



MASAR TOWER MASAR DISTINATION

CONCEPT DESIGN PRESENTATION
JAN 2026



الهيئة الملكية لمدينة مكة
المكرمة والمشاعر المقدسة
ROYAL COMMISSION FOR
MAKKAH CITY AND HOLY SITES





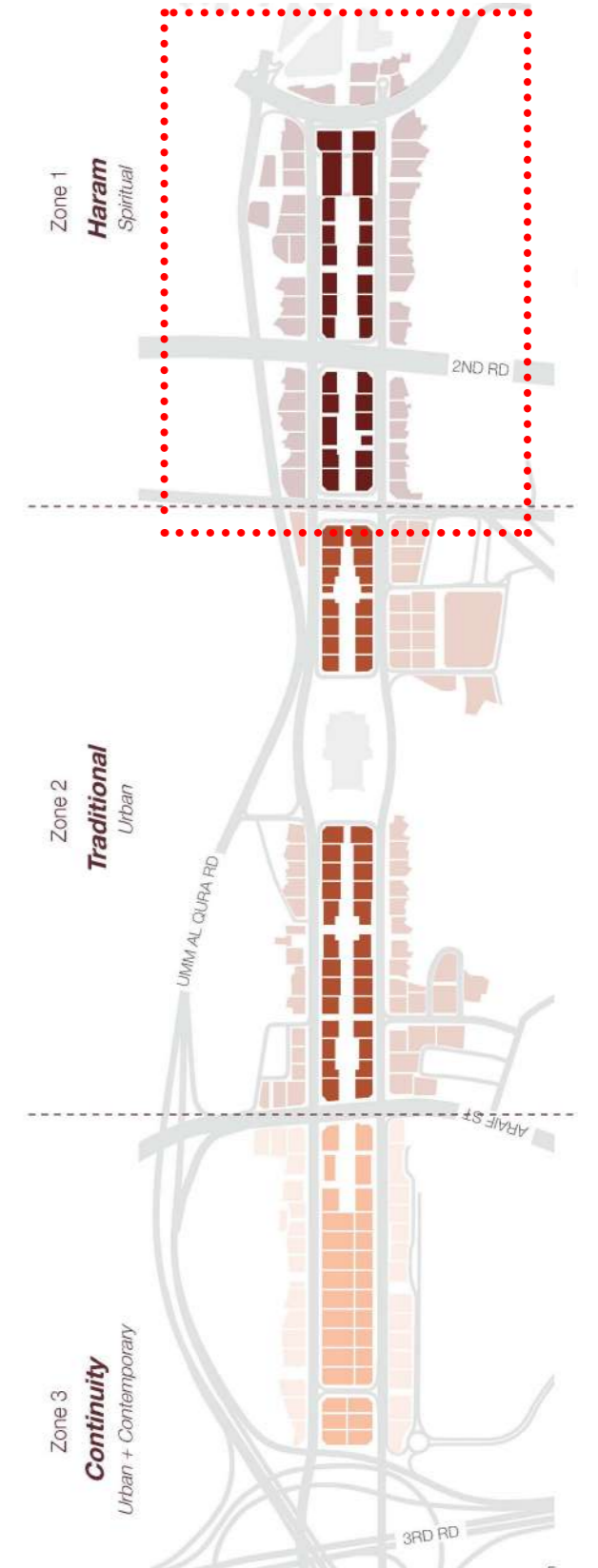
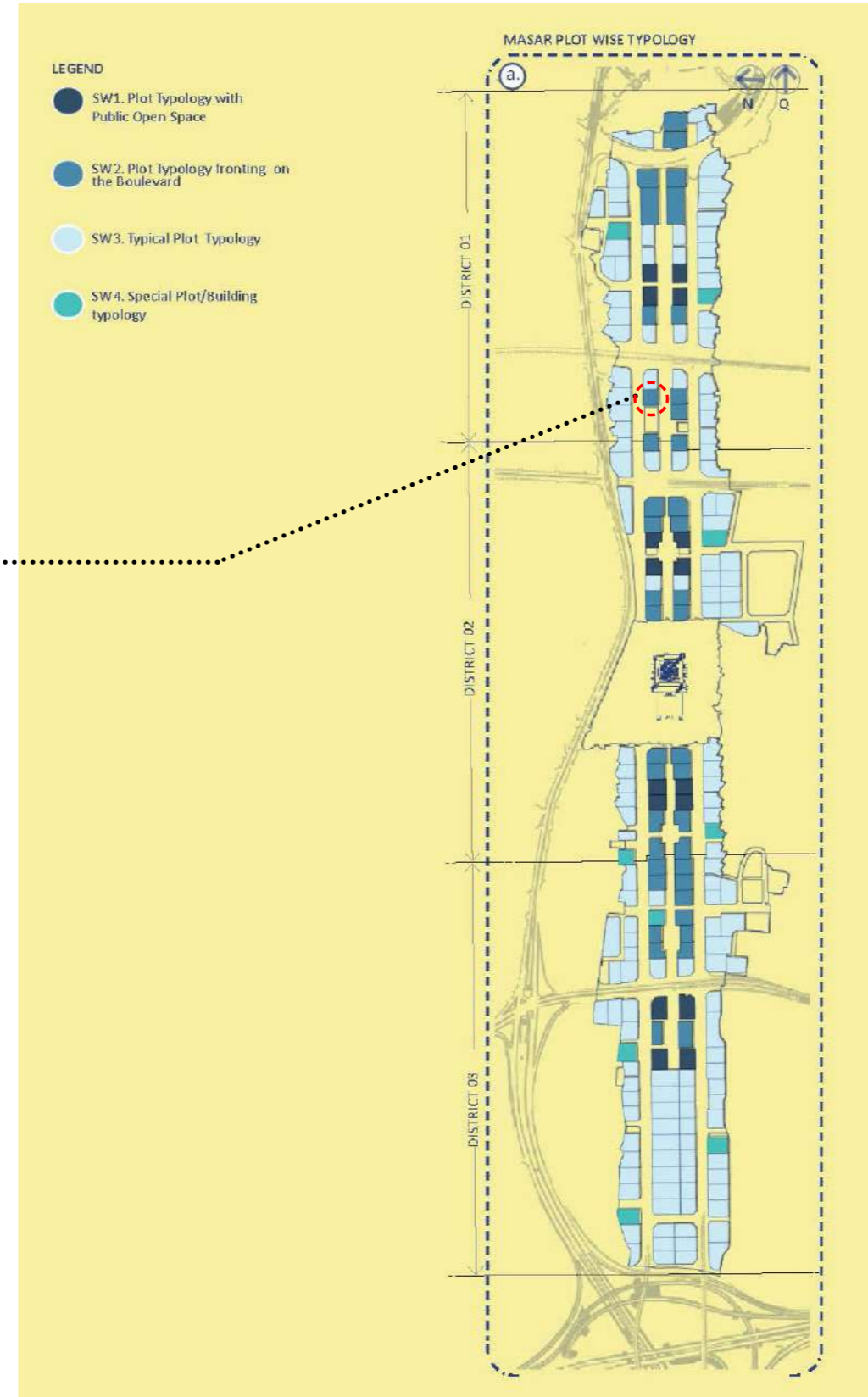
تودس من البيئه
ممتنا مع الطبعه
Inspired by Culture
Harmony with Nature



