DAMAC

# SAFA GATE

SHEIKH ZAYED ROAD

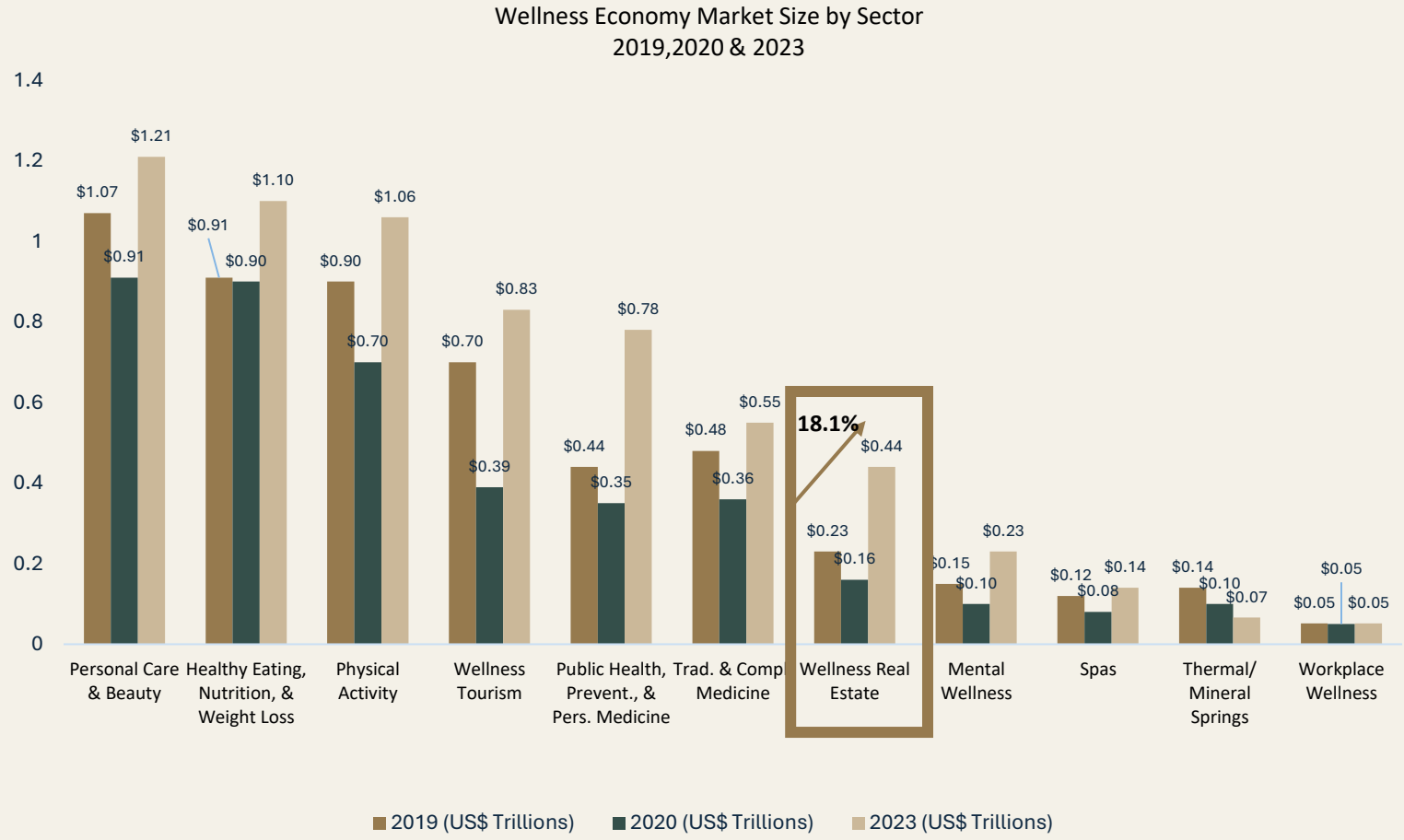


# Wellness is Multidimensional



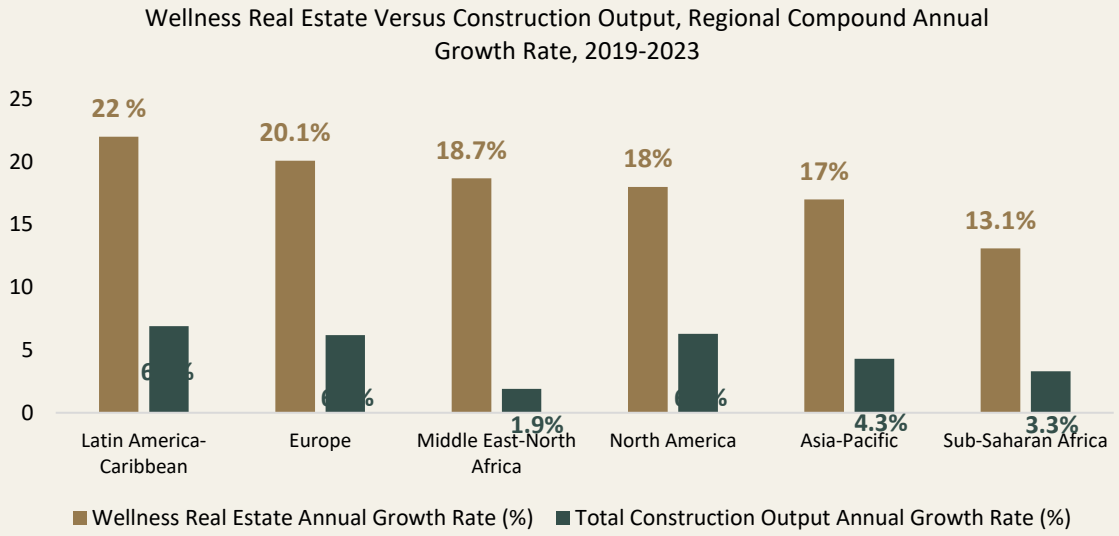

225 Bn (2019) → 438 Bn (2023)

Estimated to be worth
**$ 931 Bn** by the end of 2028




***Source:*** *Global Wellness Institute*

# Wellness Real Estate





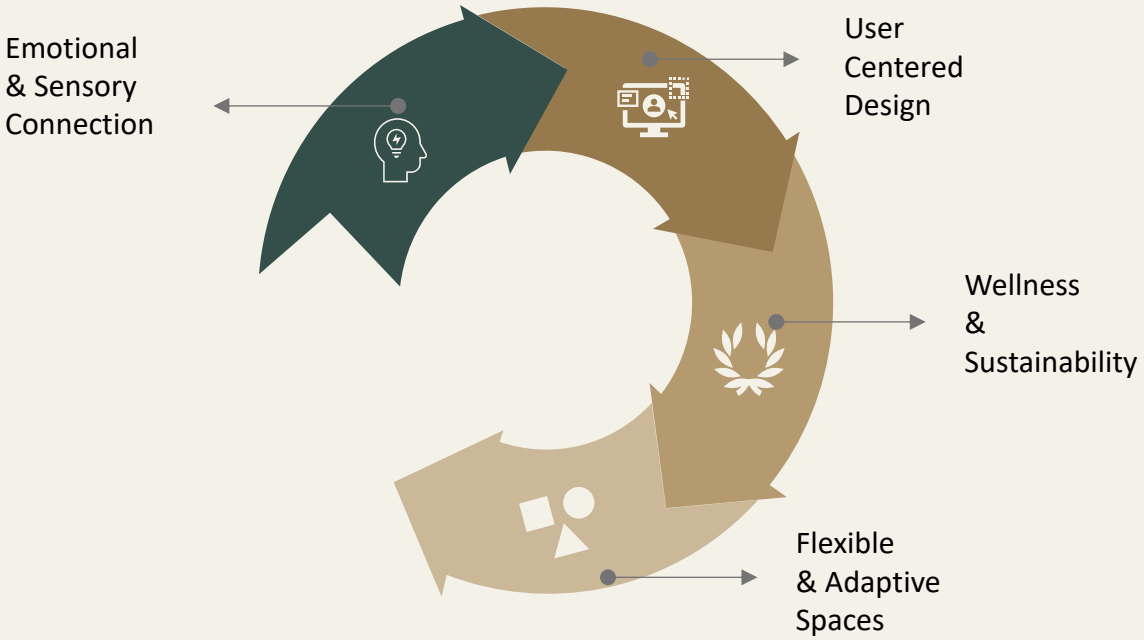
Khaleej Times

**UAE's wellness property market to jump from Dh503 million to Dh31 billion**

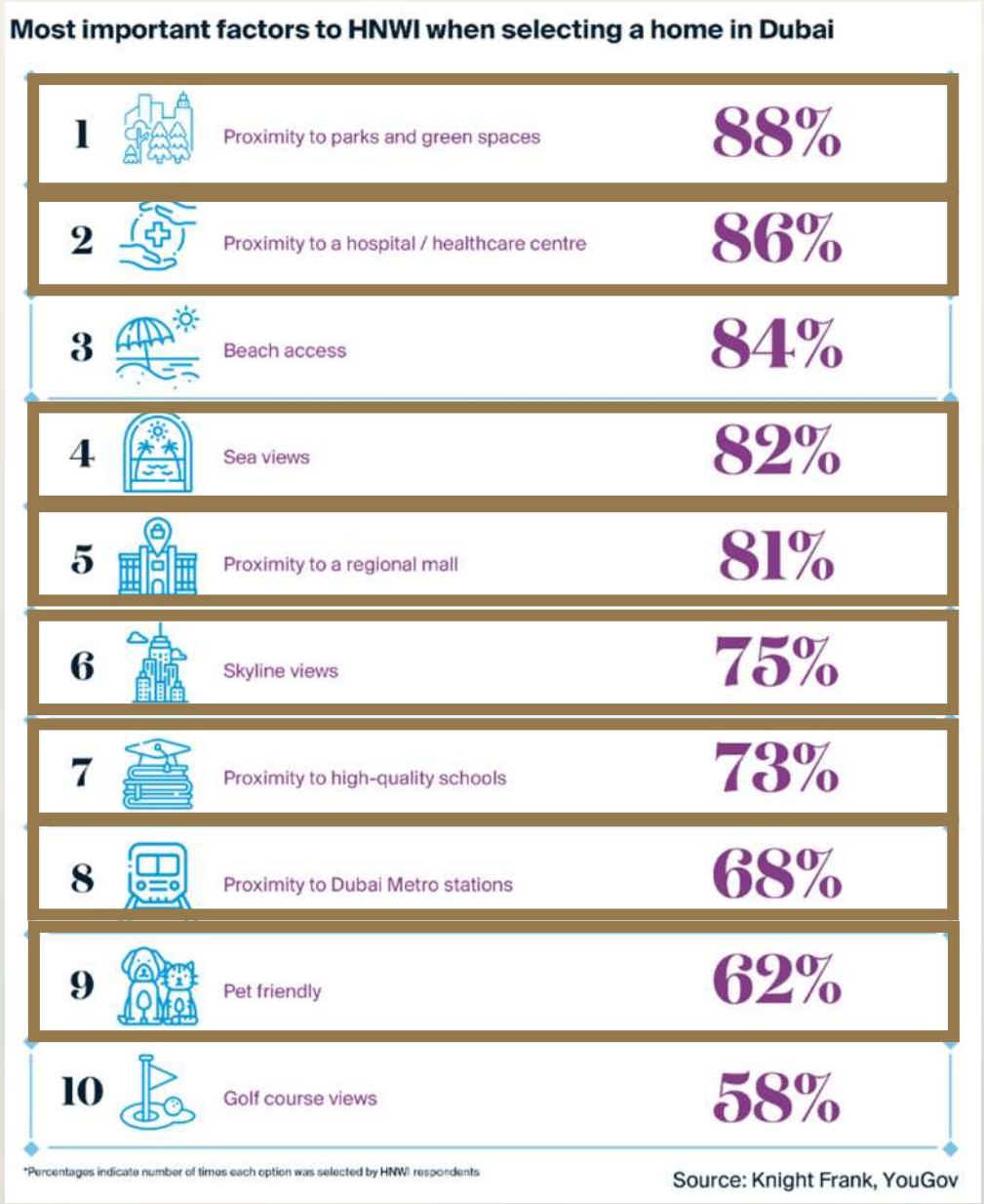
Many residential projects cater to middle-income families looking for homes that offer a healthier lifestyle without breaking the bank

**Source:** *Khaleej Times, Global Wellness Institute*

## Human-Centric Spatial Experience



# Luxury Buyer Preferences

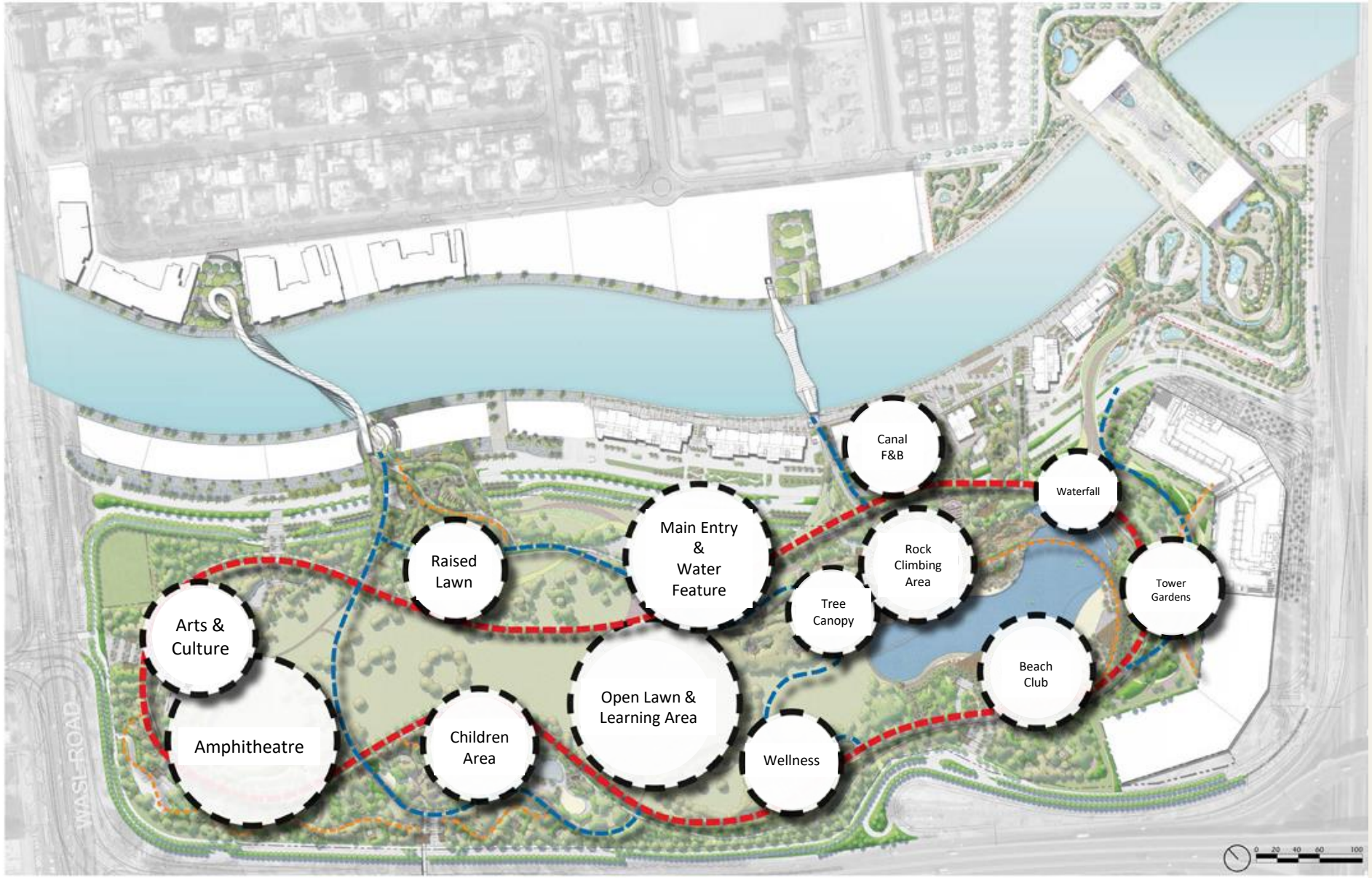



No 1. Factor for High Net Worth Individuals when selecting a home in Dubai : **PROXIMITY TO PARKS & GREEN SPACES**

**Safa Gate ticks off 80% of the top factors** mentioned in the study.

As per Knight Frank report 2024 **Al Wasl ranks in Top 5 areas of investment for high-net-worth individuals** investing in Dubai* along with Palm Jumeirah, Palm Jebel Ali & Business Bay.

# Safa Park




## Established in 1975

- One of the oldest & most popular parks in Dubai

- Area – 6,889,952 sq ft (158 acres)
  2024 Visitors of Parks and recreational facilities in Dubai:

7% increase from 2023 - over 31 million visitors throughout the year

Over 300000 visitors to Safa Park in 2024

# Higher Quality of Life

## Benefits of Parkside & Water Living

### Improved Mental Health

People living within 300 meters of a green space have **lower stress levels** and **reduced anxiety and depression**

### Increased Physical Activity & Longevity

Access to green spaces is linked to a longer **life expectancy**

### Higher Property Values

Homes near parks can see **an 8%–20% increase in value**



### Cleaner Air & Better Respiratory Health

Green spaces act **as natural air filters**, reducing pollutants and improving air quality

### Heat Reduction & Climate Benefits

Parks help **reduce the urban heat island effect,** lowering temperatures by **up to 2-4°C**

### Social Connections & Community Engagements

Parks **build social interaction**, **stronger communities**, and reduce loneliness.

