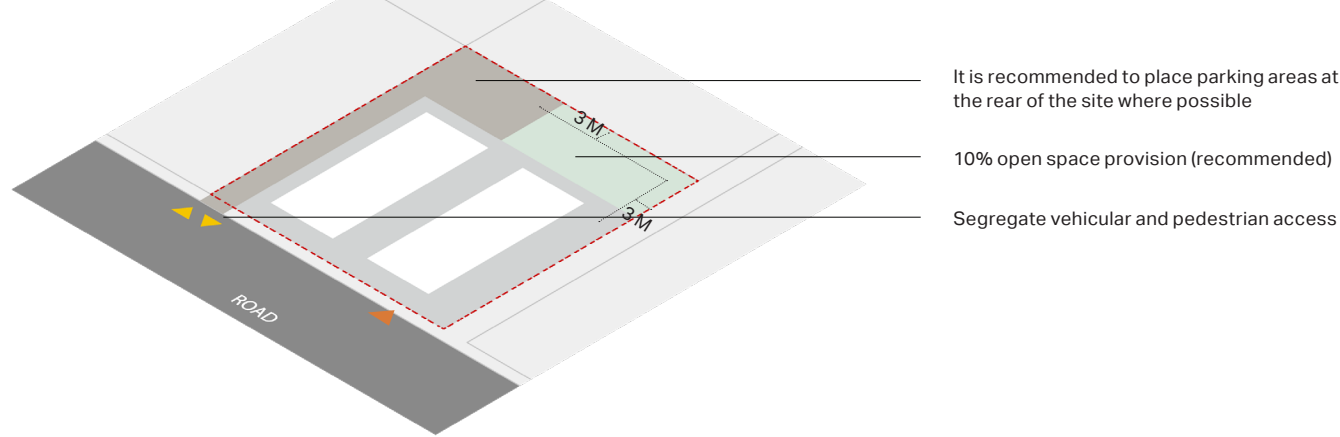


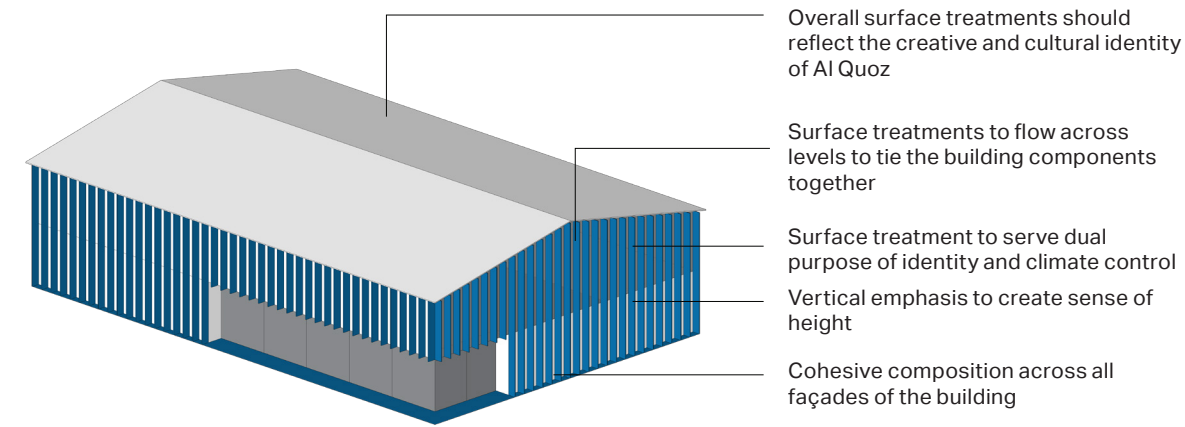
Figure 1.21 CCI 2: Recreational Plot Standards

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)

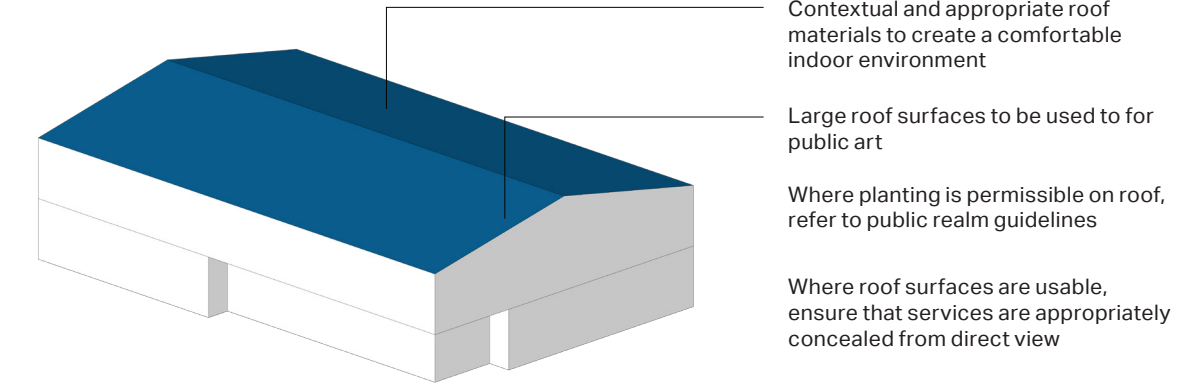


DEVELOPMENT MAINTAINS INDUSTRIAL STRUCTURE

FACADE



ROOF ELEMENTS



ACCESS

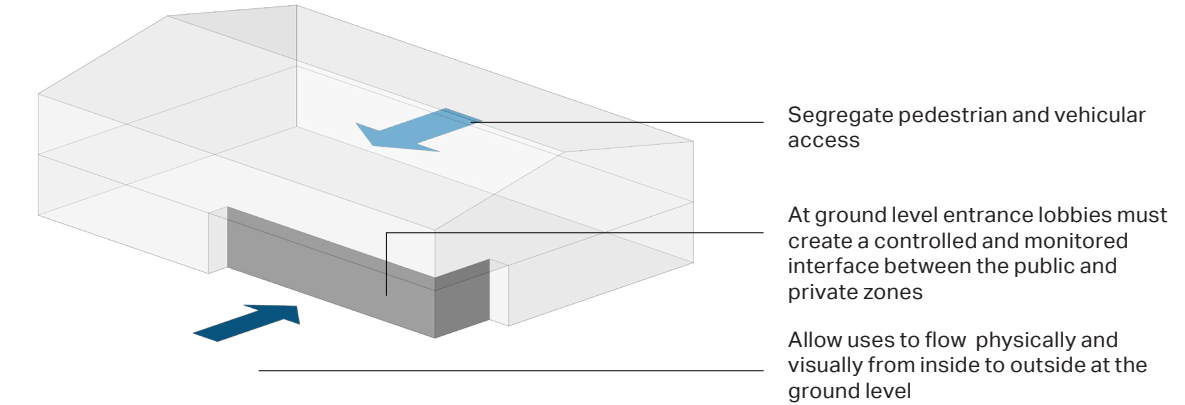


Figure 1.22 CCI 2: Industrial (Structure Maintained) Architectural Built Form and Character

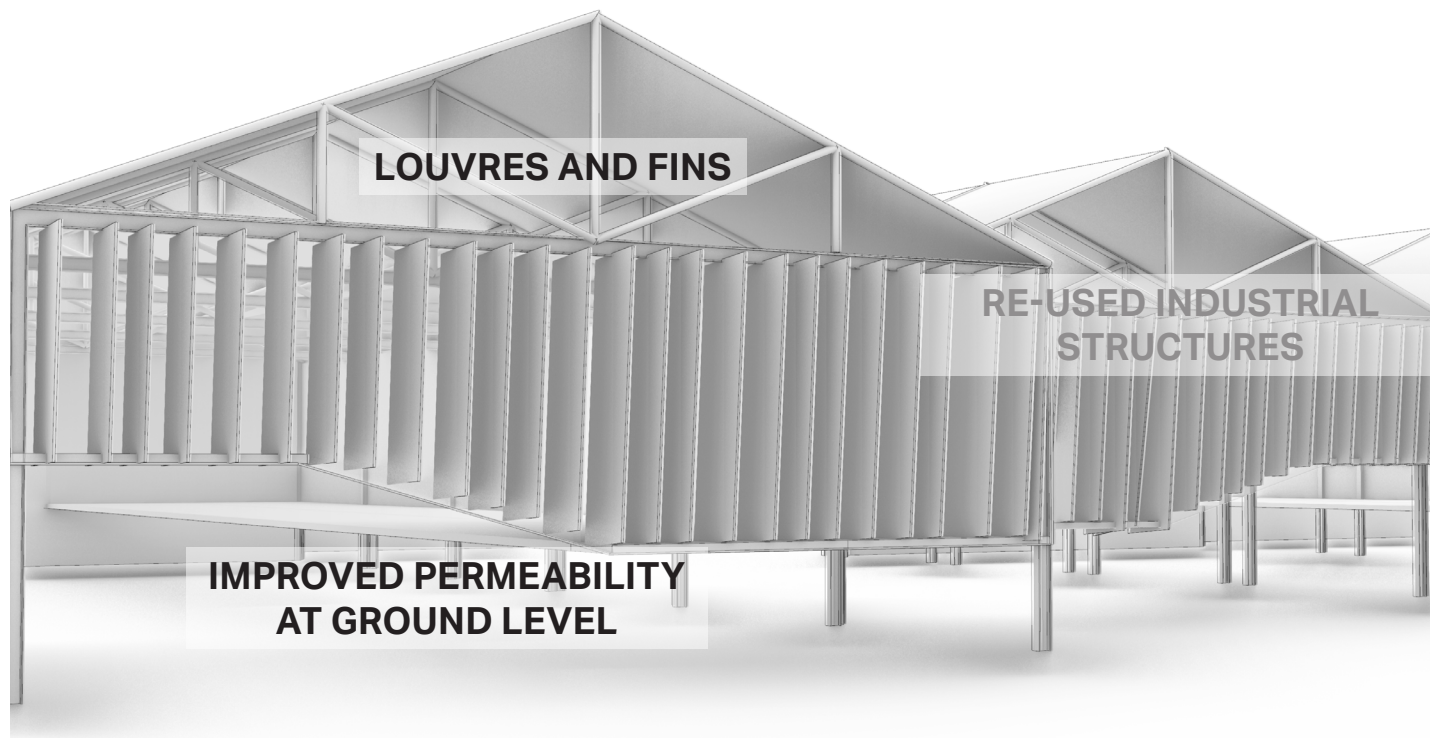
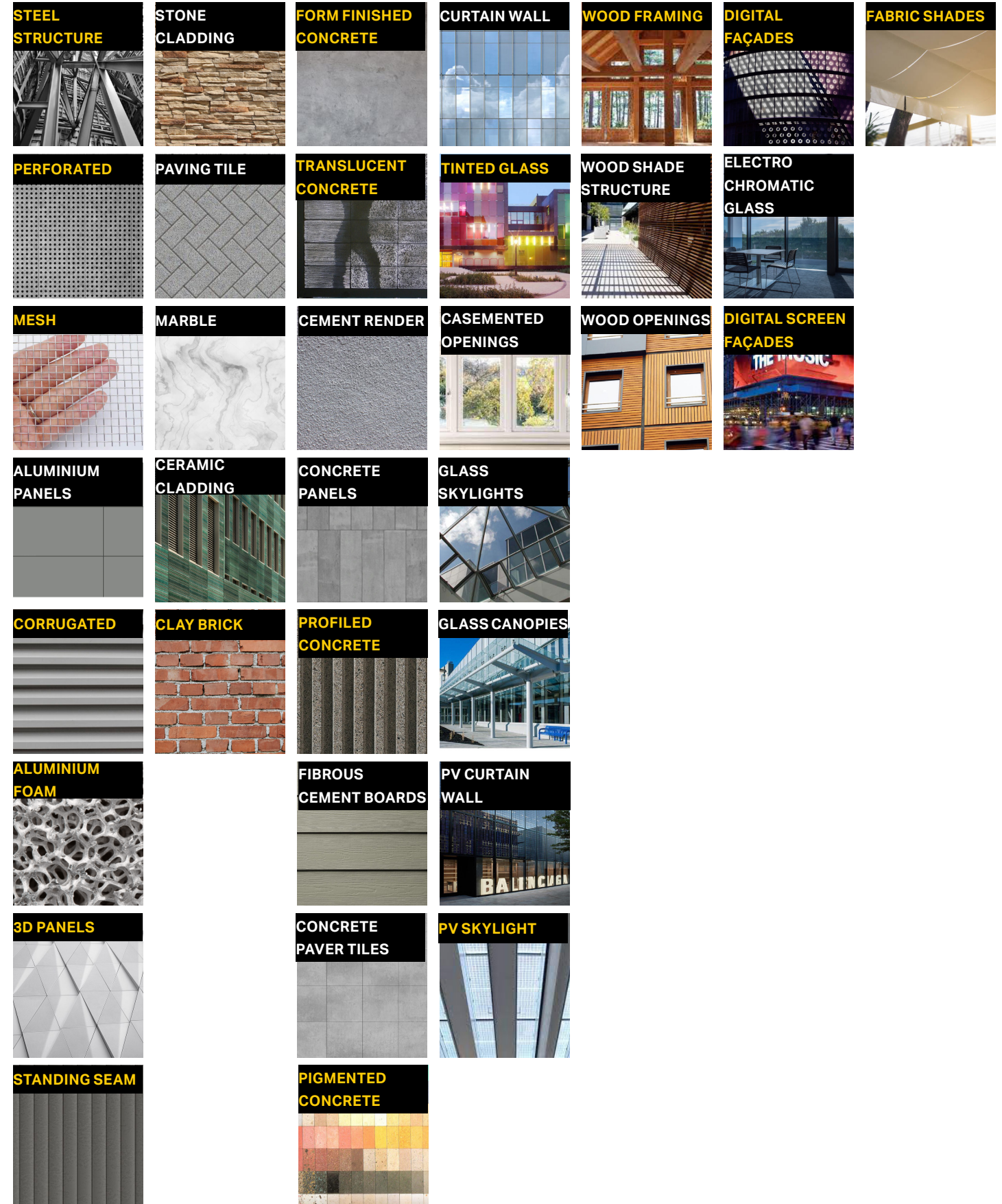


Figure 1.23 CCI 2: Industrial (Structure Maintained) Building Typology



CCI 2: INDUSTRIAL/RETAIL MATERIAL PALETTE/ PREFERRED MATERIAL

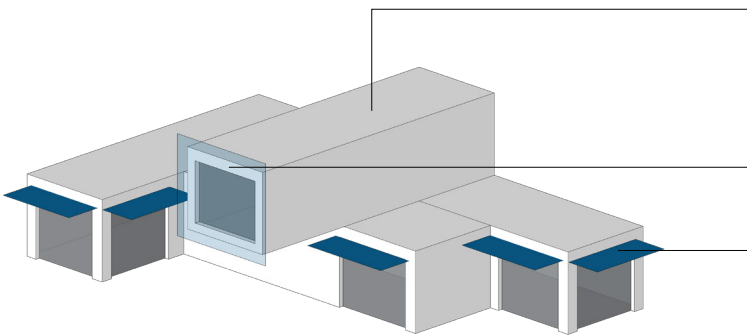


ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



DEVELOPMENT INVOLVES NEW RETAIL DEVELOPMENT

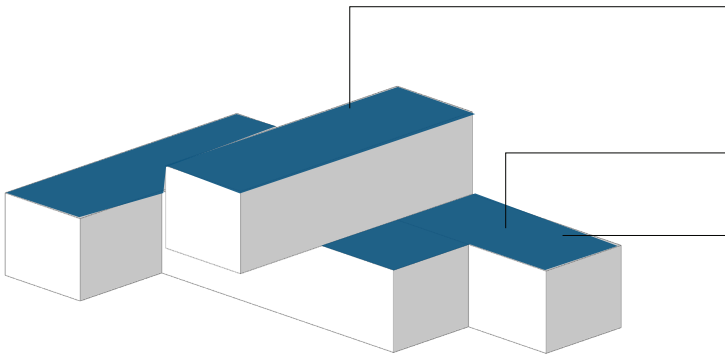
FACADE SHADING



- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Surface treatments to flow across levels to tie the building components together
- Awnings and canopies are permitted to extend beyond building line but not plot boundary
- Surface treatment to serve dual purpose of identity and climate control



ROOF ELEMENTS

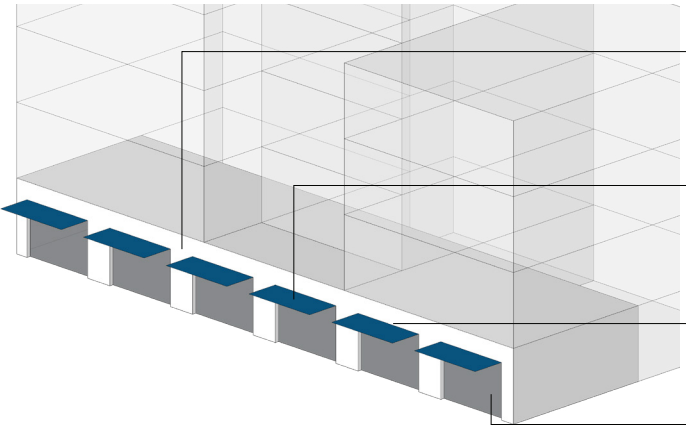


- Contextual and appropriate roof materials to create a comfortable indoor environment
- Large roof surfaces to be used to for public art
- Where planting is permissible on roof, refer to public realm guidelines

Figure 1.24 CCI 2: New Retail Development Architectural Built Form and Character



FACADE



- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Activate frontage with arcades, awnings, shade walkways
- Awnings and canopies are permitted to extend beyond building line but not plot boundary
- Attractive frontage to encourage footfall. All CCI and Retail frontage to be located along primary street.

Figure 1.25 CCI 2: Retail Frontage Architectural Built Form and Character



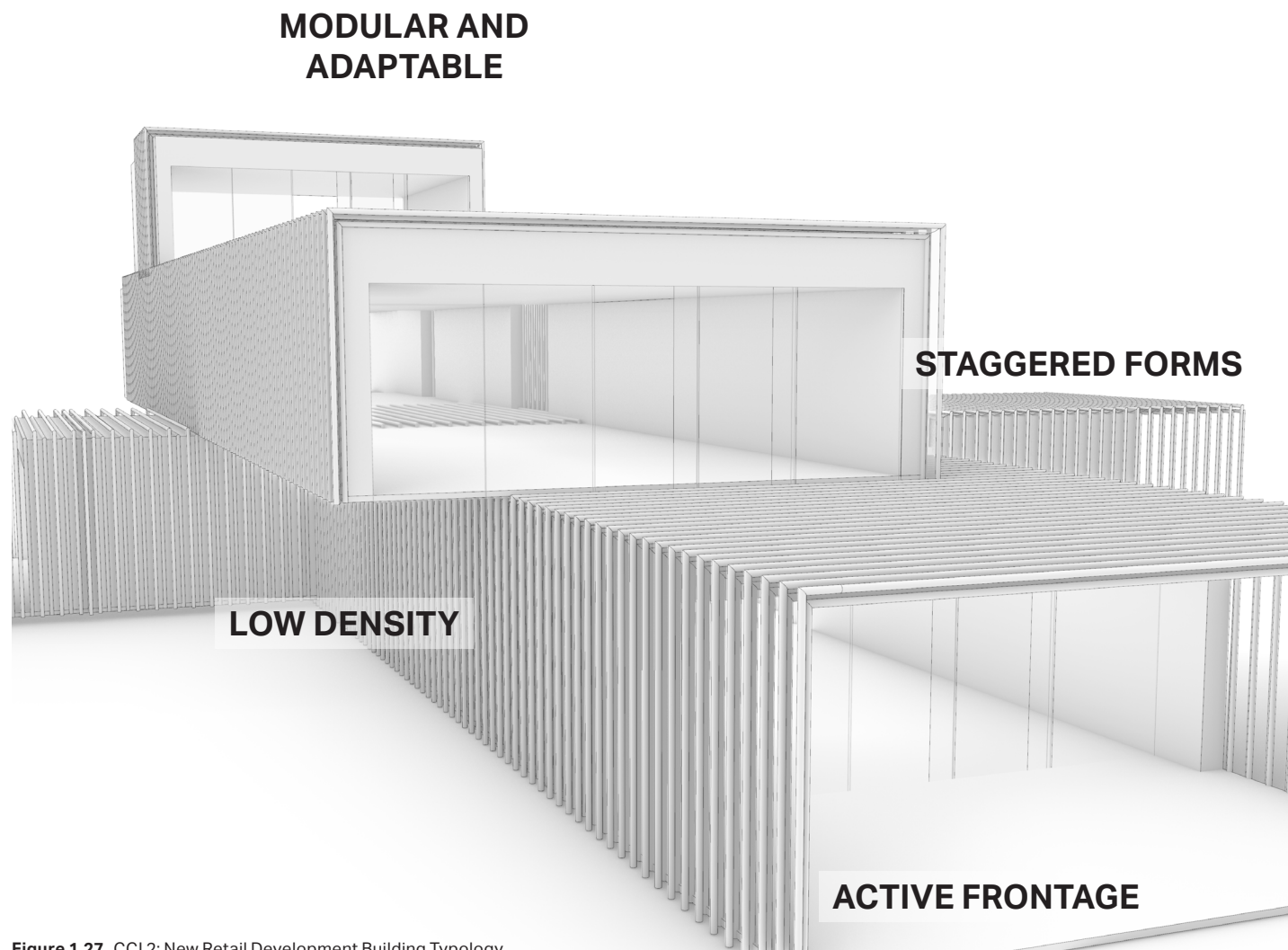


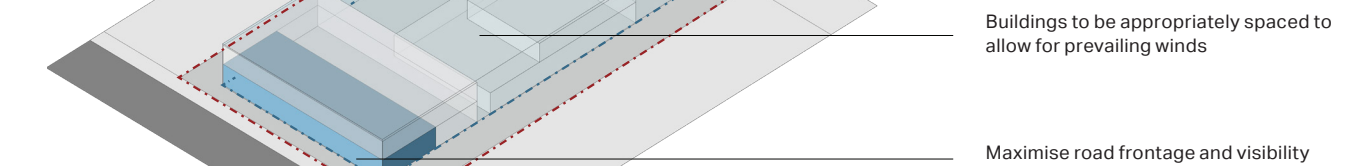
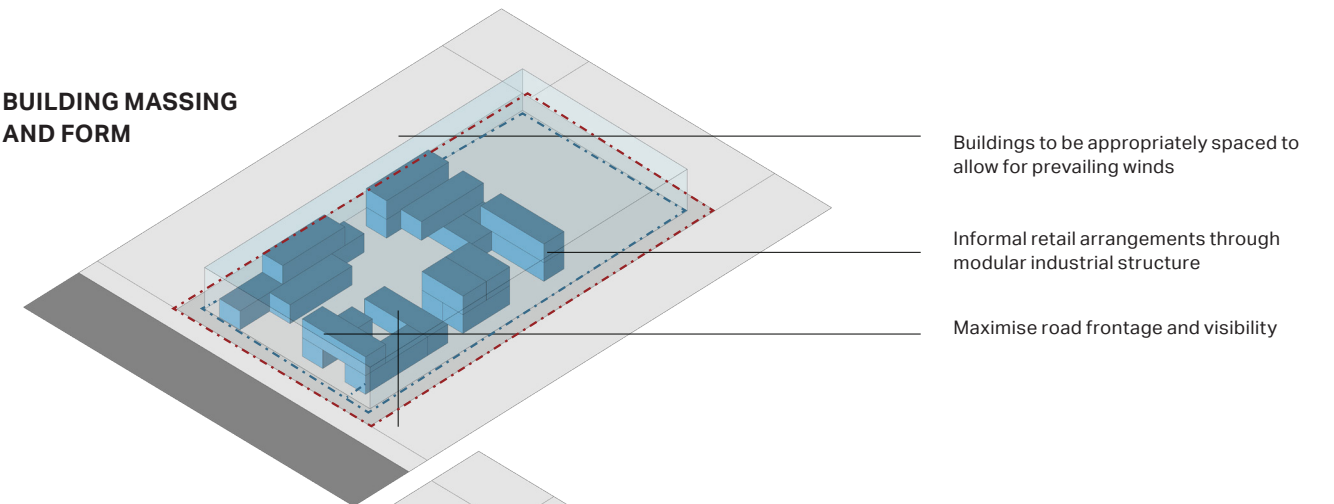
Figure 1.27 CCI 2: New Retail Development Building Typology



