



Jan'nat Adari'iyah

Adari'iyah Gate – Competition
Technical Report- 2018
Qualification Stage

Brief



Basis of
Design &
ADG Vision

Design
Brief

Vision

Pillars



Framework

Site Strategy

Neighbourhoods

Mixing Uses

Density & Form

Public Realm

Destination &
Focal Points

Movement

Sustainability



We understand that this project is not a regular masterplan. It is not a conventional development project, but **a content driven masterplan** that is central to the Vision 2030. It is **founded on the history and roots of the Kingdom**. We understand that the key success in the approach and articulation will be formed from the deep understanding of why the current site and the land use that occurred exists.

The proposed new development will become **a center for history, heritage and culture at the national and regional scale**, a regular destination for residents and **a vibrant must-see destination** for international visitors. It will be known as **the largest living new mud city in the world**.

Jan'nat Adari'iyah will be **a livable, sustainable, green and enjoyable city** for its residents, visitors alike while satisfying their needs and aspirations and serving as a model for humanizing Saudi cities to achieve the country's transformational **Vision 2030**.

It will be **a walled garden city** that is both **physically and spiritually enriched with history and heritage providing world class quality of life at its core**.

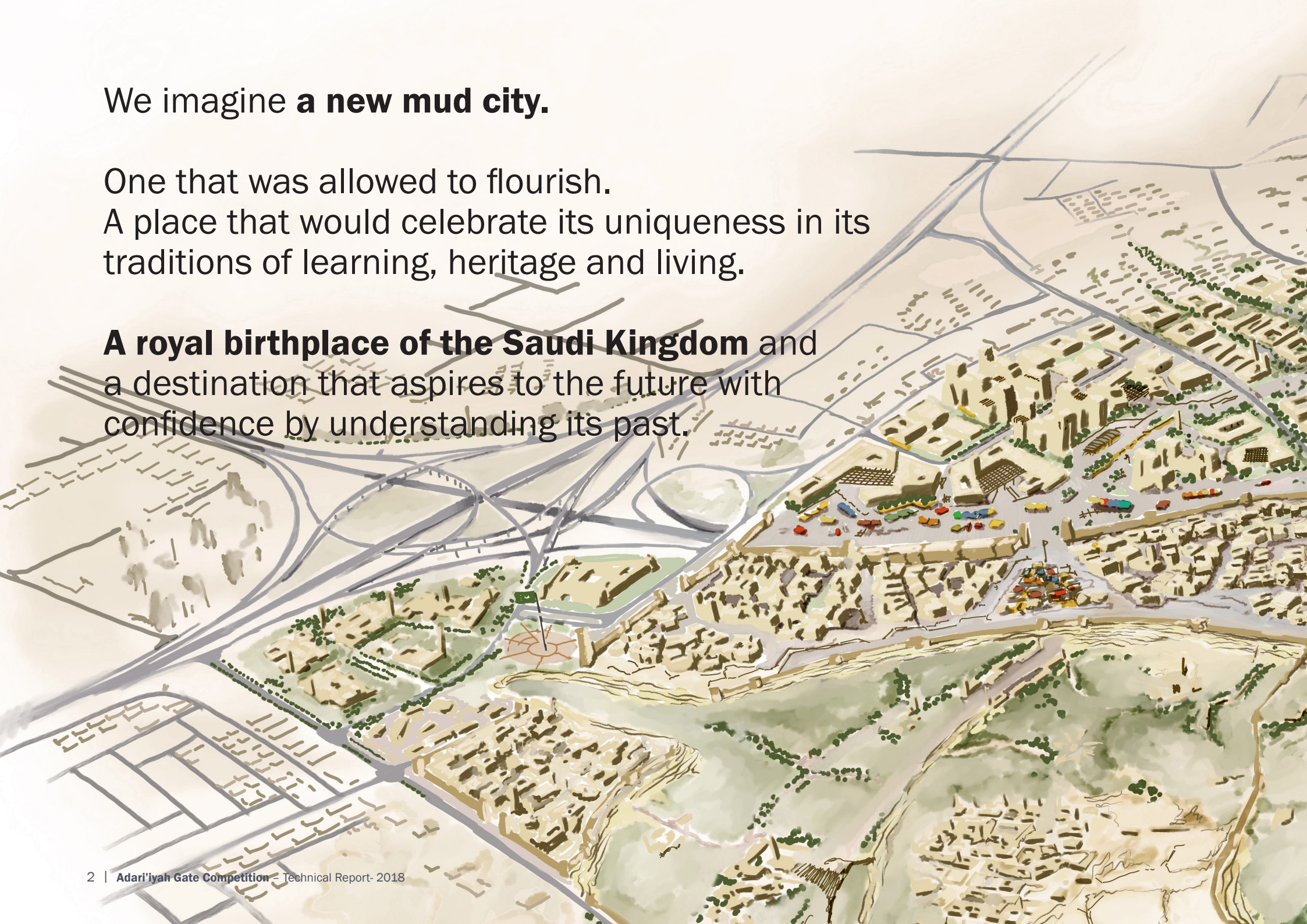
We will showcase **Saudi Arabia's legacy** through an engaging and exciting set of cultural, entertainment and shopping experiences forming Riyadh's most ideal neighborhood.

We imagine **a new mud city.**

One that was allowed to flourish.

A place that would celebrate its uniqueness in its traditions of learning, heritage and living.

A royal birthplace of the Saudi Kingdom and a destination that aspires to the future with confidence by understanding its past.







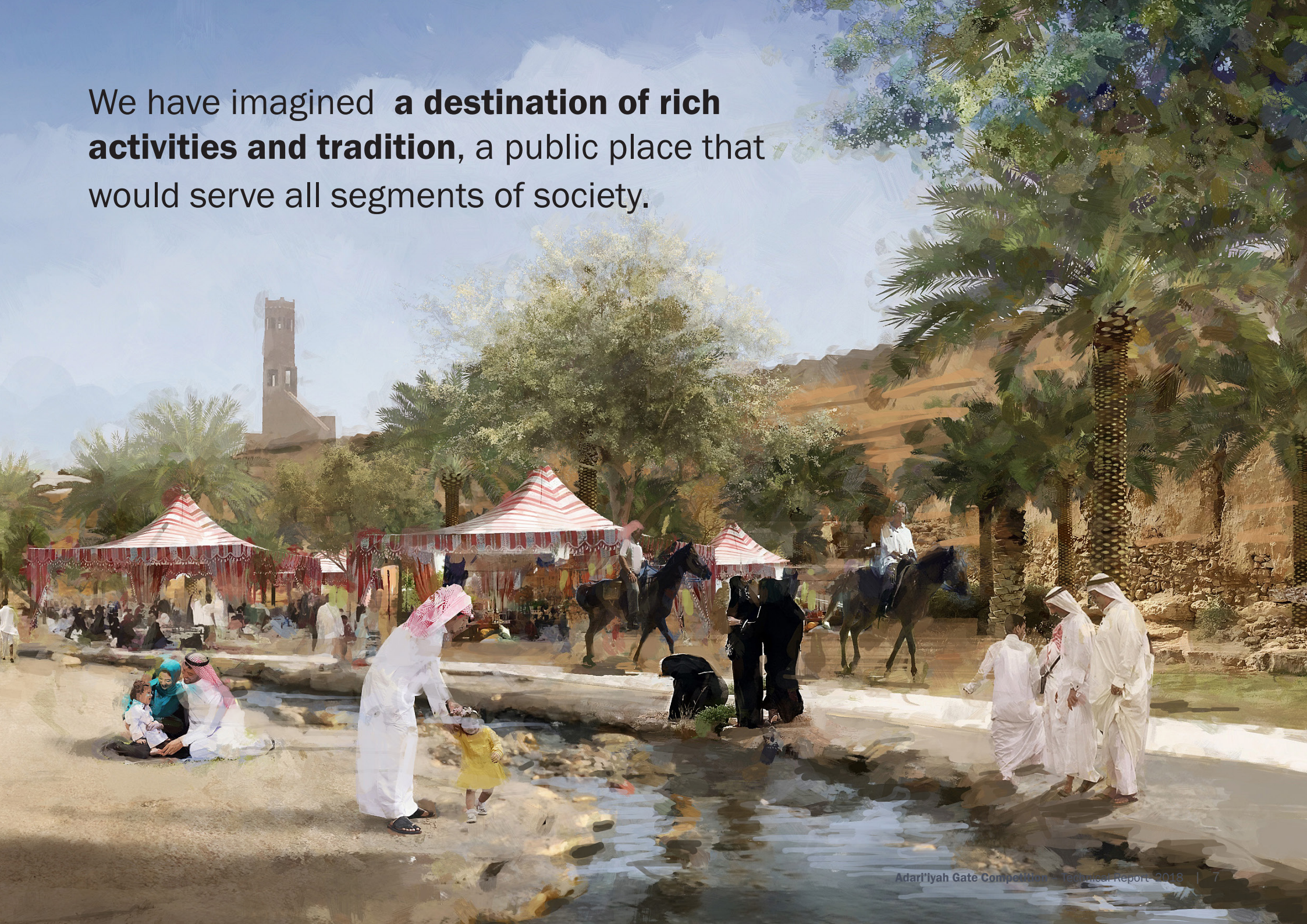


Adari'iyah will be the single place that takes you back in time to experience the authentic Arabia of centuries past.

The original home of the House of Saud, its past is rich with momentous and heroic moments.

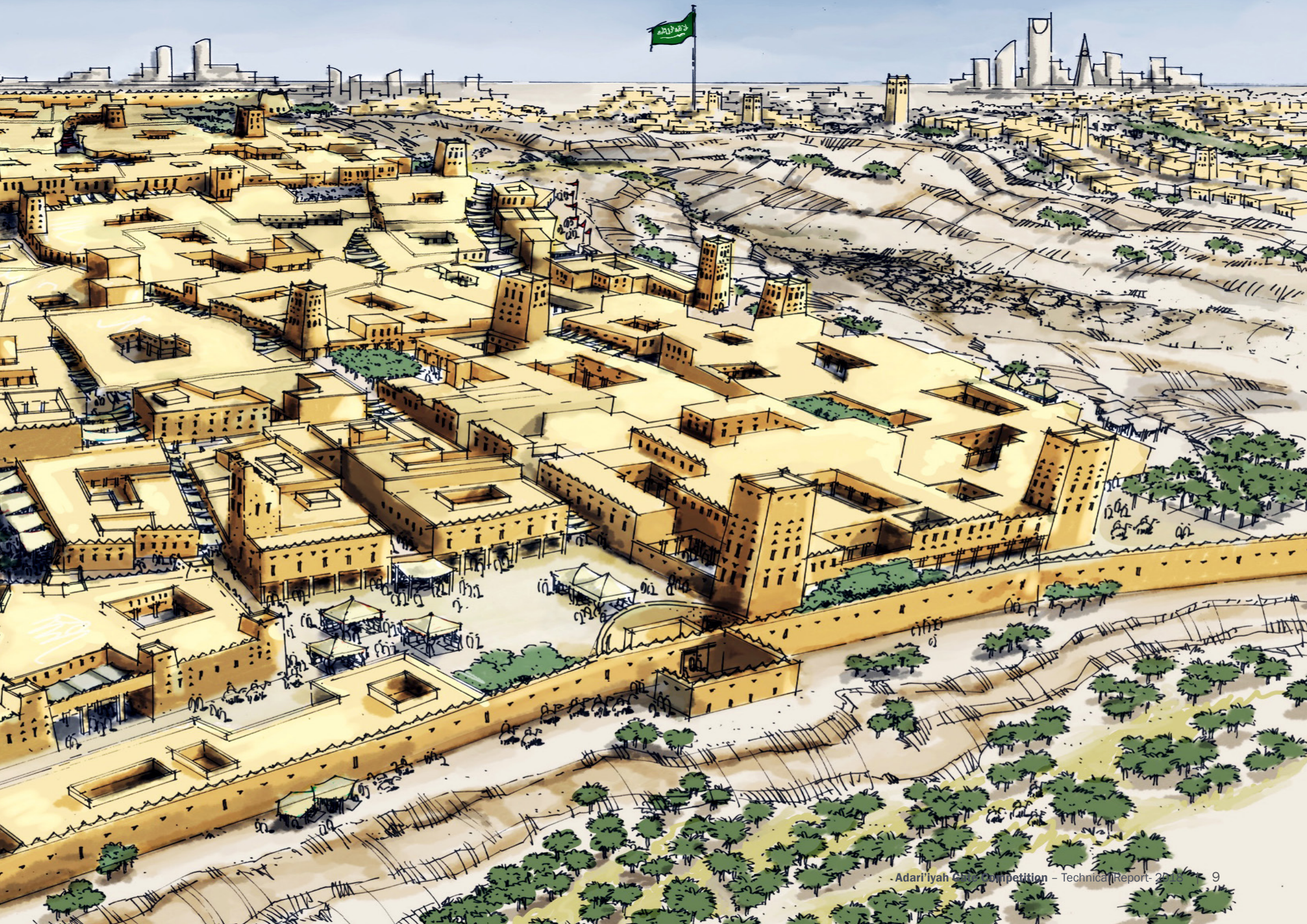


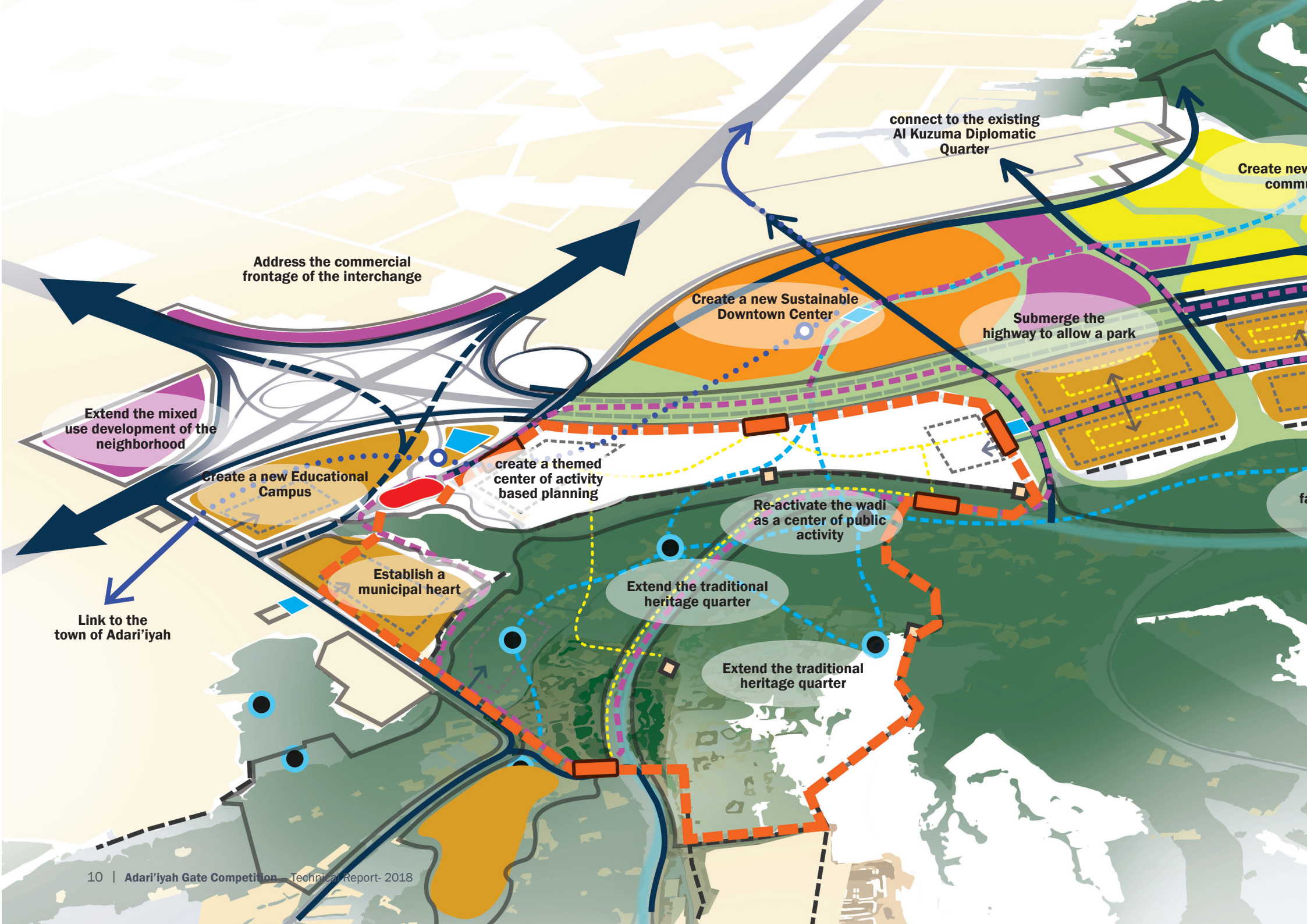
We have imagined **a destination of rich activities and tradition**, a public place that would serve all segments of society.