# Central Park & Turin Park Case Study



Central Park, New York City

**Size** – 36,800,000 sq. ft. (843 acres)

**Historic Landmark** – Approximately 42 million Visitors

**Citywide Price Avg.** – $2,127 per square feet increased YOY from $1,697

**Property adjacent to Park** – $4,000 - $10,000 per square foot (YOY 2-5% growth)

**Premium** of 25-50% for prime park-side apartments

**Record Breaking Sale** – $238M sale at 220 Central Park South

Source: elliman.com, knightfrank.com, streeteasy.com, therealdeal.com, cityrealty.com, zillow.com, corcoran.com, savills.com, bloomberg.com, rebny.com, realassetinsight.com



Turin Park - Italy

**Size** - 5,381,950 sq ft (123.8 acres)

**Parco Del Valentino** - Turin's most famous large park

**Citywide Price Avg.** - Euro 1500 per square meter - 6.3% higher year-on-year

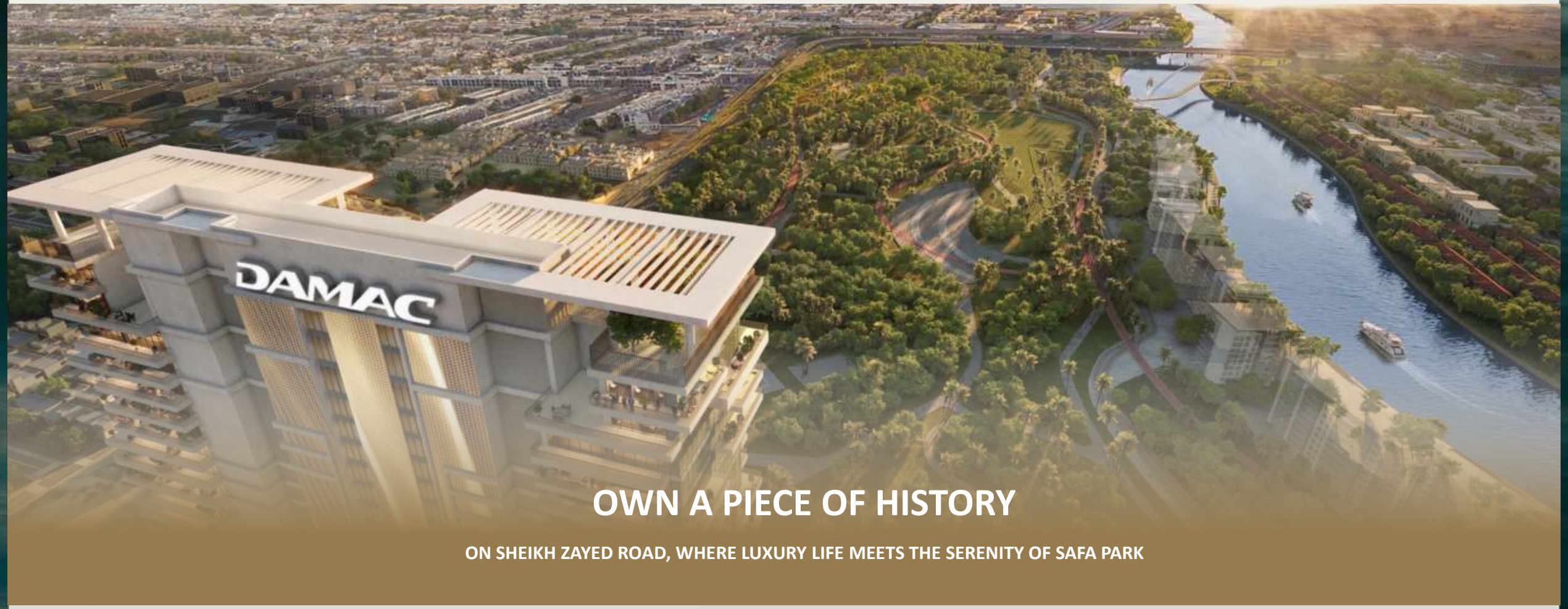
**Property adjacent to Park** - Euro 2500 - Euro 3000 per square meter

**Premium** - Approximately 70-100% for prime park-side apartments

**Priciest District** - Historical Centro at Euro 3849 per square meter

Source: realadvisor.it, news.tecnocasagroup.it, torinotoday.it, immobiliare.it

# LOCATION




# OWN A PIECE OF HISTORY

**ON SHEIKH ZAYED ROAD, WHERE LUXURY LIFE MEETS THE SERENITY OF SAFA PARK**

# RESIDE IN THE HEART OF THE CITY

## The Golden Triangle

SAFA GATE

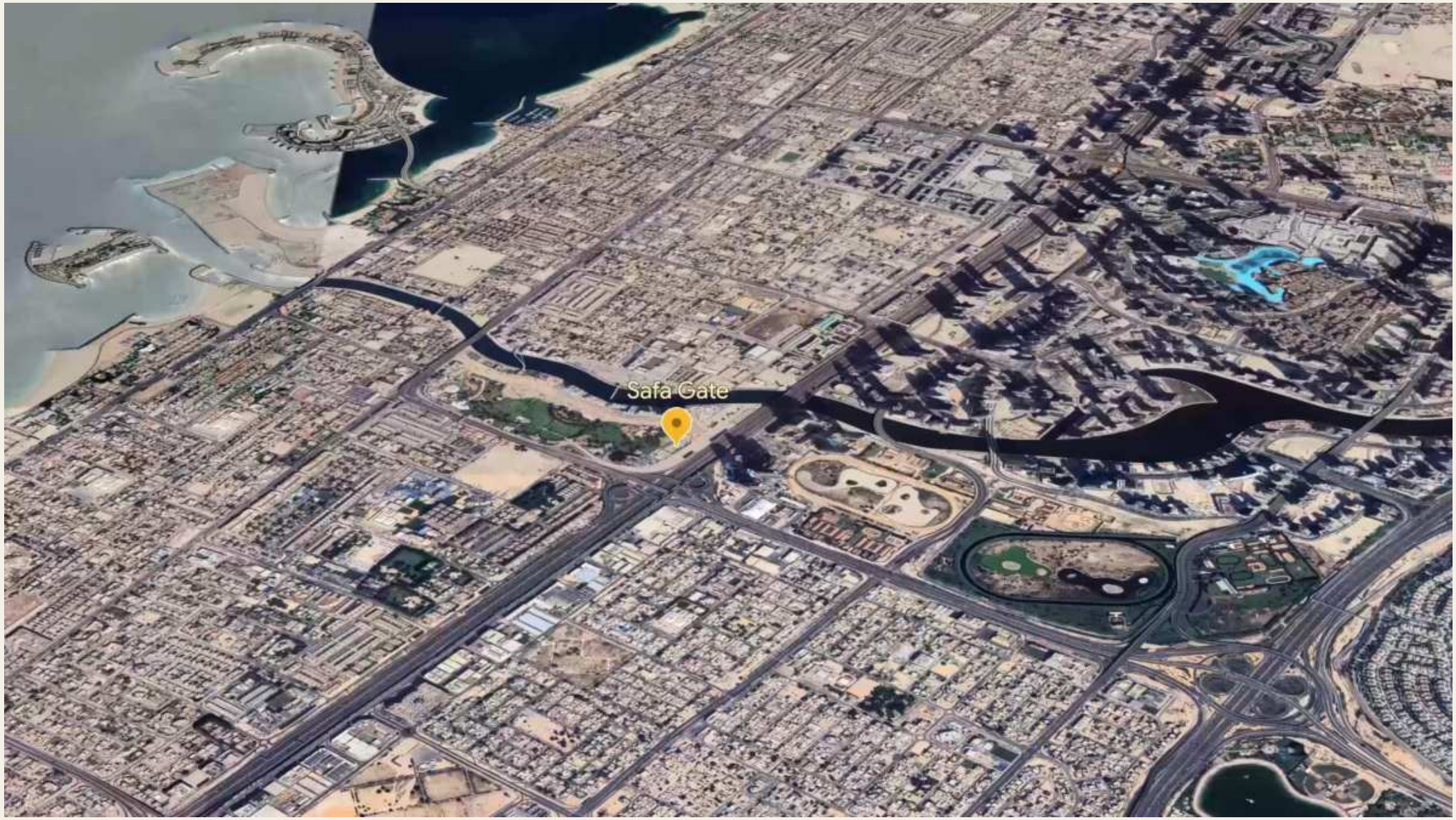
SHEIKH ZAYED ROAD






- Commercial & Business Hubs
- Beach, Retail & Entertainment
- Top Rated Schools
- Finest Healthcare facilities
- Luxury Hotels & Restaurants
- Conferences & Exhibition Centres