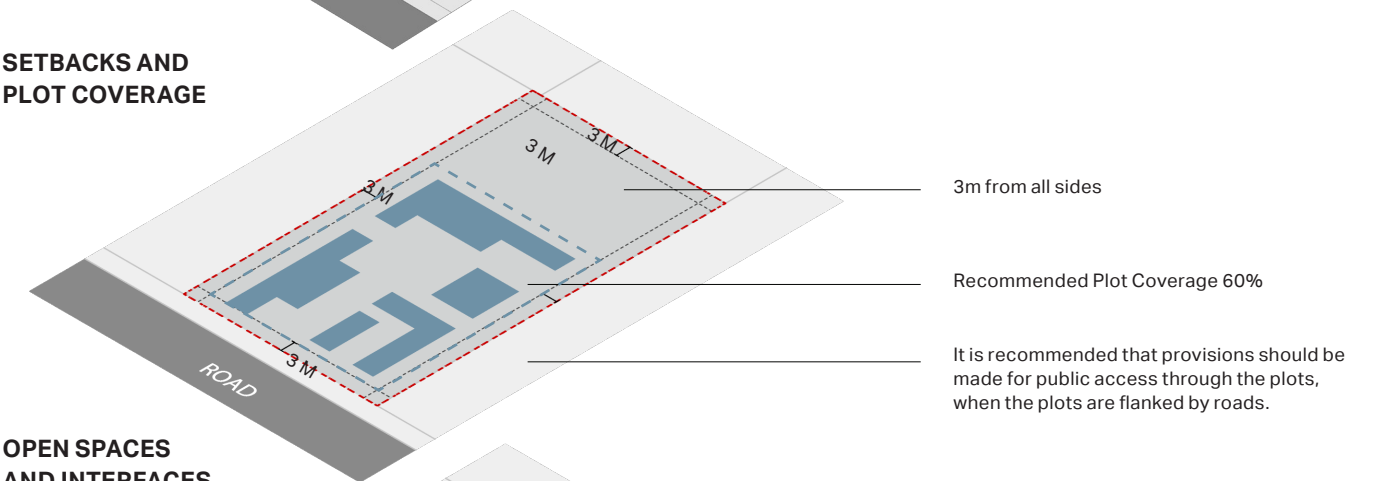
KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

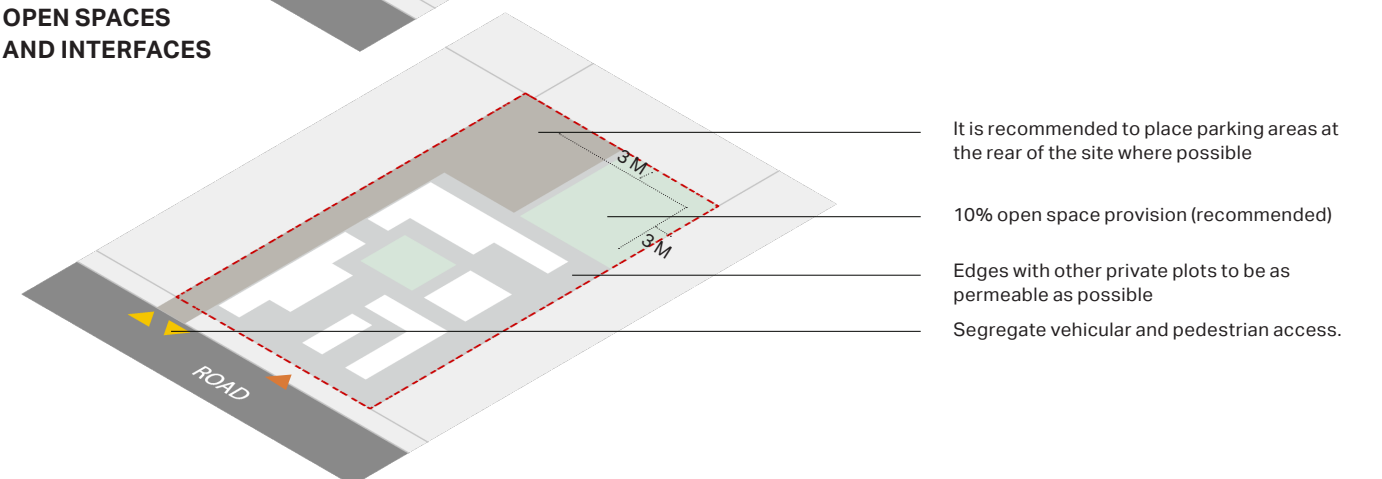


Figure 1.26 CCI 2: New Retail Development Plot Standards

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



ANCHOR DEVELOPMENT

INTENT

The master plan strategy sets out to activate the entire length of the site – building on the investment in 6th Street. This strategy entails inviting movement across Al Manara road which at present is a barrier to pedestrian circulation. Creating anchors on either side of Al Manara road and connecting them with a comfortable and safe pedestrian route is sure to drive movement extending the length of the site and on to the Al Safa Metro Station.

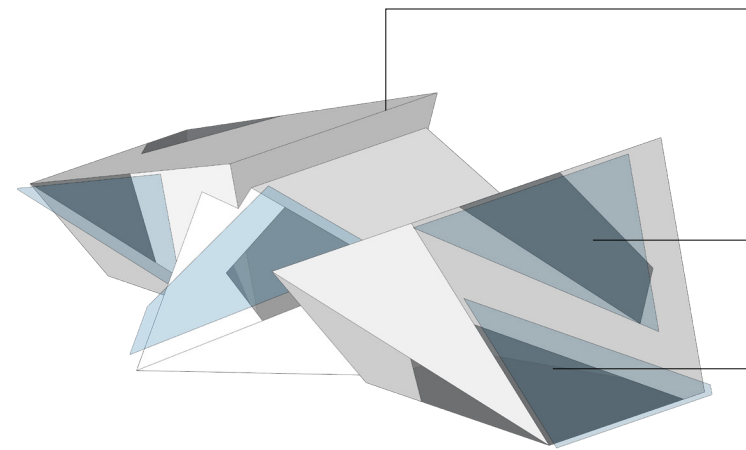
OBJECTIVES

Al Serkal Avenue continues to be a magnet for creative uses in Al Quoz and will effectively serve as an anchor on the western side of the site. A new creative anchor introduced across Al Manara would have a magnetic effect from a creative development and pedestrian movement point of view. To widen the creative offerings, the following anchors have been considered:

- Film Institute
- Art/Design School: attracts students which in turn feeds local business
- Immersive Experience/Destination/Venue: Attracts visitors and serves as a venue for artists to aspire to get their work displayed
- Innovation/Creative Hub: Attracts students and start-ups which in turn feed local business
- Museum/Art Hub: A multi-use icon with spaces for learning and collaborating; galleries for exhibitions; incubation hubs; co-working spaces; artist studios, training facilities.

LEARN, CREATE, COMMUNICATE, COLLABORATE

FACADE



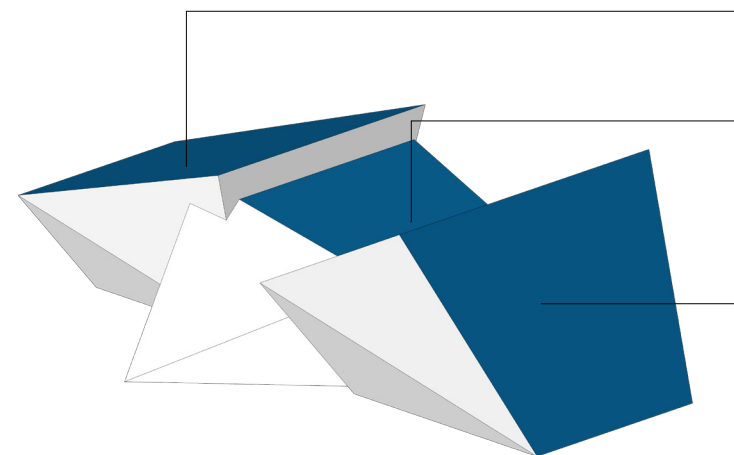
Overall surface treatments should be iconic and reflect the creative and cultural identity of Al Quoz

Surface treatment to serve dual purpose of identity and climate control

Cohesive composition across all façades of the building



ROOF ELEMENTS



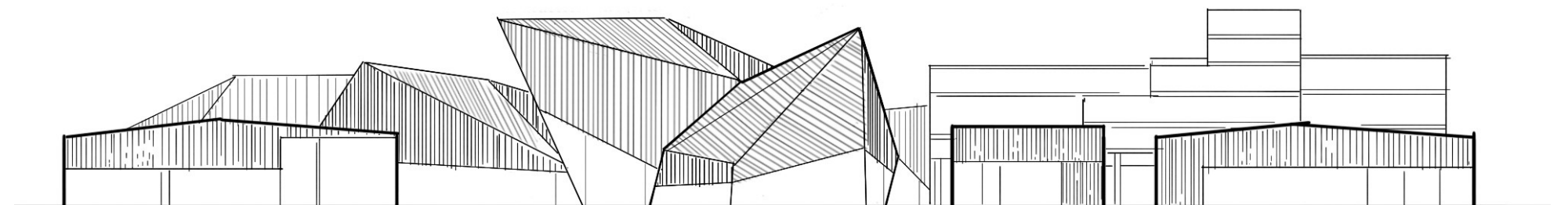
Contextual and appropriate roof materials to create a comfortable indoor environment

Large roof surfaces to be used to for public art

Vertical wall and roof gardens should provide aesthetic and environmental benefits. Refer to landscape guidelines



Figure 1.28 CCI 2: Anchor Architectural Built Form and Character



MATERIAL PALETTE



GLASS



ALUMINIUM



CARBON FIBRE

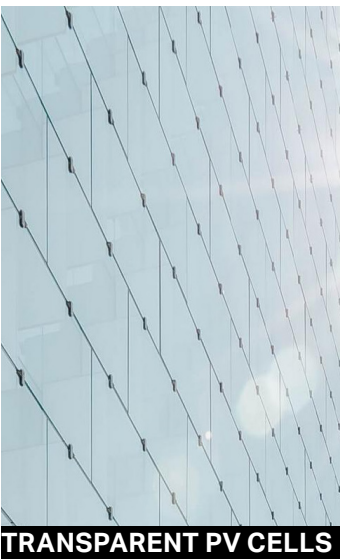


TRANSLUCENT
CONCRETE

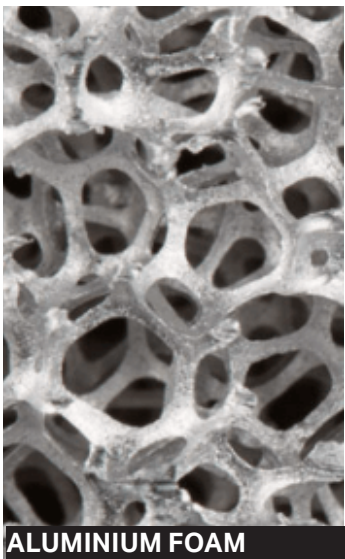
FINISHES AND TEXTURES PALETTE



COPPER CLADDING



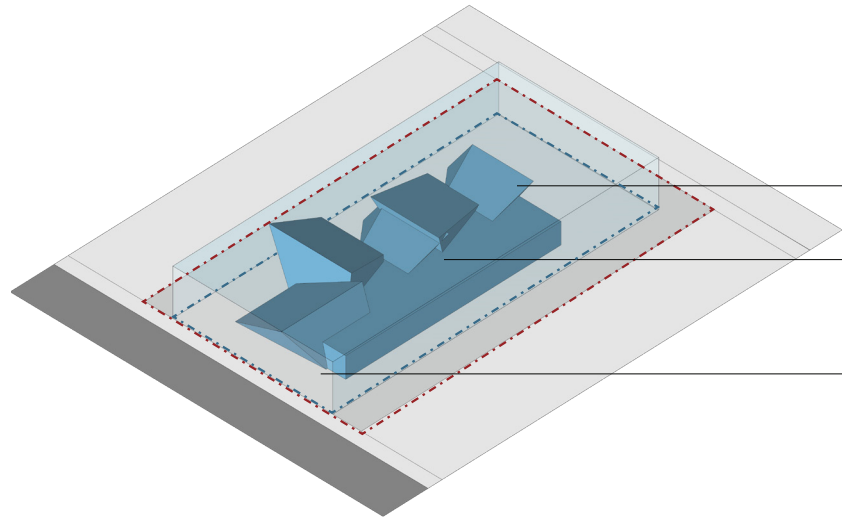
TRANSPARENT PV CELLS



ALUMINIUM FOAM



BUILDING MASSING
AND FORM

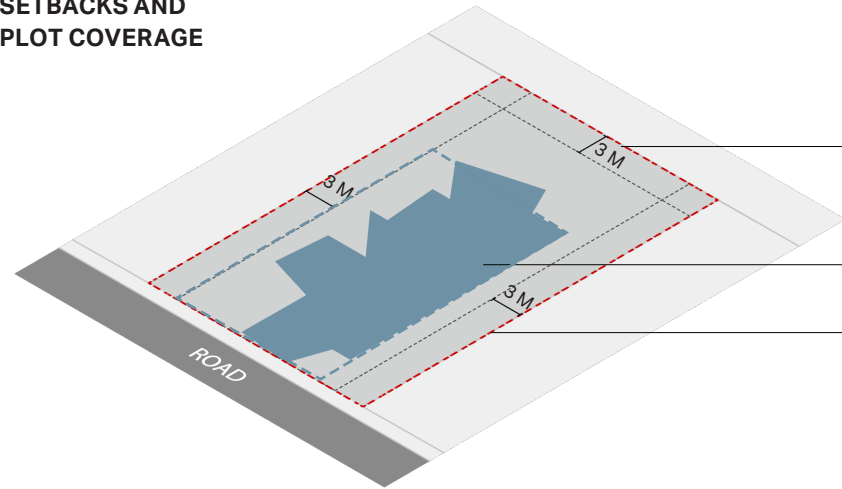


Built form to be iconic and also sensitive to Al Quoz industrial architecture character

Buildings to be appropriately spaced to allow for prevailing winds

Maximise road frontage and visibility

SETBACKS AND
PLOT COVERAGE

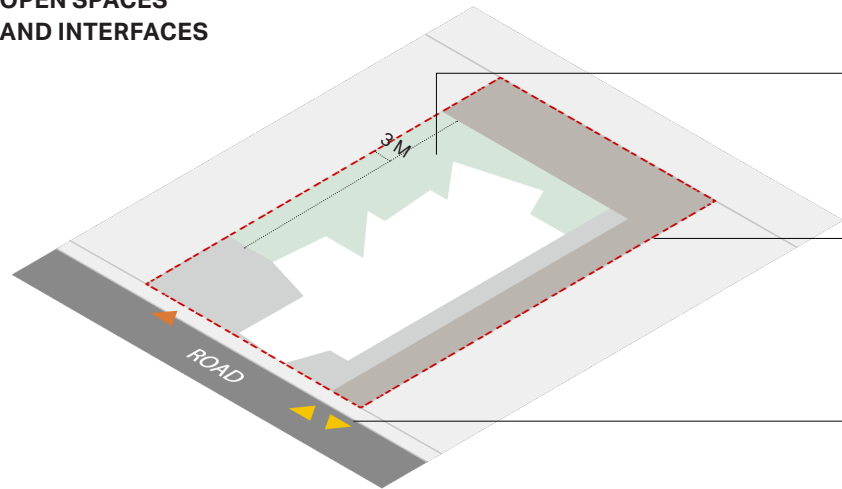


As Per DM Standards - G+M: 0m from road, 3m from neighbour. G+4: 0m from road.

Recommended Plot Coverage 60%

It is recommended that provisions should be made for public access through the plots, when the plots are flanked by roads

OPEN SPACES
AND INTERFACES



10% open space provision (recommended)

Edges with other private plots to be as permeable as possible

Segregate vehicular and pedestrian access

KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

Figure 1.29 CCI 2: Anchor Plot Standards

1.3

CCI 3: INDUSTRIAL CCI, RETAIL, INDUSTRIAL (NON-CCI) AND RECREATIONAL



APPLICATION

This section should be referred to by plots zoned as CCI 3.

INTENT

The intent for CCI 3 plots is to protect and enhance the existing character of Al Quoz as an affordable, creative, industrial zone while introducing retail and CCI uses. This will provide active frontages along the ground floor, encouraging movement and social interaction within an active urban environment that inspires a live-work-create community.

OBJECTIVES

The CCI 3 plots within the site will:

- Provide functional and efficient industrial parcels of land to the market that can be adapted to accommodate various light industrial land activities, CCI and retail over the life of the project
- Establish a vibrant street frontage along 6th Street and strengthen the linear spine within the site, activating the two halves of the master plan
- Support various warehousing, workshops, co-working hubs and creative fabrication activities that support and form synergies with the wider economy
- Promote and support the Al Quoz creative community identity through the provision of a variety of business and employment opportunities.

DEVELOPMENT STRATEGY

The proposed development strategy for CCI 3 plots involves retaining and adaptively re-using existing warehouse structures.

PERMITTED AND NON-PERMITTED LAND USES

Table 1.19 Permitted CCI 3 Uses

CCI 3 Land Use	
Primary Uses	• Warehouses • Creative Fabrication • Co-working Hubs • Workshops • Retail Shop • F&B • Shopping Centres • Restaurant Cafe • Convenience Store • Indoor Recreation • Sports Complex • Culture Centre • Industrial CCI
Not Permitted	• Hazardous Use • Heavy Industrial, Storage • All other uses that do not meet the purpose and objectives