With **new neighborhoods** that draw on **the living history of discovery, experience and imagination** passing down the legacy of Adari'iyah by creating new places of authenticity and distinction.







connect to the existing Al Kuzuma Diplomatic Quarter

Create new comm

Address the commercial frontage of the interchange

Create a new Sustainable Downtown Center

Submerge the highway to allow a park

Extend the mixed use development of the neighborhood

Create a new Educational Campus

create a themed center of activity based planning

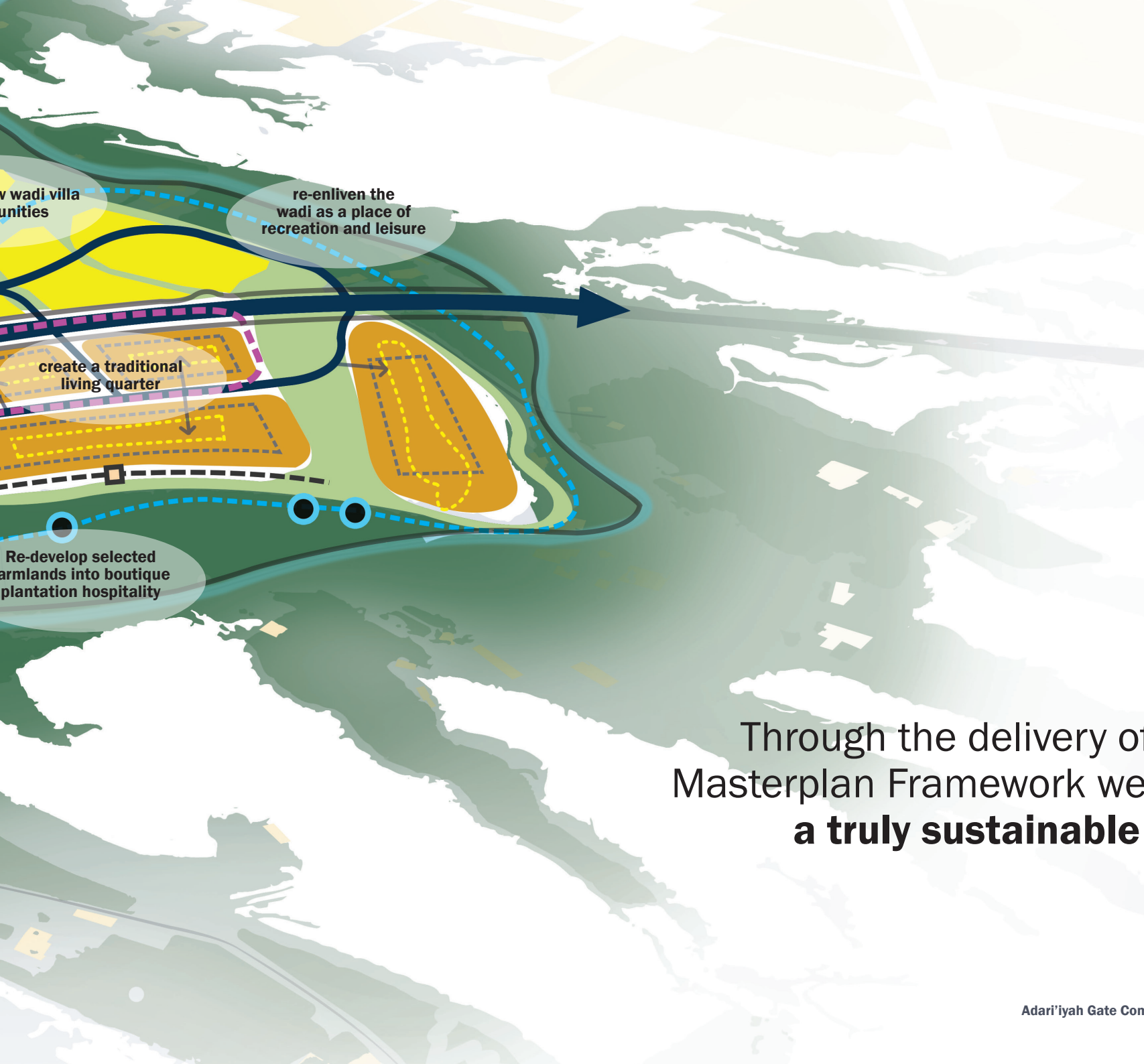
Re-activate the wadi as a center of public activity

Link to the town of Adari'iyah

Establish a municipal heart

Extend the traditional heritage quarter

Extend the traditional heritage quarter



Through the delivery of an integrated Masterplan Framework we look to create **a truly sustainable development.**

4 PILLARS

WADI

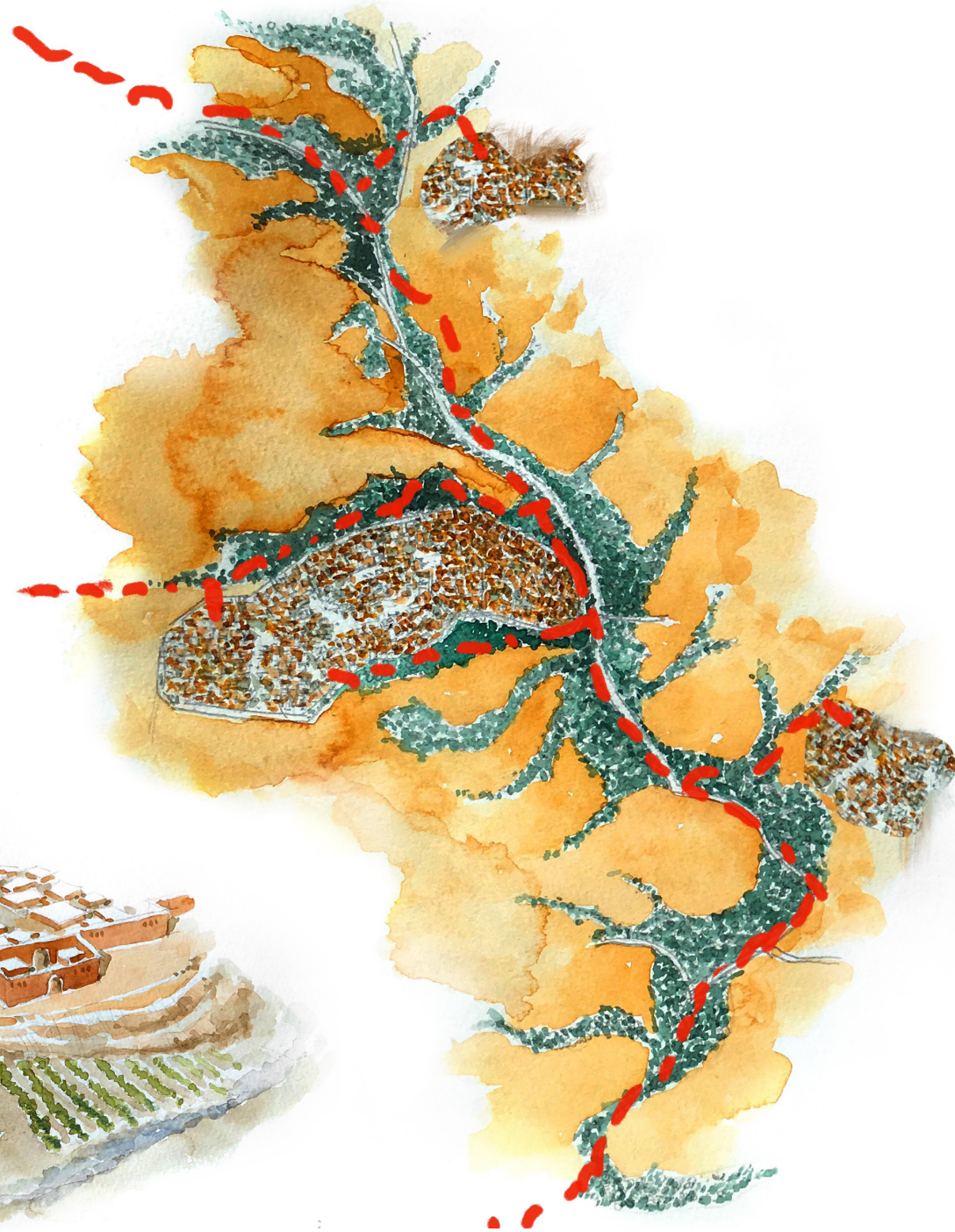
الوادي

We recognize Adari'iyah as a historic fertile oasis on the most important valley that unifies the Kingdom.

We aspire to recover this fertile corridor and its sha'ibs as a unifying link between the existing and new development.

We look to Wadi Hanifahh as a source of social activity, public life and recreation through its legacy as destination of trade and pilgrimage.

We steward an ecology and biodiversity that enables wildlife to flourish and preserving it as center of agricultural activities and the new city.



The Wadi as the "connecting element" between settlements



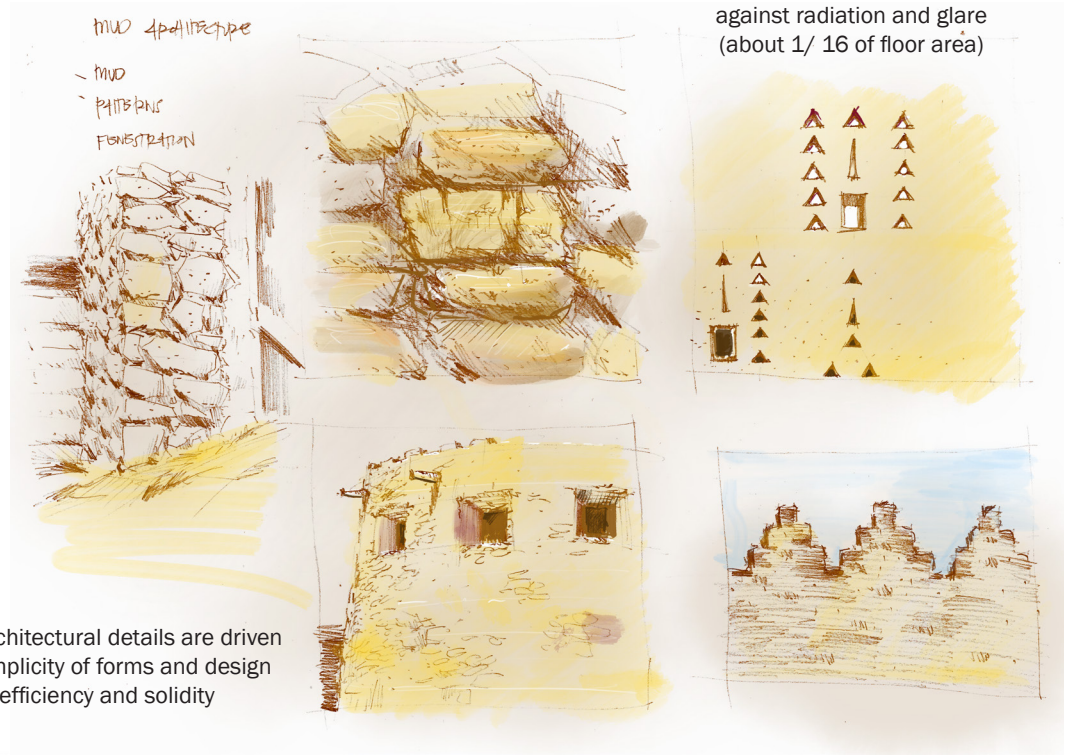
EARTH

الأرض

We endorse earthen architecture as a pillar for architectural form and an emblem of social and environmental sustainability.

We continue the craft of building with nature's materials that have traditionally provided shelter and sanctuary and as bastion as to shape settlement in the face of globalization.

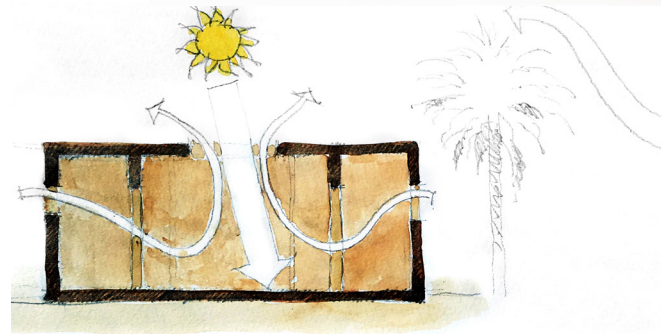
We look to express a coherent simplicity of form, design efficiency and solidity to implement architectural details that are appropriate to the setting of Adari'iyah.



The architectural details are driven by simplicity of forms and design efficiency and solidity



Structures are traditionally constructed of sun-dried mud brick combined with other locally available materials - water, palms, leaves and stones



Use of courtyards and wind catchers for ventilation and cooling



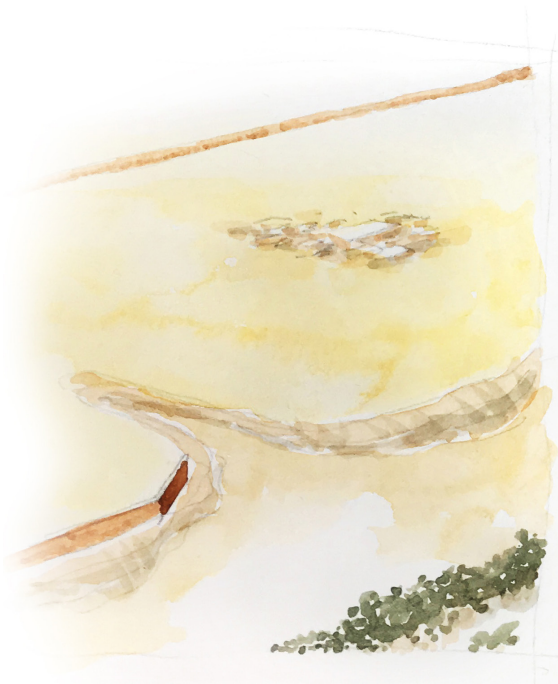


WALL

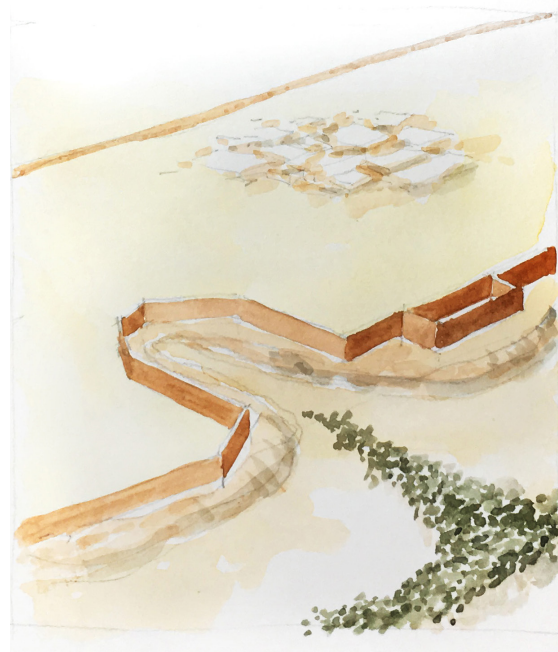
السوكة

We recognize the importance of Ad-Adari'iyah as a physical and spiritual sanctuary.

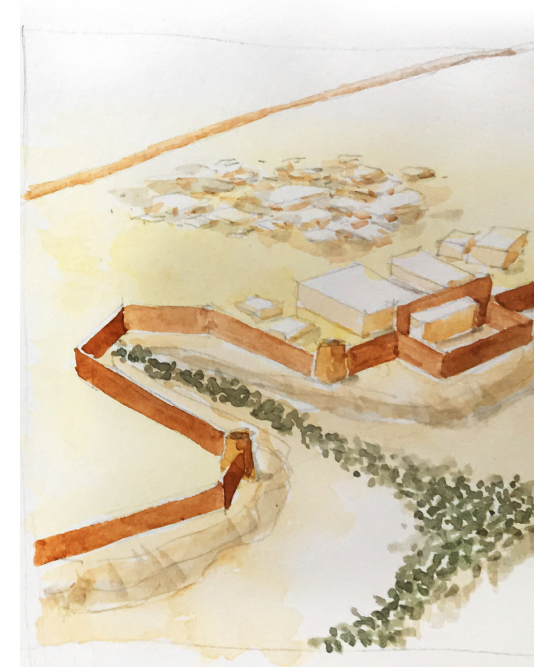
One that gave rise to the establishment of a political quarter that enabled the founding of the Kingdom.



Optimum conditions for the creation of the settlement on the Wadi Slope.



As the farming and communities attach to the earth and the trading prosper, it sets the need to defend the site.



Ad-Dir'iyah rise to prominence



CITY

البيشة

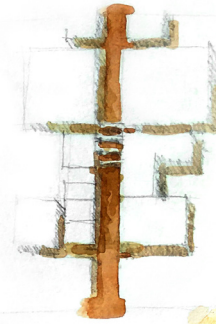
We look to create a new city that is shaped by laws of nature, culture, spiritual and social principle.

Through its adaptation of built form response to climate, privacy, and

Fostering collective interdependence to meet social needs through solidarity defense, social order and religious practices.