# Social Infrastructure



# Social Infrastructure Proximity

## Education (Max 10 mins away)

- Horizon English School Dubai
- Jumeirah English Speaking School
- Jumeirah College
- Safa British School
- Canadian University Dubai
- Jumeirah University
- American University

## Healthcare (Max 10 mins away)

- Medcare Hospital Al Safa
- Mediclinic Dubai Mall
- Aster Clinic Business Bay
- Prime Medical Centre Jumeirah
- Emirates Hospital

## Hospitality (Max 10 mins away)

- Bulgari Hotel and Resort
- Four Seasons Jumeirah
- Armani Hotel Dubai
- Burj Al Arab
- Ritz Carlton (DIFC)
- Four Seasons (DIFC)

## Malls (Max 13 mins away)

- Dubai Mall
- City Walk
- Beach Park Plaza
- Box Park
- Mercato Mall

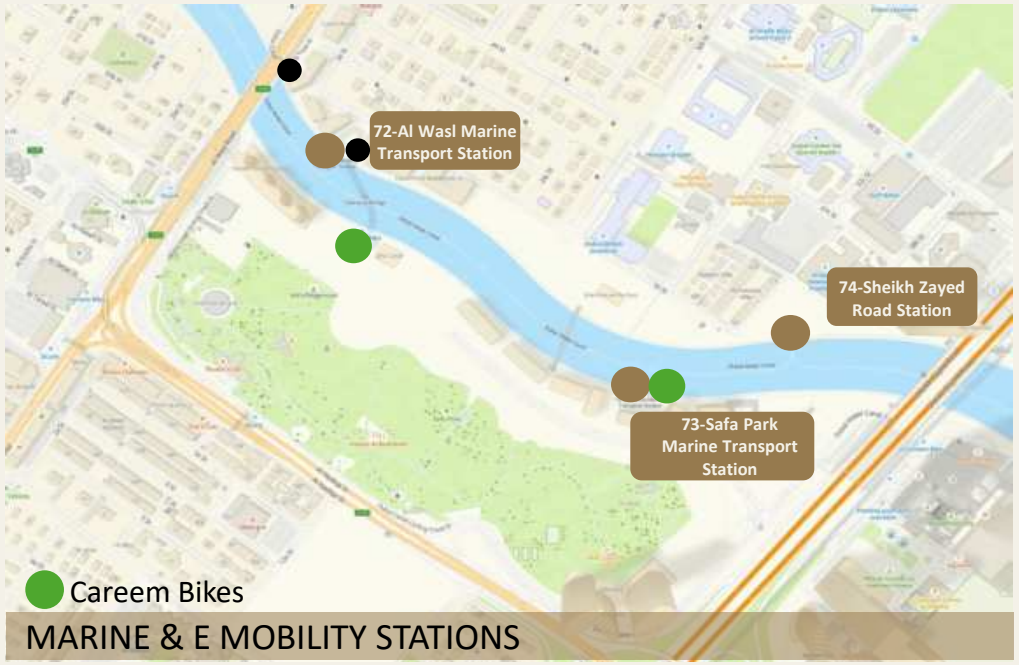
## Business

- Business Bay
- Dubai World Trade Centre
- DIFC
- Sheikh Zayed Road
- Downtown

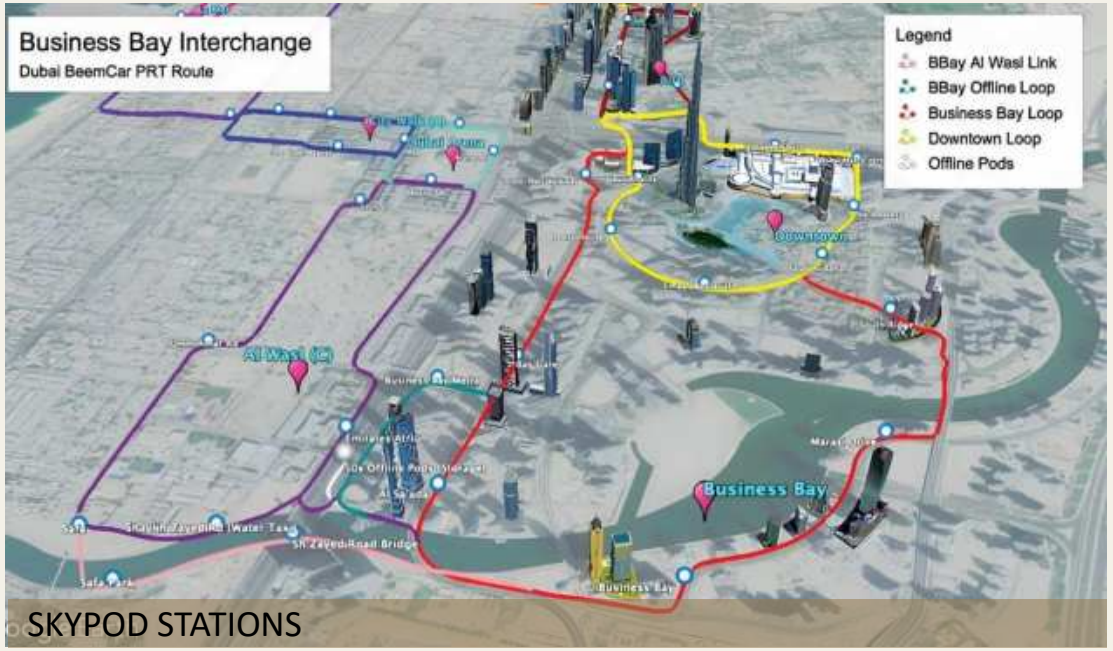
## Leisure

- Dubai Water Canal
- Jumeirah Beach
- Meydan Grand Stand
- Safa Park
- Zabeel Park
- Burj Park

# Connectivity




MARINE & E MOBILITY STATIONS




SKYPOD STATIONS




METRO STATIONS




SKYPORT



# MARKET INTELLIGENCE

# Al Wasl - Primary PSF Growth Q1 2024 – Q1 2025




1 Bedroom




2 Bedroom

Current PSF Trend in the area 3500 to 4000 approx.

SAFA GATE
SHEIKH ZAYED ROAD

**PSF 1BR : 2974 AED**
**PSF 2BR : 2959 AED**

- Source: Property Monitor
- Growth is from Q1 2024 to Q1 2025
- Areas taken into consideration: Al Wasl – City Walk, Safa One and Dubai Water Canal

# Rental Growth

## Renewal % vs New Rentals

2024

Al Wasl (including Canal Front)

Rental Contracts Renewed : 74%

New Rental Contracts : 24%

## Rental Increase

2024 to 2025 Rental Increase for

Long Term Rental Contracts :