*Refer to SoS for optimal land use mix

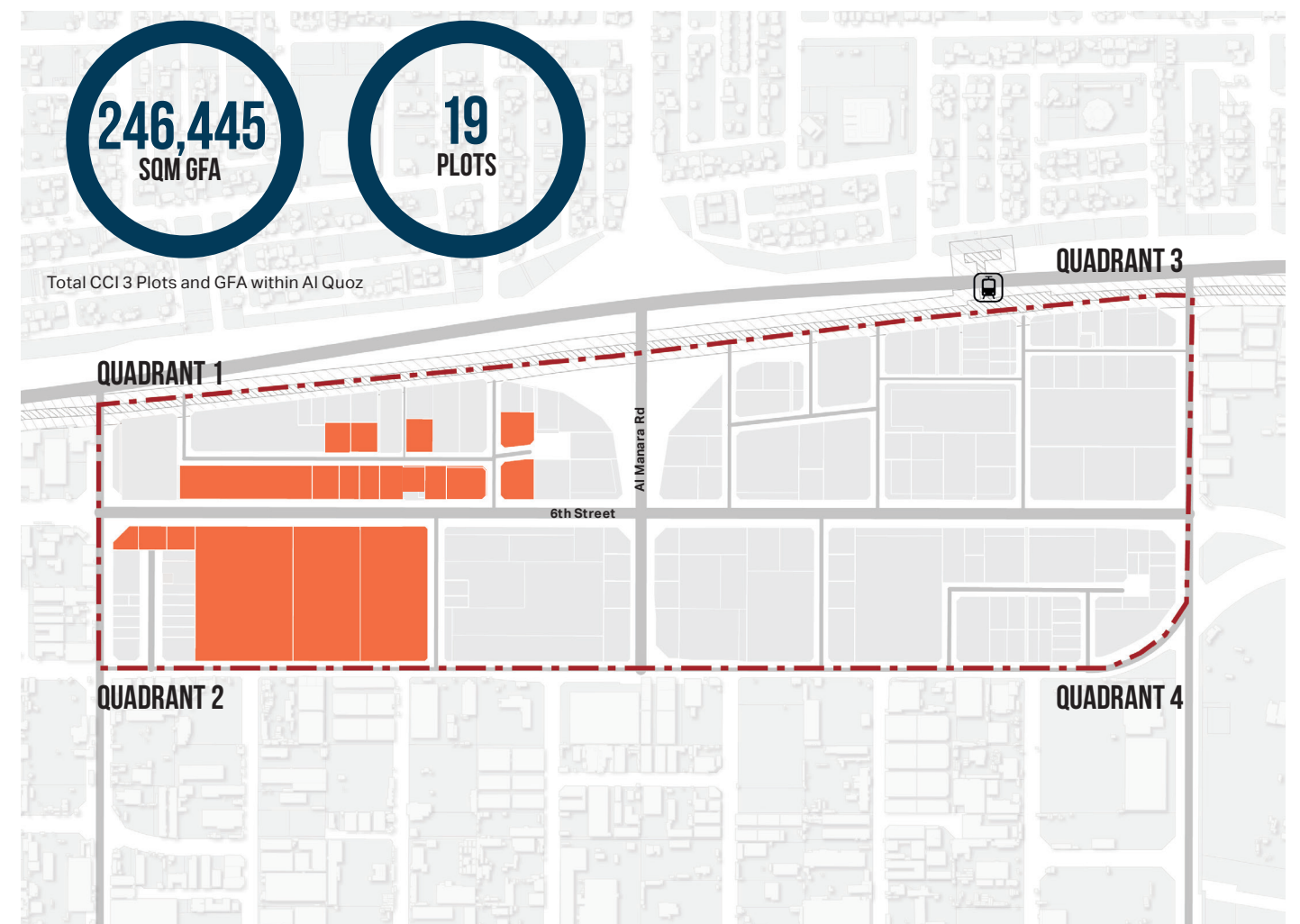


Figure 1.30 CCI 3 Land Use Map

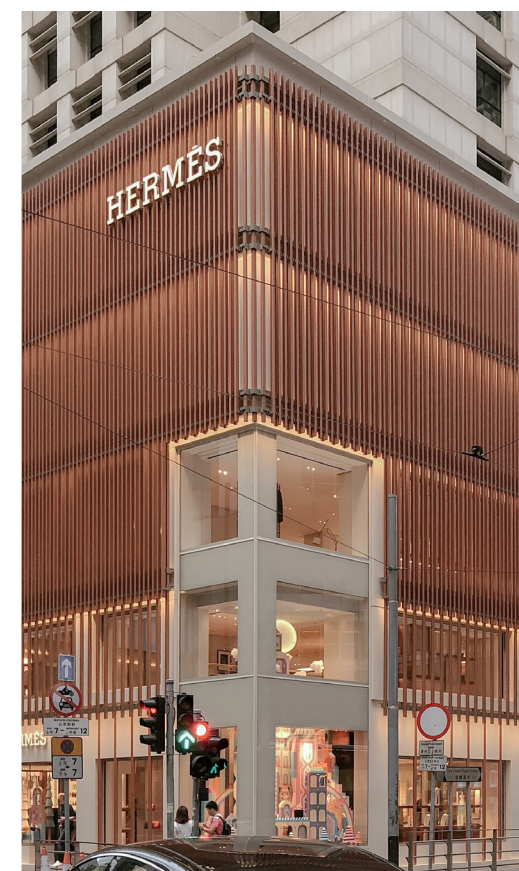
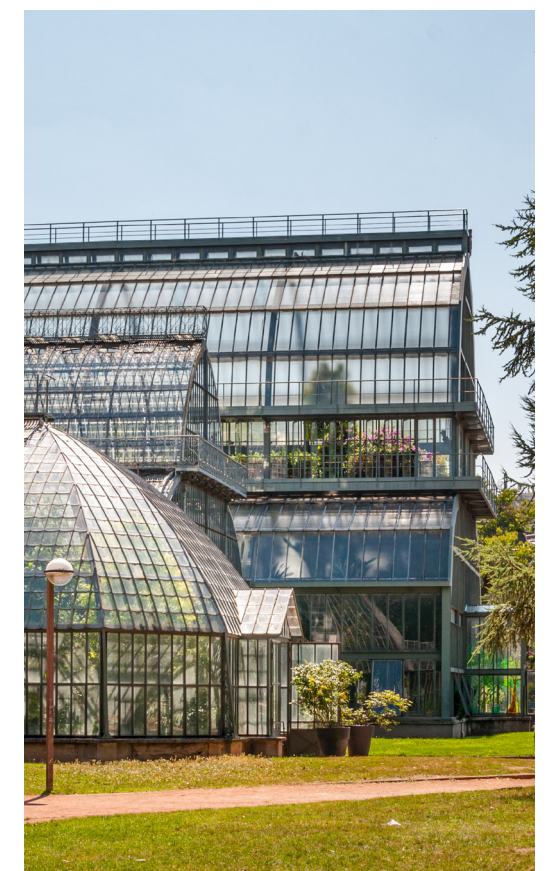


Figure 1.31 CCI 3



GENERAL PLOT STANDARDS

Table 1.20 General CCI 3 Plot Standards

Plot Standards	
Orientation	Buildings are to be appropriately spaced to allow prevailing winds (typically from the north, Northwest) to pass between individual developments
	Façades oriented towards the south, east and west should reduce the amount of glazing exposed to direct sun radiation through minimized/smaller window openings or increased shading
	Site buildings on plots such that the longer edge aligns with the primary road, where possible.
	Orient buildings to overlook internal courtyard spaces as much as possible– It can make the space feel safe and create a sense of ownership and responsibility from the overlooking buildings – as well as offer an extension into the public realm that is essential for residents.
Maximum Height	G+M
Setbacks and Edge Conditions	3m from all sides including front, residential set back is quarter of the height from neighbour and from center of sikka - CCI and Retail frontage preferably located along primary streets - Building entrances should not be located on 6th Street
FAR Range	1-2
Open Space Provision	10% of Plot Area to be Publicly Accessible (Privately Owned) Open Space (Not included within Setbacks). Plots with more than 90% existing built structures to include open space on roof. - All Open Spaces to include a dedicated area for children and/or quiet spaces for families.
Permissible Retail	- Maximum 9% for plots 3,000-5,000sqm - not to exceed 800sqm per plot - Maximum 5% for plots >5,000sqm - not to exceed 800sqm per plot
Recommended CCI	Minimum 37-42%

*Refer to SoS for plot specific regulations and standards. Exceptions Apply.

Table 1.21 CCI 3 Parking Strategy

Objectives		Guidelines	Description
PARKING (PARK)			
PARK-1	Sufficient parking is provided on the plot to meet the needs of the proposed land use	1.1	Each plot provides car parking spaces as required by the table below - in alignment with DM standards
		1.2	CCI Parking: 1 per 120 sq.m of GFA
PARK-2	Parking areas do not impact the efficient use of the site or create safety hazards	2.1	Parking spaces and vehicle manoeuvring areas are to be separated from pedestrian access paths and to ensure a safe and easily identifiable pedestrian pathway to the building entrance.
		2.2	- Parking areas are, where possible, to be located at the rear of the site and screened from public view. - Where parking areas are proposed at the front of the site, they are to be screened from public rights of way through the use of evergreen landscape plantings.
		2.3	Parking can be provided within underground basement levels. Podoium parking levels are prohibited.

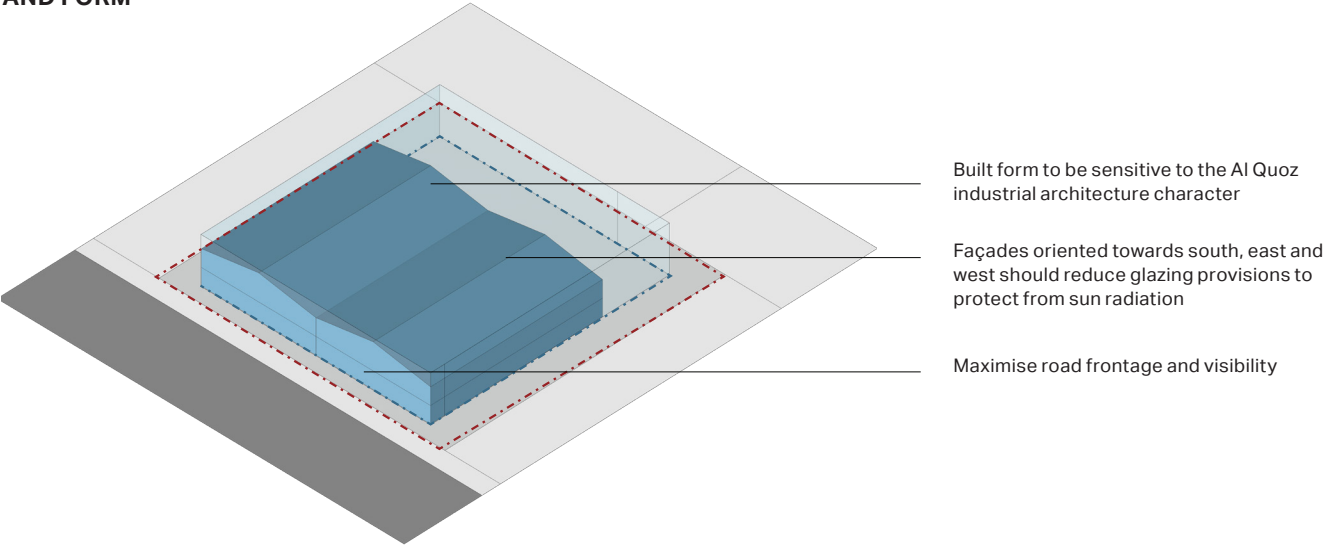
Table 1.22 CCI 3 Parking Rates

Land Use Description	Unit	Parking Rate
INDUSTRIAL		
Warehouse	100sqm GFA	0.377
RETAIL		
Local Shopping Centre	100sqm GFA	1.792
On-street Shopping		2.911
Restaurant		9.688
Furniture Store		0.86
Mall without Superstore		0.761
RECREATION		
Recreational Sports Hub	100sqm GFA	2.068

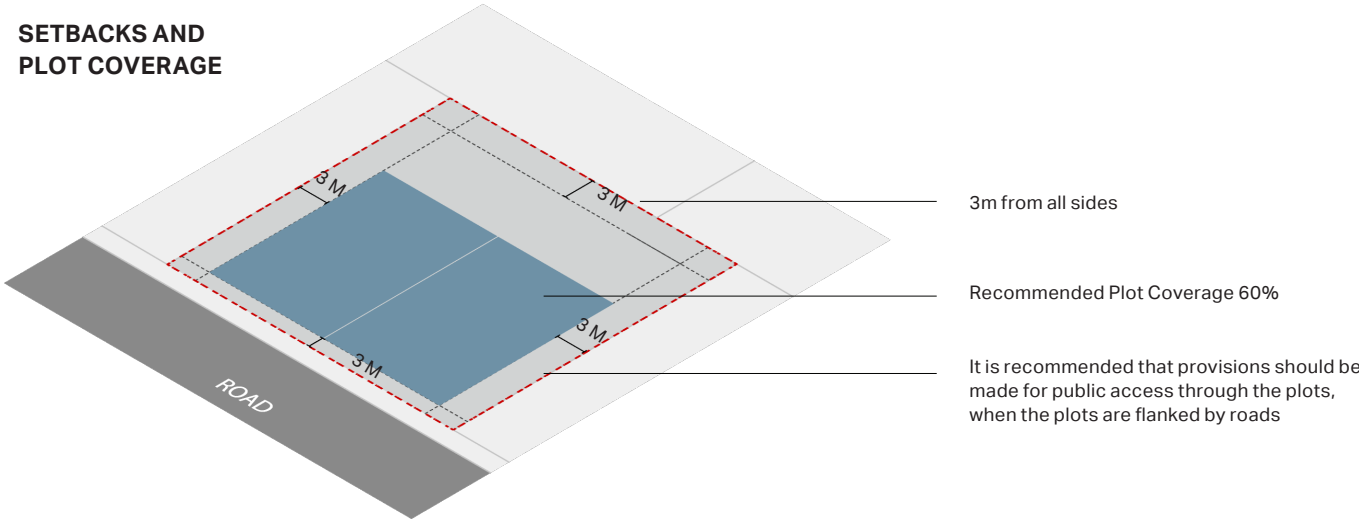
KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

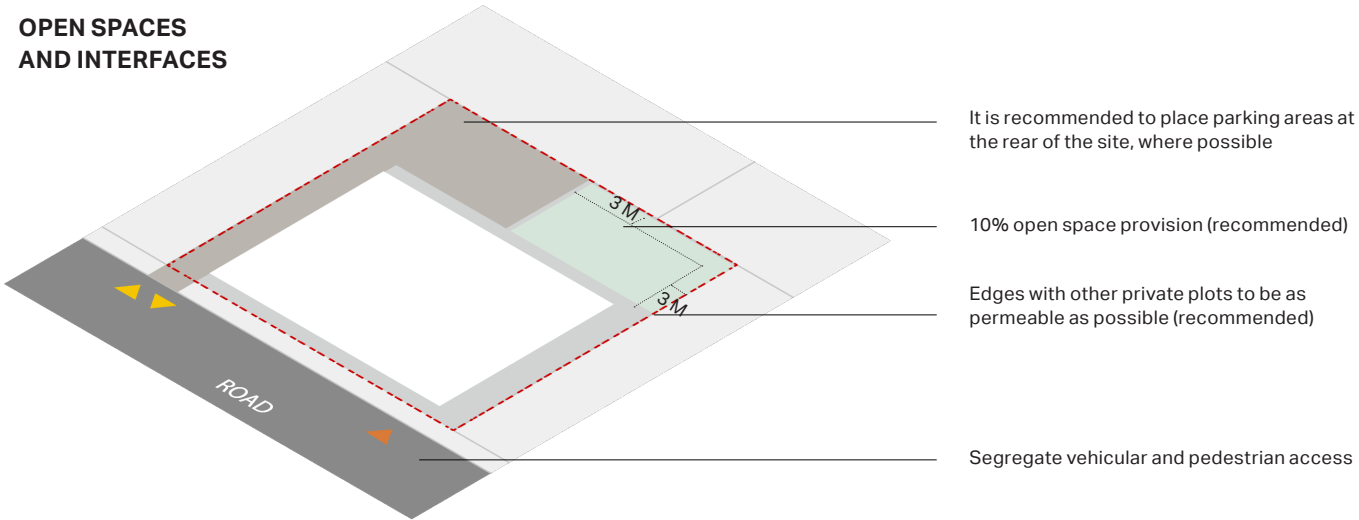


Figure 1.32 CCI 3: Industrial (Structure Maintained) Plot Standards

ARCHITECTURAL BUILT FORM AND CHARACTER



GENERAL GUIDELINES

Architectural guidelines provide designers and developers with essential and logical regulation to base future building design and modifications upon. They ensure built form displays overall site consistency with the vision and intent of the master plan. These guidelines have been developed with the following key principles:

- To encourage high quality built form, that enhances and compliments the overall street character and public domain - while maintaining industrial character of the site
- To create a strong connection and synergy between new development, the urban fabric and adaptively reused warehouse structures
- To enable appropriate yet flexible design; and – to minimise environmental impact on sustainable development.

Table 1.23 Architectural Built Form and Character: General Guidelines CCI 3

Objectives		Guidelines Description	
PROJECTIONS (PRO)			
PRO-1	Activation of frontages and pedestrian walkways with the use of arcades, awnings, canopies and shaded walkways	1.1	At the lower levels, awnings and canopies are permitted to extend beyond the building line (not exceeding plot boundary) to extend retail activity – it would also serve as a soft threshold/ transition between the public and private interface.
PRO-2	Awnings and arcades should be treated as part of the building design	2.1	Arcades should seamlessly integrate with entrances and create a continuous pedestrian flow within the development. Retail frontage and front arcade with a depth of 3m and a height equal to the ground floor shall be provided. Arcade/ awning could be extended up to plot limit to provide continuous shading.
		2.2	Awnings should be an enhancement to the building facade and be proportional with and complimentary to nearby buildings and awnings.
	Balconies can be used to enhance the building façade	3.1	There should be a continuity of balcony types and materials (glass) that complement building material and correspond to character area style.
		3.2	On street and public realm facing buildings, balconies should not dominate the façade. They should be moderately used and integrated into the overall composition of the façade.
		3.3	Terraces should be recessed to ensure continuity of the facade surface while creating visual interest through the use of different materials.
ACTIVE EDGES (AED)			
AED-1	Ground floor frontage should be attractive to encourage pedestrian footfall	1.1	The entire ground level should maximize activity and transparency creating a vibrant atmosphere for pedestrian environment.
		1.2	Features at the ground floor should be considered at human-scale detail on the facade and in line with the public realm.
		1.3	Active frontage should have a high degree of pedestrian permeability for retail, residential access and public amenities.
ROOF ELEMENTS AND SCREENING (RES)			
RES-1	Service areas and roof top structures should have minimal visual, noise and odour impacts on streetscape, public spaces and adjoining properties	1.1	Roof equipment should not adversely affect the acoustic and visual amenity from adjoining properties. Service structures located within the roof top areas should be setback from the edge of the building and where possible, clustered and screened. If roof equipment is not visible when viewed from the street level (i.e. Screened by the parapet), the equipment does not require further screening. If additional recreational spaces are located on the roof, then additional screening would be required.
		1.2	Service facilities (including rubbish bins, outdoor storage, service areas, ground and wall mounted mechanical and electrical equipment (excluding transformers and pedestals) should be located away from public view and adequately screened from surrounding uses. A combination of fences, walls, gates, landscaping and public art should be used to screen service facility areas.
		1.3	Continued use of pitched roofs and corrugated metal is recommended to preserve the industrial character of the site.
ACCESSIBILITY (ACC)			
ACC-1	Plot access is safe and convenient and the design of vehicular crossovers promotes safe and efficient access to plot	1.1	Consolidate and restrict number of entry points where possible to minimise traffic congestion and hazards in public streets and avoid negative impacts on public realm.
		1.2	Where a plot fronts onto more than one road (i.e. corner plot), vehicle access is provided from the secondary road.
ACC-2	Following the development hierarchy, pedestrian access should be prioritised	2.1	Pedestrian access should be clearly separated from vehicle access crossovers and driveways.
		2.2	Design should utilise walkways, landscaping, paving, shade structures, lighting and other elements to emphasise the separation between vehicle and pedestrian entrances to the plot.
ACC-3	Development should optimise accessibility to buildings, ensuring universal design principles are integrated into all key access points	3.1	Clear, direct and secure access should be provided throughout the building and site, inclusive of main entrances, communal public space, car parking facilities, public streets and lobbies. Active and passive surveillance techniques to be utilised.
		3.2	Ensure universal access is provided to main entrances from the street and car parking areas. At least 1 entrance per building should be accessible to wheelchair users.
ACC-4	Main entrances should be integrated into the overall building design and clearly articulated from the street	4.1	If there is one main entrance, it should be clearly distinguished as the only main entrance. The scale, form and detailing of the entrance can be manipulated for this purpose.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



Table 1.24 Architectural Built Form and Character: General Guidelines CCI 3 (Cont'd)

Objectives		Guidelines Description	
FENESTRATIONS (FEN)			
FEN-1	Buildings utilise fenestration and sun control measures to provide a comfortable and manageable indoor environment	1.1	To reduce solar heat gain and reflection of glare, windows and large areas of glass should be recessed. It is also preferable that large glazed areas are divided into smaller parts. Use of sun shading devices is also permitted to reduce glare, maintain indoor temperature and provide texture to building façades.
SURFACE TREATMENTS (SURF)			
SURF-1	Façades and surface treatments can be used to add architectural interest to the building façade	1.1	Built surfaces interwoven with hi-tech and interactive surfaces would create interesting contrasts and hence a positive pedestrian and retail experience.
		1.2	The design and articulation of each building facade should provide visual interest and respond to site conditions. Frontage of buildings should positively contribute to the overall character of the development while complementing existing façades.
		1.3	Overall surface treatments that are innovative and reflect the creative and cultural identity, as well as the industrial heritage of the area are encouraged. Vertical operable louvres inspired by seam cladding can help create an animated and dynamic building façade.
SURF-2	Vertical wall and roof gardens should provide aesthetic and environmental benefits	2.1	Incorporate vertical and/or roof garden, where appropriate, to enhance facade articulation, provide recreational space, increase greenery on site and provide micro-climatic benefits.
SURF-3	Building elevations should define and enhance the public domain and desired street character, and offer a cohesive design	3.1	A minimum of 30% of retail façades overlooking green spaces should be comprised of clear vision glass – that allows views in and out. The provision of recesses, materials, entrances or openings every 10m-15m along the street frontage is recommended (i.e. avoid single plane walls). Frequent doors and windows overlooking public spaces have a positive impact on its utility. Glass allows the activities from ‘inside’ to flow ‘outside’ and connect with the public realm – while mirrored / tinted glass can be used to preserve privacy while ensuring views out.
		3.2	Transparent edges towards the public realm enhances natural involuntary surveillance throughout most of the day. Active retail uses should be proposed along open spaces as they have the potential to create vibrant and encouraging environments that generate pedestrian movement.
		3.3	Building surfaces over 15m wide are encouraged to divide their elevations through a change of plane, introducing projections and by varying façade treatments.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of Al Quoz	1.1	• Introduction of new materials including wall cladding, bricks, glass and colourful tiles in addition to the concrete, corrugated metal and stone elements within the existing industrial character of the site is recommended • Buildings are to make use of regionally appropriate materials that are sensitive to Al Quoz’s industrial heritage • All materials and finishings are durable and easily maintained. They do not readily stain, discolour or deteriorate • Retain industrial associations with introduction of contemporary interpretations • Restraint in the number of different materials selected. Avoid highly reflective surfaces • Reflect predominant building material within respective character area and select compatible or similar treatments • Reflect industrial heritage in muted colours and introduce colour to draw focus • Creative use of industrial materials and structures – cladding, façades etc. is recommended • Refer to quadrant and land use types for materials and colour palette.
BUILT FORM (BUF)			
BUF-1	Introduce contemporary style into industrial character of the site- utilising regeneration as a key development strategy	1.1	• New buildings/additions should use modular designs and incorporate variations in scale to upgrade the industrial character • Retaining as much of the building’s structure as possible is recommended to offer a historic context and character for future use. The existing warehouse offers versatility and enable the creation of naturally well-lit, flexible spaces which can accommodate various activities for new uses. • Reuse and up-cycling of existing buildings and industrial structures is encouraged • Develop designs that are modular and adaptable utilising prefabrication or reuse of standardised components in different ways • New development is proposed to replace structure that are in poor conditions or are additional buildings and elements placed within open spaces • Residential apartment buildings are proposed within the new developments to gain efficiencies in density and to increase the residential population. This is balanced with warehouse residential conversion to retain the character of the rea and create homes specific to the warehouse district.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



DEVELOPMENT MAINTAINS INDUSTRIAL STRUCTURE

Table 1.25 Architectural Built Form and Character: General Guidelines CCI 3 (Cont'd)

Objectives		Guidelines Description	
DENSITY AND BUILT FORM (DBU)			
DBU-1	The density and built form of development is consistent with the intent of the AI Quoz CMP	1.1	For developments without a recreational component: • The large volume and pitched roof-scape of existing warehouse structures is maintained to protect industrial heritage and identity of AI Quoz, offering flexible spaces which can accommodate various activities for new uses. • Dividing the building mass (internally) into small components creates interesting, modular compositions with intimate internal spaces. For developments including recreational component: Utilisation of unique facade treatment and/or exposed structure to allow for visual continuity from inside to outside is recommended.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of AI Quoz	1.1	Refer to following images for materials and colour palette by quadrant