The cul-de-sac/ Zuqaq semi-private street, belonging to bordering residents



The Through Street/ Shari, public right-of-way with windows placed above eye level



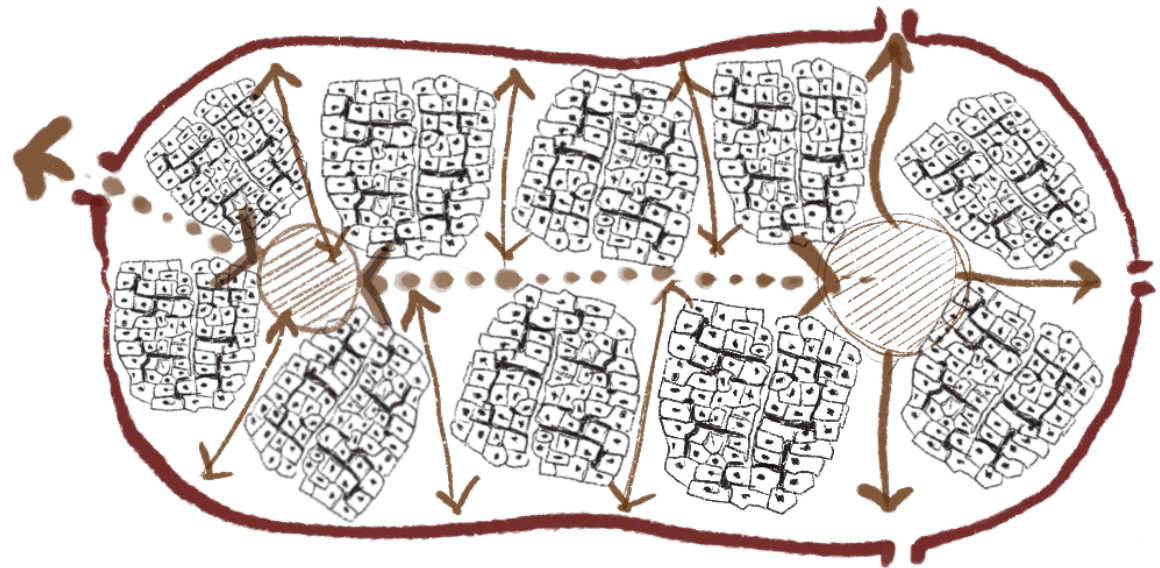
Suwaiqas or neighborhood shops surrounding small plaza, intersection of four spines



Central Plaza with Juma Mosque, Hammam and Suq



Neighborhood clusters are accessible by main spine and individual residential units are accessed through network of semi-private streets and cul-de-sacs



Main village spine (Shari) acts as a linear souq linking major nodes such as mosque and schools and neighborhoods connecting to semi-private streets (Zuqaq) and leading to individual gates

Evolution

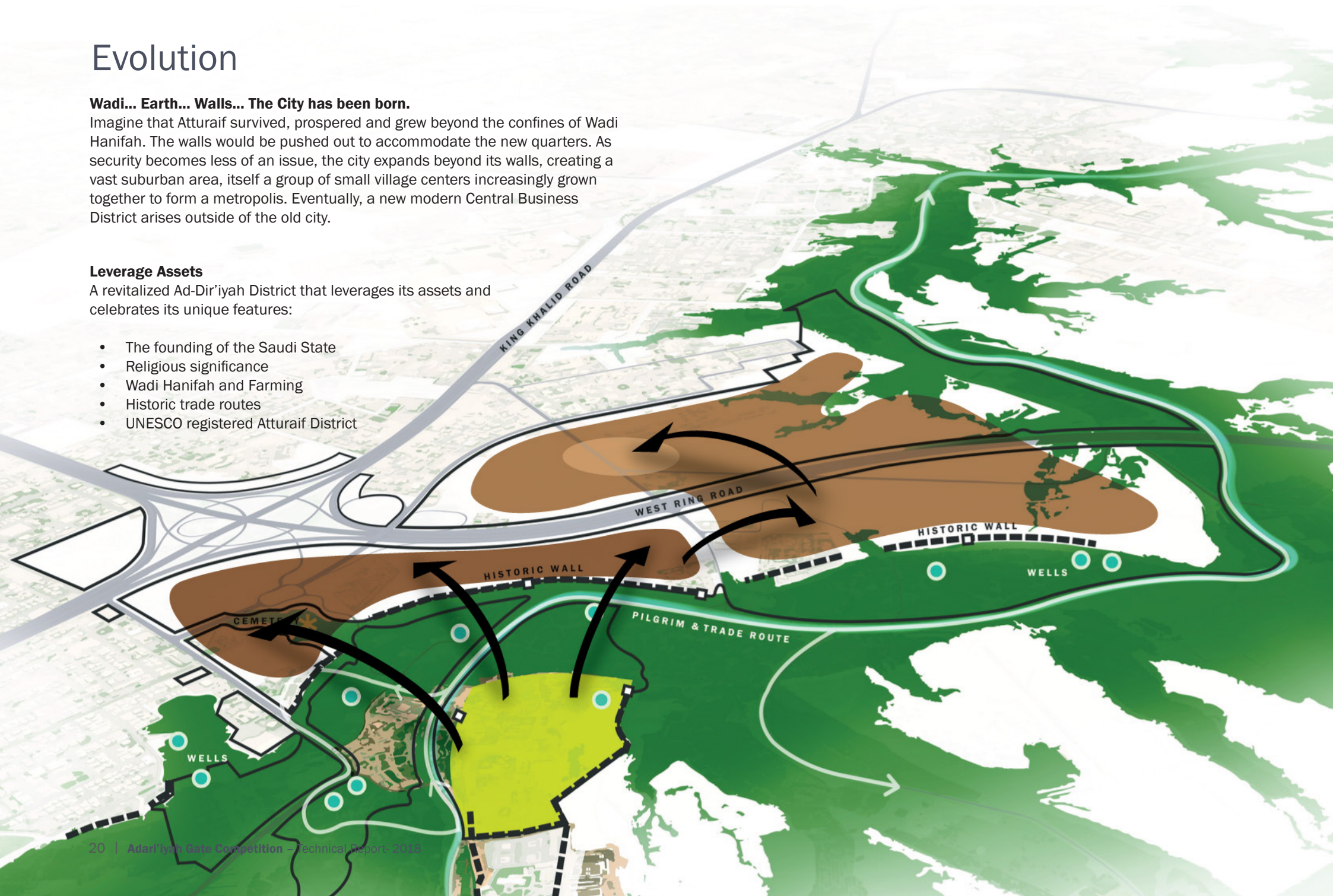
Wadi... Earth... Walls... The City has been born.

Imagine that Atturaif survived, prospered and grew beyond the confines of Wadi Hanifah. The walls would be pushed out to accommodate the new quarters. As security becomes less of an issue, the city expands beyond its walls, creating a vast suburban area, itself a group of small village centers increasingly grown together to form a metropolis. Eventually, a new modern Central Business District arises outside of the old city.

Leverage Assets

A revitalized Ad-Dir'iyah District that leverages its assets and celebrates its unique features:

- The founding of the Saudi State
- Religious significance
- Wadi Hanifah and Farming
- Historic trade routes
- UNESCO registered Atturaif District



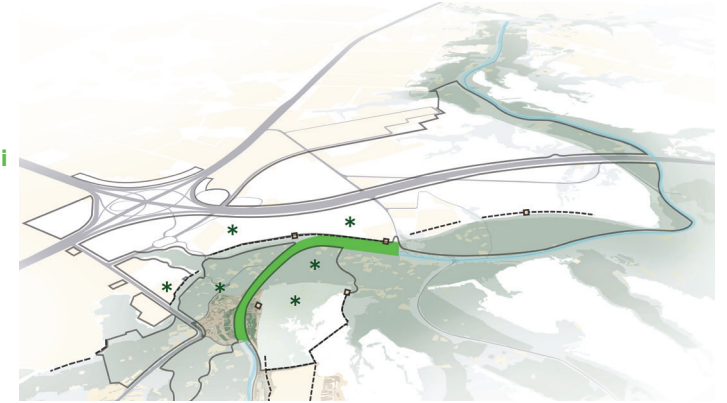
Integration of private plots and vacant areas to tell stories that convey the Grand Vision

- Selective plot acquisition
- **Extended Wall** to manage safety, access and define entry points



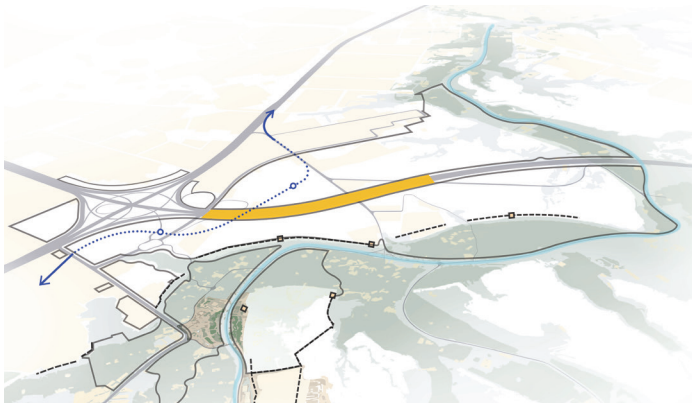
Wadi experience re-creation

- **Pedestrianized wadi floor plan**
- Experiential destinations



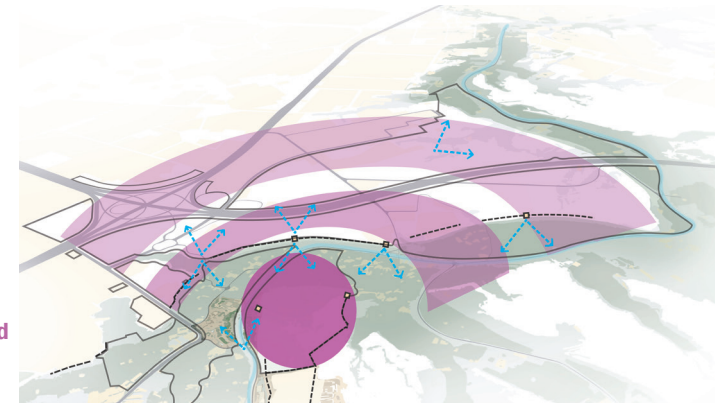
Site transport infrastructure retained and enhanced with public transport added, either decked or underground in historic areas

- **West Ring Road Decking**
- **Metro extension** (underground), loop connecting Line 2 & Line 4

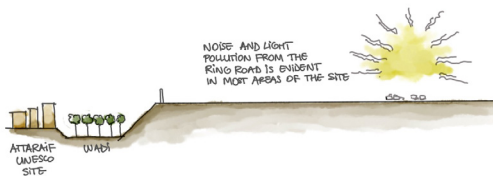


Site fragmentation

- Land forms and visual character managed through **view corridors**
- **Creation of a new Historic Wall**
- Design guidelines related to conservation, re-creation and **themed interpretation** in relation to Atturairf

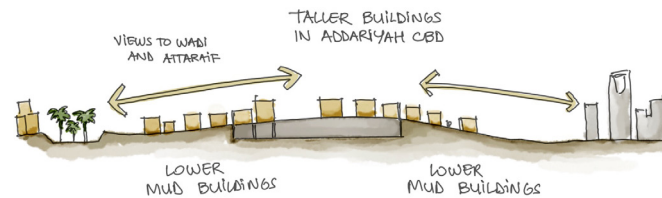


Highway noise/light pollution



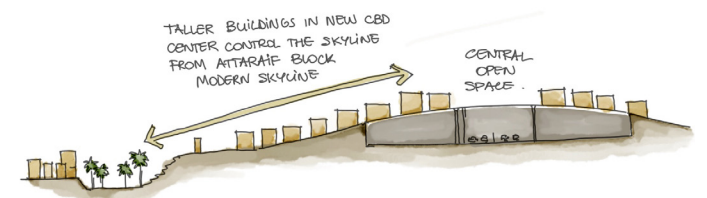
The existing ring road, in addition to cutting the site in half, creates a dull roar that can be heard even down inside the Wadi Hanifah. At night, site lights dominate the skyline and disturb what would otherwise be a sense of timeless peace.

Creating Skyline Amenity



In addition to affording views into the Wadi, the new mud built CBD will leverage views to the Kingdom Tower and modern skyline of Riyadh

Controlling Skyline Views



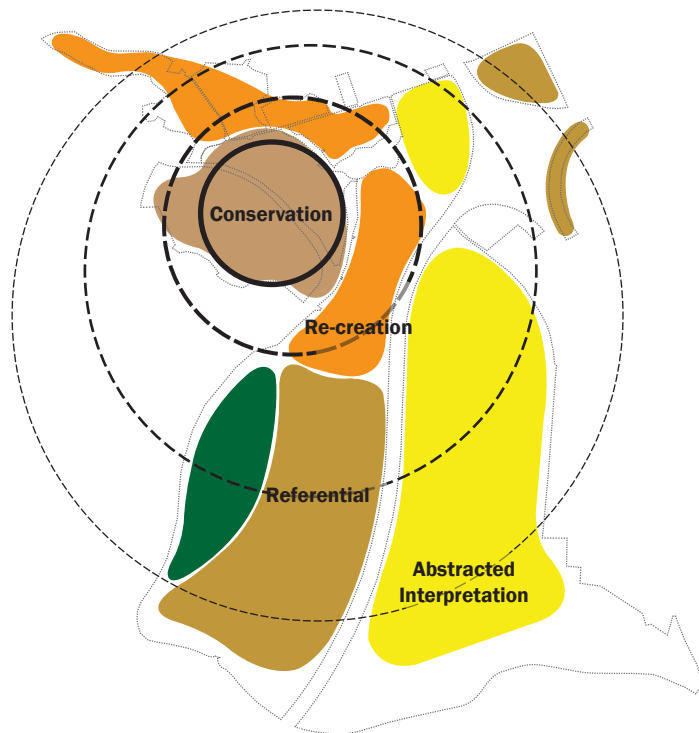
Decking over the majority of the ring road on site creates an opportunity to build taller build up on top of service underground, raising the ground level. This will create a controlled skyline further enhancing the timelessness of the historical assets

Site Strategy

The master plan framework is designed in a manner where the Past, Present and Future meet. Its precincts and character zones are integrated, but clearly defined into 4 areas, namely:

- Conservation area
- Re-Creation area
- Referential area
- Abstracted Interpretation area

The streets and open spaces are oriented to maximize shade and capture the cooling effects of the prevailing winds across Wadi Hanifah. The precincts are connected by context-sensitive transport corridors and open spaces related to the historic routes and experiences.



KEY DEVELOPMENT PRINCIPLES



1 - Creating a Distinct Districts

The masterplan seeks to build on the existing quarters of Adari'iyah and the traditional villages or towns existed in the surroundings and now form new quarters of the city. The new districts of the masterplan will connect the new neighborhoods that were traditionally fragmented.



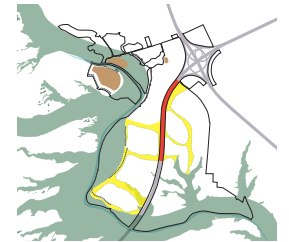
2 - Walkable neighborhoods

We envision that each district will be within a walkable distance to other centers with a mixture of uses defining the connections and allowing amenities for shopping, living and entertainment.



3 - Connectivity

The masterplan lowers the the Western Ring Road to release a new park and landscape opportunity that will enable neighborhood connections and connection to centers. The landscape structure serves to connect public amenities and activated programs of use.



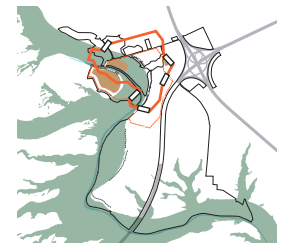
4 - Car free

The masterplan is envisioned to be car free with parking access from the lower levels directly access from key transport connections. Managed servicing would occur with key public transport routes.





5 - Reinforced Heritage Links

Maintaining and acknowledging heritage through design, that looks to strengthen key views, particular towards Atturaif and Wadi Hanifah.