LOCATION

- LOCATED IN DISTRICT 01 (HARAM ZONE).
- THE PLOT IS DEFINED FROM MASAR PLOT WISE TYPOLOGY AS SW2. PLOT TYPOLOGY FRONTING ON THE BOULEVARD.

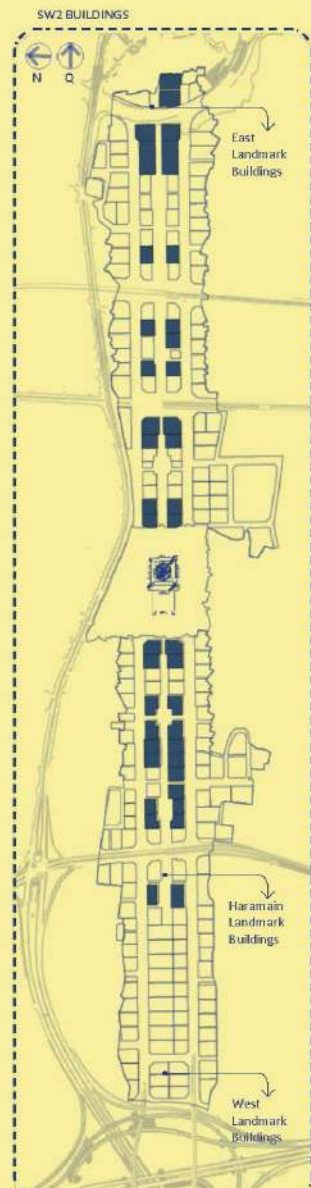
IBN-11/IBN-12



BUILDING REGULATION AND REQUIREMENTS - SW2

VOLUME 02
PLOT DESIGN CONSULTANT MANUAL

SW2 BUILDINGS

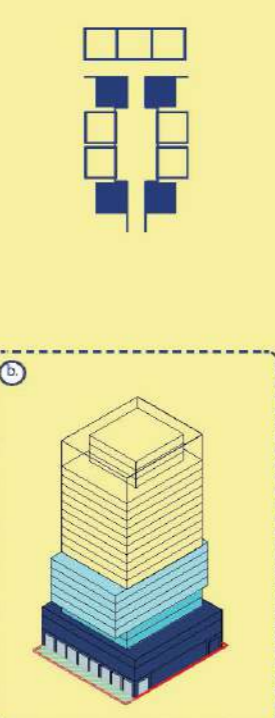


East Landmark Buildings

West Landmark Buildings

Haramain Landmark Buildings

PLOT TYPOLOGY SW2.



This typology will include boulevard prominent buildings within MASAR. These buildings are all overlooking the Boulevard as shown. The purpose of these specific guidelines is to ensure creating the desired linear- shaped public space complementing their location within MASAR.

The following regulation shall be applied to SW2 Buildings:

a. The design consultant shall adhere to the specific controls as described in the individual plot sheet

b. The allowable podium height shall range between G+2 to G+3. The design consultant shall adhere to the specific height controls as described in the individual plot sheet

SETBACK REGULATIONS:

c. The Podium shall allow for 3m setback from the road

d. The Podium shall not be required to allow for setback from the neighboring plots or from the Boulevard

e. The Lower Podium shall follow the Podiums' setback regulations

f. The Lower Tower shall allow for 3m setback from the Podium

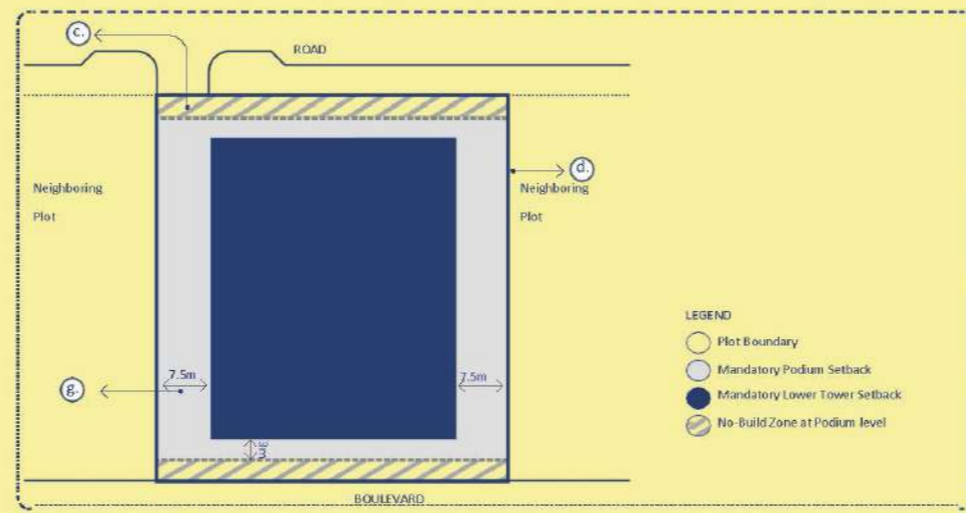
g. The Lower Tower shall allow for 7.5m setback from the Plot boundary. This shall result in a combined 15m setback between adjacent Towers