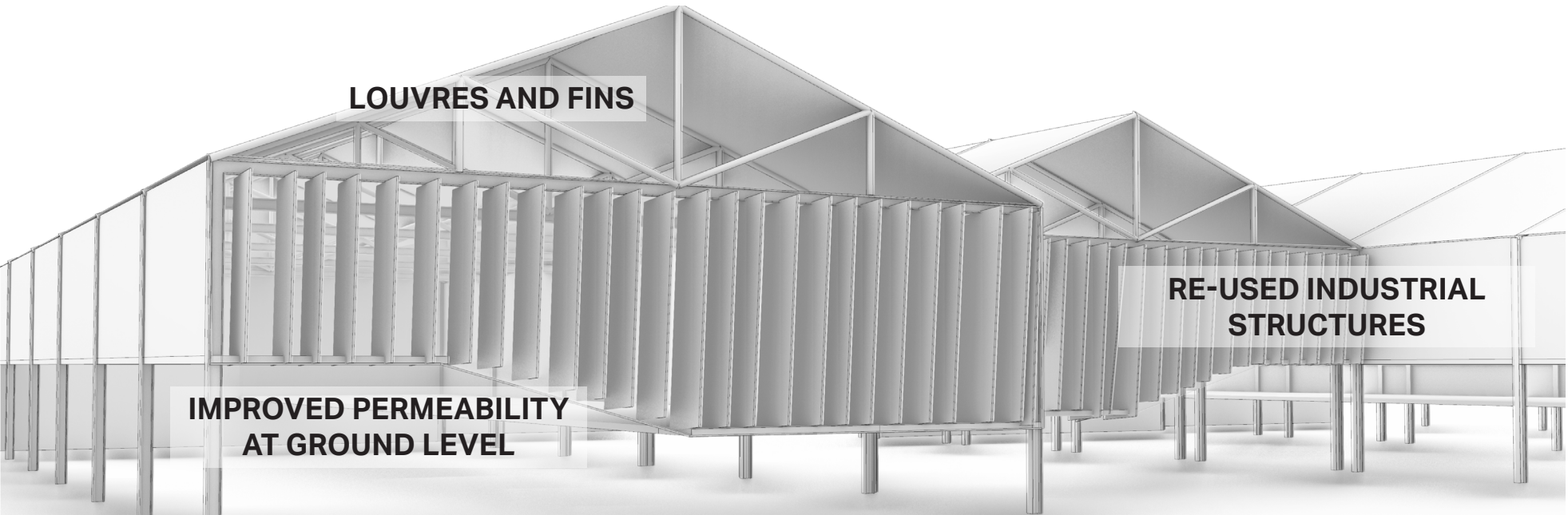
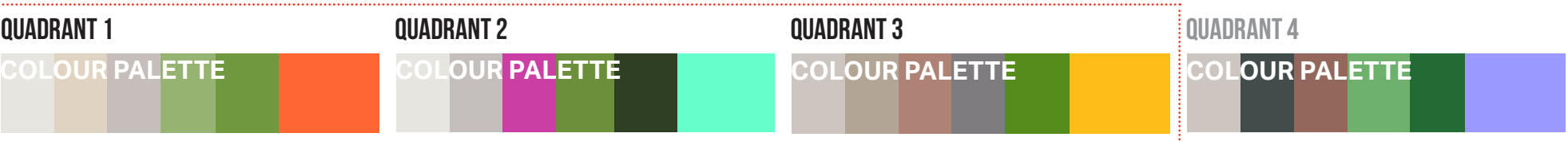
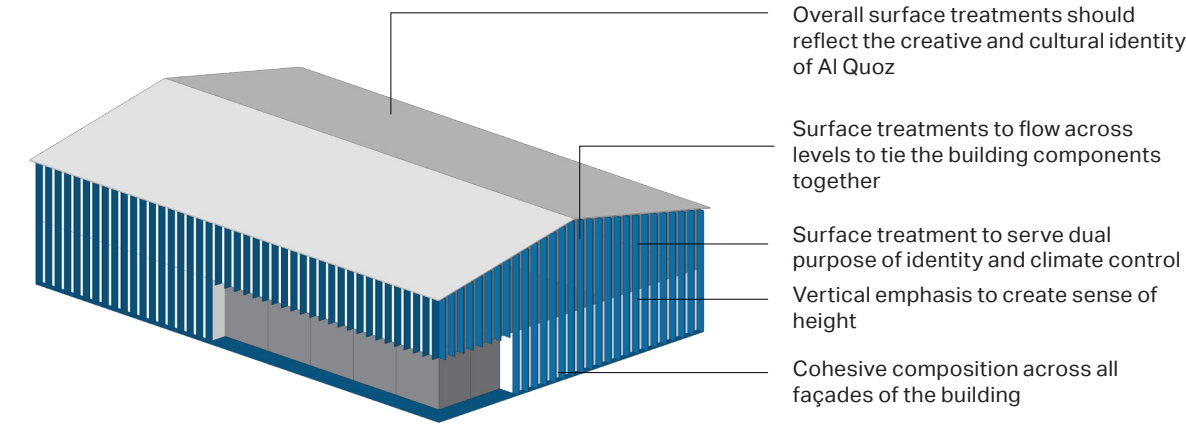


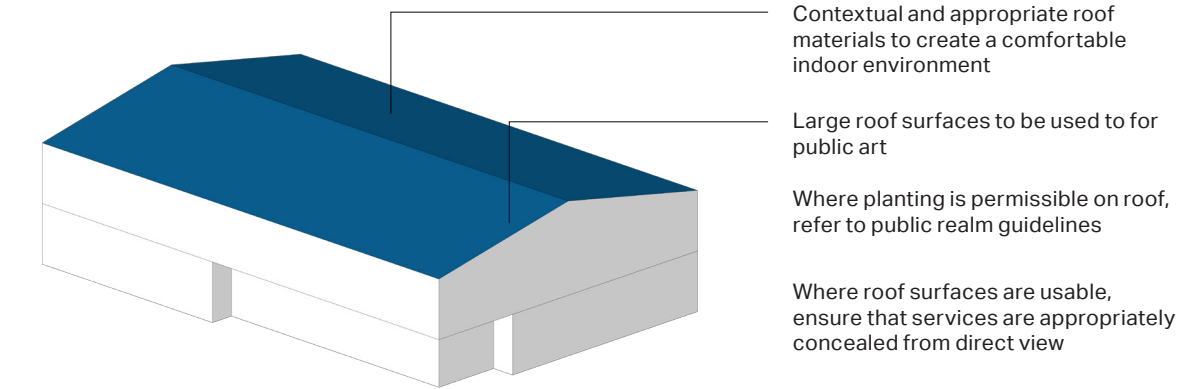
Figure 1.33 CCI 3: Industrial (Structure Maintained) Building Typology



FACADE



ROOF ELEMENTS



ACCESS

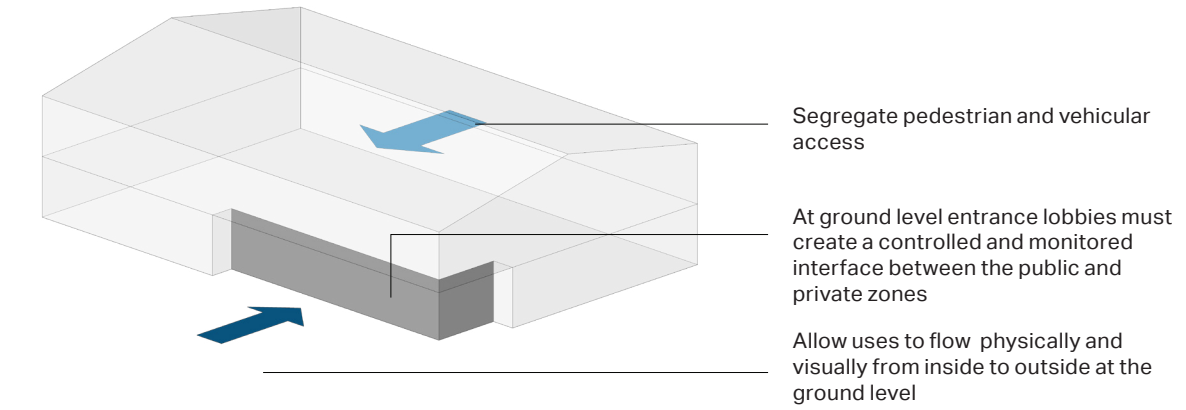
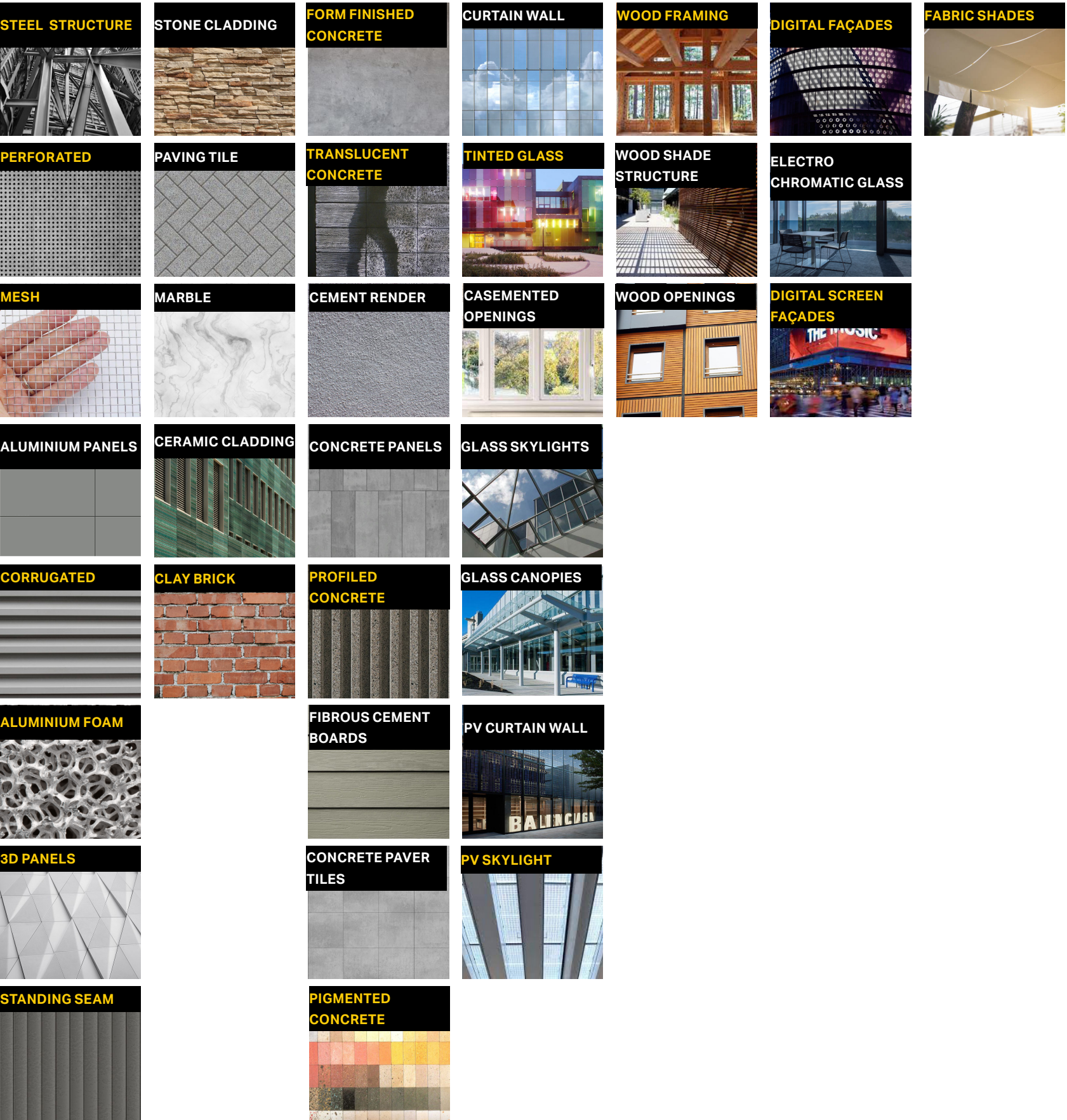


Figure 1.34 CCI 3: Industrial (Structure Maintained) Architectural Built Form and Character

CCI 3: MATERIAL PALETTE/ PREFERRED MATERIAL



ART STRATEGY



PUBLIC ART WORK LOCATED WITHIN PRIVATELY OWNED PLOTS AND WITHIN THE PUBLIC REALM

Artwork embedded into Al Quoz Creative Zone's urban framework and built form creates vibrant spaces that inspire creativity, whilst further strengthening the cultural aspects. Artwork not only improves the aesthetics and attractiveness of an area, it also activates spaces, creates visual interest and engages the local community and artists. Artwork provides insight into culture and community values, plays a strong role in creating and celebrating Al Quoz's sense of place and identity.

It is required that plot owners contribute to the public art development of Al Quoz Creative Zone through the incorporation of public art elements within their plots. These guidelines will provide information on how and where to incorporate creative art pieces, art types, maintenance and materials.

Table 1.26 Art Strategy: SZR Plots

Objectives		Guideline	Description
ART (ART)			
ART-1	Development provides for public art in key locations to create landmarks, a sense of identity to Al Quoz Creative Zone's development and to enrich the community through exposure to public arts, culture and community values.	1.1	Al Quoz Creative Zone to incorporate temporary and permanent art installations into private plots at varying levels, ground, walls and roof, to provide a more attractive and engaging environment. Permanent art pieces can also include the incorporating art work into unattractive infrastructure elements such as a/c units, pocket substations and manhole covers.
		1.2	Seek collaboration with local artists or art institutions to create and help maintain the artwork.
		1.3	The following types of public art works are permitted on all plots: - Standalone: for example sculptures, statues, structures - Integrated (into architecture/ landscape): for example bas reliefs, mosaics - Applied (to a surface): for example murals, building mounted sculptures - Installation: large scale, mixed-media constructions - Digital New Media: all forms of contemporary art made, altered, or transmitted using new forms of media technology
		1.4	Plots >5,000sqm are required to include a public art element that is visible from surrounding streets
		1.5	Consideration to be given to structural and surface soundness, and to inherent resistance to vandalism, weathering and excessive maintenance or repair cost.
		1.6	Art pieces should be clearly identifiable as an artwork (i.e. not advertising), reflect the history and/or character of the area through the concept and ideally include a digital overlay by the commissioned artist.
		1.7	If relevant/required, the art piece should be lit appropriately during the hours of darkness.
ART-2	Materials and Maintenance	3.1	Materials to be robust, durable, timeless and low maintenance, ensuring consideration is given to the local climate.
		3.2	It should be maintained properly, cleaned and repaired as necessary (no work should be installed if the maintenance requirements cannot be met).
		3.3	Artwork created on private property must remain accessible to the public at no cost and be maintained in good repair by the plot owner. In the event that the artwork is damaged beyond repair, or becomes ineffective for reasons other than the owner's failure to maintain it, or in the event the work becomes an unreasonable burden to maintain, application to allow its removal or relocation may be made to relevant authority in a manner consistent with decommissioning procedures.
ART-3	Site Selection and Placement Criteria	3.1	In order to ensure public art is equitably distributed, and that it is sited in such a way as to enhance and activate public spaces, sites where public art is to be displayed should: - Experience high levels of pedestrian traffic and/or be part of the Creative Hub's circulation paths; - Be easily visible and/or accessible to the public; - Serve to anchor and activate its area; - Enhance the overall public environment and pedestrian experience; - Help to create a place of footfall and activity; - Establish landmarks and gateways.
		3.2	The position and size of the artwork should be in keeping with and enhance the plot, building, wall or hoarding on which it is located, as well as the surrounding area. It should be placed in a site where it is not overwhelmed by nor competing with the scale of the site or adjacent architecture, large retail signage, etc.
		3.3	The work should be located so as to be either immediately visible or in a place where it will be visible by the most people (community, visitors, commuters, tourists). However, for those located within "Hidden Gems", art pieces can be concealed/ internally placed within a plot to create a sense of surprise, discovery and excitement.
		3.4	Artworks should not block windows or entrances, nor obstruct normal pedestrian circulation (unless such alteration is specifically a part of the experience or design).
		3.5	The art work should be placed in a site where landscaping and maintenance requirements of that site can be met.
		3.6	Artwork to be placed in a site where it will enhance its surroundings or at least not detract from it (no hidden, blind spots).
		3.7	Works should be sited where it will create a place of footfall or in a location that experiences high levels of pedestrian traffic.
		3.8	Art should be located in a site where it will effectively enhance and activate the streetscape experience.
		3.9	Artwork located at gateways are to give priority to signage elements and structures and not hinder or obstruct their visibility.

ART STRATEGY



Table 1.27 Art Strategy Cont'd: CCI 3

Objectives		Guideline	Description
ART (ART)			
ART-4	"Made in the UAE" Artwork	4.1	It is recommended that public art commissioning opportunities are made only available to UAE-based artists and designers. Proposed concepts should respond to the area, acknowledging its history.
		4.2	Utilise UAE skill-base and artists only in order to promote and highlight the excellence of Dubai's professionals and to build a strong talent base for future projects.
		4.3	Involve communities (residents, businesses, tourists) through consultation and participation in order to effectively build meaning, relevance, loyalty and belonging, and as such, is a pillar of international best art practice.
		4.4	60% of fabrication to be contracted to existing manufacturers and fabricators in Al Quoz to assist with budgets whilst contributing to the local economy, local businesses and building a sense of pride and ownership among existing users.
		4.5	In line with Dubai's growing focus on sustainability, artwork to be made using recycled/ re-purposed materials (car parts, tyres etc..) and /or material of local specialist fabricators (steel, concrete, tiles/ mosaics).
		4.6	Facilitate future creativity: Facilitate the organic in terms of accommodating for spontaneous expression, disruption and collaboration by providing spaces for practice and experimentation by the local community and art sector

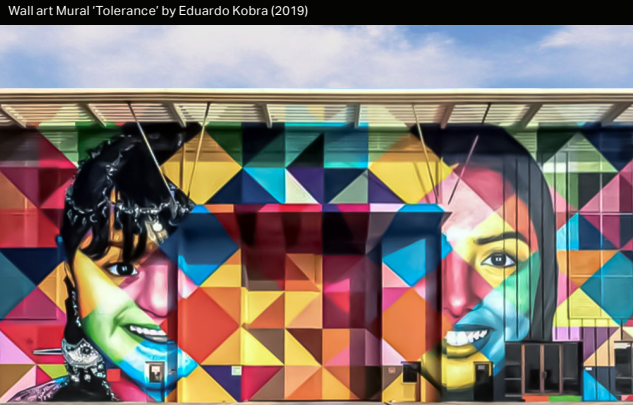
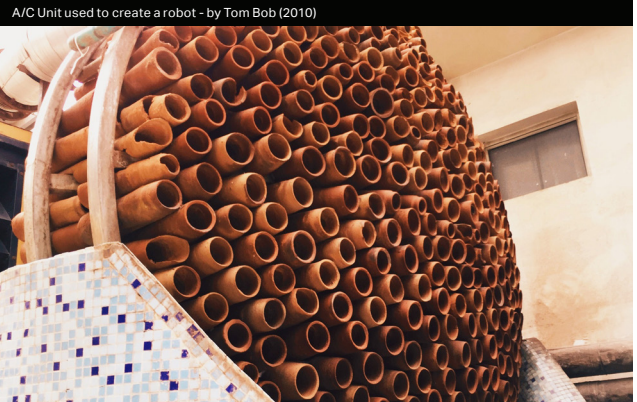
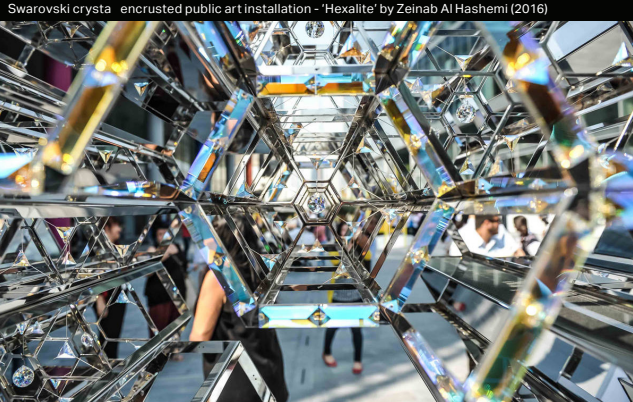
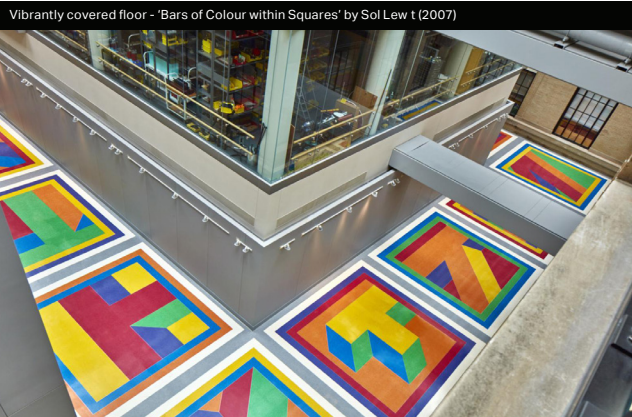


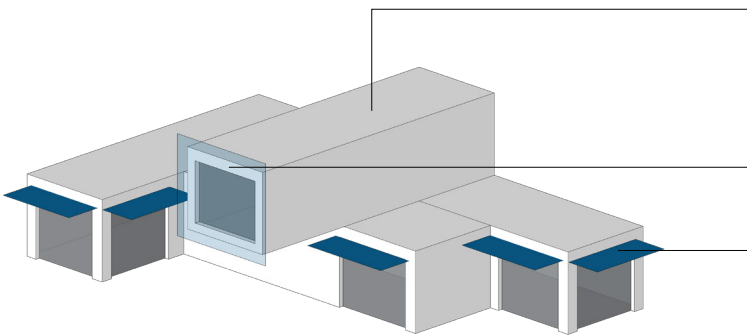
Figure 1.35 Examples of Art Work

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



DEVELOPMENT INVOLVES NEW RETAIL DEVELOPMENT

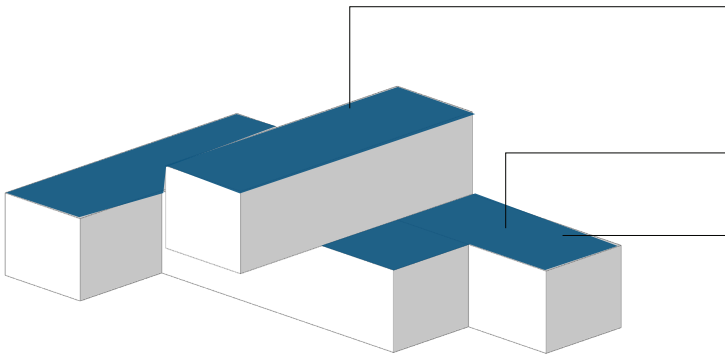
FACADE SHADING



- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Surface treatments to flow across levels to tie the building components together
- Awnings and canopies are permitted to extend beyond building line but not plot boundary
- Surface treatment to serve dual purpose of identity and climate control



ROOF ELEMENTS

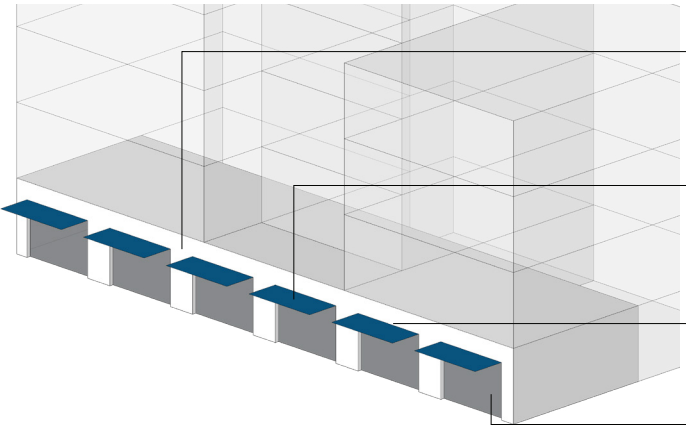


- Contextual and appropriate roof materials to create a comfortable indoor environment
- Large roof surfaces to be used to for public art
- Where planting is permissible on roof, refer to public realm guidelines



Figure 1.36 CCI 3: New Retail Development Architectural Built Form and Character

FACADE



- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Activate frontage with arcades, awnings, shade walkways
- Awnings and canopies are permitted to extend beyond building line but not plot boundary
- Attractive frontage to encourage footfall. All CCI and Retail frontage to be located along primary street.