Site Strategy



1. Character Zones

-  Character Areas
-  Visitors Center




2. Extension of Historic Wall

-  Historic Wall & Towers
-  New Wall & Gateways




3. Decking of Western Ring Road

-  Road At - Grade
-  Open Space Deck

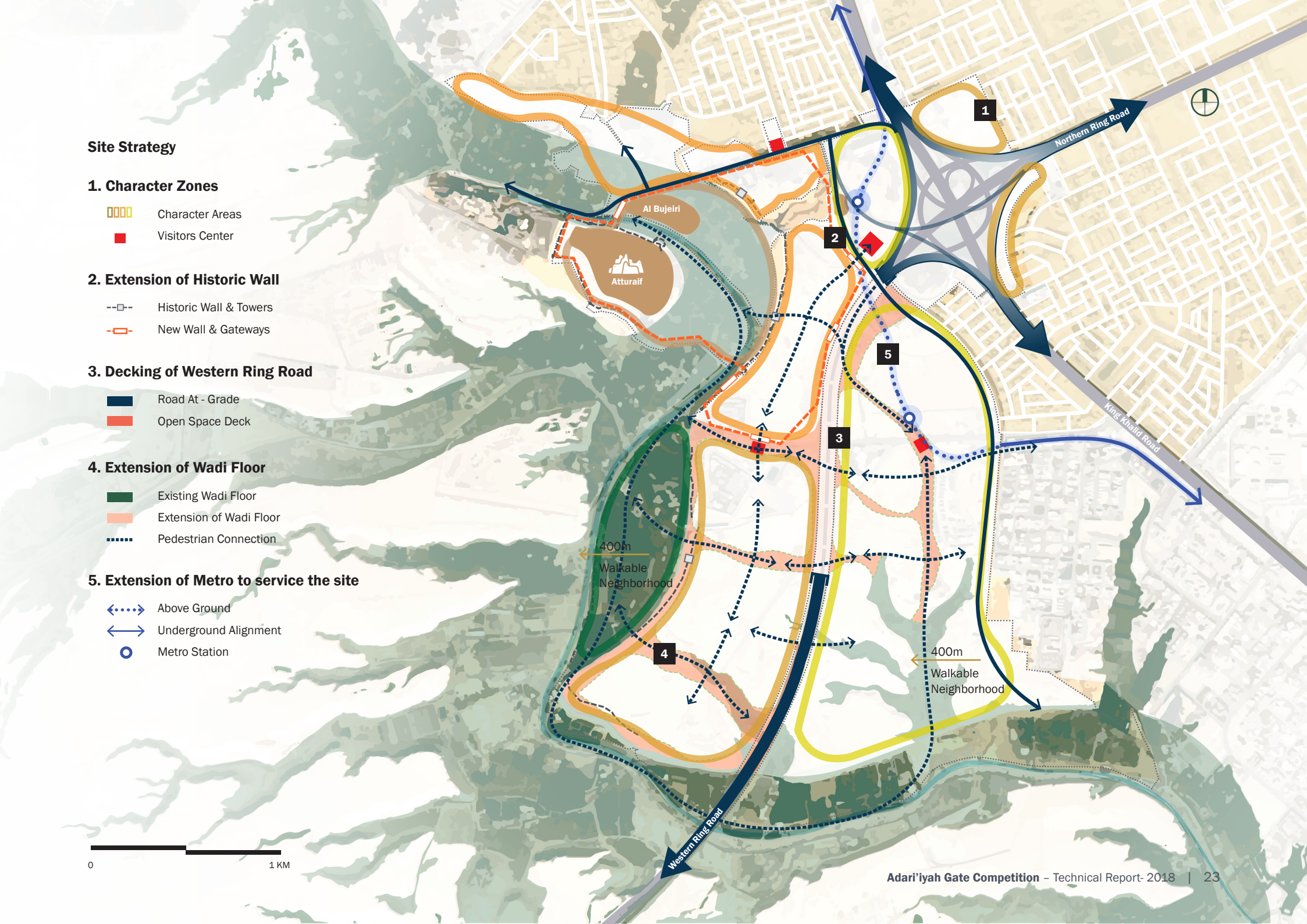
4. Extension of Wadi Floor

-  Existing Wadi Floor
-  Extension of Wadi Floor
-  Pedestrian Connection

5. Extension of Metro to service the site

-  Above Ground
-  Underground Alignment
-  Metro Station

0 1 KM



Neighbourhoods

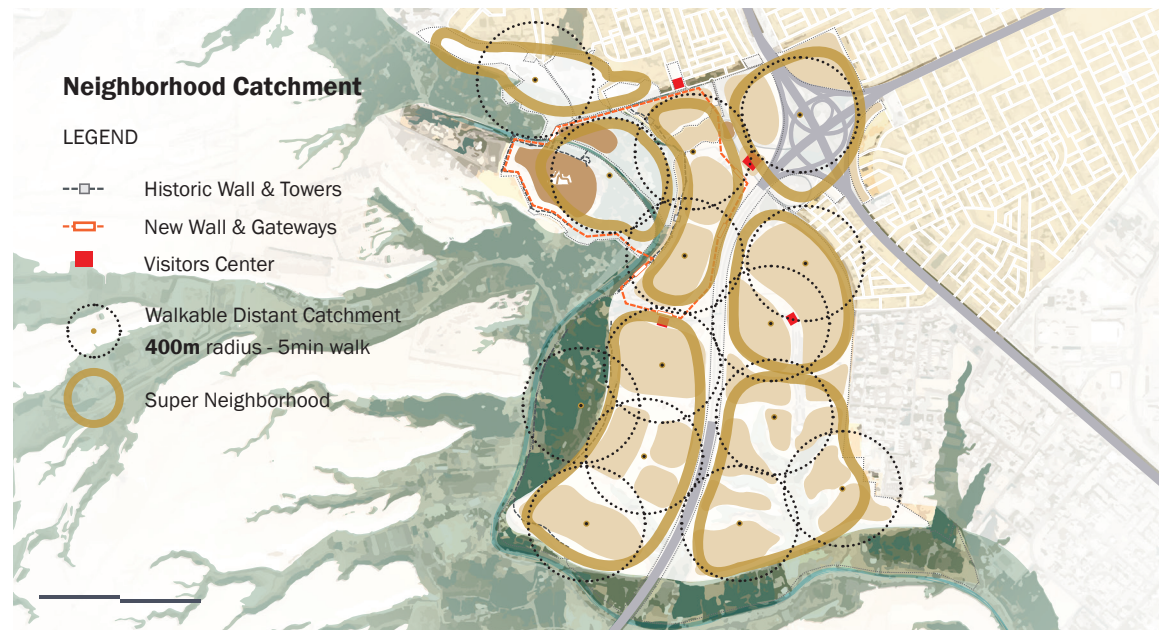
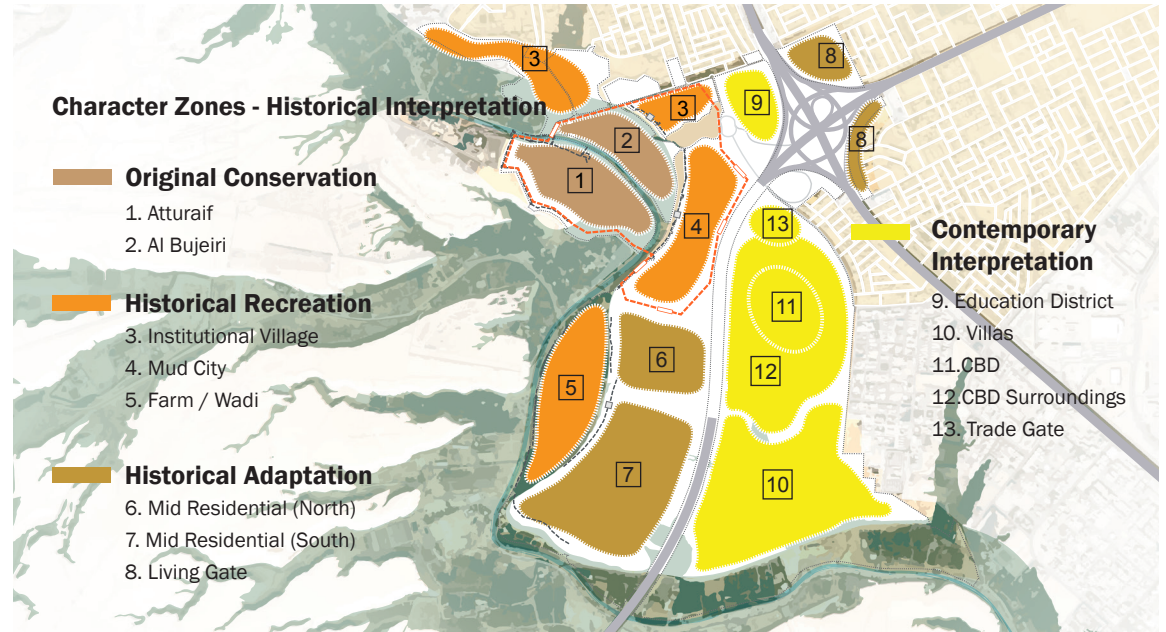
A close study of the tradition compact urban form with weaving streets, courtyards, alleys and tight building enclosures is recreated in its modern context with defined as open spaces and transport network. The proposed development is structured as **7 neighborhoods within 4 character zones** all interwoven with the stories and tales from Old Adari'iyah and the First Saudi State.

Walkable Neighborhood

The development is constructed of interlinked walkable neighborhoods that support the daily needs of the community and the visitors population. Each of the neighborhoods will support a mix of land uses which would create a vibrant public realm that support live, work and play urban environment.

Super Neighborhood

Super neighborhoods within the development is defined by themed character zones that celebrate the genius loci of Adari'iyah. The allocation will also support the ADG vision of creating the world largest mud city that proclaims to the world the ancient architectural marvels of the Saudi State.



Themed Neighborhoods

Atturaif Historic District

1. Atturaif Unesco Site.

Historical Conservation Zone. Visitor Reception Center, Main attraction site

2. Al Bujeiri

Government agency headquarters buildings, and includes the Imam Turki mosque

Atturaif Gateway Institutional Village

3. Institutional Village

Government agency headquarters buildings

New Atturaif Experience Village

4. Mud City

Visitor Interpretation Center, Surrounded by recreated wall. Parking underground, Inner Courtyards

5. Farm / Wadi

Restricted traffic to supply existing uses, Demarcated picknicking areas.

Atturaif Living Cultural Village

6. Mid Residential (North)

Mid-High income multi family housing, Easy access to wadi

7. Mid Residential (South)

High income multi family housing, Easy access to wadi, high quality local park

Education District

8. Living Gate

Mid-High income multi family housing

9. Educational Campus

Residents and visitors to move through the areas on foot, or by bicycle, as well as providing small public gathering spaces

Wadi Living

10. High-end Villas

Adapted to topography, easy access to wadi

King Salman Cultural District - CBD

11-12. CBD & Surroundings

Transport hub (pedestrian link to light rail rapid transit), Easy access to wadi, high quality local park

13. Trade Gate

Transport hub (pedestrian link to light rail rapid transit)

-  Historic Wall & Towers
-  New Wall & Gateways
-  Visitors Center

0 1 KM

Uses

The proposed uses re-create the Adari'iyah journey focusing on the **visitor and resident experiences**. Experiential, visitor-oriented functions such as re-created enactments area, museums, cultural learning for all ages, traditional farming, traditional dining and shopping, themed hospitality, tell the tales of Adari'iyah's glorious past. These uses are set among the traditionally theme residential communities maximizing the wadi experience.



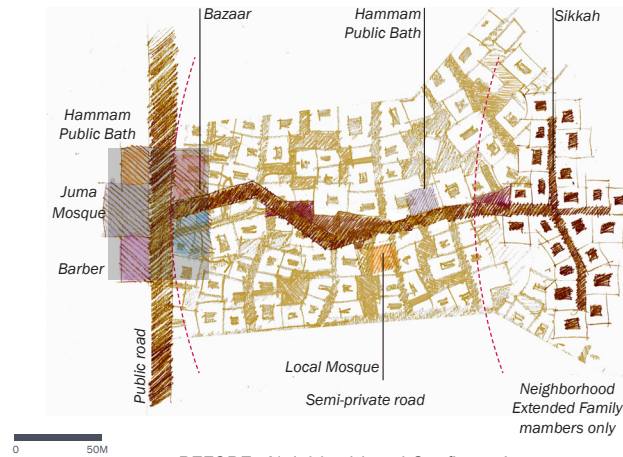
The Neighborhood unit & centres

Each neighborhood unit is provided with appropriate social and community facilities within walking distance to support car free movement and self-reliance. In addition, the provision of facilities will follow a hierarchical distribution supporting the super neighborhood level to the local level.



Character Areas, Centres and edges

Each of the identified neighborhoods within the master plan is characterized with unique themes and attractions that create focal point and identity. For example, the mid-residential (south) neighborhood is themed with cultural living with associated traditional shopping streets, cooking school and traditional themed restaurant and cafés overlooking Atturaif to create a unique identity for the neighborhood.



BEFORE - Neighborhood Configuration



Proposed Neighborhood Configuration:

- Self-reliant
- Informal, random & pedestrian oriented
- High density & compact with a mixed use center



Land Uses

LEGEND

- Historic Wall & Towers
- - - - New Wall & Gateways
- Visitors Center
- Heritage
- Educational
- Farms
- Central Business District
- Mixed Use Residential
- High-end Residential
- Resorts

#Adari'iyah Wadi
#Caravan#Villas

0 1 KM



Density & Form

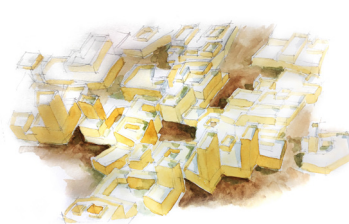
Density distribution within the development range from high, predominantly within the recreated area, to low, in the southern part of the site, across the site in line with the traditional Nejd community to re-create a pattern similar to old Dariyah along the Wadi Hanifah. The agricultural traditions and its influence in urban form will be preserved, to produce a community carefully balancing the natural and built environments.

Area	Heights	Density (Housing)	Uses	Najdi Architecture Interpretation Spectrum	Notes
1 Atturaif			Heritage	I. Conservation	Unesco Site. Historical Conservation Zone. Visitor Reception Center, Main attraction site.
2 Al Bujeri			Commercial (Retail, Restaurants)	II. Re-creation	Government agency headquarters buildings, and includes the Imam Turki mosque.
3 Institutional village	G+1/2	-	Authorities & Public Buildings, Offices	II. Re-creation	Government agency headquarters buildings.
4 Mud City	G+1/2	-	Education, Museum, Performances, Visitor Center, Galleries, Restaurant, Boutique Hotel	II. Re-creation	Visitor Interpretation Center, Surrounded by recreated wall. Parking underground, Inner Courtyards
5 Farm/Wadi	G/G+1	-	Leisure, Sports (horsing, falconing, mountain bike), Boutique Hotel, Linear Park, Parking	II. Re-creation	Restricted traffic to supply existing uses, Demarcated picknicking areas.
6 Living Gate	G+4	150 units/Ha	Mixed-use Residential	III. Referential	Mid-High income multi family housing
7 Cultural Living (Low)	G+2	70 units/Ha	Mixed-use Residential, School.	III. Referential	Mid-High income multi family housing, Easy access to wadi
8 Cultural Living (Mid)	G+3/4	150 units/Ha	Mixed-use Residential	III. Referential	High income multi family housing, Easy access to wadi, high quality local park
9 Educational District	G+3	-	Education, Museum, Performances	IV. Abstracted Interpretation	Residents and visitors to move through the areas on foot, or by bicycle, small public gathering spaces provided
10 Villas Wadi Living	G/G+1	6-8 units/Ha	Residential (middle high income single family housing)	IV. Abstracted Interpretation	Adapted to topography, easy access to wadi
11 Adari'iyah Downtown	G+4	50-80 units/Ha	Offices, Hotel, Residential	IV. Abstracted Interpretation	Transport hub (pedestrian link to light rail rapid transit)
12 Adari'iyah Residences	G+4	100-150 units/Ha	Residential (middle high income multi family housing)	IV. Abstracted Interpretation	Easy access to wadi, high quality local park
13 Trade Gate	G+4	-	Offices, Hotel, Retail	IV. Abstracted Interpretation	CDB, Transport hub (pedestrian link to light rail rapid transit)

Massing Catalogue (Sample)



4. Mud City



9. Education District



10. Villas



11. Adari'iyah Downtown



12. Adari'iyah Residences



Institutional village



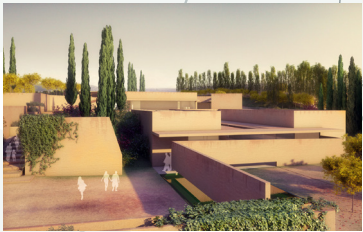
Adari'iyah Downtown



Mud City



Adari'iyah Residences



Farm/Wadi



Mid Residential (Mid)



Education District



Mid Residential (South)