1 Bed – 9.92%

2 Bed – 5.09%

3 Bed – 3.31%

## Average Rentals

Q1 2025

1 BR – 171,000

2 BR – 249,875

3 BR – 408667

5 BR – 693000

## Typology wise ROI Long & Short term

Q1 2025

Long Term Gross ROI

Up to 7.6%

Short Term Gross ROI

up to 9.43%

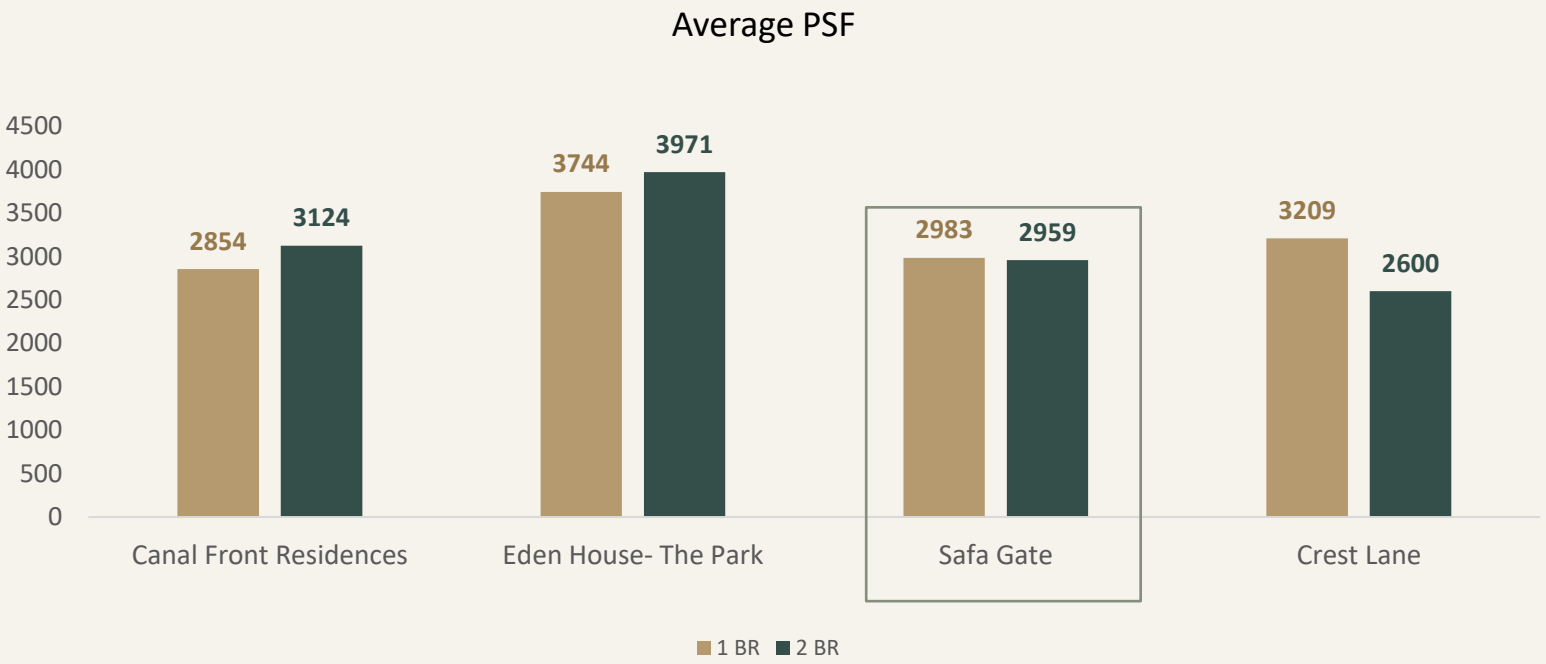






- Source: Property Monitor, airdxb, booking.com
- Data is for transactions in AL Wasl & Dubai Canal area

# Benchmarking




Unlike other developments where **2BR units are significantly pricier than 1BR**, Safa Gate's pricing remains **identical for both (1BR: 2,983 AED | 2BR: 2,959 AED**

# Why Safa Gate?

## Wellness Real Estate

Fastest-growing sector: +18.1% annually (2019-2023)

UAE's residential wellness market to grow nearly 7x by 2027

## Evolving Luxury Buyer Preferences

Al Wasl: Top 5 choice.

Key features: proximity to parks, sea views, skyline vistas.

Highly efficient layouts

## Strategic Location - Golden Triangle

Golden Triangle: Sheikh Zayed Road, Dubai Canal, Safa Park.

Serene living near key business and leisure hubs;

Excellent connectivity: iconic highway, metro, water transport, e-mobility

## Upcoming Freehold Market

Al Wasl: 35.53% price growth (Q1 2024 to date).

Rental yields up to 10%; steady rental price increases.

Most competitive PSF in the area; AED 2900+

# PROJECT THEME

# URBAN VERVE MEETS NATURAL SERENITY

SAFA GATE
SHEIKH ZAYED ROAD



Plot size: 7,130.33 sqm
Lifts: 10 residential + 1 service




# G+5P+50F+R

**49th & 50th LEVEL**
3 & 5 Bedroom Duplex

**CROWN LEVEL AMENITIES**
Retreat Pool
Zen Plunge Pool
Roof Garden
Sunset Bar
Observation Deck

**27th – 48th LEVEL**
Luxury 1 & 2 Bedroom

**26th LEVEL**
MEP

**1st – 25th LEVEL**
Luxury 1 & 2 Bedroom

**1st LEVEL**
1 Bedroom
Co-working Pods
Eclipse Cinema
Gravity Gym
Lumiere Spa-light Therapy Experience
Aurora Pool
Cigar Lounge
Running Track
Outdoor Gym + Yoga
Special Lighting Chamber

# FLOOR PLAN

## LUXURY 1 BEDROOM




| Typology | Total Units | AVG AREA | PRICE (AED) Min | PRICE (AED) Max | PRICE (AED) Avg |
|---|---|---|---|---|---|
| 1-BR | 603 | 807 | 1.997M | 3.924M | 2.407M |

## LUXURY 2 BEDROOM




| Typology | Total Units | AVG AREA | PRICE (AED) Min | PRICE (AED) Max | PRICE (AED) Avg |
|---|---|---|---|---|---|
| 2-BR | 97 | 1111 | 2.772M | 3.916M | 3.288M |

# SUPER LUXURY - 3 BEDROOM

LOWER FLOOR




UPPER FLOOR




| TYPOLOGY | TOTAL UNITS | AVG AREA | PRICE (AED) Min | PRICE (AED) Max | PRICE (AED) AVG |
|---|---|---|---|---|---|
| 3-BR Super Luxury | 2 | 3124 | 15.894M | 15.894M | 15.894M |

# SUPER LUXURY - 5 BEDROOM

LOWER FLOOR



UPPER FLOOR



| Typology | Total Units | AVG AREA | PRICE (AED) Min | PRICE (AED) Max | PRICE (AED) Avg |
|---|---|---|---|---|---|
| 5-BR Super Luxury | 3 | 5196 | 25.205M | 25.860M | 25.641M |

# AMENITIES

## EXCLUSIVE AMENITIES

- AURORA POOL
- CO-WORKING PODS
- SUNKEN POOL SEATING
- LUXURY POOL CABANA
- RUNNING TRACK
- OUTDOOR YOGA
- GRAVITY GYM
- FUSION SPA
- SPECIAL LIGHTING CHAMBER
- ECLIPSE CINEMA
- CIGAR LOUNGE
- OUTDOOR GYM