LEGEND

- SW2 Plots Fronting MASAR Boulevard

100

MASAR PROJECT
DEVELOPMENT MANUAL



Neighboring Plot

ROAD

Neighboring Plot

7.5m

7.5m

BOULEVARD

LEGEND

- Plot Boundary
- Mandatory Podium Setback
- Mandatory Lower Tower Setback
- No-Build Zone at Podium level

h. The Middle Tower shall allow for 3m setback from the road

i. The Middle Tower facing the Boulevard shall allow for a maximum of 6m of mandatory protrusion up to the plot boundary

j. The Middle Tower shall not be required to allow for setback from the Boulevard

k. The Middle Tower shall allow for 7.5m setback from the Plot boundary. This shall result in a combined minimum 15m setback between adjacent Towers

l. The Upper Tower shall allow for 3m setback from the Middle Tower from both Boulevard and road sides

m. The Upper Tower shall allow for 7.5m setback from the Plot boundary. This shall result in a combined minimum 15m setback between adjacent Towers.

ACTIVE FRONTAGE REGULATIONS:

n. Boulevard frontage shall allow for a minimum of 60% of active retail uses

o. Road frontage shall allow for a minimum of 40% of active retail uses

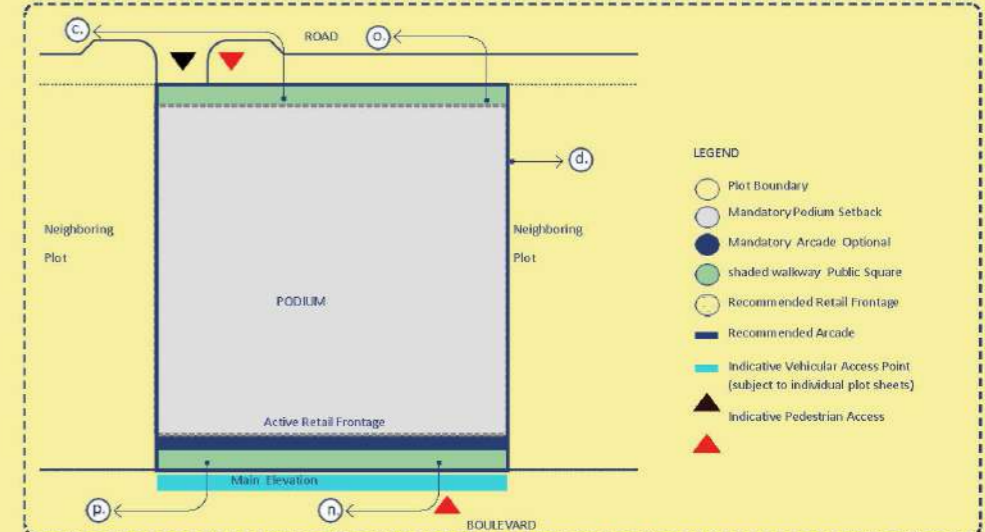
PUBLIC SQUARE REGULATIONS:

p. The Boulevard linear No-Build zone shall be utilized to foster pedestrian activity and human interaction

q. The design consultant shall adhere to the specific public space controls as described in the individual plot sheet

101

VOLUME 02
PLOT DESIGN CONSULTANT MANUAL



Neighboring Plot

ROAD

Neighboring Plot

7.5m

7.5m

BOULEVARD

PODIUM

Active Retail Frontage

Main Elevation

LEGEND

- Plot Boundary
- Mandatory Podium Setback
- Mandatory Arcade Optional
- Shaded Walkway Public Square
- Recommended Retail Frontage
- Recommended Arcade
- Indicative Vehicular Access Point (subject to individual plot sheets)
- ▲ Indicative Pedestrian Access

WALKWAYS AND ARCADES REGULATIONS:

r. Non-Continuous shaded paths shall be either arcades Or covered with an overhang structure

s. Arcades shall be connected for neighboring plots to foster pedestrian circulation

t. Building design is encouraged to allow for an optional arcade along the road side. This will further foster the pedestrian activity within MASAR.

CROWN REGULATIONS:

u. The building's crown shall have a smaller footprint than the tower's footprint below

v. The allowable crown's height shall allow for a minimum 3 floors. The design consultant shall adhere to the specific height controls as described in the individual plot sheet

GENERAL REGULATIONS:

w. The design consultant shall adhere to the specific No-Build zone controls

as described in the individual plot sheet.

x. The design consultant shall adhere to the specific controls as described in the individual plot sheet to allow for an emergency corridor- if required. As a general rule, all elements of the tower shall allow for a minimum 7.5m setback from the centerline of the corridor.

y. The design consultant shall allow for the parking entrance as specified and shown in individual plot sheet. Parking entrances shall be prohibited along the Boulevard