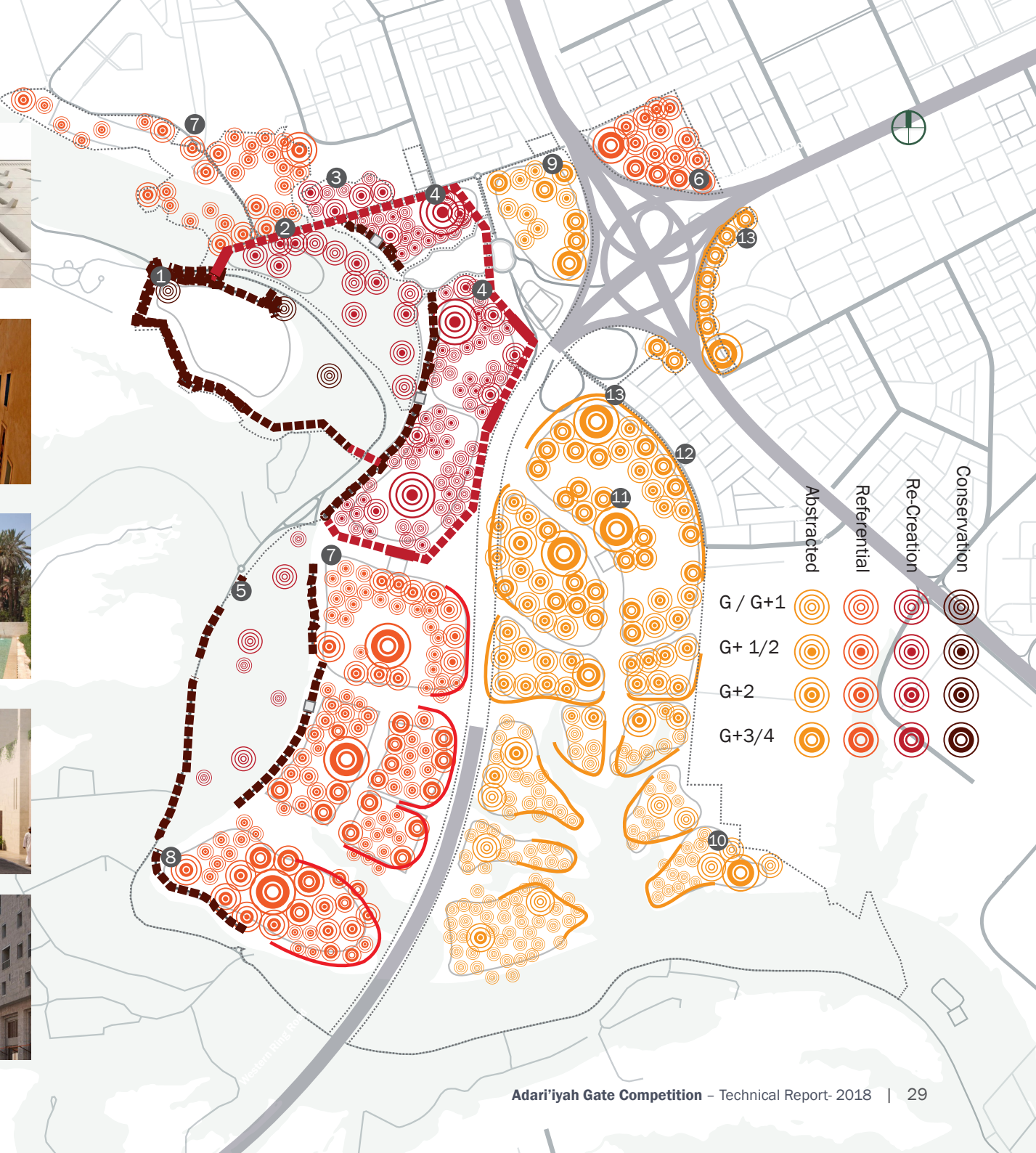


Villas



Trade Gate

1 KM



	Abstracted	Referential	Re-Creation	Conservation
G / G+1				
G+ 1/2				
G+2				
G+3/4				

Landscape

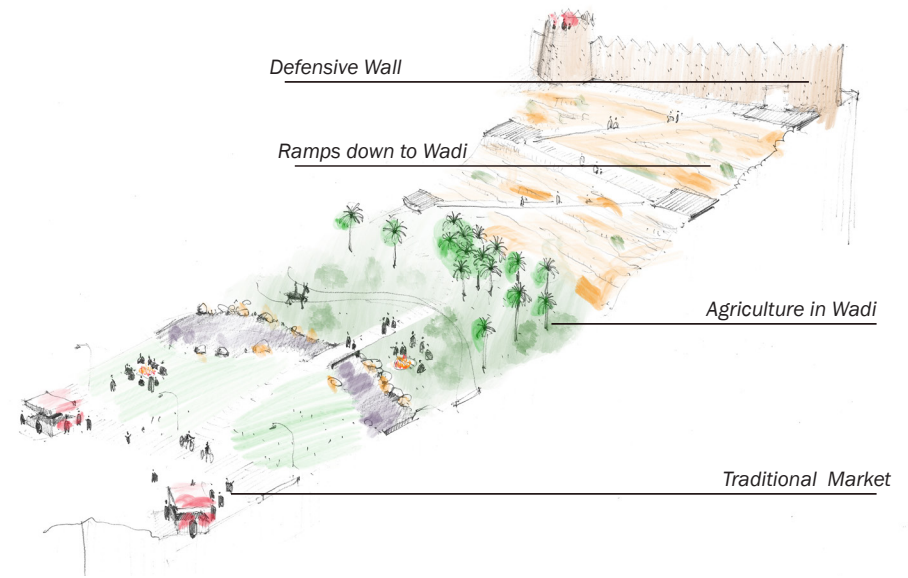
The landscape comprises urban and non-urban character types. The super-neighbourhoods are separated by linear open spaces which allow the natural landscape to provide a sense of the original context in which the wadi and its walls and earthen city evolved. Principles driving the network of open spaces include authenticity, simplicity, and functionality. In addition, these spaces are laid out as a stage for the re-enactment of stories and scenes dramatizing the glorious past of Old Adari'iyah.

Urban Open Spaces

Streets and lanes are generally narrow and informal, aligned in reference to sun and wind for maximum passive thermal comfort and traditional cultural principles of privacy, security, and respect. Natural hierarchies of both linear and nodal open spaces emerge from the aggregate of individual building projects set out according to an agreed set of common principles. Other than a very few important plazas associated with Friday mosques which may contain a grid of date palms, the urban landscape is devoid of ornamental plantings.

Non-urban Open Spaces

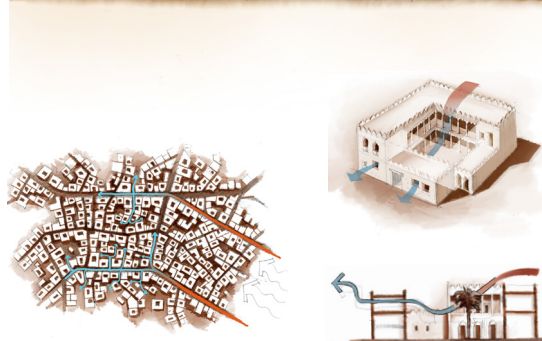
A network of linear open space corridors are simply desert, allowing for walking and camel and horse-back riding. No attempt will be made to “decorate” the landscape. The desert is left as desert; the wadi and lower reaches of the wadi side canyons will be given over to food production according to traditional practices. Animal husbandry will be an important part of the agricultural landscape, and provisions for the keeping of domestic animals will be coordinated with touristic and other elements to maximize touristic and atmospheric value while managing the attendant issues of odour and waste management.



Microclimate

Passive Cooling Strategy: Wind Cooling

The streets and open spaces are oriented to maximize shade and capitalize on the prevailing breezes to flush heat away during the day and pre-cool the city at night in the public spaces. The private spaces are protected from the harsh summer conditions and evaporative cooling is able to offer respite from the heat.

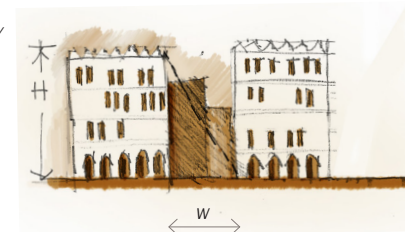


Passive Cooling Strategy: Sun Shading

Maximizing North East - South West Street orientation.



Plan for narrow streets with Height/Width ratio >3







Landscape Character Zones

LEGEND





-  Historic Wall & Towers
-  New Wall & Gateways
-  Visitors Center
-  Trails / Pedestrian Movement
-  Wells

Landscape Character Zones by Type

Non-Urban Landscapes

-  Wadi Hanifah – traditional, functional, simple agricultural landscape; date palms, vegetables, animals
-  Central Agri-Tourism Park & Outdoor Education Center
-  Wadi side-canyons – a bit of green at lower reaches only
-  Open space corridors on desert plateau (linked to wadi side-canyons) - sand

Urban Landscapes

-  “New Atturaif” historical reconstruction interpretation zone (most literal historical authenticity)
-  Low-rise mud-brick mixed-use residential zones (a living timeless traditional community)
-  Mid-rise mud-brick CBD akin to Shibam, inspired by the technology and spirit of local tradition
-  Mud-brick high-end villas including terraced wadi-view villas (many concessions to modern needs)

0 1 KM

Destinations & Focal Points



Districts & Destinations

The individual districts, or neighbourhoods, radiate from the historic core of Old At-Taraif as if they had evolved organically over time. They are separated by linear corridors of open desert in which can be re-enacted the events of the past, from daily scenes to temporary Bedouin encampments to arriving pilgrim and trade caravans, even epic battles. These open space threads are thus threads of history, of interpretive content, of entertainment, recreation, and education. They are an integral part not only of the city, but of its vision and mission. We also feel that the defensive walls which define the urban edge require open space outside them to be legible and meaningful.

Rather than keeping open space between the adjacent modern suburbs as indicated in the brief, we considered that it might be better to build up against the eastern edge facing westward toward one of the desert corridors, thus buffering and controlling the views east from the Adari'iyah gate CBD.

Each district and sub-neighbourhood has its own internal focal points, which take the form of a hierarchy of public open spaces. We consider that the family home is the primary unit of Arabian society, and that the courtyard is the heart of the home. Larger courtyards will create centers for small neighborhoods and yet larger plazas will create a center for a larger community, and so on, creating a kind of "fractal of courtyards" DNA to the urban design.

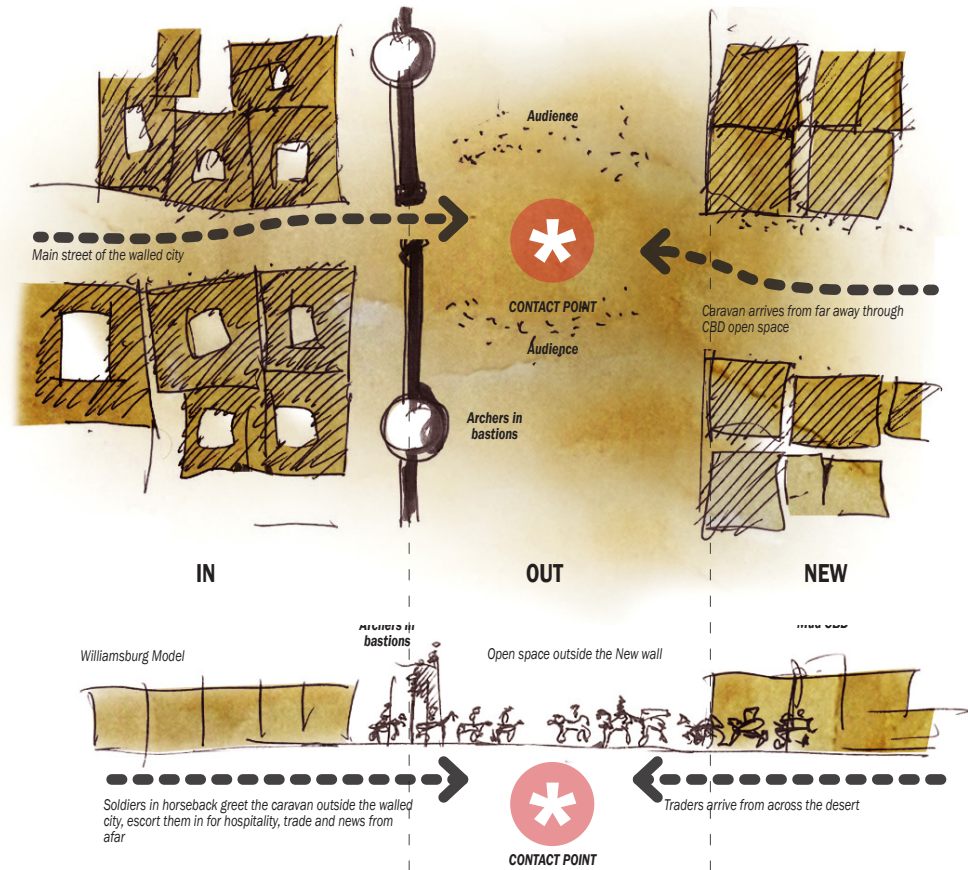


Views & Key Buildings

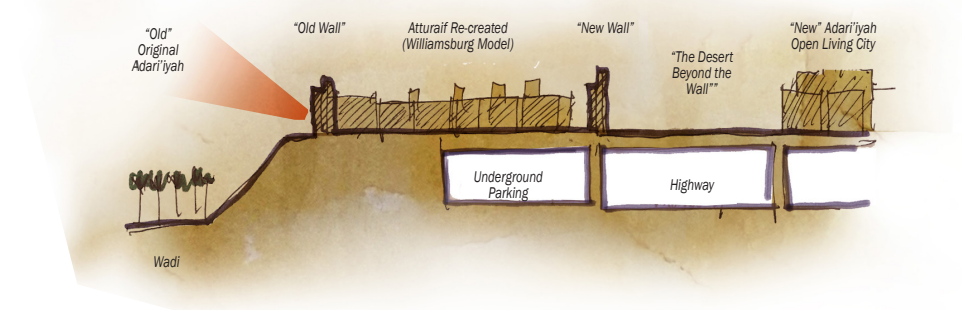
The essential mission has been described as the creation of a place in which one truly feels that they have stepped back in time 300 years. Occlusion of all external references is a critical key to the successful delivery of this objective. Skyline views of the defensive walls, of the surrounding city, of the wadi edge have been preserved and enhanced to remove as many references to the modern world as possible. Key views to Atturaif, the cemetery area and wadi side-canyons have been highlighted, and all visual blight removed.

A Stage for Spectacles

The drama of soldiers being alerted to the arrival of a caravan and escorting them into the city, exchanging news, ideas, goods and stories can be played out in infinite variation, ties together the entire site as a stage for reenactment of these scenarios



Imagined extension of Historic Atturaif



Destinations & Route Map

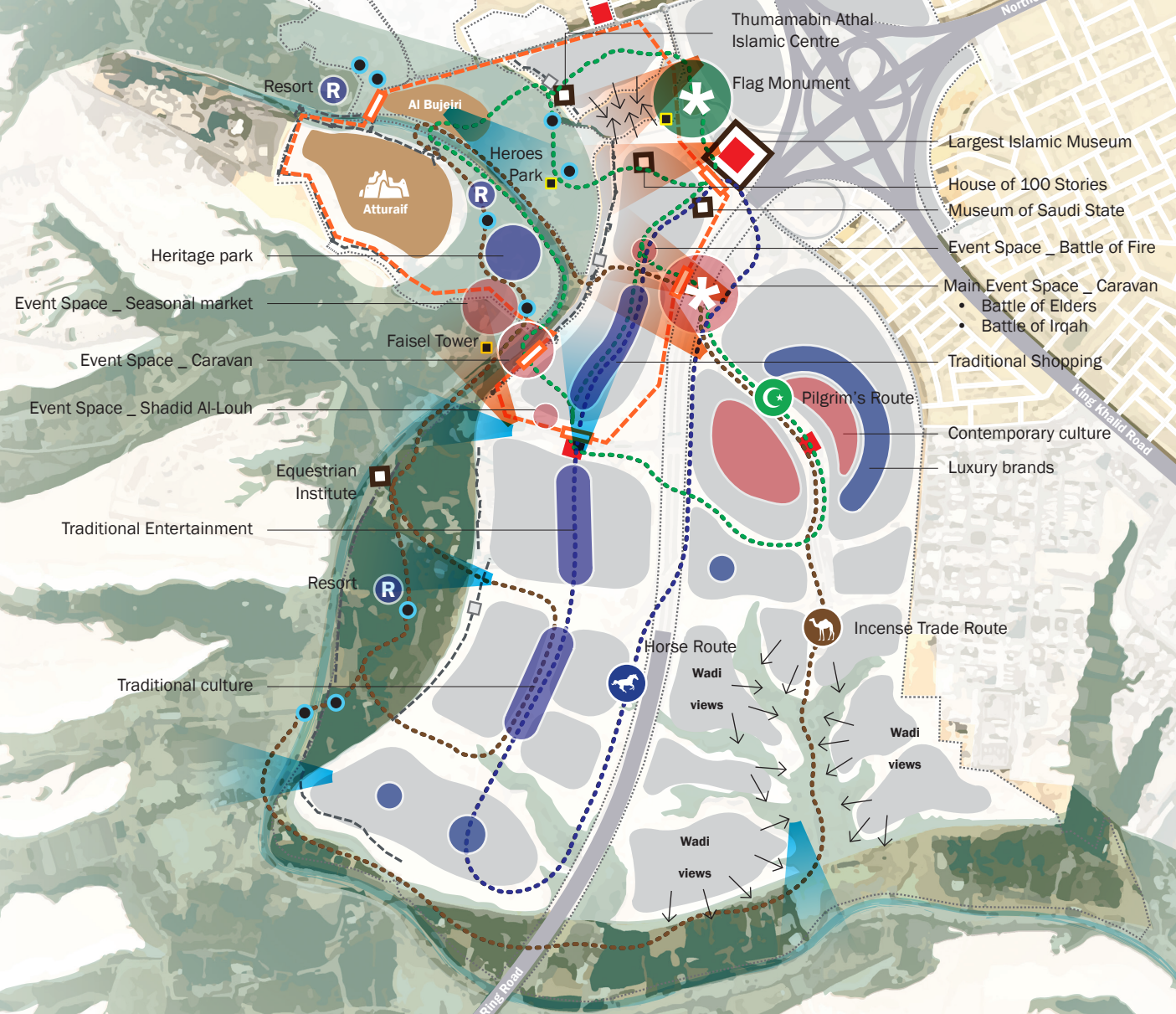
LEGEND

- Historic Wall & Towers
- - - - New Wall & Gateways
- Visitors Center

- Horse Route
- Pilgrim's Route
- Incense Trade Route

- Wells
- Sightseeing Towers / Site
- Key Buildings
- Key Destinations
- Key Event Spaces
- ▲ Views to Atturaif
- ▲ Views to Wadi Hanifah

0 1 KM



Movement

The vehicular arrival experience is designed to convey the grandeur and importance of Adari'iyah as the origin of the Saud state. The focus of the proposed movement system is to create a car free pedestrian environment within the re-created areas of the development, achieved through creation of connected systems of underground parking structures. In addition, the existing ring road will be decked to create experiential open space outside the new walled city for public events and shows. As noted earlier the decking will also reduce noise and light pollution into the ADG development



Connectivity

The existing road network connections are leveraged to provide quality service in a discrete manner to the ADG development. This include, provision of direct access from the redesigned existing interchange, extension of access from the surrounding communities and creation of a well connected movement system to service various parts of the development. The connectivity is enhanced through an underground metro connection extending Riyadh Metro Line 2 and Line 4 to form a loop.