## ROOFTOP CROWN AMENITIES

- OBSERVATION DECK
- ROOFTOP SUNSET BAR
- ROOF GARDEN
- ZEN PLUNGE POOL
- RETREAT POOL





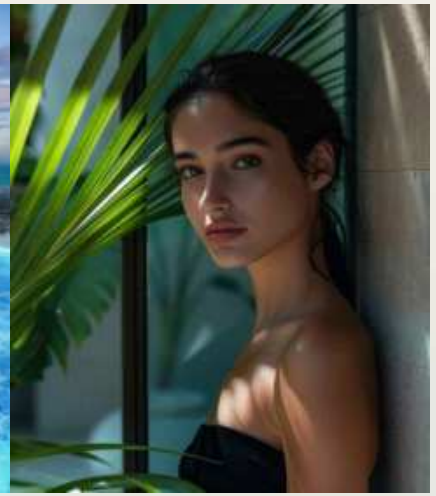












ZEN PLUNGE



AURORA POOL



CIGAR LOUNGE



SUNKEN POOL SEATING



OBSERVATION DECK



GRAVITY GYM



OUTDOOR YOGA



SPECIAL LIGHTING CHAMBER



ECLIPSE CINEMA



FUSION SPA



CO-WORKING PODS



OUTDOOR GYM

# EXTERIOR


DAMAC

# INTERIOR

# LOBBY



Floor to Ceiling Height : 8 m

# SUPER LUXURY




Double Ceiling Height : 7.5 m



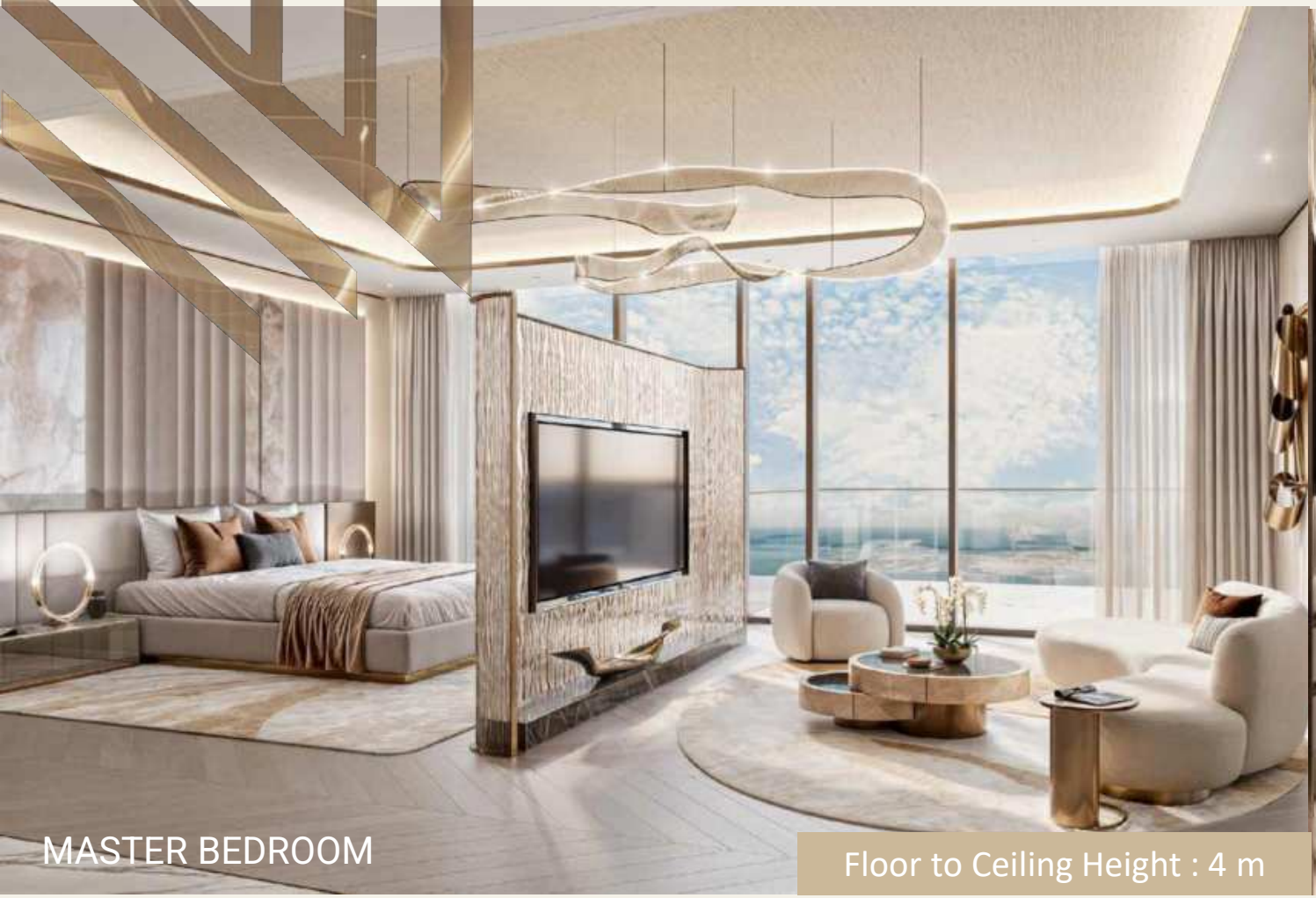
# SUPER LUXURY



Floor to Ceiling Height : 4 m

DINING ROOM

# SUPER LUXURY



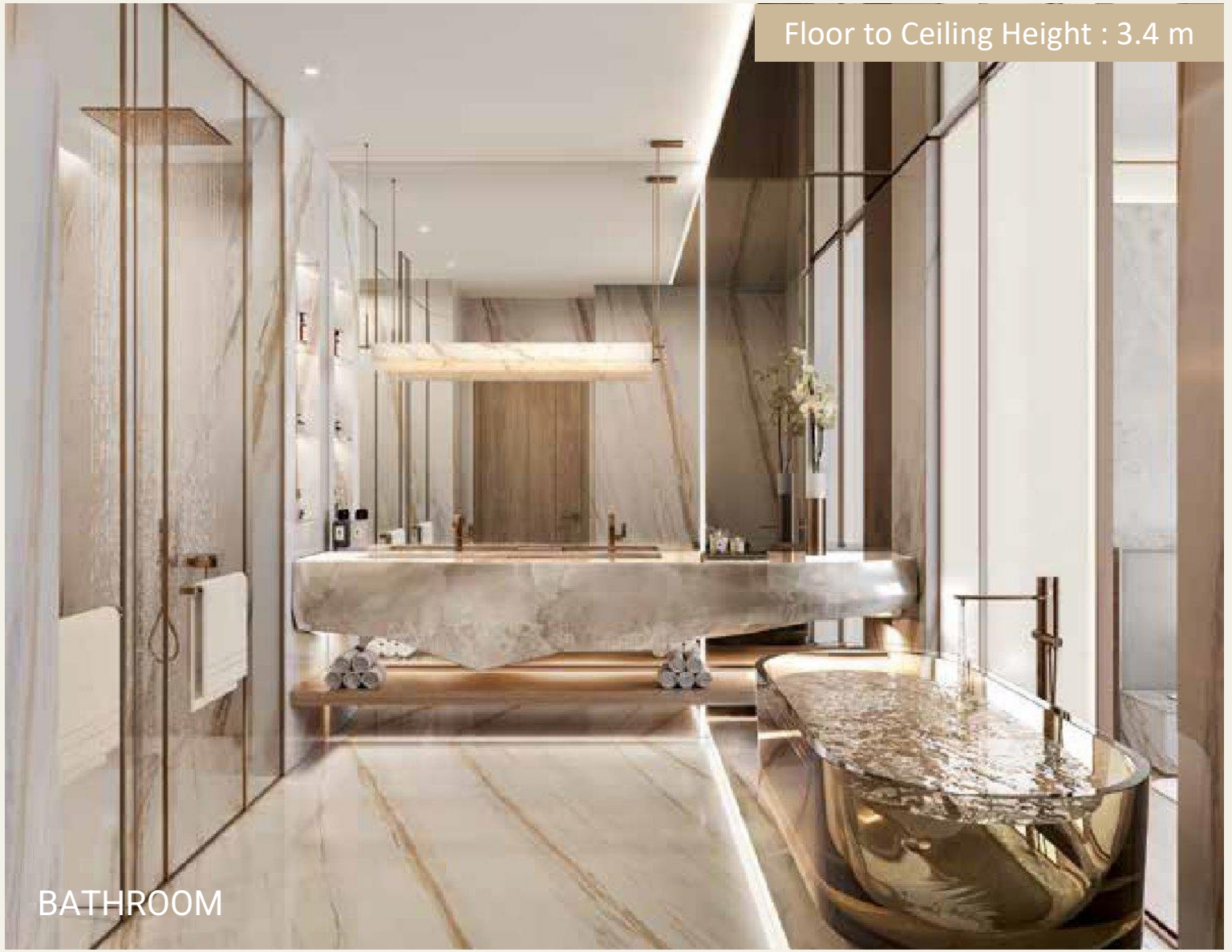
MASTER BEDROOM

Floor to Ceiling Height : 4 m



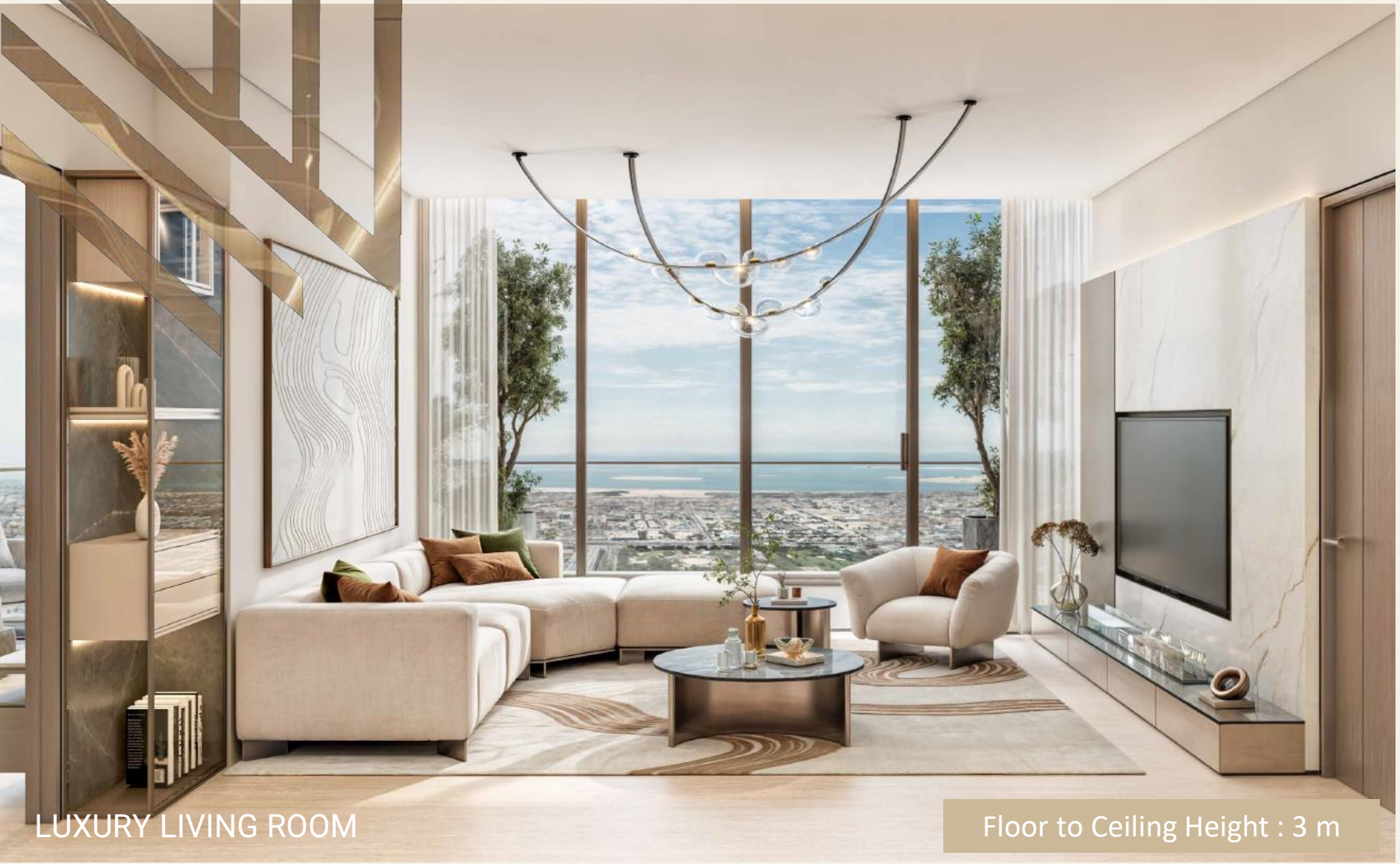
WIC

# SUPER LUXURY




BATHROOM

# LUXURY



LUXURY LIVING ROOM

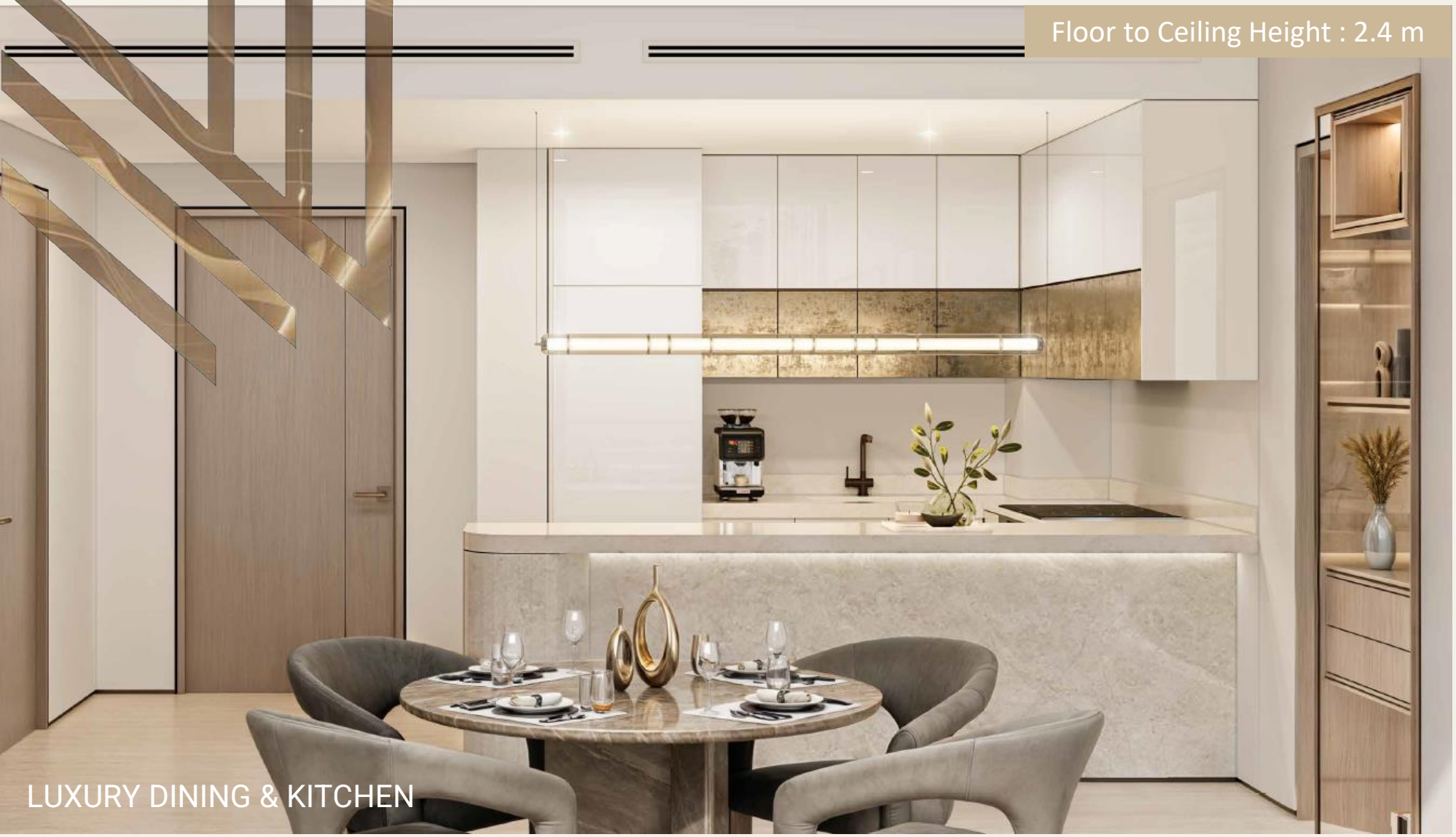
Floor to Ceiling Height : 3 m





LUXURY DINING

Floor to Ceiling Height : 3 m


Floor to Ceiling Height : 2.4 m
LUXURY DINING & KITCHEN



Floor to Ceiling Height : 3 m

LUXURY MASTER BEDROOM



LUXURY BATHROOM

Floor to Ceiling Height : 2.4 m



# Floor Configuration Sample

| BUILDING / FLOOR | 1-BR | 2-BR | 3-BR SUPER LUXURY | 5-BR SUPER LUXURY | TOTAL |
|---|---|---|---|---|---|
| P1 | 10 | 1 | | | 11 |
| P2 | 10 | 1 | | | 11 |
| P3 | 10 | 1 | | | 11 |
| P4 | 10 | 1 | | | 11 |
| P5 | 10 | 1 | | | 11 |