Figure 1.37 CCI 3: Retail Frontage Architectural Built Form and Character

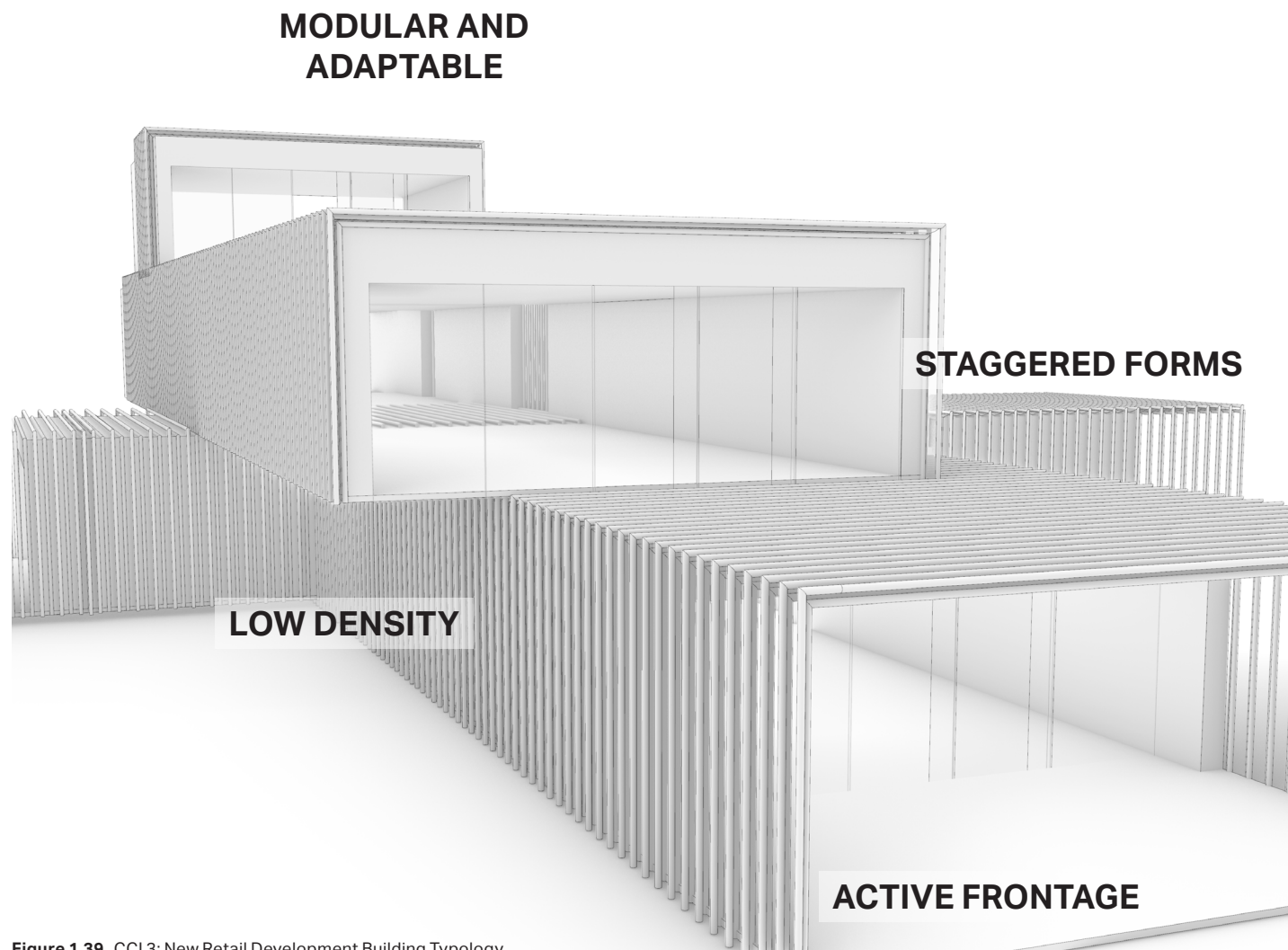


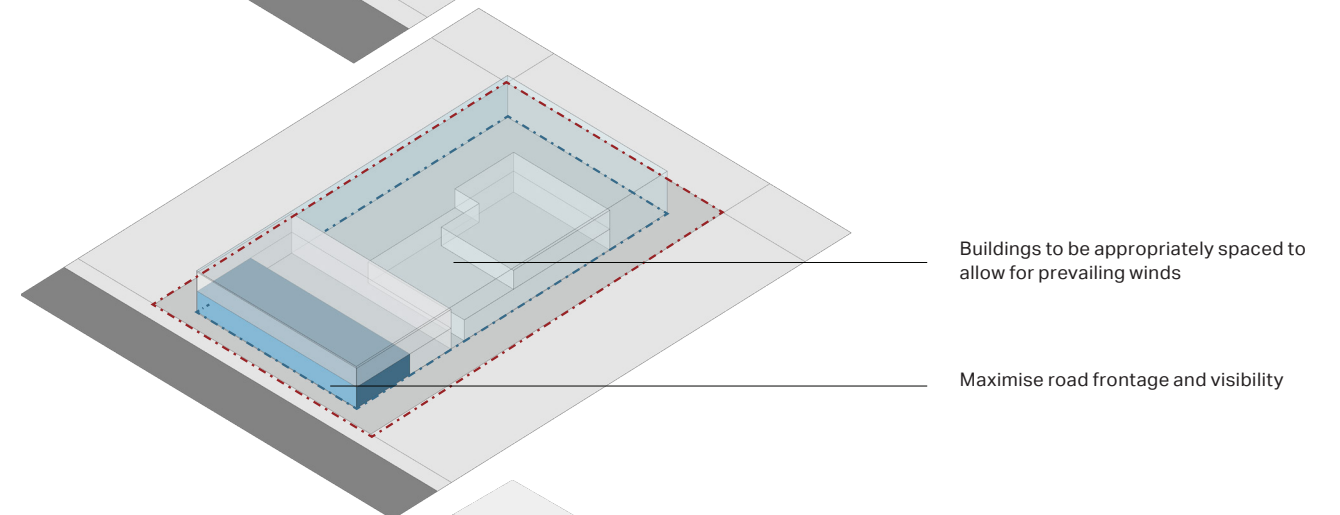
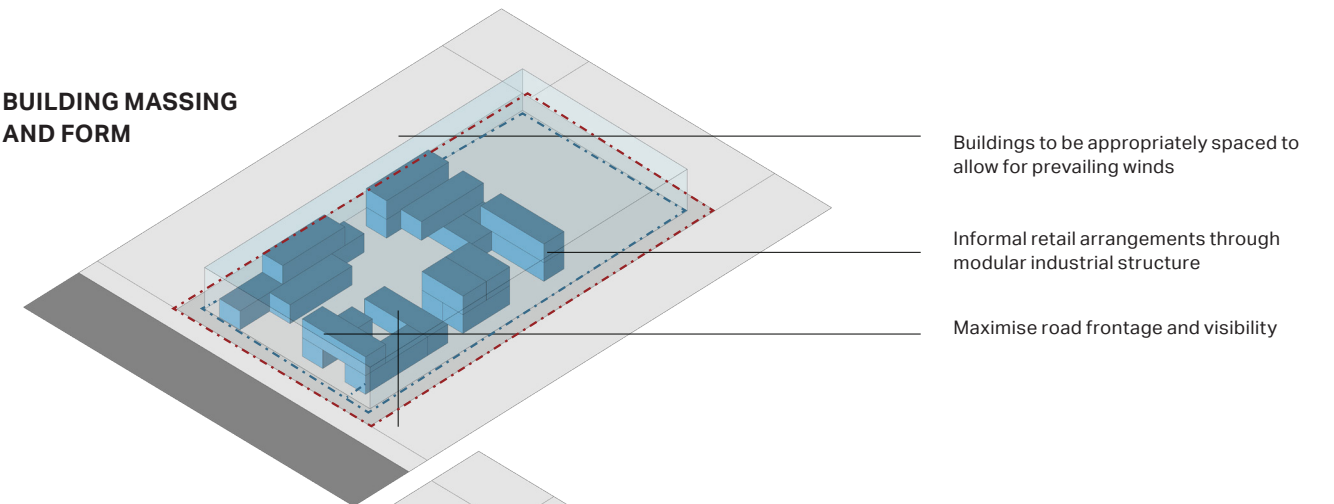
Figure 1.39 CCI 3: New Retail Development Building Typology



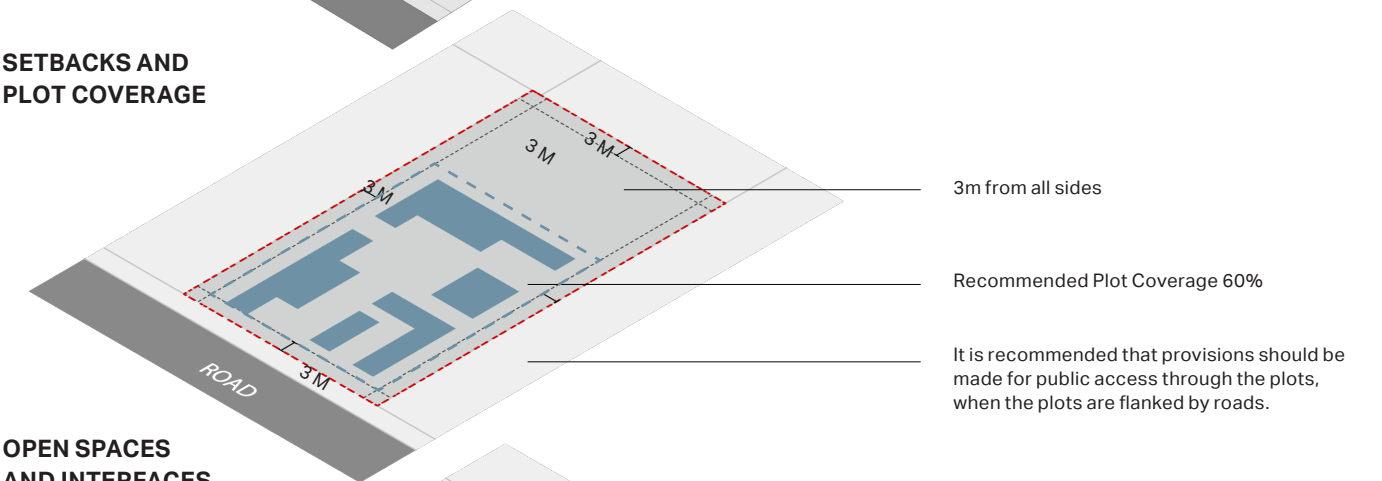
KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

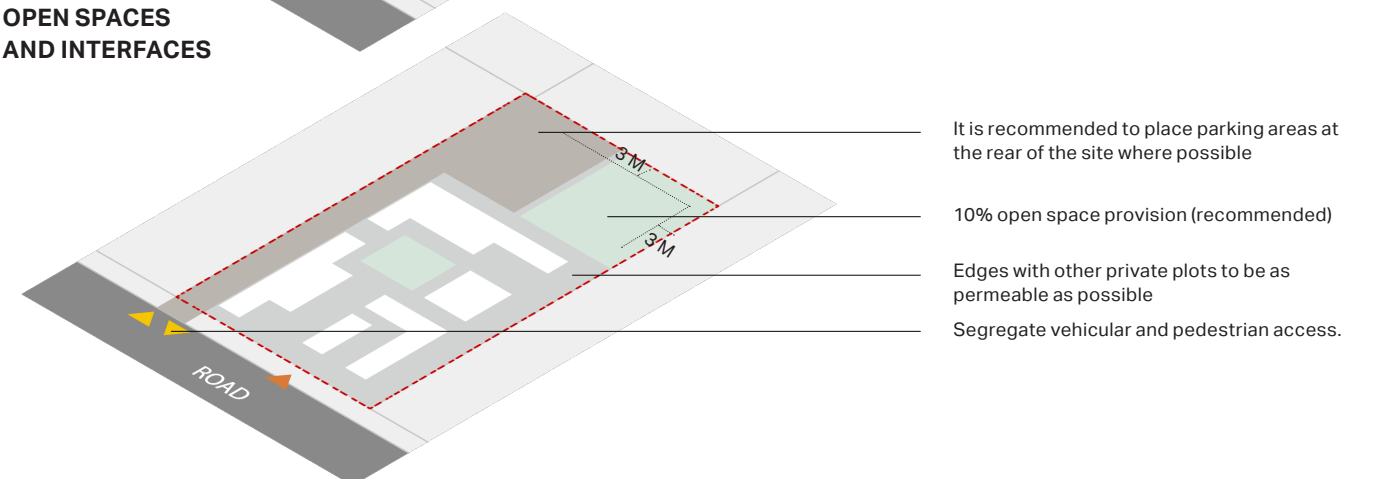
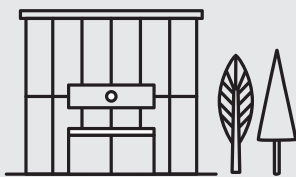


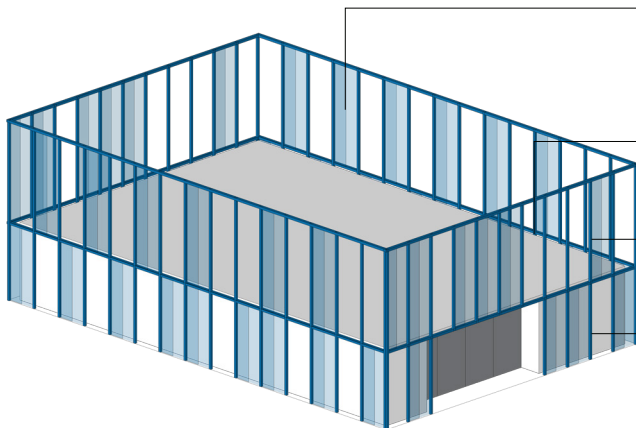
Figure 1.38 CCI 3: New Retail Development Plot Standards

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



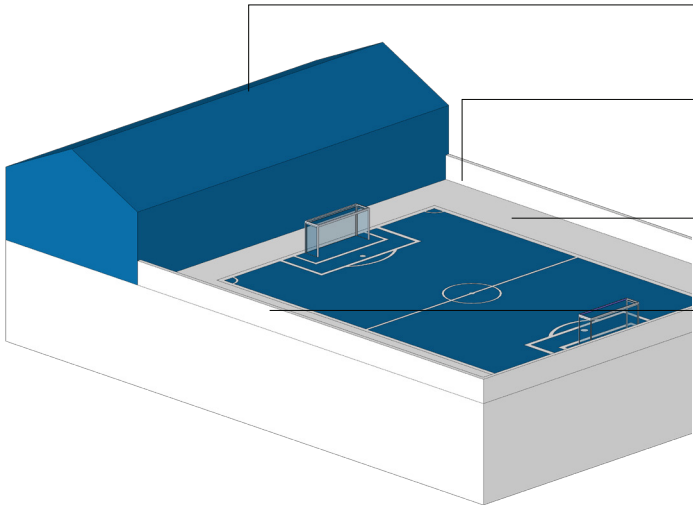
DEVELOPMENT INCLUDES RECREATIONAL COMPONENT

FACADE



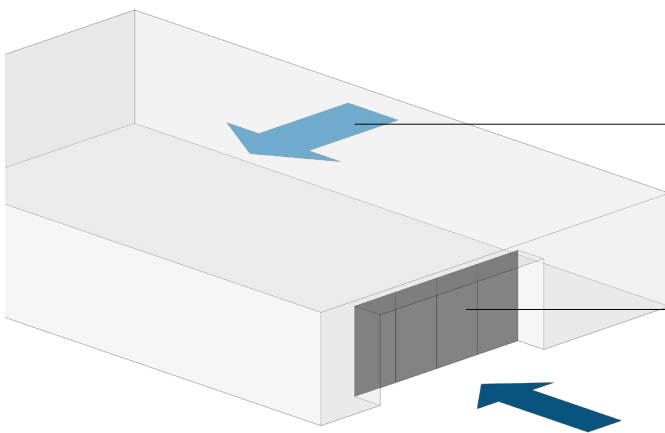
- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Surface treatments to flow across levels to tie the building components together
- Surface treatment to serve dual purpose of identity and climate control
- Vertical emphasis to create sense of height

ROOF ELEMENTS



- Large roof surfaces to be used to for public art
- Contextual and appropriate roof materials to create a comfortable indoor environment
- Where planting is permissible on roof, refer landscape guidelines
- Where roof surfaces are usable, ensure that parapets have appropriate height for safety

ACCESS



- Segregate pedestrian and vehicular access
- At ground level entrance lobbies must create a controlled and monitored interface between the public and private zones



Figure 1.40 CCI 3: Recreational Architectural Built Form and Character

CCI 3: RECREATIONAL MATERIAL PALETTE/ PREFERRED MATERIAL

STEEL
STRUCTURE

STONE
CLADDING

FORM FINISHED
CONCRETE

CURTAIN WALL

WOOD FRAMING

DIGITAL
FAÇADES

FABRIC SHADES

PERFORATED

PAVING TILE

TRANSLUCENT
CONCRETE

TINTED GLASS

WOOD SHADE
STRUCTURE

ELECTRO
CHROMATIC
GLASS

MESH

MARBLE

CEMENT RENDER

CASEMENTED
OPENINGS

WOOD OPENINGS

DIGITAL SCREEN
FAÇADES

ALUMINIUM
PANELS

CERAMIC
CLADDING

CONCRETE
PANELS

GLASS
SKYLIGHTS

CORRUGATED

CLAY BRICK

PROFIED
CONCRETE

GLASS CANOPIES

ALUMINIUM
FOAM

FIBROUS
CEMENT BOARDS

PV CURTAIN
WALL

3D PANELS

CONCRETE
PAVER TILES

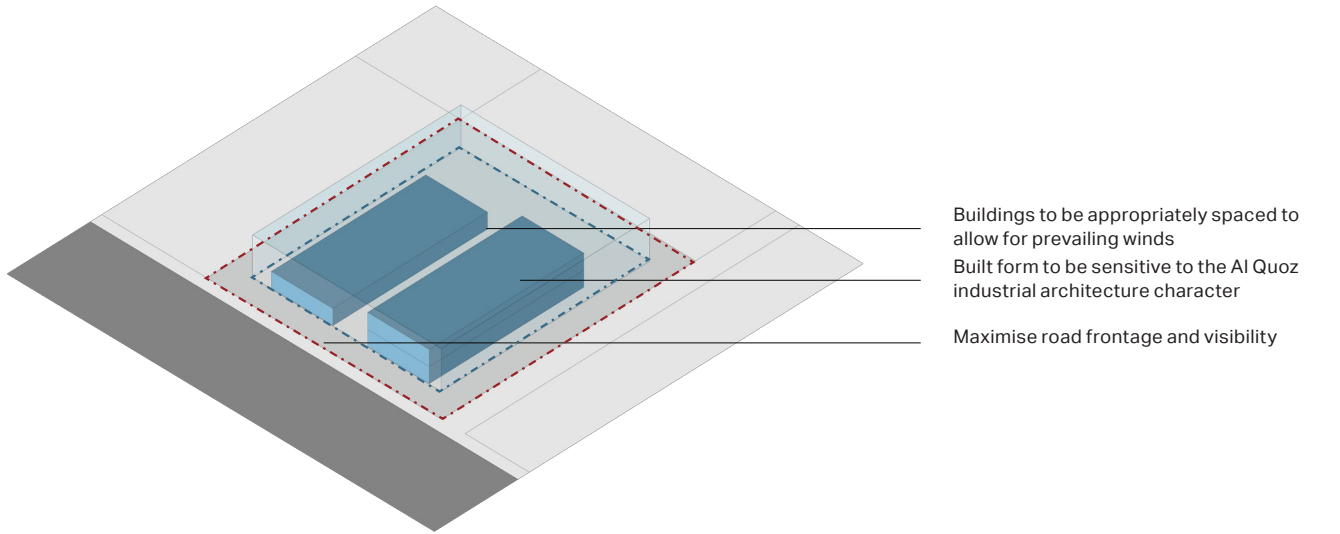
PV SKYLIGHT

STANDING SEAM

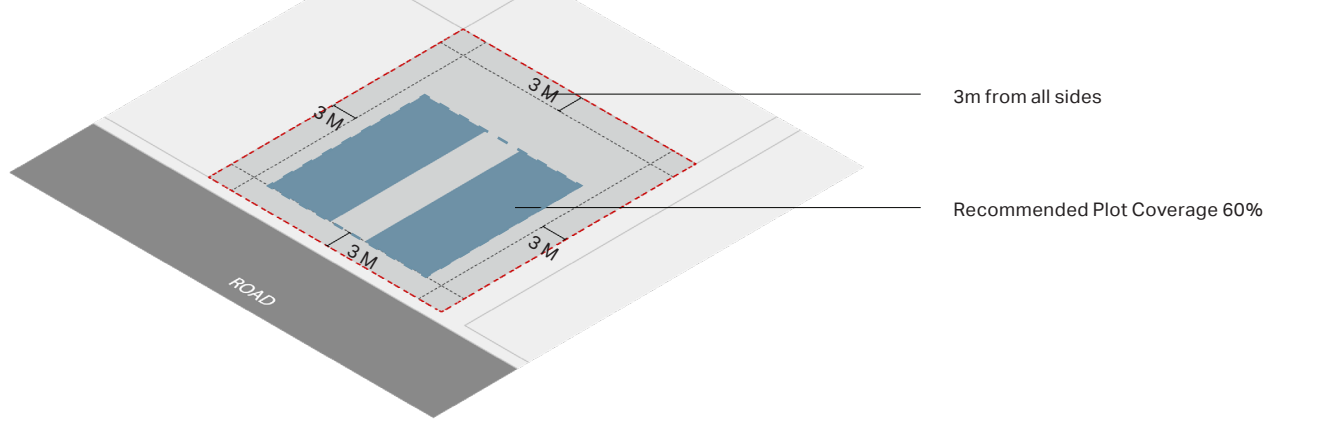
PIGMENTED
CONCRETE

- KEY
- Indicative Building Footprint
 - Building Envelope
 - Plot
 - Road
 - Plot Boundary
 - Building Setback
 - Vehicular Access
 - Pedestrian Access
 - Indicative Parking Zone
 - Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