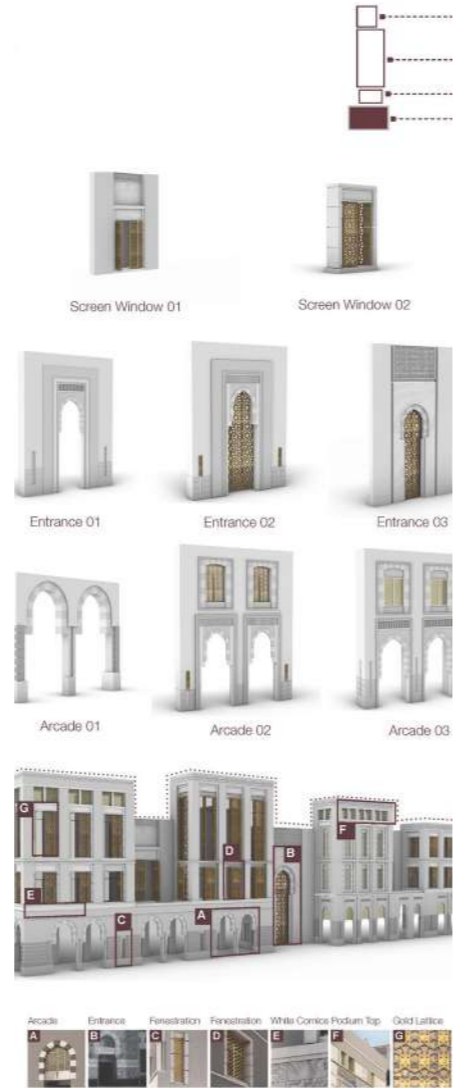
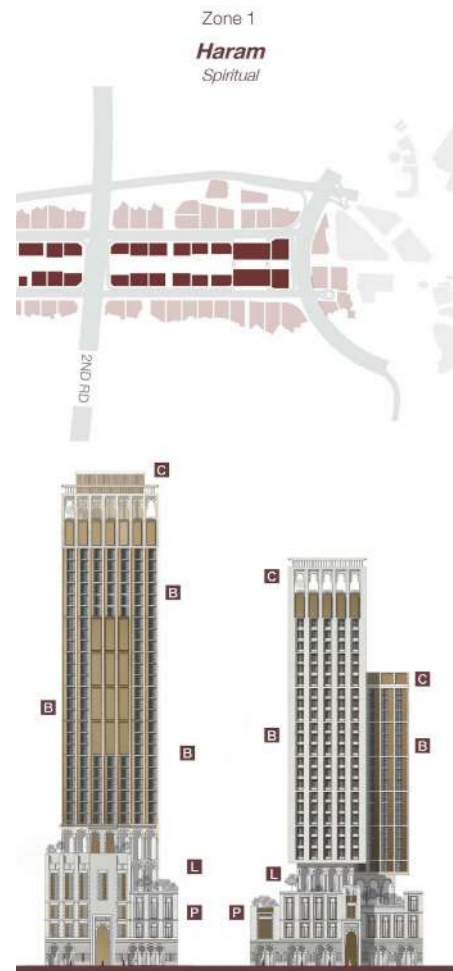
z. The design consultant shall adhere to the recommended 2 locations for the pedestrian entrance along the Boulevard. The locations were proposed considering separation of building entry from retail activities

aa. The design consultant shall adhere to the specific controls as described in the individual plot sheet to resolve level difference scenario-if applicable.

102



BUILDING REGULATION AND REQUIREMENTS- HARAM ZONE



RAL: 1012	RAL: 9003
RAL: 1024	RAL: 9010
RAL: 7030	RAL: 7044
RAL: 6010	RAL: 7030
RAL: 6000	
RAL: 7042	
RAL: 9017	

التصميم المعماري والتشكيل والألوان مستمدة من التوسعة السعودية الثانية للمسجد الحرام

الارتفاع الكامل في قاعدة المبنى (تصميم الشرفاس - الرواق - الزخارف - تدرج الارتفاعات)

وجود شرفة فاصلة (LOGGIA) بين قاعته المبنى وابقى المبنى معالجة بنفس طراز الفوناس وتكثيف التماثيل بها