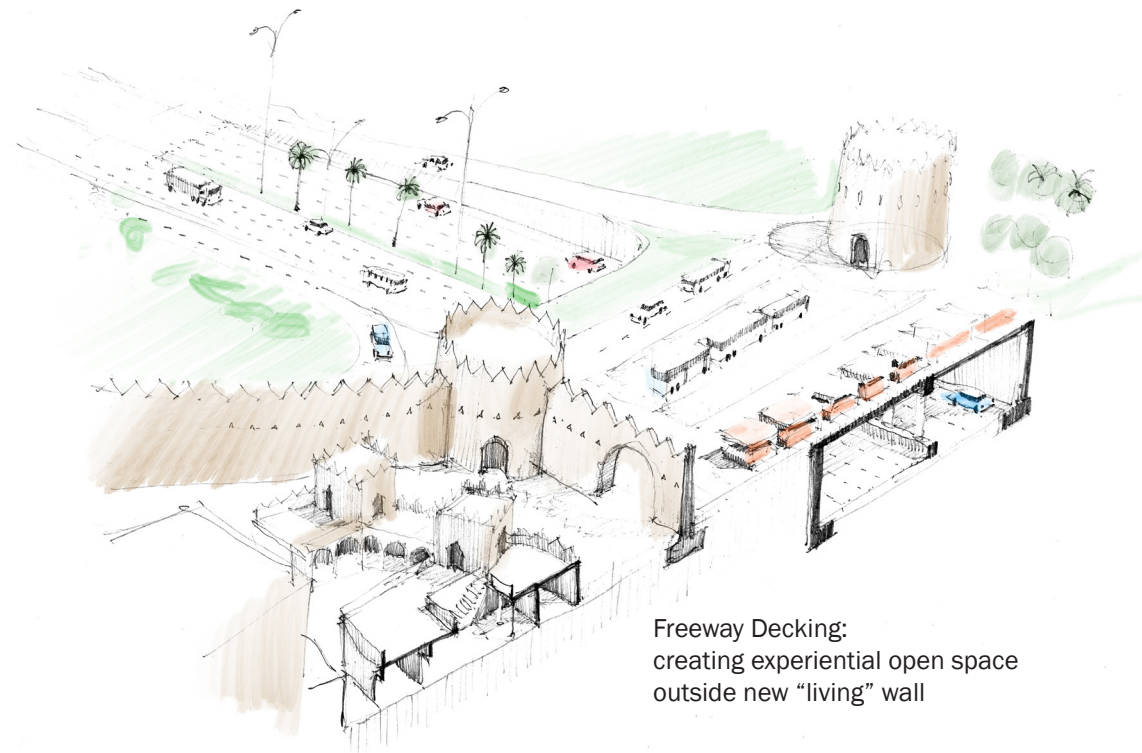
Street Types & Networks

The recreated area of the development will follow a similar street prototype of Old Diriyah characterized by meandering narrow lanes that provide thermal comfort and safe pedestrian environment. The contemporary part of the ADG development will provide a hierarchy of road network that support modern requirements.



Parking & Servicing

Discreet underground parking structures with direct access to the pedestrian city would characterize most of the ADG development. This arrangement while allowing for modern service access would also create a pedestrian dominated environment. Access to service and emergency vehicles will be provided at sufficient intervals so that required modern service requirements are met.



Freeway Decking:
creating experiential open space
outside new "living" wall



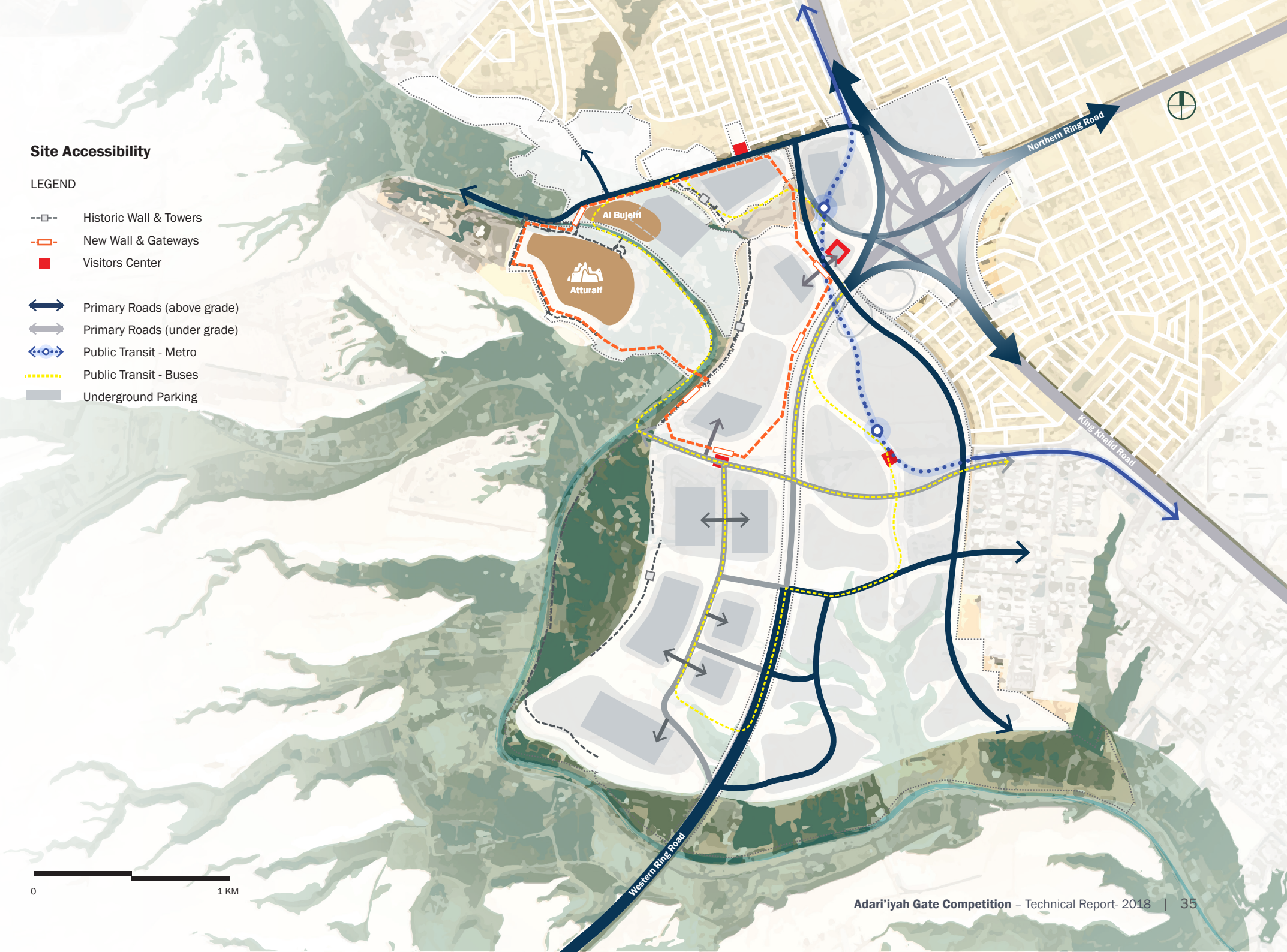
Discreet Parking Level with
access to the "Pedestrian"
city above

Site Accessibility

LEGEND

- Historic Wall & Towers
- New Wall & Gateways
- Visitors Center
- ↔ Primary Roads (above grade)
- ↔ Primary Roads (under grade)
- ⦿ Public Transit - Metro
- ⋯ Public Transit - Buses
- ▭ Underground Parking

0 1 KM



Sustainability

Sustainability will be driven by following 10 key principles:



CULTURAL HERITAGE

Celebrate Saudi Heritage & Traditions



ENERGY

Towards Carbon Neutral



SUSTAINABLE CONSTRUCTION

Protecting our Natural Assets



TRANSPORT

Redefining Mobility



LOW IMPACT CONSUMPTION

Towards a Circular Economy

OBJECTIVES

- Promote traditional vernacular architecture and construction techniques
- Preserve and celebrate historically and culturally important structures that protect the local character and heritage

- Demand energy reduction
- Efficient energy distribution
- Utilize Renewable energy infrastructure
- Use of Passive energy measures for indoor and outdoor thermal comfort

- Deliver low impact construction leveraging traditional techniques and methods of construction
- Empower people to build sustainable constructions

- Provide the appropriate microclimate to encourage the use of active transport (walking, cycling & riding)
- Maximize the use of electric vehicles and group rapid transport systems
- Promote use of traditional modes of transportation (camels, horses etc.)

- Waste segregation & recycling
- Local food sourcing
- Promote self-sufficiency in building materials and skills

STRATEGIES

- Use of natural materials, such as adobe and stone, extensively across the master plan
- Conserve and recreate traditional urban morphology and typologies which meets current needs

- Orientate street and buildings to enhance thermal comfort of outdoor spaces and solar protection of indoor spaces
- Plan for energy efficient building envelope to minimize heat gains and catch cooling breezes

- Establish Earthen Architecture Laboratory to educate and empower people
- Use of recyclable, renewable and locally available building materials

- Plan for “canyon” street profiles (Height/ Width ratio >3) with tree shading for solar prevention
- Segregation of pedestrian (at grade) and vehicular (below grade) movement
- Provide dedicated routes for animal transport

- Promote agricultural land and existing farming practices within the vicinity of the project
- Minimize waste through use of reusable materials
- Preservation of local craftsmanship



BIODIVERSITY
Net Positive Impact



HEALTH & HAPPINE
Connecting with
People & Heritage



WATER
Respect for Natural Cycle



EQUITY & LOCAL ECONOMY
Fair & Inclusive Environment for
Everyone



EXTERNAL ACCREDITATION
A Globally Recognized
Sustainable Development

OBJECTIVES

- Plan for balanced built environment that protects and enhances the existing natural environment
- Protect the wadi habitat and promote its biodiversity

- Encourage healthy lifestyle and physical activity by enhancing pedestrian experience
- Design for vibrant public spaces that bring communities together and encourage social interactions

- Demand water reduction
- Energy efficient provision and treatment of fresh water and waste water
- Water recycling and reuse
- Promote traditional techniques of water preservation

- Provide a fair, safe and inclusive environment
- Create a platform for self-sufficient economy
- Promote employment of local resources and skills
- Enhance the value of local services & goods and create job opportunities

- Create new benchmark for sustainable cities in arid climate
- Promote climate appropriate design solutions tailored to specific social, economic and environmental conditions

STRATEGIES

- Plan for buffer zones between the development sites and existing wadi habitat while reducing development density towards the wadi area
- Plan for pedestrian routes along the wadi that promotes wadi wildlife as well as its cultural and historical importance

- Enhancing pedestrian experience through activating urban edges and provision of well-organized & linked public spaces
- Design lively and enjoyable public spaces by creating inviting, safe, vibrant and inclusive public realm that will provide opportunity for people to socially interact and connect with nature in support of healthier lifestyle

- Apply xeriscaping principles throughout the landscape design
- Use of collected rainwater and recycled water for flushing and irrigation
- Apply Strategies for effective groundwater management

- Promote walkability to raise local retail spend
- Plan for quality public spaces, such as squares, streets and parks, as a vital business and marketing tools essential to pull new residents, visitors and businesses
- Provided required social infrastructure to all its inhabitants

- Rediscover and reuse traditional local technologies and methodologies and adapt these for 21st century
- Reduce urban sprawl (plan for dense mixed-use communities), carbon footprint (enhance walkability and public transit), waste (recycle and reuse) and operational cost

MUSEUMS



- 1 King Salman Cultural District
- 2 Largest Islamic Museum
- 3 Arabian Peninsula Museum
- 4 Children's Museum
- 5 House of 100 Stories
- 6 Museum of the Saudi State
- 7 House of Al Saud
- 61 Trade and Treasury Museum
- 62 Military Museum
- 63 Arabian Horse Museum & Stables
- 65 Life and Architecture Museum
- 66 Adari'iyah Museum Salwa Palace

SPORT



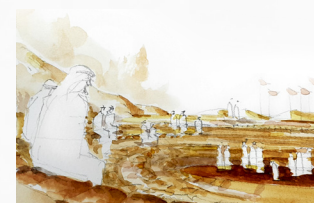
- 16 Falconry centre
- 17 Equestrian institute
- 18 Dar al Ardah, Traditional game and sports center
- 19 Historical shooting range
- 20 Kids playgrounds on the Wadi

AGRI-TOURISM



- 21 Traditional cooking school
- 22 Traditional Saudi restaurants
- 23 International fine dining with Saudi influence
- 24 Seasonal market in Wadi
- 25 Interactive urban food hall

ENTERTAINMENT



- 26 Open air amphitheatre
- 27 Mudbrick cinema
- 28 Open air cinema
- 29 Escape rooms
- 30 Historical film production studio

LEARNING

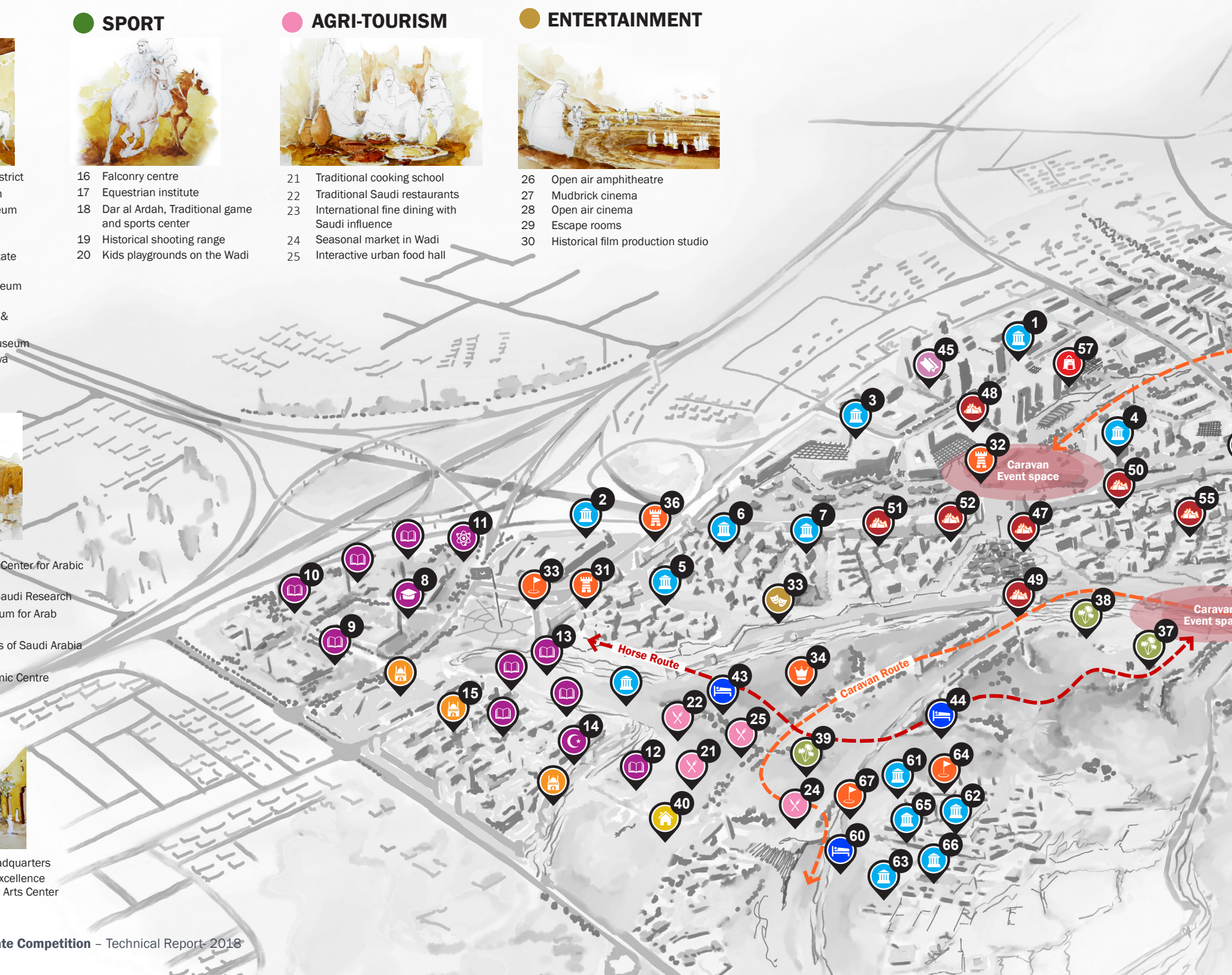


- 8 King Salman University
- 9 Mohammed bin Salman Center for Arabic Calligraphy
- 10 King Salman Darah for Saudi Research
- 11 Ibn al-Haitham Planetarium for Arab Contribution to Science
- 12 Centre for Natural Riches of Saudi Arabia
- 13 Nabati Poetry Institute
- 14 Thumama bin Athal Islamic Centre