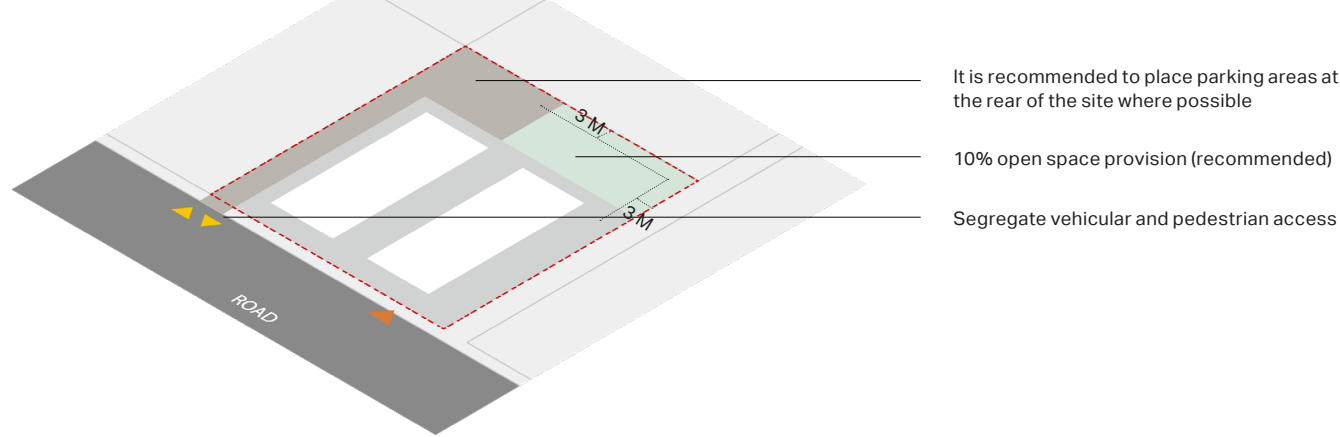


Figure 1.41 CCI 3: Recreational Plot Standards

1.4

SZR PLOTS: INDUSTRIAL CCI, OFFICE, RESIDENTIAL AND RETAIL



APPLICATION

This section should be referred to by plots along SZR. The majority of plots along SZR are currently permitted ground and mezzanine levels for showrooms/storage and a first floor for office use. In order to promote the introduction of CCI within these plots, the following is recommended:

- **Plots along Sheikh Zayed Road (SZR):** Existing land use applies with 2 additional office floors subject to 50% of the GFA dedicated to CCI uses.
- *Plot 3640662: currently permitted G+M+10 (office, retail and residential) to be permitted additional 2 storeys dedicated to CCI
- **Plot 3640289: currently permitted G+2P+10 (office, retail and residential) to be permitted additional podium level dedicated to CCI

PERMITTED AND NON-PERMITTED LAND USES

Table 1.28 Permitted Uses within SZR Plots

SZR Plots Land Use	
Primary Uses	• Showrooms • Art galleries • Offices • Co-working spaces • Retail Shop • F&B • Shopping Centres • Restaurant Cafe • Convenience Store • Modular, affordable co-living spaces • Multi-unit residential apartment • Boutique Hotel, Serviced Apartment • Industrial CCI
Not Permitted	• Hazardous Use • Heavy Industrial, Storage • All other uses that do not meet the purpose and objectives

*Refer to SoS for optimal land use mix

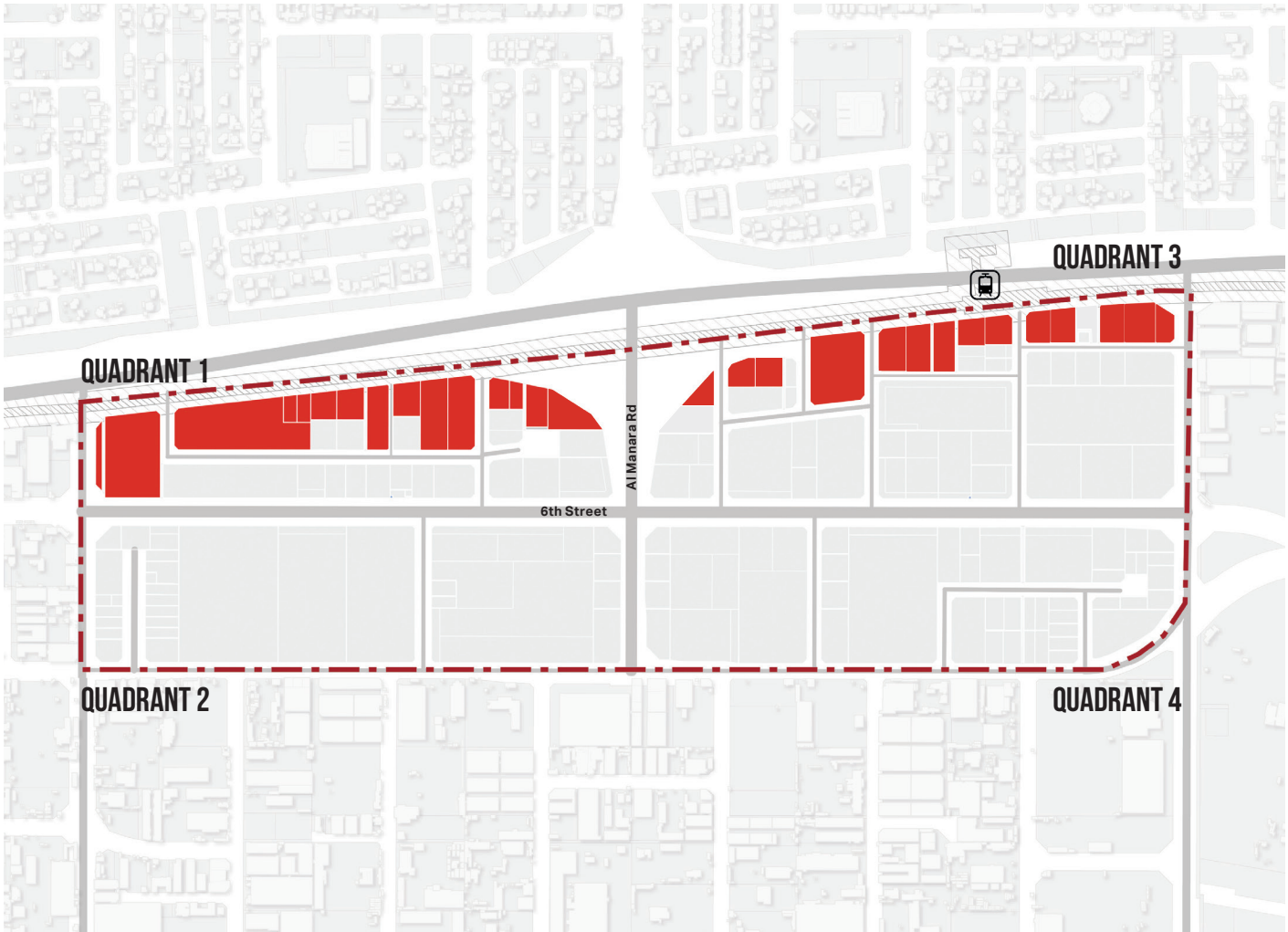
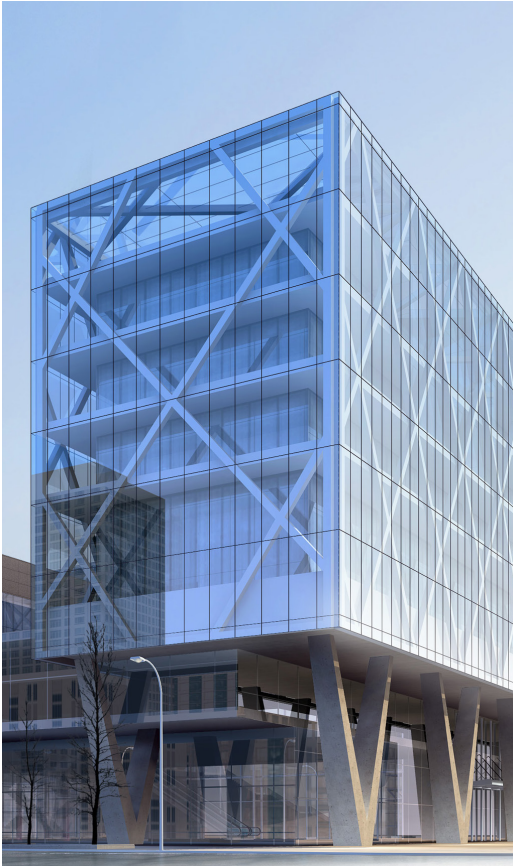


Figure 1.42 SZR Plots Land Use Map



Figure 1.43 SZR Plots



GENERAL PLOT STANDARDS

Table 1.29 General SZR Plot Standards

Plot Standards	
Orientation	Buildings are to be appropriately spaced to allow prevailing winds (typically from the north, Northwest) to pass between individual developments
	Façades oriented towards the south, east and west should reduce the amount of glazing exposed to direct sun radiation through minimized/smaller window openings or increased shading
	Site buildings on plots such that the longer edge aligns with the primary road, where possible.
	Orient buildings to overlook internal courtyard spaces as much as possible– It can make the space feel safe and create a sense of ownership and responsibility from the overlooking buildings – as well as offer an extension into the public realm that is essential for residents.
Maximum Height	G+M (Showroom, Retail); +2 (Office)
Setbacks and Edge Conditions	3m from all sides including front, residential set back is quarter of the height from neighbour and from center of sikka
FAR Range	1-2.5
Open Space Provision	10% of Plot Area to be Publicly Accessible (Privately Owned) Open Space (Not included within Setbacks). Plots with more than 90% existing built structures to include open space on roof. - All Open Spaces to include a dedicated area for children and/or quiet spaces for families.
Incentives	Additional 2 Storeys (Office) subject to 50% of the GFA dedicated to CCI uses
Recommended CCI	At Least 50% of Total Office Space to be Dedicated to CCI

*Refer to SoS for plot specific regulations and standards. Exceptions Apply.

Table 1.30 SZR Parking Strategy

Objectives		Guidelines	Description
PARKING (PARK)			
PARK-1	Sufficient parking is provided on the plot to meet the needs of the proposed land use	1.1	Each plot provides car parking spaces as required by the table below - in alignment with DM standards
		1.2	CCI Parking: 1 per 120 sq.m of GFA
PARK-2	Parking areas do not impact the efficient use of the site or create safety hazards	2.1	Parking spaces and vehicle manoeuvring areas are to be separated from pedestrian access paths and to ensure a safe and easily identifiable pedestrian pathway to the building entrance.
		2.2	- Parking areas are, where possible, to be located at the rear of the site and screened from public view. - Where parking areas are proposed at the front of the site, they are to be screened from public rights of way through the use of evergreen landscape plantings.

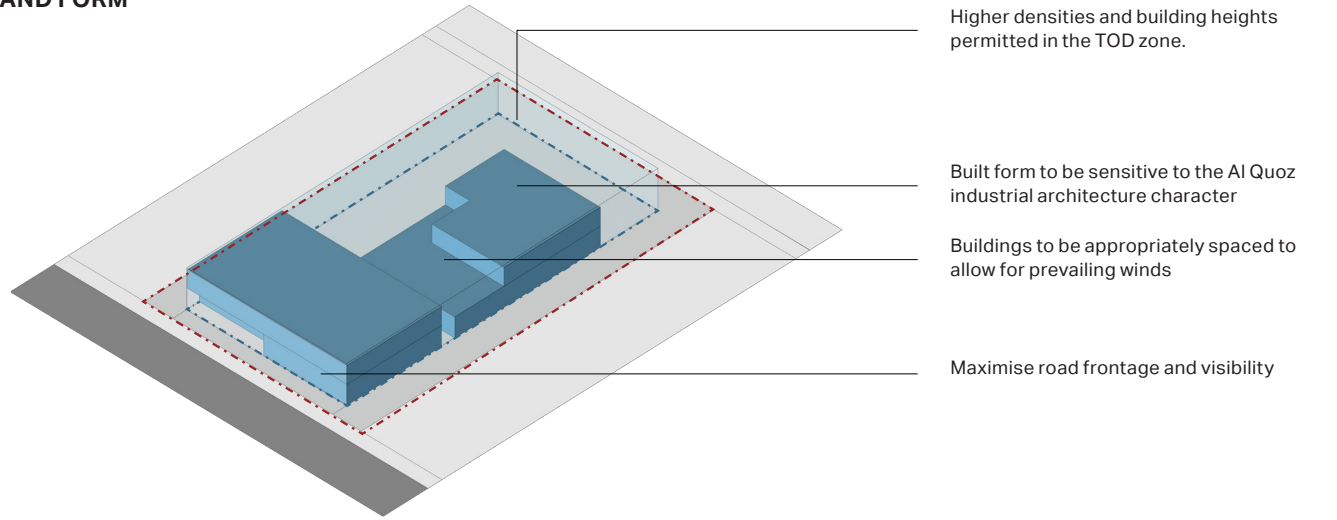
Table 1.31 SZR Parking Rates

Land Use Description	Unit	Parking Rate
RESIDENTIAL		
Apartment	100sqm GFA	1.237
RETAIL		
Local Shopping Centre	100sqm GFA	1.792
On-street Shopping		2.911
Restaurant		9.688
Furniture Store		0.86
Mall without Superstore		0.761
OFFICE		
Vehicle Showroom	100sqm GFA	1.318
Exclusive Office Building		1.839
Furniture Store		0.86

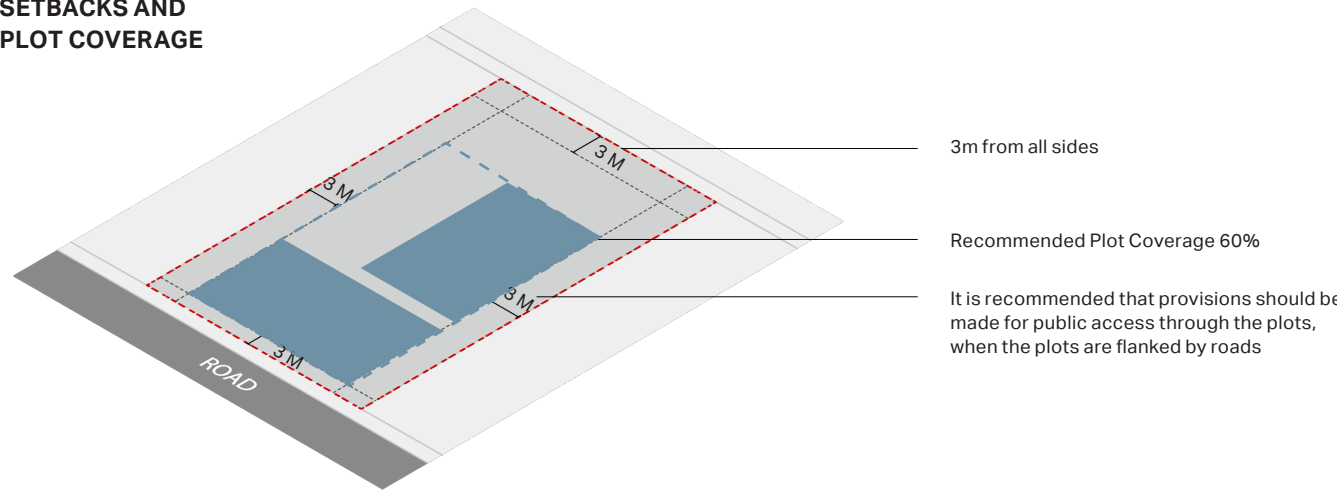
KEY

- Indicative Building Footprint
- Building Envelope
- Plot
- Road
- Plot Boundary
- Building Setback
- Vehicular Access
- Pedestrian Access
- Indicative Parking Zone
- Indicative Open Space

BUILDING MASSING AND FORM



SETBACKS AND PLOT COVERAGE



OPEN SPACES AND INTERFACES

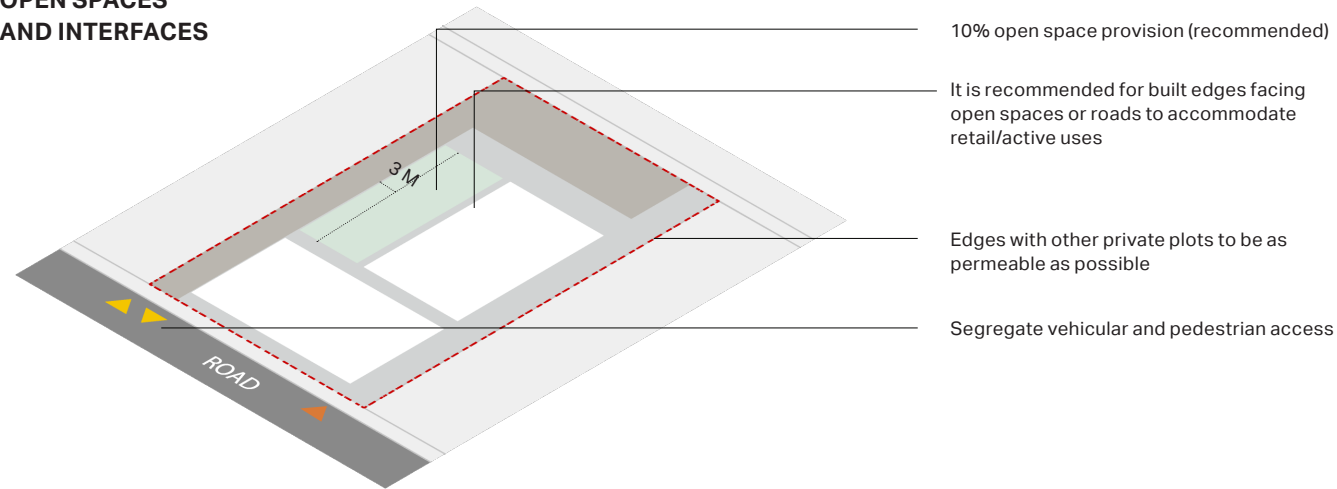


Figure 1.44 SZR Plot Standards

ARCHITECTURAL BUILT FORM AND CHARACTER



GENERAL GUIDELINES

Architectural guidelines provide designers and developers with essential and logical regulation to base future building design and modifications upon. They ensure built form displays overall site consistency with the vision and intent of the master plan. These guidelines have been developed with the following key principles:

- To encourage high quality built form, that enhances and compliments the overall street character and public domain - while maintaining industrial character of the site
- To create a strong connection and synergy between new development, the urban fabric and adaptively reused warehouse structures
- To enable appropriate yet flexible design; and – to minimise environmental impact on sustainable development.