واجهة بسيطة واحدة تقريبا متماثلة ومتنوعة ذات نسب فتحات محدود

معالجات زخرفية مستوحاة من زخارف التوسعة السعودية الثانية

الارتفاع بألوان التوسعة السعودية الثانية للحم ودرجات اللون الرمادي الواضحة

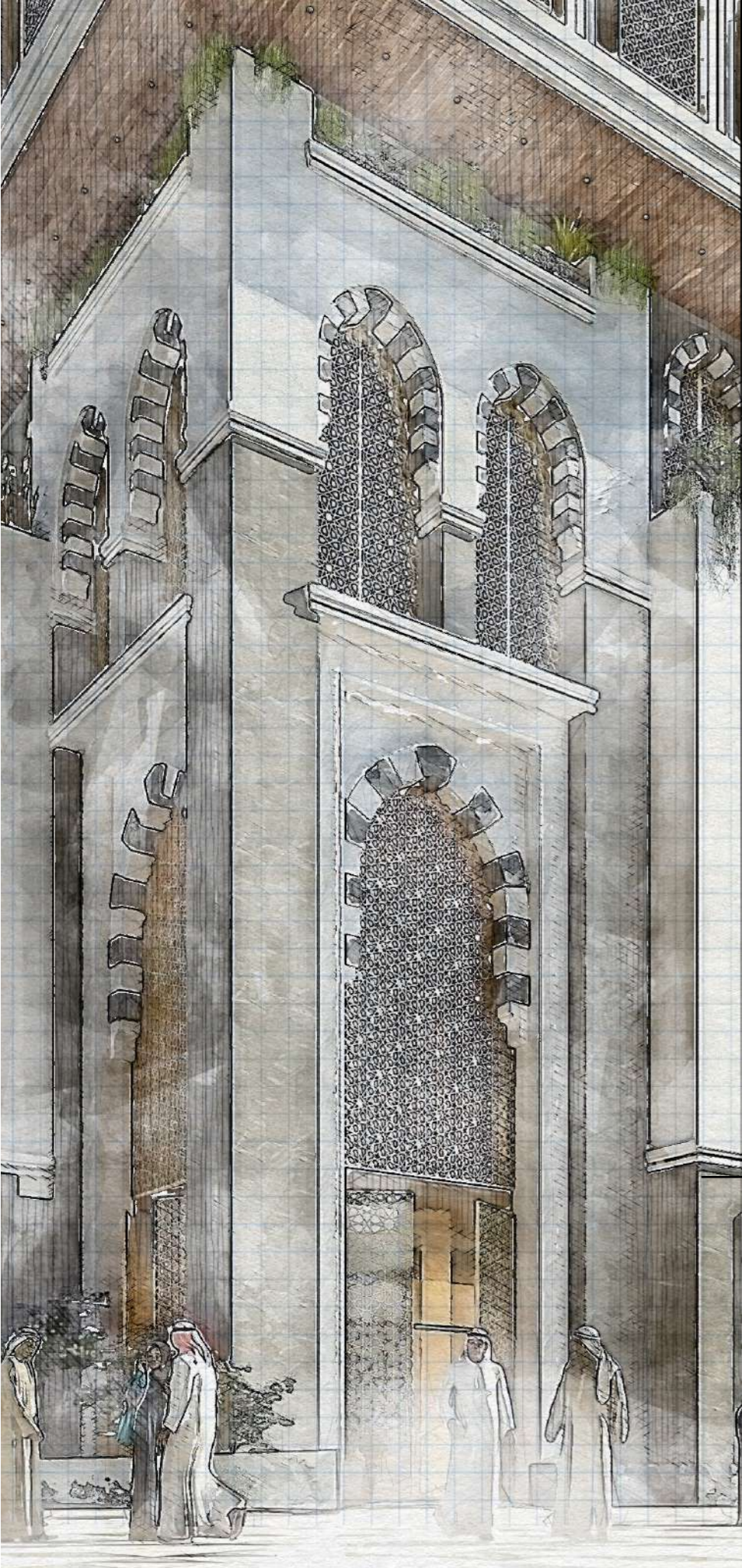
إيجاد دراسة للأمانة الخارجية الشامية للموافقة بحيث تكون درجة حرارة اللون شيء محدود 3000 كلون مع مراعاة جمال التصميم احترام لقيمة الحرم وتجنب أي تقوية بصري أو نوع غير مرغوب في الألوان والحد من استعمال أي تفاصيل إعلانية

الأرضيات الخارجية المتصلة بالبوليفار تتنوع وتتناسى مع أرضية البوليفار من حيث الألوان والمواد والتصميم، مما يبرز التساق والجمالية العامة

اختيار اللمبات في الجوز الأرضي والشرفات والرواق المشقوق (LOGGIA) بما يتناسب مع التصميم المتبع في البوليفار مع الالتزام بتوجيهات التفتيش المتبعة من الهيئة الملكية لمدينة مكة المكرمة

لوحدات المداخل وطريقة تسمية المبنى يتم تصميمها بما يتوافق مع إرشادات الهيئة الملكية لمدينة مكة المكرمة و المظور الرئيسي للمشروع