| 1 | 6 | | | | 6 |
| 2 | 12 | 2 | | | 14 |
| 3 | 12 | 2 | | | 14 |
| 4 | 12 | 2 | | | 14 |
| 5 | 12 | 2 | | | 14 |
| 6 | 12 | 2 | | | 14 |
| 7 | 12 | 2 | | | 14 |
| 8 | 12 | 2 | | | 14 |
| 9 | 12 | 2 | | | 14 |
| 10 | 12 | 2 | | | 14 |
| 11 | 12 | 2 | | | 14 |
| 12 | 12 | 2 | | | 14 |
| 13 | 12 | 2 | | | 14 |
| 14 | 12 | 2 | | | 14 |
| 15 | 12 | 2 | | | 14 |
| 16 | 12 | 2 | | | 14 |
| 17 | 12 | 2 | | | 14 |
| 18 | 12 | 2 | | | 14 |
| 19 | 12 | 2 | | | 14 |
| 20 | 12 | 2 | | | 14 |
| 21 | 12 | 2 | | | 14 |
| 22 | 12 | 2 | | | 14 |
| 23 | 12 | 2 | | | 14 |
| 24 | 12 | 2 | | | 14 |
| 25 | 12 | 2 | | | 14 |
| 27 | 12 | 2 | | | 14 |
| 28 | 12 | 2 | | | 14 |
| 29 | 12 | 2 | | | 14 |
| 30 | 12 | 2 | | | 14 |
| 31 | 12 | 2 | | | 14 |
| 32 | 12 | 2 | | | 14 |
| 33 | 12 | 2 | | | 14 |
| 34 | 12 | 2 | | | 14 |
| 35 | 12 | 2 | | | 14 |
| 36 | 12 | 2 | | | 14 |
| 37 | 12 | 2 | | | 14 |
| 38 | 12 | 2 | | | 14 |
| 39 | 12 | 2 | | | 14 |
| 40 | 12 | 2 | | | 14 |
| 41 | 12 | 2 | | | 14 |
| 42 | 12 | 2 | | | 14 |
| 43 | 12 | 2 | | | 14 |
| 44 | 12 | 2 | | | 14 |
| 45 | 12 | 2 | | | 14 |
| 46 | 11 | 2 | | | 13 |
| 47 | 10 | 2 | | | 12 |
| 48 | 10 | 2 | | | 12 |
| 49 | | | 2 | 3 | 5 |
| Grand Total | 603 | 97 | 2 | 3 | 705 |

# Floor Configuration Breakdown

| Levels | Total Number of Units |
|---|---|
| Podium 1-5 | 11 |
| 1 | 6 |
| 2-45 | 14 |
| 46 | 13 |
| 47-48 | 12 |
| 49 | 5 |