Table 1.32 Architectural Built Form and Character: General Guidelines SZR

Objectives		Guidelines Description	
PROJECTIONS (PRO)			
PRO-1	Activation of frontages and pedestrian walkways with the use of arcades, awnings, canopies and shaded walkways	1.1	At the lower levels, awnings and canopies are permitted to extend beyond the building line (not exceeding plot boundary) to extend retail activity – it would also serve as a soft threshold/ transition between the public and private interface.
PRO-2	Awnings and arcades should be treated as part of the building design	2.1	Arcades should seamlessly integrate with entrances and create a continuous pedestrian flow within the development. Retail frontage and front arcade with a depth of 3m and a height equal to the ground floor shall be provided. Arcade/ awning could be extended up to plot limit to provide continuous shading.
		2.2	Awnings should be an enhancement to the building facade and be proportional with and complimentary to nearby buildings and awnings.
	Balconies can be used to enhance the building façade	3.1	There should be a continuity of balcony types and materials (glass) that complement building material and correspond to character area style.
		3.2	On street and public realm facing buildings, balconies should not dominate the façade. They should be moderately used and integrated into the overall composition of the façade.
		3.3	Terraces should be recessed to ensure continuity of the facade surface while creating visual interest through the use of different materials.
ACTIVE EDGES (AED)			
AED-1	Ground floor frontage should be attractive to encourage pedestrian footfall	1.1	The entire ground level should maximize activity and transparency creating a vibrant atmosphere for pedestrian environment.
		1.2	Features at the ground floor should be considered at human-scale detail on the facade and in line with the public realm.
		1.3	Active frontage should have a high degree of pedestrian permeability for retail, residential access and public amenities.
ROOF ELEMENTS AND SCREENING (RES)			
RES-1	Service areas and roof top structures should have minimal visual, noise and odour impacts on streetscape, public spaces and adjoining properties	1.1	Roof equipment should not adversely affect the acoustic and visual amenity from adjoining properties. Service structures located within the roof top areas should be setback from the edge of the building and where possible, clustered and screened. If roof equipment is not visible when viewed from the street level (i.e. Screened by the parapet), the equipment does not require further screening. If additional recreational spaces are located on the roof, then additional screening would be required.
		1.2	Service facilities (including rubbish bins, outdoor storage, service areas, ground and wall mounted mechanical and electrical equipment (excluding transformers and pedestals) should be located away from public view and adequately screened from surrounding uses. A combination of fences, walls, gates, landscaping and public art should be used to screen service facility areas.
		1.3	Continued use of pitched roofs and corrugated metal is recommended to preserve the industrial character of the site.
ACCESSIBILITY (ACC)			
ACC-1	Plot access is safe and convenient and the design of vehicular crossovers promotes safe and efficient access to plot	1.1	Consolidate and restrict number of entry points where possible to minimise traffic congestion and hazards in public streets and avoid negative impacts on public realm.
		1.2	Where a plot fronts onto more than one road (i.e. corner plot), vehicle access is provided from the secondary road.
ACC-2	Following the development hierarchy, pedestrian access should be prioritised	2.1	Pedestrian access should be clearly separated from vehicle access crossovers and driveways.
		2.2	Design should utilise walkways, landscaping, paving, shade structures, lighting and other elements to emphasise the separation between vehicle and pedestrian entrances to the plot.
ACC-3	Development should optimise accessibility to buildings, ensuring universal design principles are integrated into all key access points	3.1	Clear, direct and secure access should be provided throughout the building and site, inclusive of main entrances, communal public space, car parking facilities, public streets and lobbies. Active and passive surveillance techniques to be utilised.
		3.2	Ensure universal access is provided to main entrances from the street and car parking areas. At least 1 entrance per building should be accessible to wheelchair users.
ACC-4	Main entrances should be integrated into the overall building design and clearly articulated from the street	4.1	If there is one main entrance, it should be clearly distinguished as the only main entrance. The scale, form and detailing of the entrance can be manipulated for this purpose.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



Table 1.33 Architectural Built Form and Character: General Guidelines SZR (Cont'd)

Objectives		Guidelines Description	
FENESTRATIONS (FEN)			
FEN-1	Buildings utilise fenestration and sun control measures to provide a comfortable and manageable indoor environment	1.1	To reduce solar heat gain and reflection of glare, windows and large areas of glass should be recessed. It is also preferable that large glazed areas are divided into smaller parts. Use of sun shading devices is also permitted to reduce glare, maintain indoor temperature and provide texture to building façades.
SURFACE TREATMENTS (SURF)			
SURF-1	Façades and surface treatments can be used to add architectural interest to the building façade	1.1	Built surfaces interwoven with hi-tech and interactive surfaces would create interesting contrasts and hence a positive pedestrian and retail experience.
		1.2	The design and articulation of each building facade should provide visual interest and respond to site conditions. Frontage of buildings should positively contribute to the overall character of the development while complementing existing façades.
		1.3	Overall surface treatments that are innovative and reflect the creative and cultural identity, as well as the industrial heritage of the area are encouraged. Vertical operable louvres inspired by seam cladding can help create an animated and dynamic building façade.
SURF-2	Vertical wall and roof gardens should provide aesthetic and environmental benefits	2.1	Incorporate vertical and/or roof garden, where appropriate, to enhance facade articulation, provide recreational space, increase greenery on site and provide micro-climatic benefits.
SURF-3	Building elevations should define and enhance the public domain and desired street character, and offer a cohesive design	3.1	A minimum of 30% of retail façades overlooking green spaces should be comprised of clear vision glass – that allows views in and out. The provision of recesses, materials, entrances or openings every 10m-15m along the street frontage is recommended (i.e. avoid single plane walls). Frequent doors and windows overlooking public spaces have a positive impact on its utility. Glass allows the activities from ‘inside’ to flow ‘outside’ and connect with the public realm – while mirrored / tinted glass can be used to preserve privacy while ensuring views out.
		3.2	Transparent edges towards the public realm enhances natural involuntary surveillance throughout most of the day. Active retail uses should be proposed along open spaces as they have the potential to create vibrant and encouraging environments that generate pedestrian movement.
		3.3	Building surfaces over 15m wide are encouraged to divide their elevations through a change of plane, introducing projections and by varying façade treatments.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of Al Quoz	1.1	• Introduction of new materials including wall cladding, bricks, glass and colourful tiles in addition to the concrete, corrugated metal and stone elements within the existing industrial character of the site is recommended • Buildings are to make use of regionally appropriate materials that are sensitive to Al Quoz’s industrial heritage • All materials and finishings are durable and easily maintained. They do not readily stain, discolour or deteriorate • Retain industrial associations with introduction of contemporary interpretations • Restraint in the number of different materials selected. Avoid highly reflective surfaces • Reflect predominant building material within respective character area and select compatible or similar treatments • Reflect industrial heritage in muted colours and introduce colour to draw focus • Creative use of industrial materials and structures – cladding, façades etc. is recommended • Refer to quadrant and land use types for materials and colour palette.
BUILT FORM (BUF)			
BUF-1	Introduce contemporary style into industrial character of the site- utilising regeneration as a key development strategy	1.1	• New buildings/additions should use modular designs and incorporate variations in scale to upgrade the industrial character • Retaining as much of the building’s structure as possible is recommended to offer a historic context and character for future use. The existing warehouse offers versatility and enable the creation of naturally well-lit, flexible spaces which can accommodate various activities for new uses. • Reuse and up-cycling of existing buildings and industrial structures is encouraged • Develop designs that are modular and adaptable utilising prefabrication or reuse of standardised components in different ways • New development is proposed to replace structure that are in poor conditions or are additional buildings and elements placed within open spaces • Residential apartment buildings are proposed within the new developments to gain efficiencies in density and to increase the residential population. This is balanced with warehouse residential conversion to retain the character of the rea and create homes specific to the warehouse district.

ARCHITECTURAL BUILT FORM AND CHARACTER (CONT'D)



Table 1.34 Architectural Built Form and Character: General Guidelines SZR (Cont'd)

Objectives		Guidelines Description	
DENSITY AND BUILT FORM (DBU)			
DBU-1	The density and built form of development is consistent with the intent of the Al Quoz CMP	1.1	• The large volume and pitched roof-scape of existing warehouse structures is maintained to protect industrial heritage and identity of Al Quoz, offering flexible spaces which can accommodate various activities for new uses. • Dividing the building mass (internally) into small components creates interesting, modular compositions with intimate internal spaces. • Addition of floors above existing warehouse structures to accommodate increased GFA/heights can utilise unique facade treatments and/or exposed structure.
MATERIALS AND FINISHES (MAF)			
MAF-1	Materials and finishings respond to the intended character of Al Quoz	1.1	Refer to following images for materials and colour palette by quadrant.

QUADRANT 1

COLOUR PALETTE

QUADRANT 2

COLOUR PALETTE

QUADRANT 3

COLOUR PALETTE

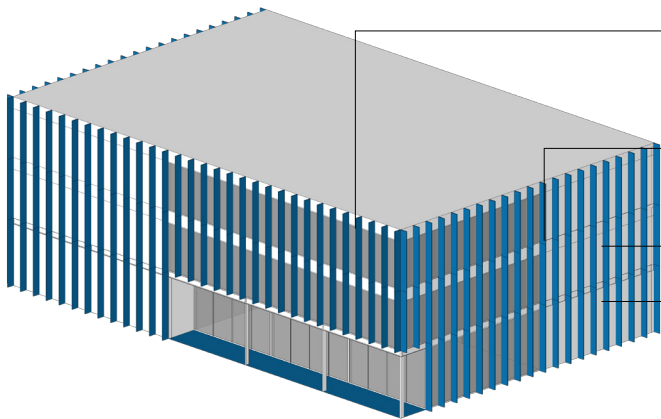
QUADRANT 4

COLOUR PALETTE

RESIDENTIAL REFURBISHMENT TYPOLOGY: FOR SMALL TO MEDIUM PLOTS WITH EXISTING STRUCTURES

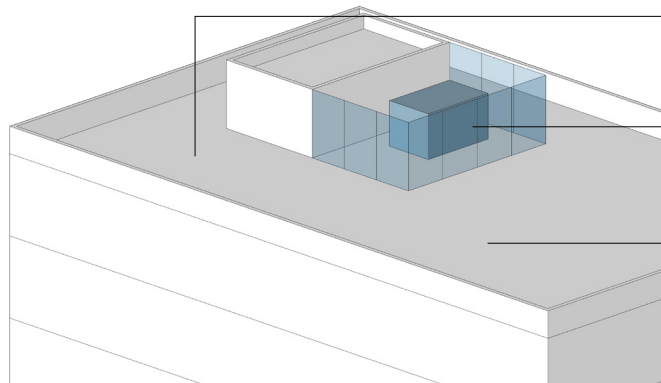


FACADE SHADING



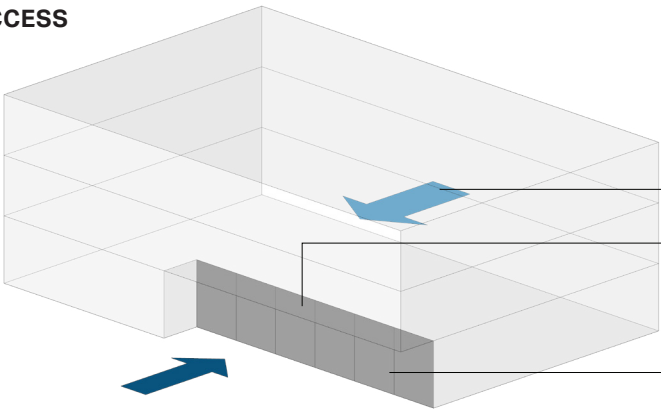
- Overall surface treatments should reflect the creative and cultural identity of Al Quoz
- Surface treatments to flow across levels to tie the building components together
- Surface treatment to serve dual purpose of identity and climate control
- Vertical emphasis to create sense of height

ROOF ELEMENTS



- Contextual and appropriate roof materials to create a comfortable indoor environment
- Where roof surfaces are usable, ensure that services are appropriately concealed from direct view
- Where roof services are visible from ground level, they need to be shielded from the view either by screening or moving them away from view

ACCESS



- Segregate pedestrian and vehicular access
- At ground level entrance lobbies must create a controlled and monitored interface between the public and private zones
- Allow uses to flow physically and visually from inside to outside at the ground level

MATERIAL PALETTE/ PREFERRED MATERIAL

STEEL STRUCTURE 	STONE CLADDING 	FORM FINISHED CONCRETE 	CURTAIN WALL 	WOOD FRAMING 	DIGITAL FAÇADES 	FABRIC SHADES
PERFORATED 	PAVING TILE 	TRANSLUCENT CONCRETE 	TINTED GLASS 	WOOD SHADE STRUCTURE 	ELECTRO CHROMATIC GLASS 	
MESH 	MARBLE 	CEMENT RENDER 	CASEMENTED OPENINGS 	WOOD OPENINGS 	DIGITAL SCREEN FAÇADES 	
ALUMINIUM PANELS 	CERAMIC CLADDING 	CONCRETE PANELS 	GLASS SKYLIGHTS 			
CORRUGATED 	CLAY BRICK 	PROFILED CONCRETE 	GLASS CANOPIES 			
ALUMINIUM FOAM 		FIBROUS CEMENT BOARDS 	PV CURTAIN WALL 			
3D PANELS 		CONCRETE PAVER TILES 	PV SKYLIGHT 			
STANDING SEAM 		PIGMENTED CONCRETE 				

Figure 1.45 SZR Plots: Architectural Built Form and Character

ART STRATEGY



PUBLIC ART WORK LOCATED WITHIN PRIVATELY OWNED PLOTS AND WITHIN THE PUBLIC REALM

Artwork embedded into Al Quoz Creative Zone's urban framework and built form creates vibrant spaces that inspire creativity, whilst further strengthening the cultural aspects. Artwork not only improves the aesthetics and attractiveness of an area, it also activates spaces, creates visual interest and engages the local community and artists. Artwork provides insight into culture and community values, plays a strong role in creating and celebrating Al Quoz's sense of place and identity.

It is required that plot owners contribute to the public art development of Al Quoz Creative Zone through the incorporation of public art elements within their plots. These guidelines will provide information on how and where to incorporate creative art pieces, art types, maintenance and materials.

Table 1.35 Art Strategy: SZR Plots

Objectives		Guideline	Description
ART (ART)			
ART-1	Development provides for public art in key locations to create landmarks, a sense of identity to Al Quoz Creative Zone's development and to enrich the community through exposure to public arts, culture and community values.	1.1	Al Quoz Creative Zone to incorporate temporary and permanent art installations into private plots at varying levels, ground, walls and roof, to provide a more attractive and engaging environment. Permanent art pieces can also include the incorporating art work into unattractive infrastructure elements such as a/c units, pocket substations and manhole covers.
		1.2	Seek collaboration with local artists or art institutions to create and help maintain the artwork.
		1.3	The following types of public art works are permitted on all plots: - Standalone: for example sculptures, statues, structures - Integrated (into architecture/ landscape): for example bas reliefs, mosaics - Applied (to a surface): for example murals, building mounted sculptures - Installation: large scale, mixed-media constructions - Digital New Media: all forms of contemporary art made, altered, or transmitted using new forms of media technology
		1.4	Plots >5,000sqm are required to include a public art element that is visible from surrounding streets
		1.5	Consideration to be given to structural and surface soundness, and to inherent resistance to vandalism, weathering and excessive maintenance or repair cost.
		1.6	Art pieces should be clearly identifiable as an artwork (i.e. not advertising), reflect the history and/or character of the area through the concept and ideally include a digital overlay by the commissioned artist.
		1.7	If relevant/required, the art piece should be lit appropriately during the hours of darkness.
ART-2	Materials and Maintenance	3.1	Materials to be robust, durable, timeless and low maintenance, ensuring consideration is given to the local climate.
		3.2	It should be maintained properly, cleaned and repaired as necessary (no work should be installed if the maintenance requirements cannot be met).
		3.3	Artwork created on private property must remain accessible to the public at no cost and be maintained in good repair by the plot owner. In the event that the artwork is damaged beyond repair, or becomes ineffective for reasons other than the owner's failure to maintain it, or in the event the work becomes an unreasonable burden to maintain, application to allow its removal or relocation may be made to relevant authority in a manner consistent with decommissioning procedures.
ART-3	Site Selection and Placement Criteria	3.1	In order to ensure public art is equitably distributed, and that it is sited in such a way as to enhance and activate public spaces, sites where public art is to be displayed should: - Experience high levels of pedestrian traffic and/or be part of the Creative Hub's circulation paths; - Be easily visible and/or accessible to the public; - Serve to anchor and activate its area; - Enhance the overall public environment and pedestrian experience; - Help to create a place of footfall and activity; - Establish landmarks and gateways.
		3.2	The position and size of the artwork should be in keeping with and enhance the plot, building, wall or hoarding on which it is located, as well as the surrounding area. It should be placed in a site where it is not overwhelmed by nor competing with the scale of the site or adjacent architecture, large retail signage, etc.
		3.3	The work should be located so as to be either immediately visible or in a place where it will be visible by the most people (community, visitors, commuters, tourists). However, for those located within "Hidden Gems", art pieces can be concealed/ internally placed within a plot to create a sense of surprise, discovery and excitement.
		3.4	Artworks should not block windows or entrances, nor obstruct normal pedestrian circulation (unless such alteration is specifically a part of the experience or design).
		3.5	The art work should be placed in a site where landscaping and maintenance requirements of that site can be met.
		3.6	Artwork to be placed in a site where it will enhance its surroundings or at least not detract from it (no hidden, blind spots).
		3.7	Works should be sited where it will create a place of footfall or in a location that experiences high levels of pedestrian traffic.
		3.8	Art should be located in a site where it will effectively enhance and activate the streetscape experience.
		3.9	Artwork located at gateways are to give priority to signage elements and structures and not hinder or obstruct their visibility.

ART STRATEGY



Table 1.36 Art Strategy Cont'd: SZR Plots

Objectives		Guideline	Description
ART (ART)			
ART-4	"Made in the UAE" Artwork	4.1	It is recommended that public art commissioning opportunities are made only available to UAE-based artists and designers. Proposed concepts should respond to the area, acknowledging its history.
		4.2	Utilise UAE skill-base and artists only in order to promote and highlight the excellence of Dubai's professionals and to build a strong talent base for future projects.
		4.3	Involve communities (residents, businesses, tourists) through consultation and participation in order to effectively build meaning, relevance, loyalty and belonging, and as such, is a pillar of international best art practice.
		4.4	60% of fabrication to be contracted to existing manufacturers and fabricators in Al Quoz to assist with budgets whilst contributing to the local economy, local businesses and building a sense of pride and ownership among existing users.
		4.5	In line with Dubai's growing focus on sustainability, artwork to be made using recycled/ re-purposed materials (car parts, tyres etc..) and /or material of local specialist fabricators (steel, concrete, tiles/ mosaics).
		4.6	Facilitate future creativity: Facilitate the organic in terms of accommodating for spontaneous expression, disruption and collaboration by providing spaces for practice and experimentation by the local community and art sector

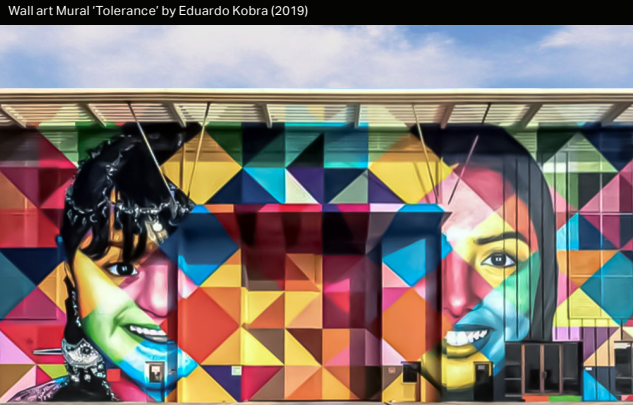
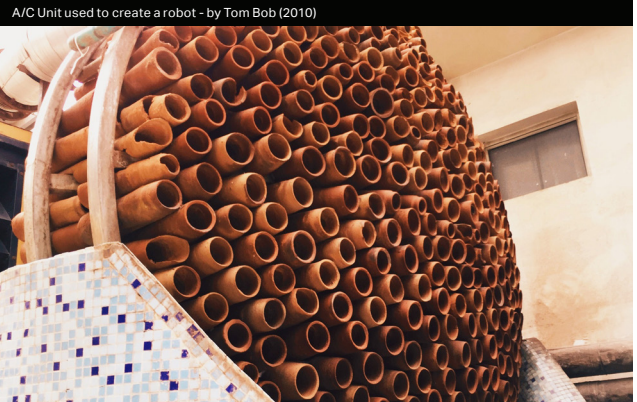
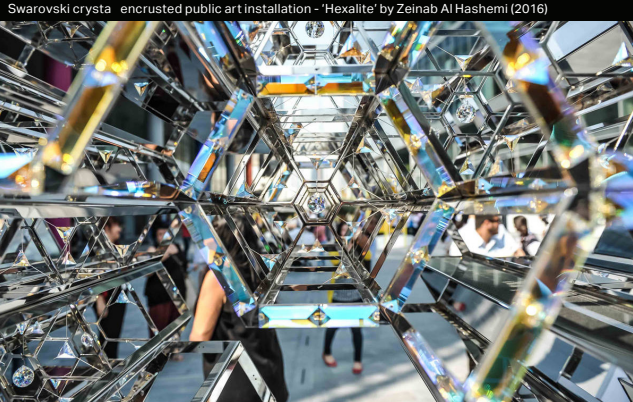
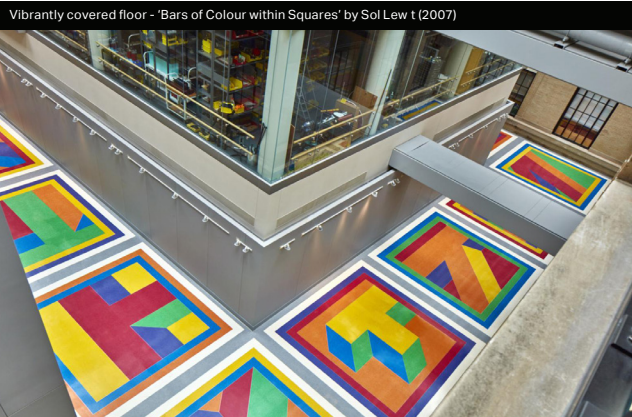
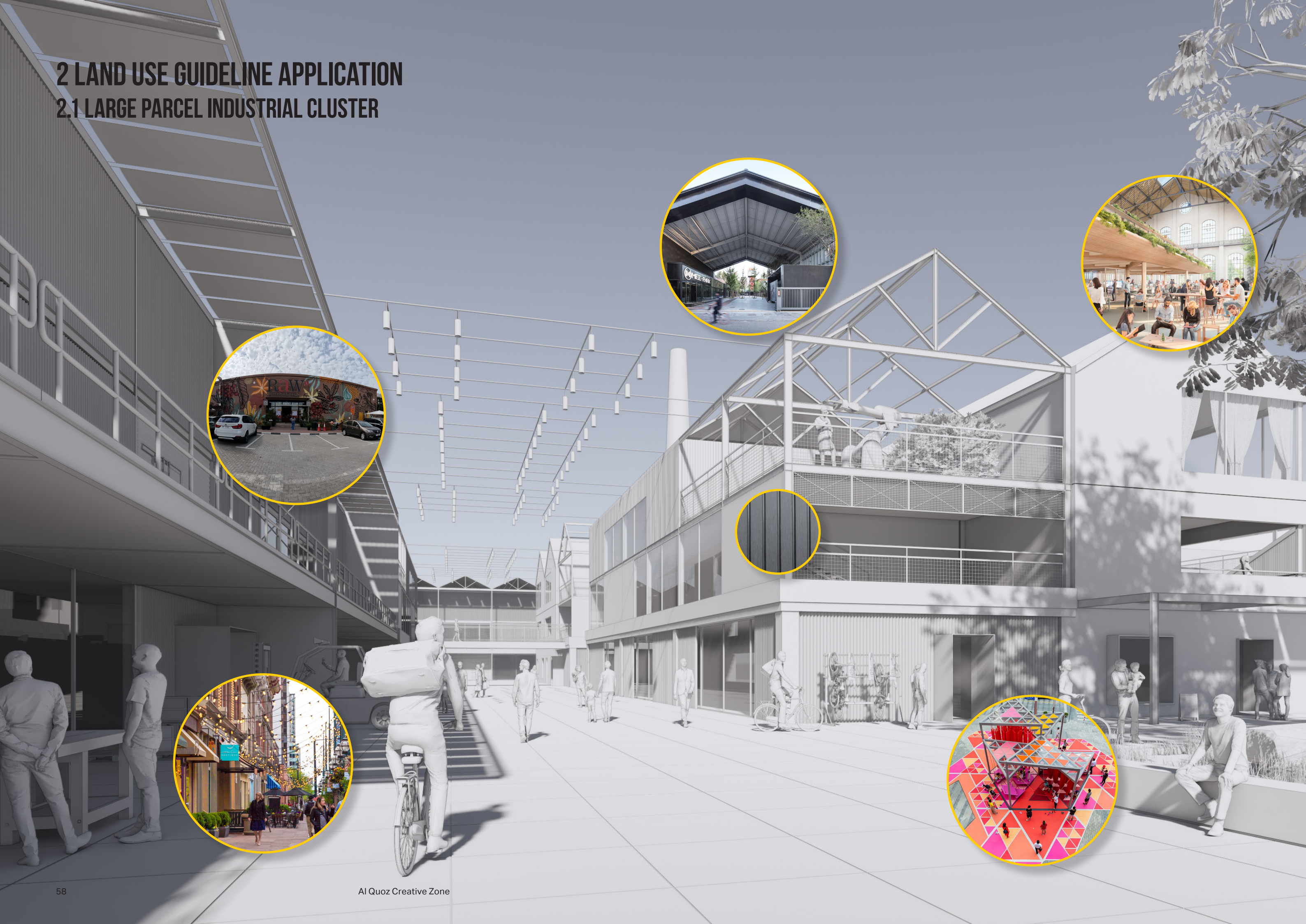
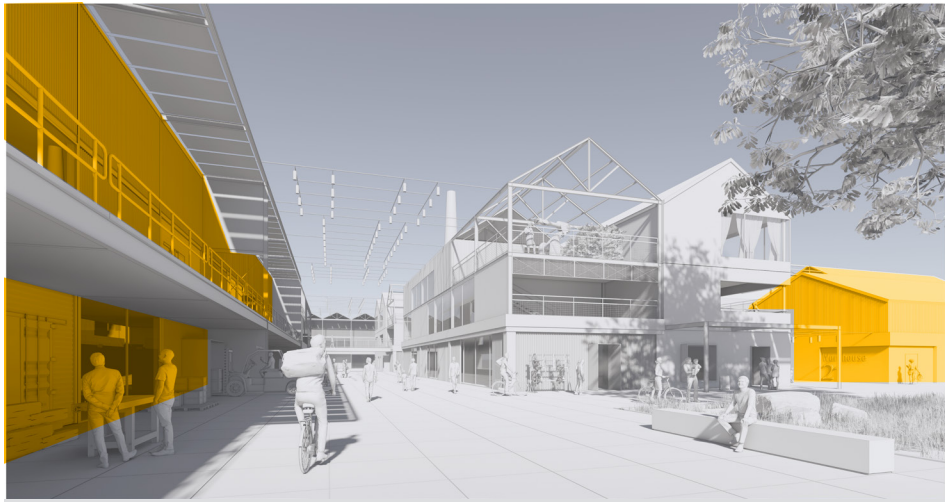