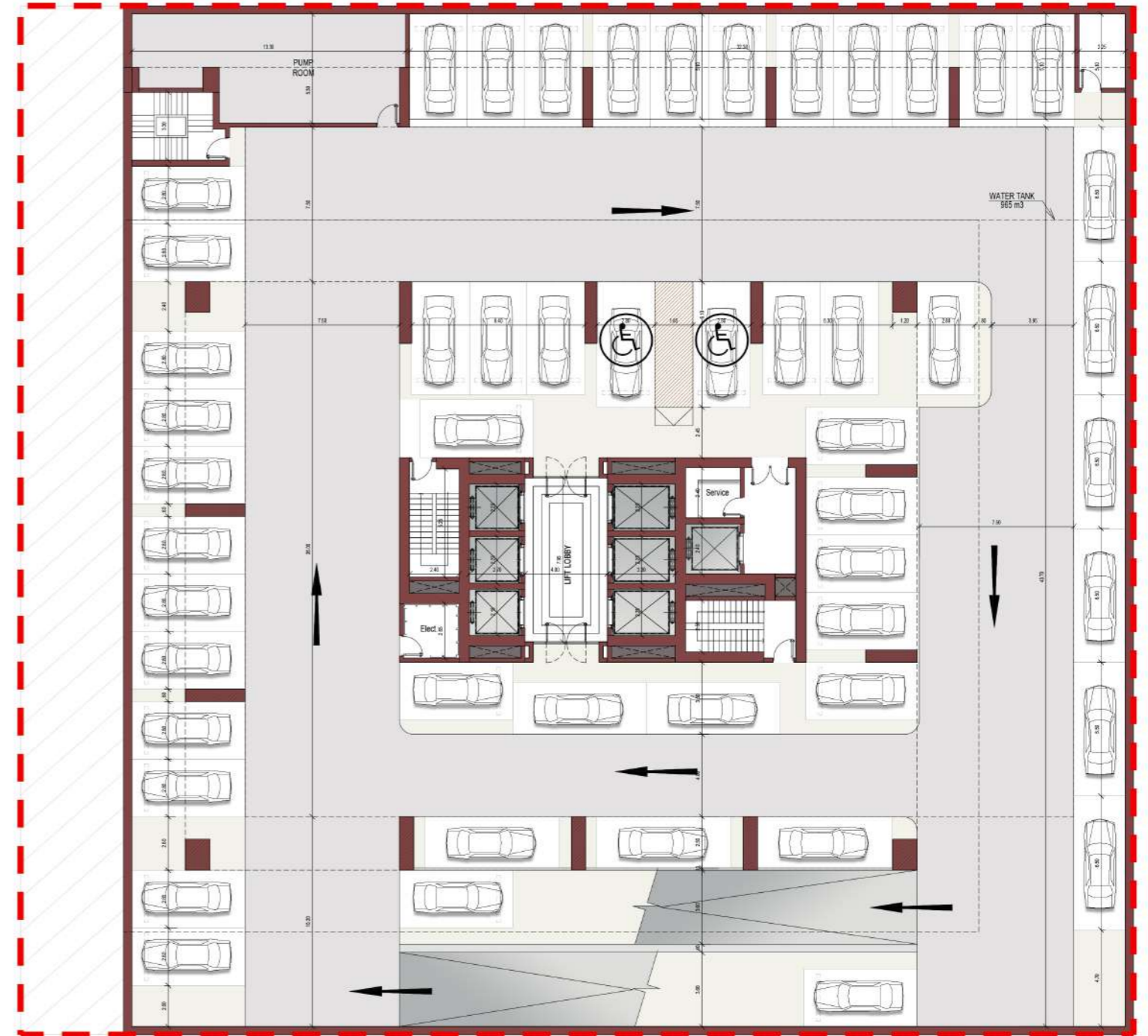
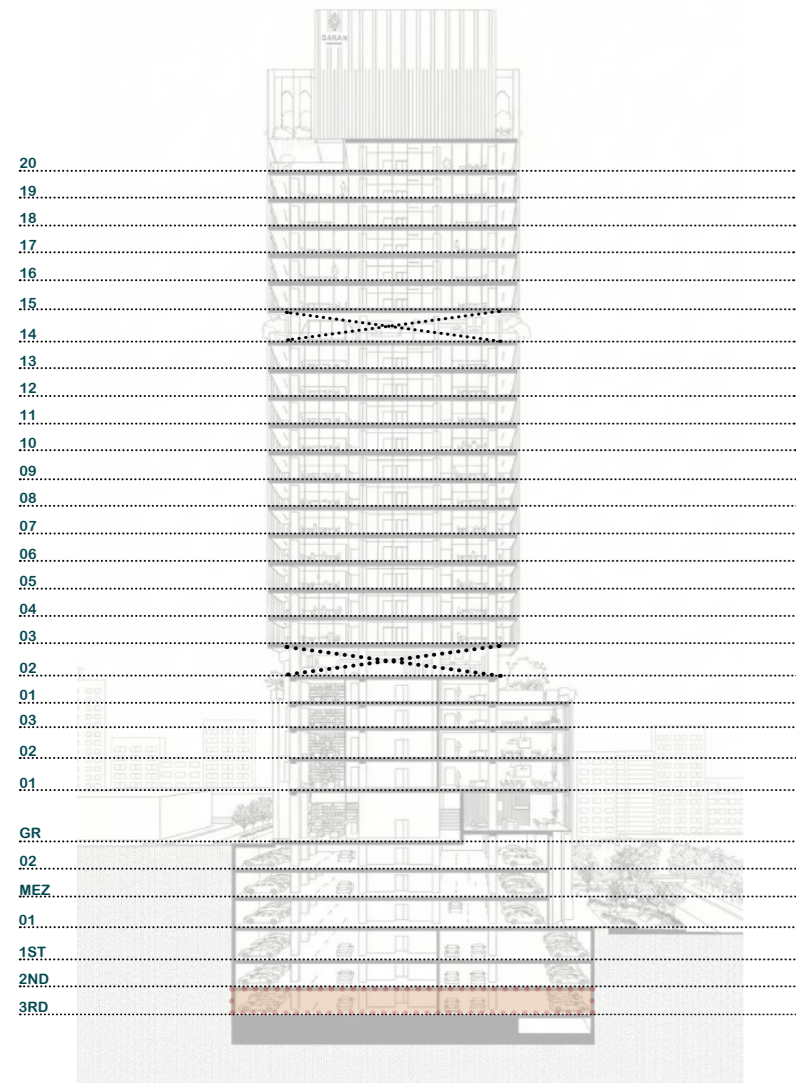
PLANS