# F&A – Luxury

**Apartment features:**
- Balconies as per layout
- Central air conditioning
- Adequate TV/phone infrastructure
- Built-In Wardrobes, wherever applicable

**Convenience:**
- Elevators
- Security access control

**Living and Dining:**
- All rooms feature double glazed windows
- Porcelain tiled floors
- Painted plastered walls
- Painted ceilings

**Bedrooms:**
- All rooms feature double glazed windows
- Painted plastered walls
- Built-in wardrobes

**Kitchen:**
- Fitted kitchens with refrigerator, oven, hob, hood, washing machine and dishwasher.
- Porcelain tiled floors
- Painted walls
- Kitchen cabinets
- Porcelain kitchen backsplash and countertop

**Bathroom**
- Sanitary ware
- Sanitary fittings and accessories
- Porcelain tiled floors
- Porcelain vanity
- Mirror

**Balcony:**
- Porcelain flooring

**Common building services & amenities:**
- Drop-off and entrance
- Concierge desk
- Pool and landscape plaza
- Gymnasium
- Children’s play area
- Cinema & lounge
- Podium and rooftop entertainment areas

# COMMERCIAL TERMS

# Launch Payment Plan

| DESCRIPTION | MILESTONE EVENT | (%) VALUE |
|---|---|---|
| Deposit | Immediate | 20 |
| 1st Instalment | Within 3 months of booking | 1 |
| 2nd Instalment | Within 4 months of booking | 1 |
| 3rd Instalment | Within 5 months of booking | 1 |
| 4th Instalment | Within 6 months of booking | 1 |
| 5th Instalment | Within 7 months of booking | 1 |
| 6th Instalment | Within 8 months of booking | 1 |
| 7th Instalment | Within 9 months of booking | 1 |
| 8th Instalment | Within 10 months of booking | 1 |
| 9th Instalment | Within 11 months of booking | 1 |
| 10th Instalment | Within 12 months of booking | 1 |
| 11th Instalment | Within 13 months of booking | 1 |
| 12th Instalment | Within 14 months of booking | 1 |
| 13th Instalment | Within 15 months of booking | 1 |
| 14th Instalment | Within 16 months of booking | 1 |
| 15th Instalment | Within 17 months of booking | 1 |
| 16th Instalment | Within 18 months of booking | 1 |
| 17th Instalment | Within 19 months of booking | 1 |
| 18th Instalment | Within 20 months of booking | 1 |
| 19th Instalment | Within 21 months of booking | 1 |
| 20th Instalment | Within 22 months of booking | 1 |
| 21st Instalment | Within 23 months of booking | 1 |
| 22nd Instalment | Within 24 months of booking | 1 |
| 23rd Instalment | Within 25 months of booking | 1 |
| 24th Instalment | Within 26 months of booking | 1 |
| 25th Instalment | Within 27 months of booking | 1 |
| 26th Instalment | Within 28 months of booking | 1 |
| 27th Instalment | Within 29 months of booking | 1 |
| 28th Instalment | Within 30 months of booking | 1 |
| 29th Instalment | Within 31 months of booking | 1 |
| 30th Instalment | Within 32 months of booking | 1 |
| 31st Instalment | Within 33 months of booking | 1 |
| 32nd Instalment | Within 34 months of booking | 1 |
| 33rd Instalment | Within 35 months of booking | 1 |
| 34th Instalment | Within 36 months of booking | 1 |
| 35th Instalment | Within 37 months of booking | 1 |
| 36th Instalment | Within 38 months of booking | 1 |
| 37th Instalment | Within 39 months of booking | 1 |
| 38th Instalment | Within 40 months of booking | 1 |
| 39th Instalment | Within 41 months of booking | 1 |
| 40th Instalment | Within 42 months of booking | 1 |
| 41st Instalment | Within 43 months of booking | 1 |
| 42nd Instalment | Within 44 months of booking | 1 |
| 43rd Instalment | Within 45 months of booking | 1 |
| 44th Instalment | Within 46 months of booking | 1 |
| 45th Instalment | Within 47 months of booking | 1 |
| 46th Instalment | Within 48 months of booking | 1 |
| 47th Instalment | Within 49 months of booking | 1 |
| 48th Instalment | Within 50 months of booking | 1 |
| 49th Instalment | Within 51 months of booking | 1 |
| 50th Instalment | Within 52 months of booking | 1 |
| 51st Instalment | On Completion | 30 |
| | Total | 100 |

PRICING

| 1-BR | 2-BR |
|---|---|
| STARTING FROM AED 1,997,000 | STARTING FROM AED 2,772,000 |
| **3-BR** | **5-BR** |
| STARTING FROM AED 15,894,000 | STARTING FROM AED 25,205,000 |

4% DLD FEE TO BE PAID IN ADDITION TO THE INITIAL DEPOSIT

**ACD: 31 OCT 2029**

# Regular Payment Plan

| Description | Milestone Event | % Value |
|---|---|---|
| Deposit | Immediate | 20 |
| 1th Instalment | Within 3 months of booking | 1 |
| 2th Instalment | Within 4 months of booking | 1 |
| 3th Instalment | Within 5 months of booking | 1 |
| 4th Instalment | Within 6 months of booking | 1 |
| 5th Instalment | Within 7 months of booking | 1 |
| 6th Instalment | Within 8 months of booking | 1 |
| 7th Instalment | Within 9 months of booking | 1 |
| 8th Instalment | Within 10 months of booking | 1 |
| 9th Instalment | Within 11 months of booking | 1 |
| 10th Instalment | Within 12 months of booking | 1 |
| 11th Instalment | Within 13 months of booking | 1 |
| 12th Instalment | Within 14 months of booking | 1 |
| 13th Instalment | Within 15 months of booking | 1 |
| 14th Instalment | Within 16 months of booking | 1 |
| 15th Instalment | Within 17 months of booking | 1 |
| 16th Instalment | Within 18 months of booking | 5 |
| 17th Instalment | Within 19 months of booking | 1 |
| 18th Instalment | Within 20 months of booking | 1 |
| 19th Instalment | Within 21 months of booking | 1 |
| 20th Instalment | Within 22 months of booking | 1 |
| 21th Instalment | Within 23 months of booking | 1 |
| 22th Instalment | Within 24 months of booking | 1 |
| 23th Instalment | Within 25 months of booking | 1 |
| 24th Instalment | Within 26 months of booking | 1 |
| 25th Instalment | Within 27 months of booking | 1 |
| 26th Instalment | Within 28 months of booking | 1 |
| 27th Instalment | Within 29 months of booking | 1 |
| 28th Instalment | Within 30 months of booking | 5 |
| 29th Instalment | Within 31 months of booking | 1 |
| 30th Instalment | Within 32 months of booking | 1 |
| 31th Instalment | Within 33 months of booking | 1 |
| 32th Instalment | Within 34 months of booking | 1 |
| 33th Instalment | Within 35 months of booking | 1 |
| 34th Instalment | Within 36 months of booking | 1 |
| 35th Instalment | Within 37 months of booking | 1 |
| 36th Instalment | Within 38 months of booking | 1 |
| 37th Instalment | Within 39 months of booking | 1 |
| 38th Instalment | Within 40 months of booking | 1 |
| 39th Instalment | Within 41 months of booking | 1 |
| 40th Instalment | Within 42 months of booking | 5 |
| 41th Instalment | Within 43 months of booking | 1 |
| 42th Instalment | Within 44 months of booking | 1 |
| 43th Instalment | Within 45 months of booking | 1 |
| 44th Instalment | Within 46 months of booking | 1 |
| 45th Instalment | Within 47 months of booking | 1 |
| 46th Instalment | Within 48 months of booking | 1 |
| 47th Instalment | Within 49 months of booking | 1 |
| 48th Instalment | Within 50 months of booking | 1 |
| 49th Instalment | On Completion | 20 |

PRICING

| 1-BR | 2-BR |
|---|---|
| STARTING FROM AED 1,997,000 | STARTING FROM AED 2,772,000 |
| **3-BR** | **5-BR** |
| STARTING FROM AED 15,894,000 | STARTING FROM AED 25,205,000 |

4% DLD FEE TO BE PAID IN ADDITION TO THE INITIAL DEPOSIT

**ACD: 31 OCT 2029**

# PRICING AND AREA SUMMARY

| SAFA GATE BEDROOMS | AVG AREA | PRICE (AED) | | |
|---|---|---|---|---|
| | | Min | Max | Avg |
| 1-BR | 807 | 1.997M | 3.924M | 2.407M |
| 2-BR | 1,111 | 2.772M | 3.916M | 3.288M |
| 3-BR Super Luxury | 3,124 | 15.894M | 15.894M | 15.894M |
| 5-BR Super Luxury | 5,196 | 25.205M | 25.860M | 25.641M |

**ACD: 31 OCT 2029**