Figure 1.46 Examples of Art Work

2 LAND USE GUIDELINE APPLICATION

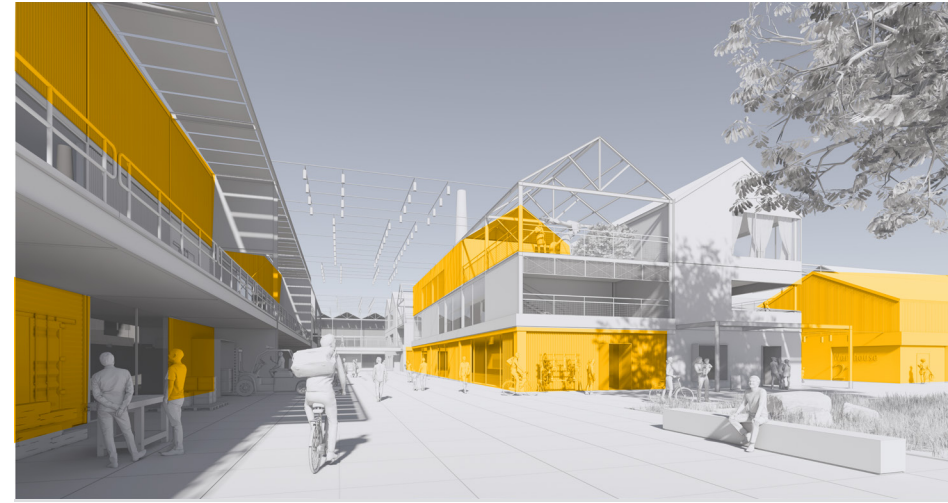
2.1 LARGE PARCEL INDUSTRIAL CLUSTER





RETAIN

Identify and retain key existing assets



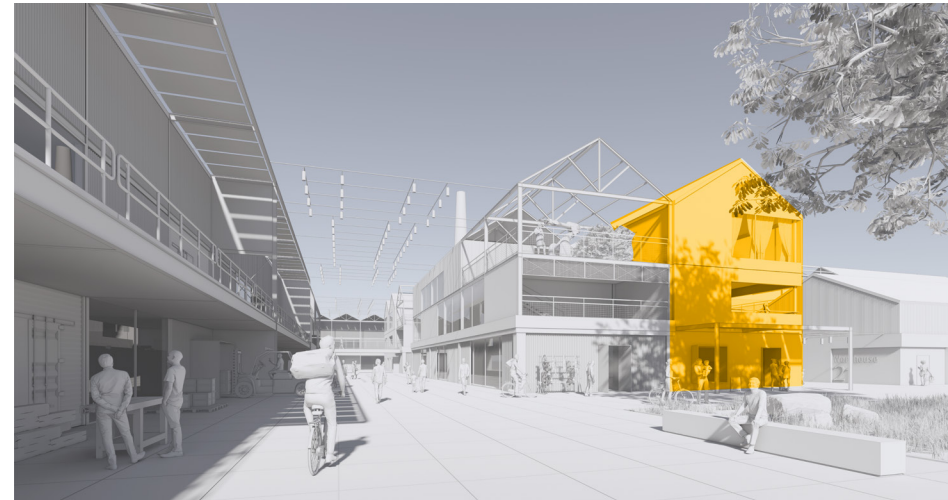
BUILDING MATERIALS STRATEGY

Celebrate industrial heritage and create a cohesive visual language across the master plan



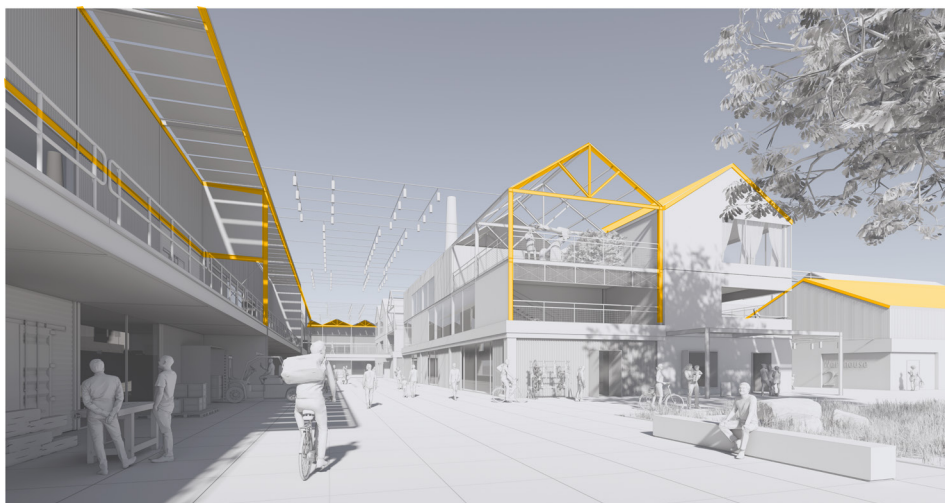
PUBLIC VS. PRIVATE

INCREASE POROSITY IN URBAN FORM TO CREATE MULTIPLE, COMFORTABLE PEDESTRIAN ROUTES.



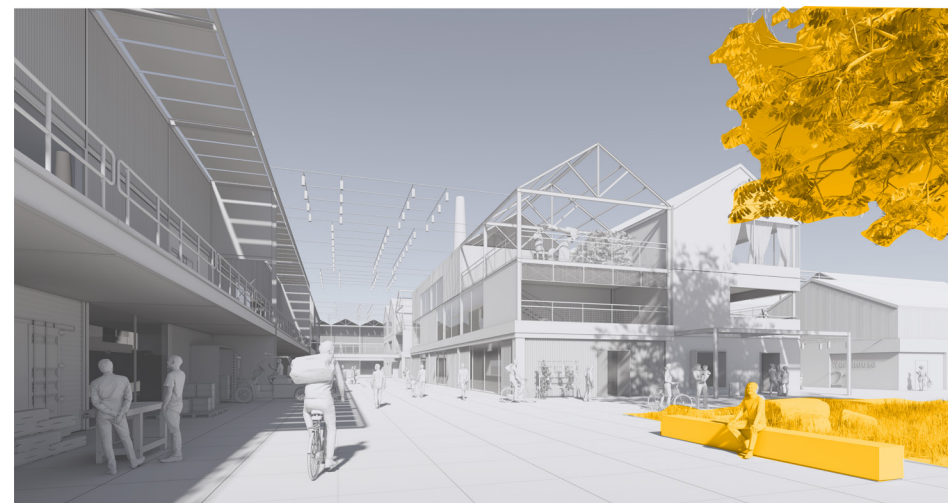
ADAPTIVE REUSE STRATEGIES

For affordable living environments within creative fabrication zones



OVERALL FORM

Reflects the predominant use and employs contextually identifiable architectural characteristics

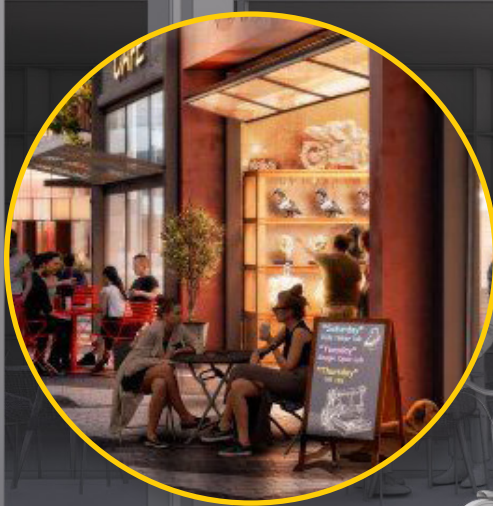
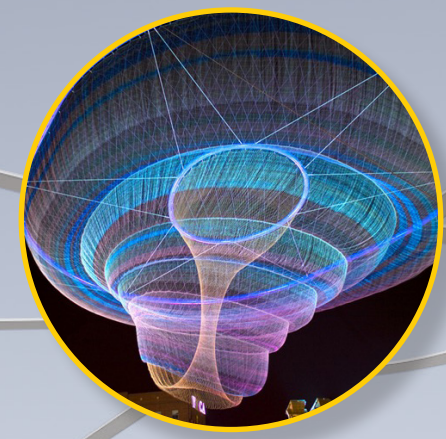


PLOT LEVEL OPEN SPACE STRATEGIES

Provide valuable shared open spaces and visual relief within dense plots

2 LAND USE GUIDELINE APPLICATION

2.2 ACTIVATED STREET LEADING TO METRO

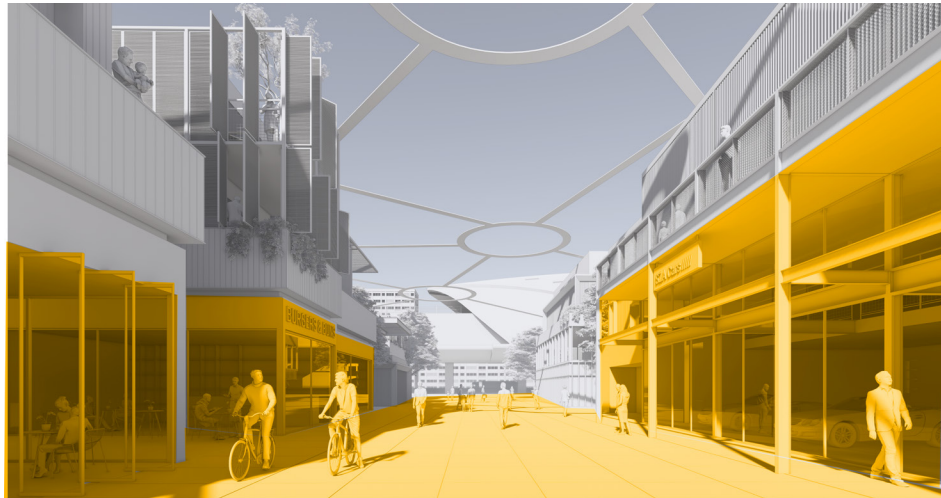




MIX OF USES
 Creating vibrant live-work-play that are built to accommodate the needs of residents as well as visitors



DENSITY
 Higher densities and building heights permitted around the Metro station



INTERFACES
 INCLUSIVE AND ACCESSIBLE ENVIRONMENTS THAT SEAMLESSLY FLOW FROM PUBLIC TO PRIVATE, OUTDOOR TO INDOOR AND PLOT TO PLOT



FACADE TREATMENT
 Use industrial character in creative ways to reinforce overall image of the site



PEDESTRIAN GATEWAY
 Public art and shade structures to improve the arrival experience from the Metro

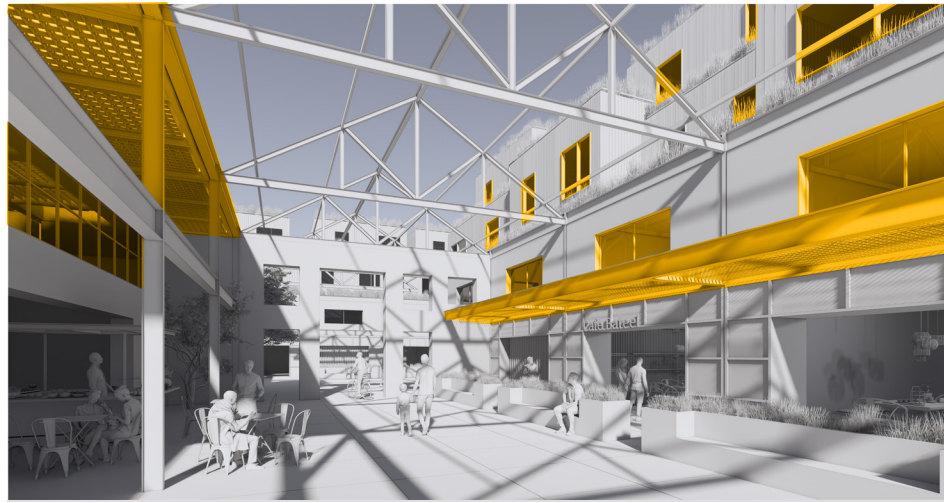


ACCESSIBILITY
 Make walking and cycling attractive and comfortable

2 LAND USE GUIDELINE APPLICATION

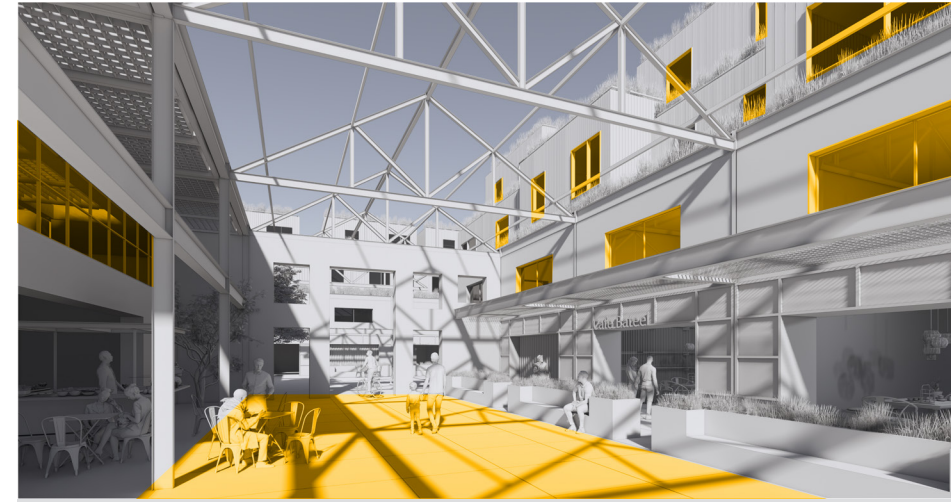
2.3 REGENERATED MIXED USE PLOT





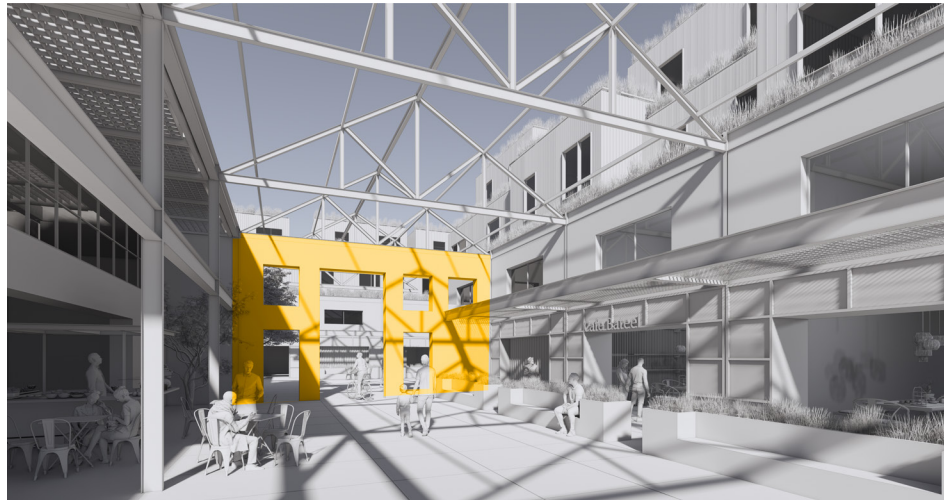
SURFACE TREATMENT

Operable louvres can help create an animated and dynamic building façade



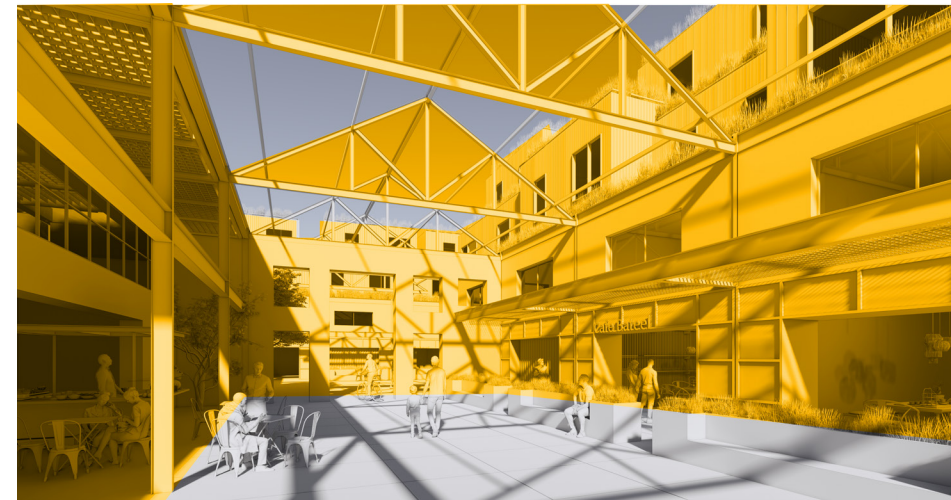
SAFETY AND PRIVACY

Orienting windows towards movement corridors creates opportunities for passive surveillance



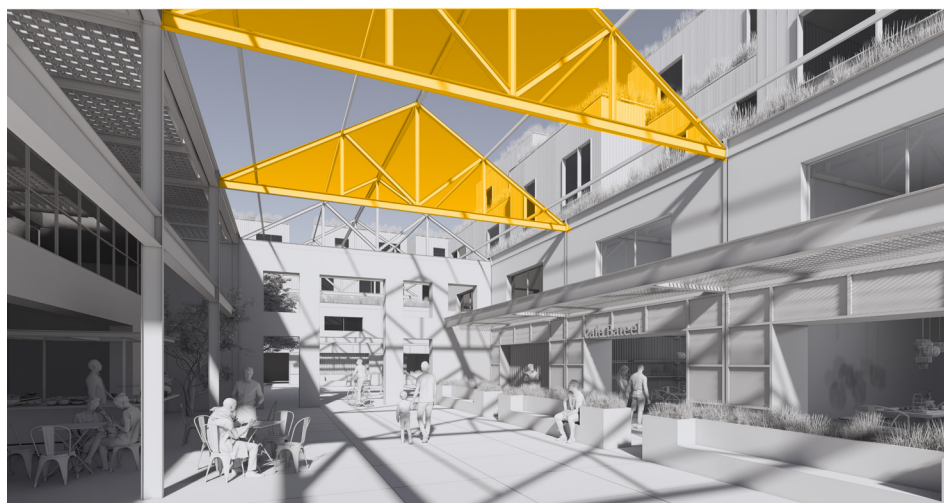
ART

REFERENCE THE LOCAL CULTURE OF ART BY IDENTIFYING ALTERNATIVE SURFACES FOR CREATIVE EXPRESSION



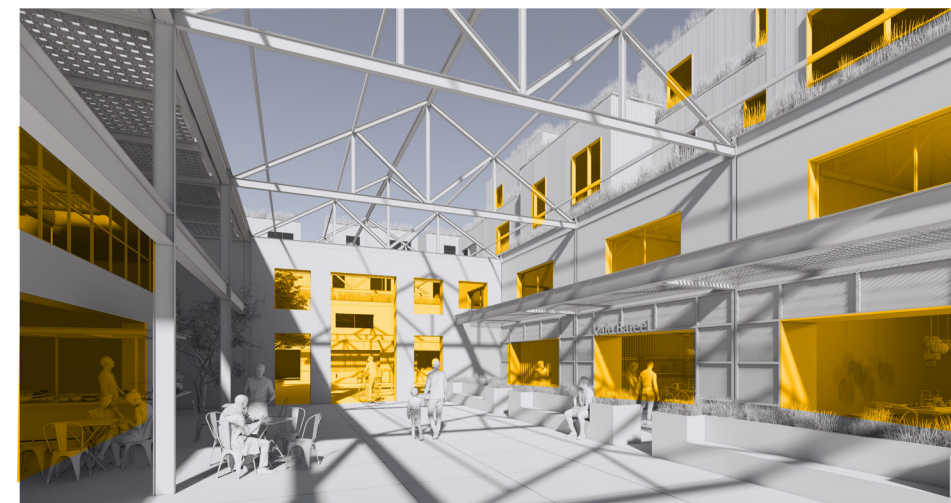
BUILT FORM

Create new typologies and built forms that integrate (visually & physically) with the existing forms



RETAIN

Create environments of industrial chic by retaining elements from the sites heritage character



VARIATION

Varied rather than repetitive proportions along façades to create interesting profiles

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About Dubai Municipality

Dubai Municipality is one of the largest governmental institutions in the United Arab Emirates (UAE). It is considered as one of Dubai's leading growth and development institutions in terms of its smart projects and services.