■ SITE LAYOUT



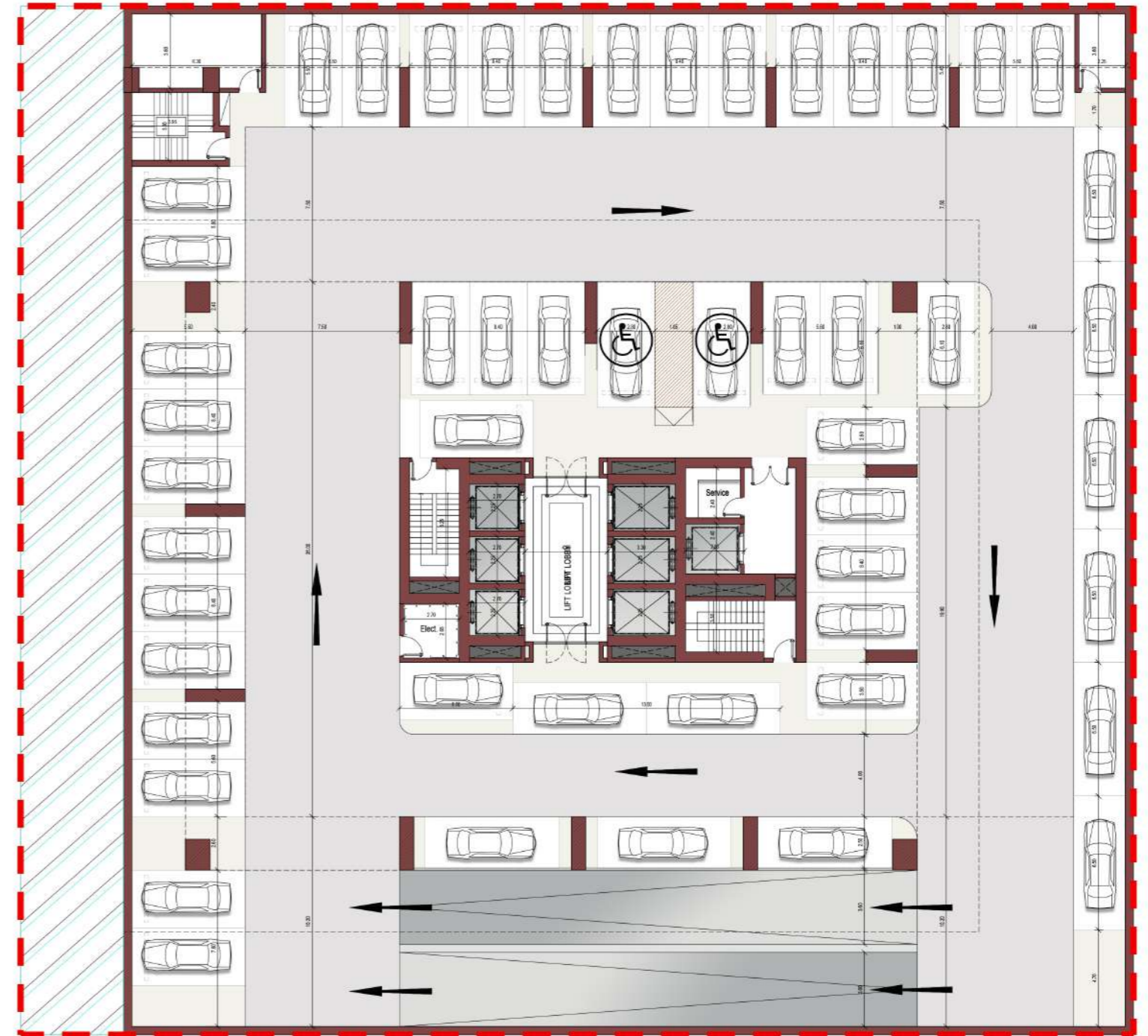
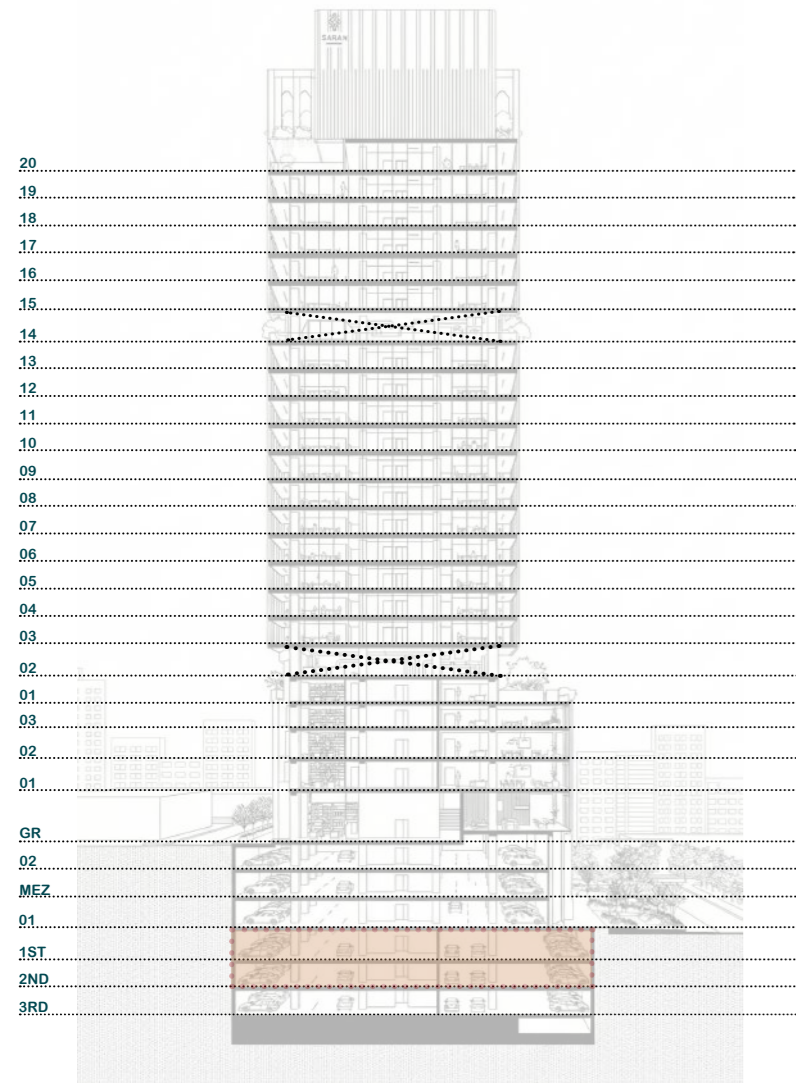
3RD BASEMENT