INSTITUTE



- 15 King Salman Charity Headquarters
- 64 Center of Architectural Excellence
- 67 Adari'iyah Contemporary Arts Center



ATTRactions

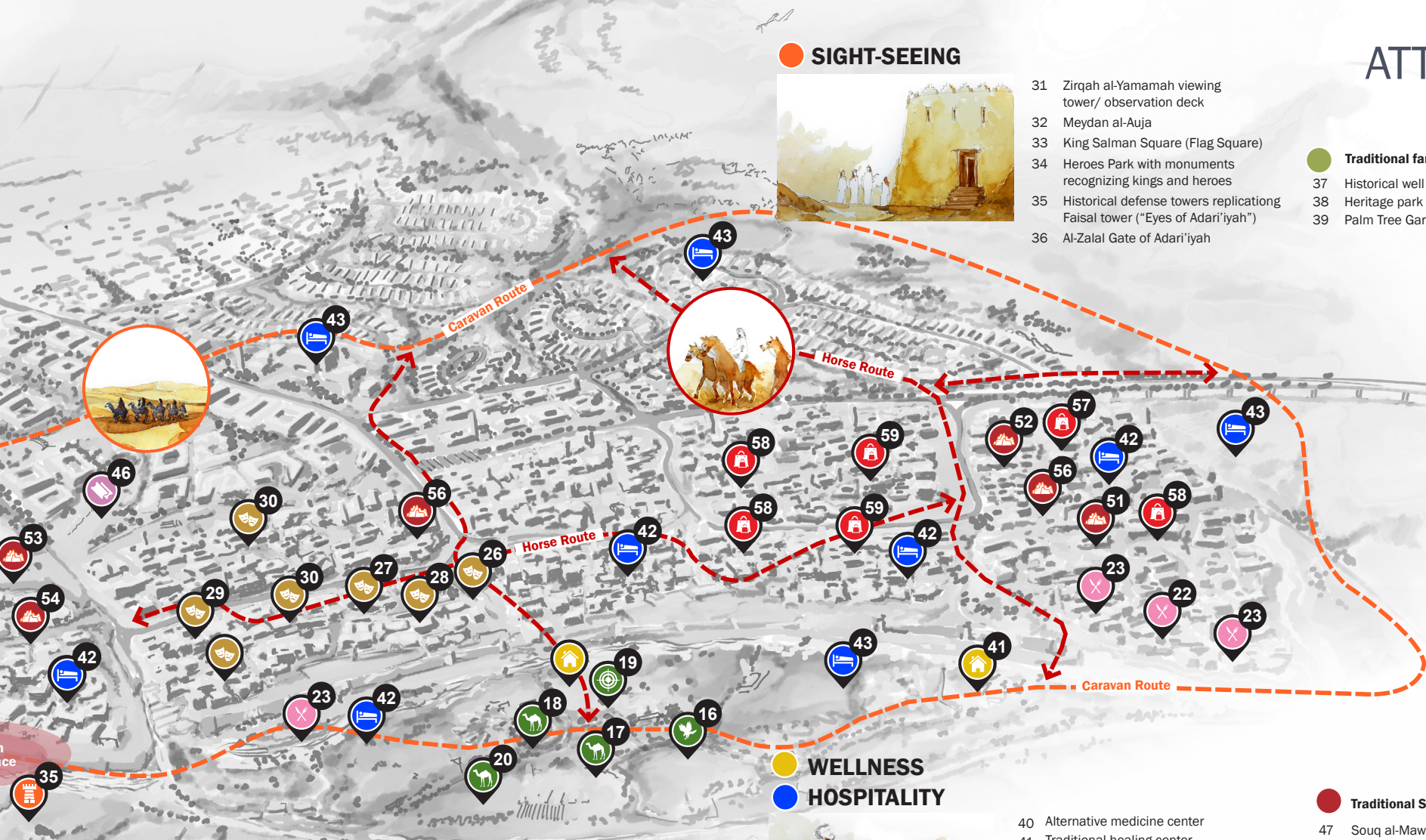
SIGHT-SEEING



- 31 Zirqah al-Yamamah viewing tower/ observation deck
- 32 Meydan al-Auja
- 33 King Salman Square (Flag Square)
- 34 Heroes Park with monuments recognizing kings and heroes
- 35 Historical defense towers replicating Faisal tower ("Eyes of Adari'iyah")
- 36 Al-Zalal Gate of Adari'iyah

Traditional farming practices

- 37 Historical well & Agriculture practice
- 38 Heritage park (for BBQs and picnics)
- 39 Palm Tree Garden



WELLNESS HOSPITALITY



- 40 Alternative medicine center
- 41 Traditional healing center
- 42 Themed boutique hotels
- 43 Luxury oasis resort
- 44 Heritage lodge by the Wadi
- 60 Samhan Heritage Hotel

SHOPPING



- 45 Adari'iyah Conference and Exhibition Center
- 46 Festival areas and Squares

Traditional Shopping

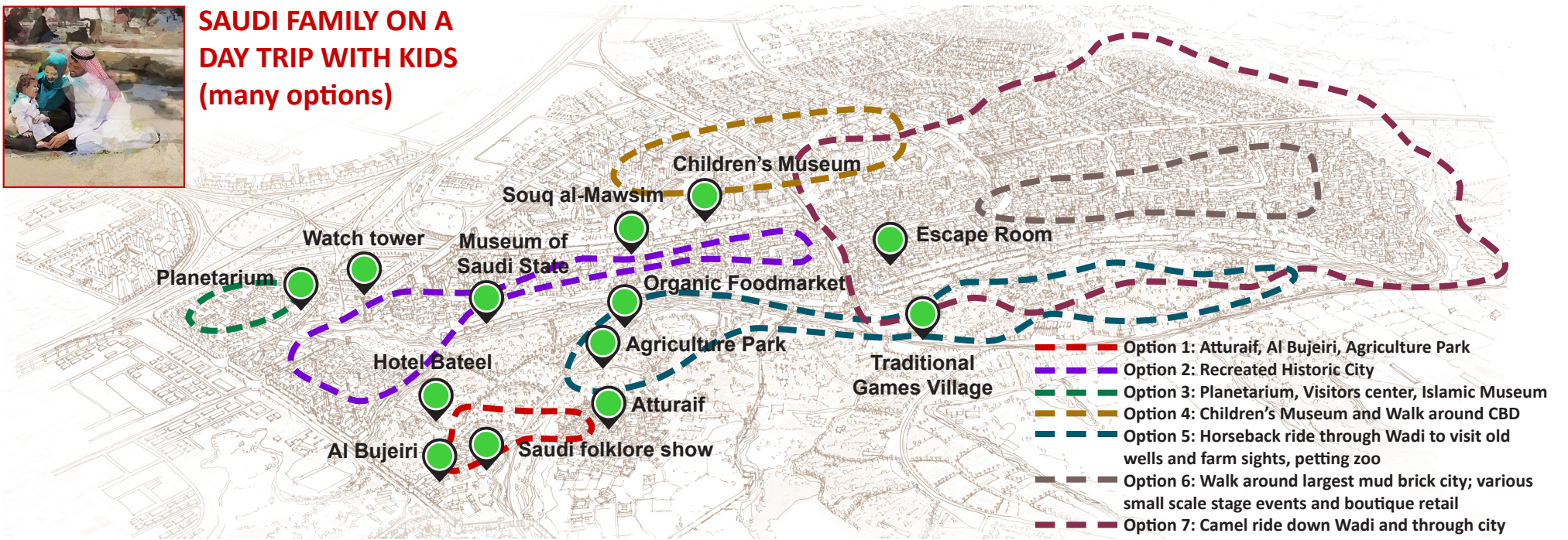
- 47 Souq al-Mawsim
- 48 Trader's Souq
- 49 Al-Yamama Organic Food Market
- 50 Artifact market
- 51 Handicraft stores
- 52 Antique store
- 53 Premium food stores
- 54 Traditional sweets shops
- 55 Traditional Jewellery
- 56 Traditional Fashion design centers

Global Fashion

- 57 Global fashion brands
- 58 Regional and emerging fashion boutiques
- 59 Designer Jewellery stores



SAUDI FAMILY ON A DAY TRIP WITH KIDS (many options)

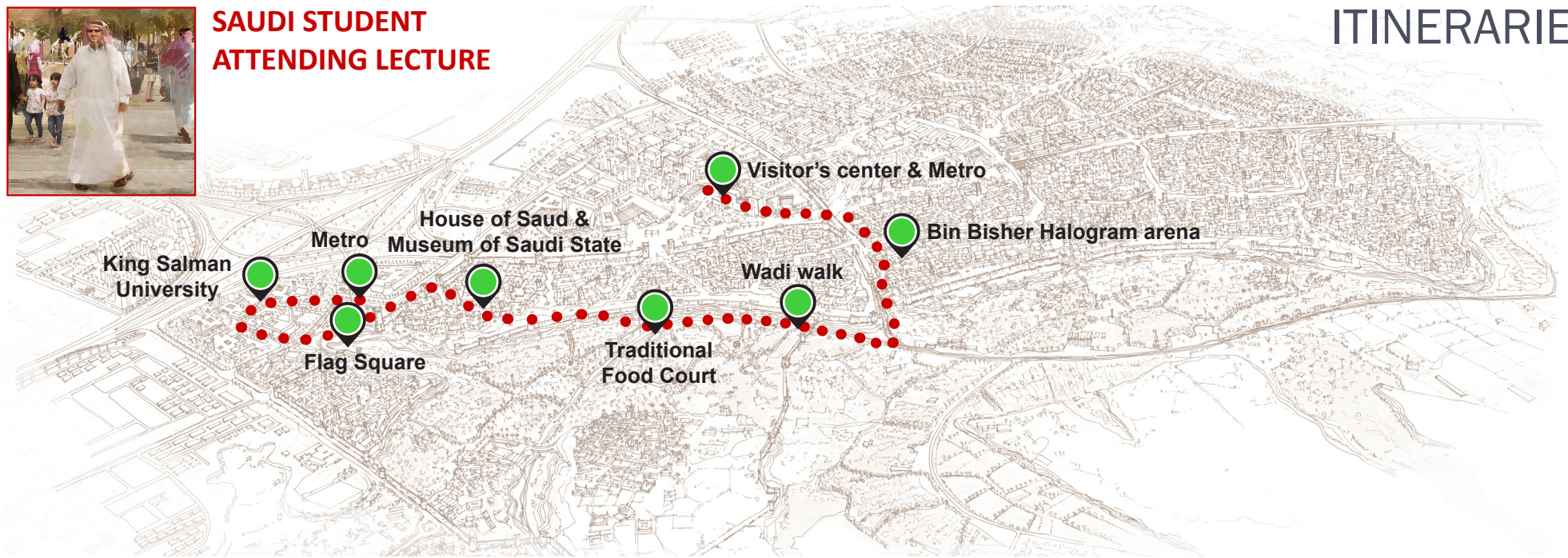


YOUNG COUPLE ON A DAY OF RELAXATION (3 options)

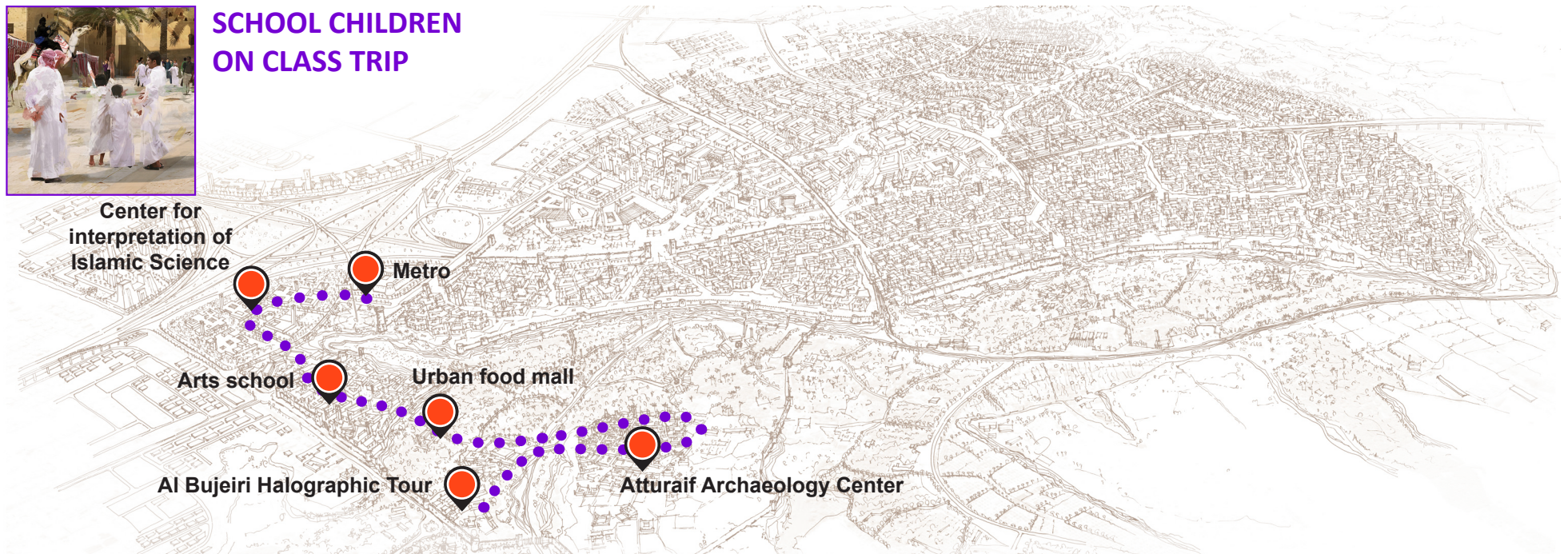




SAUDI STUDENT ATTENDING LECTURE

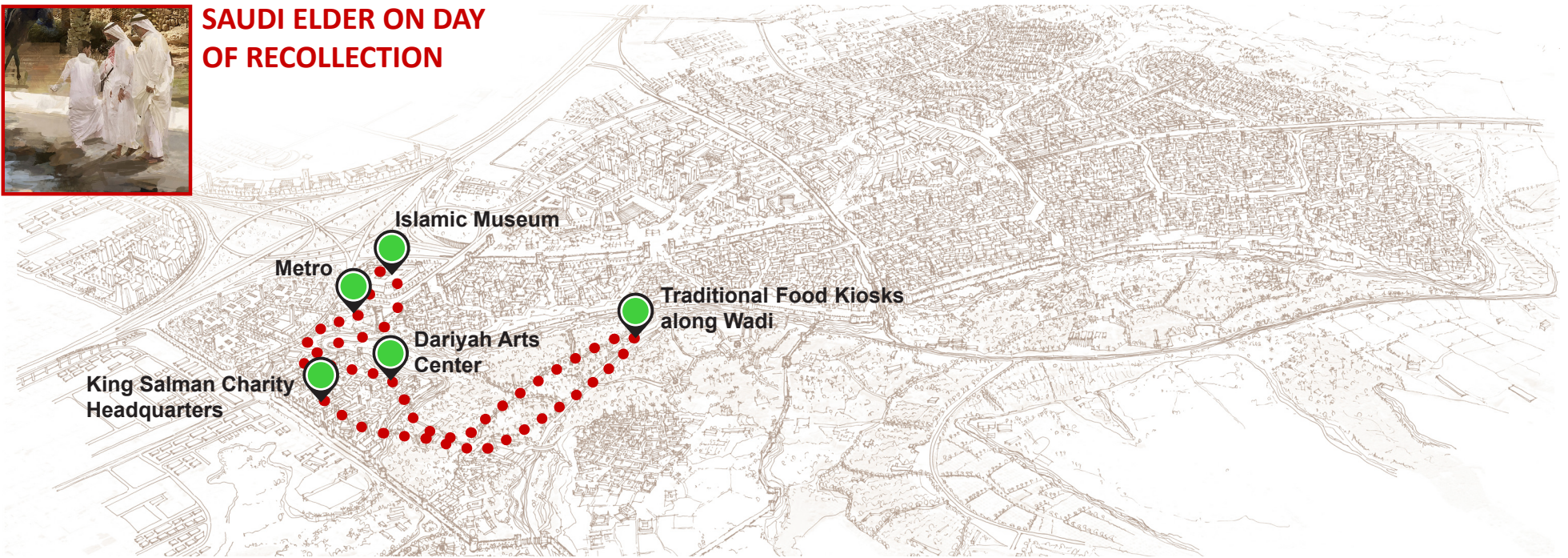


SCHOOL CHILDREN ON CLASS TRIP

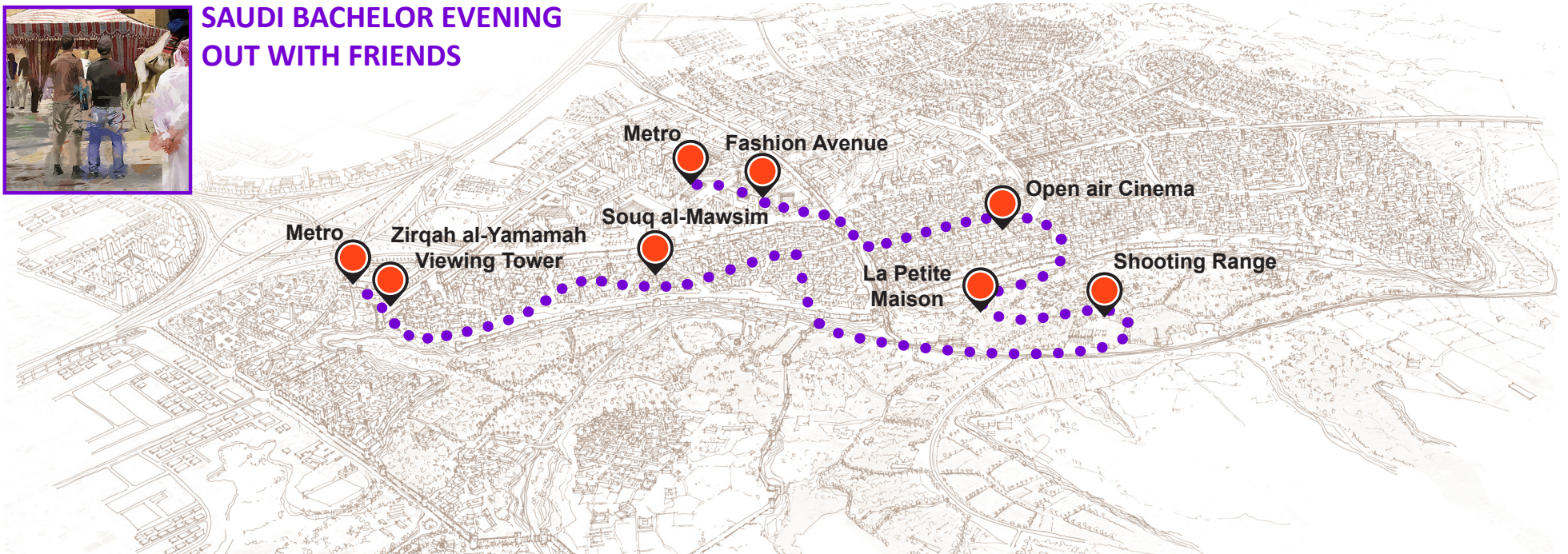




SAUDI ELDER ON DAY OF RECOLLECTION

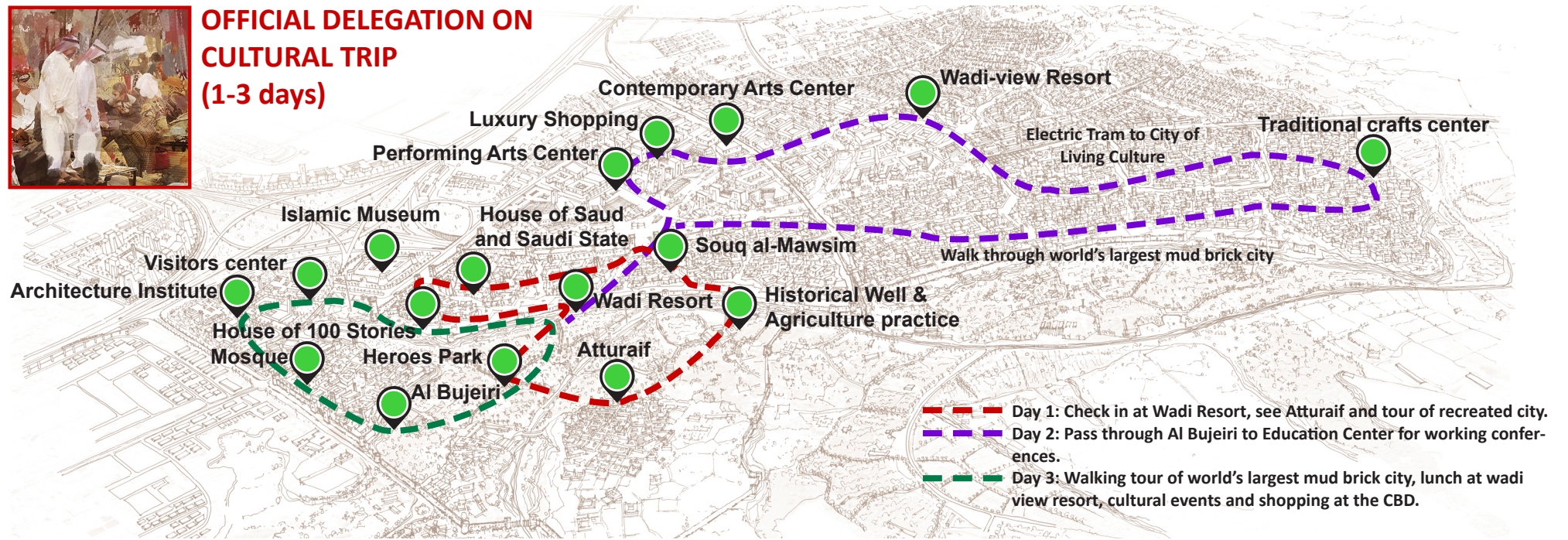


SAUDI BACHELOR EVENING OUT WITH FRIENDS

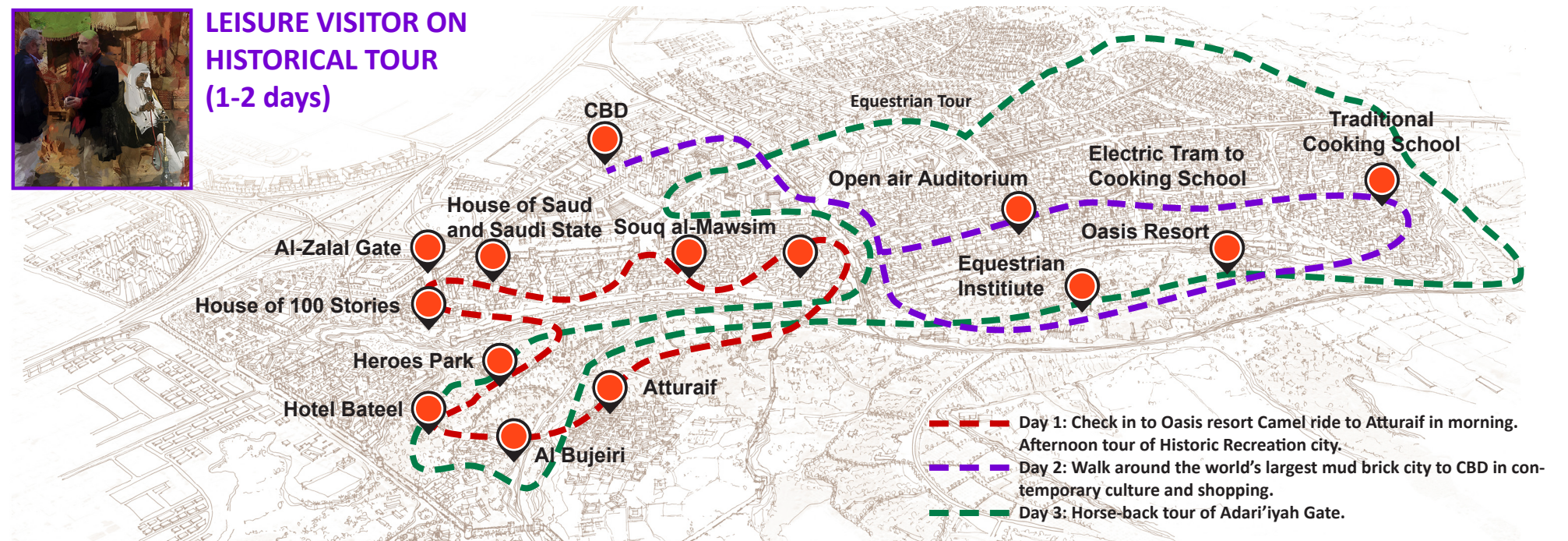




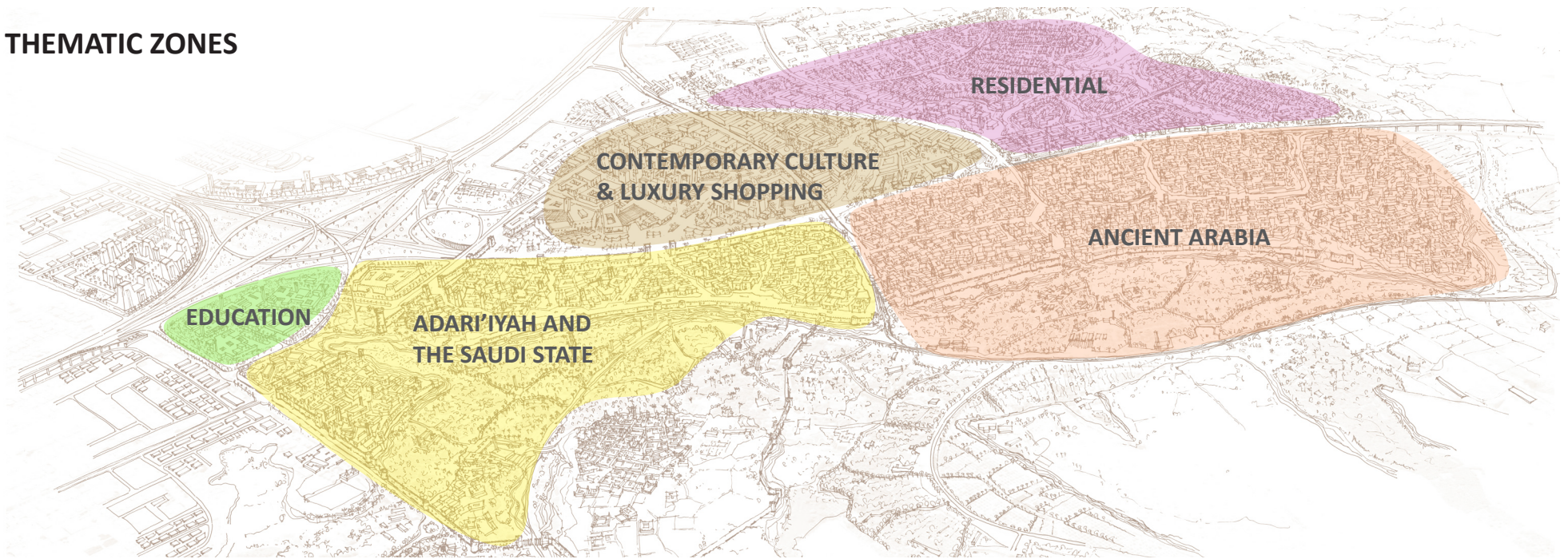
OFFICIAL DELEGATION ON CULTURAL TRIP (1-3 days)



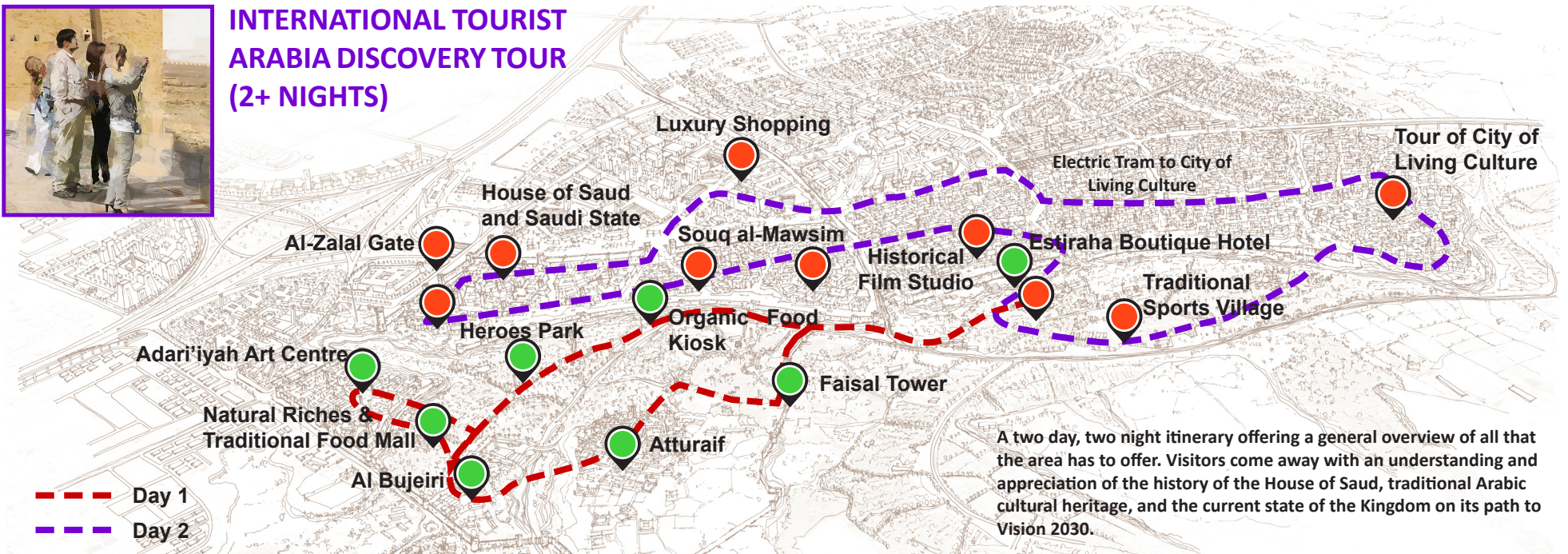
LEISURE VISITOR ON HISTORICAL TOUR (1-2 days)



THEMATIC ZONES



INTERNATIONAL TOURIST ARABIA DISCOVERY TOUR (2+ NIGHTS)



A two day, two night itinerary offering a general overview of all that the area has to offer. Visitors come away with an understanding and appreciation of the history of the House of Saud, traditional Arabic cultural heritage, and the current state of the Kingdom on its path to Vision 2030.



Delivering the Vision

The **Jan'nat Adari'yah** Team

Delivering the Board of Directors' vision for Adari'yah Gate requires a team of the world's best talent working in harmony with each other and with the client group, under the leadership of a Prime Consultant with the ability and capacity to ensure success. It requires sensitivity, knowledge, passion, commitment, and curiosity. It requires a team with very specific expertise in the areas of Urban Design, Master Planning, Landscape Architecture, Content-Driven Interpretive and Experiential Design, Heritage Architecture, Culture and Tourism Strategy, Sustainable Buildings Design, Saudi Cultural Heritage, Infrastructure Engineering, and Mud-brick Building Technology.

SAPL has brought together leading international figures in all these fields, all of whom have worked in the region and with other team members previously, to ensure that the Adari'yah Gate Master Plan is achieved at the highest level of skill and understanding. We believe that together we can create a place that entertains, educates, and makes a lasting impression on all who visit, be they locals, people of the region, expats, international tourists, pilgrims, or traveling business people.

Our team's unique selling points are the strength of our prime consultancy and its deep 40 year commitment to the Kingdom and the region; our local partners in heritage architecture; RWDI, world leaders in climate-optimized building technology; and Ralph Appelbaum Associates, one of the world's most accomplished museum and interactive exhibit designers. Together, we would be honoured to have the opportunity to assist the ADGC in the delivery of this important, unique, and utterly fascinating project.



Scott Wayne
CULTURE & TOURISM
SW Associates,
Washington, DC, USA
Sustainable Destinations



Dr. Adnan Adas
HERITAGE ARCHITECT
Almaqsura, Jeddah, KSA
Restoration / Adaptive Reuse /
Historical Planning



Dr. Abbas
MUD ARCHITECTURE
Almaqsura, Jeddah, KSA
Mud Planning / Design /
Construction



Dr. Duncan Phillips
SUSTAINABLE BUILDINGS
Rowan Williams Davis & Irwin,
Toronto, Canada
Climate Engineering / Building
Performance



George Arvanitis
MASTER PLANNING & DESIGN
Parsons International, Riyadh,
KSA & Dubai, UAE
Master Planning / Architecture



Don Sharp
MASTER PLANNING & DESIGN
Parsons International, Riyadh,
KSA & Dubai, UAE
Master Planning / Landscape



Brandon Downing
CONTENT-DRIVEN DESIGN
Ralph Appelbaum
Associates New York, USA
Media production



Dr. Paul Williams
EXPERIENTIAL DESIGN
Ralph Appelbaum
Associates New York, USA
Planning/Design

Urban
Master
Visitor St
Energy Street Acti
Climate
Interpretive Planning
Public Realm Solar Gla
Walkability
Flow Win
Comfort & Safety
Virtual Aug



Urban Design Ventilation Mud Construction Energy Landscape Solar Glare
 Digital technology Stack Effect
 Storytelling Tourism Security Comfort & Safety Planning
 Daylight Visitor Flow Wayfinding
 Tourism Strategy Tourism Vibrancy
 Mobility Institutional Infrastructure
 Heritage Solar Studies Acoustics and Noise
 Earth and Sand Planning Institutional Planning Solid Waste Tourism
 Earthy Earthen & Safety Environmental Field
 Water reduction Security Energy consumption
 Augmented Reality Smart Technology Museum Content Design



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