51 CARS OF 240



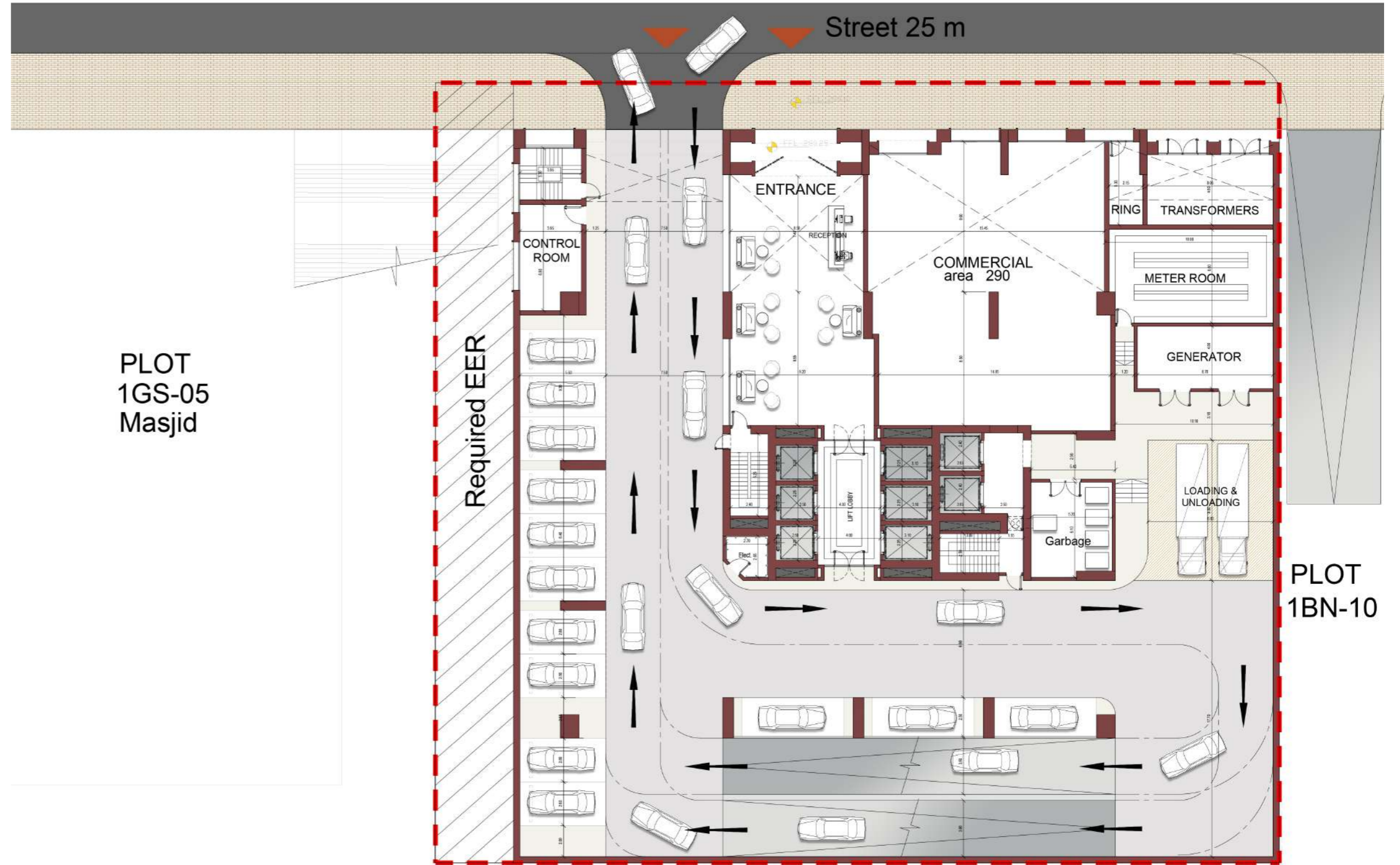
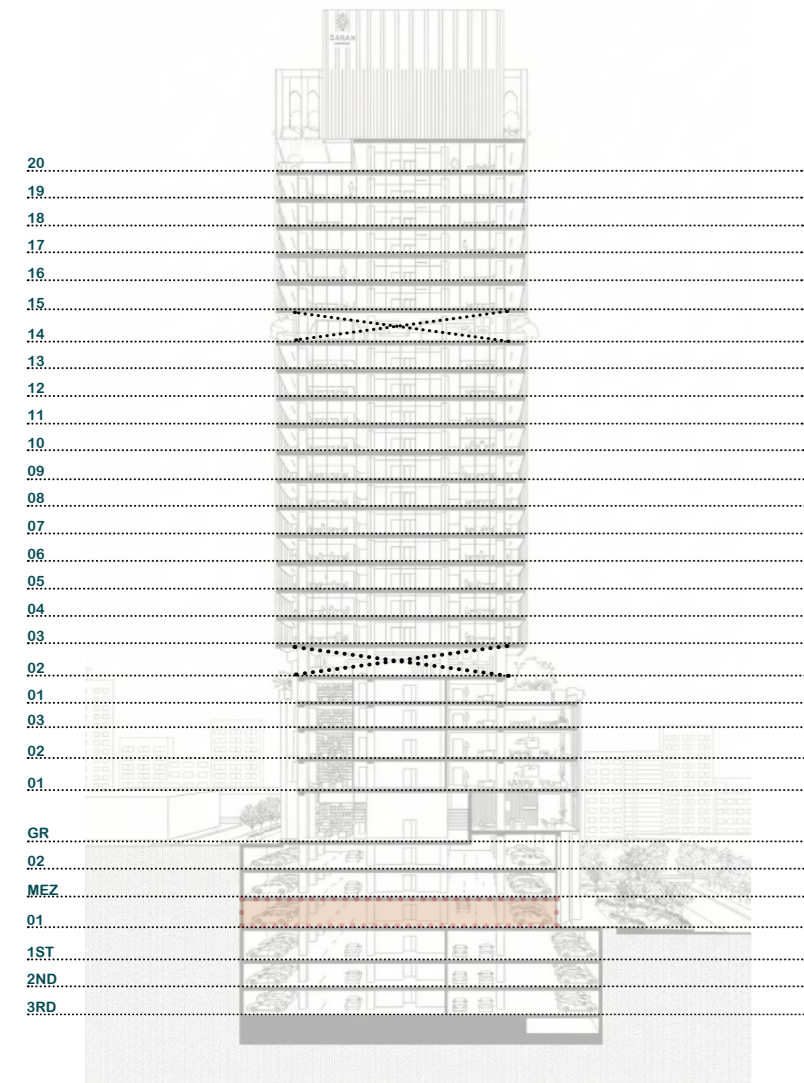
1ST & 2ND BASEMENT

51 CARS OF 240



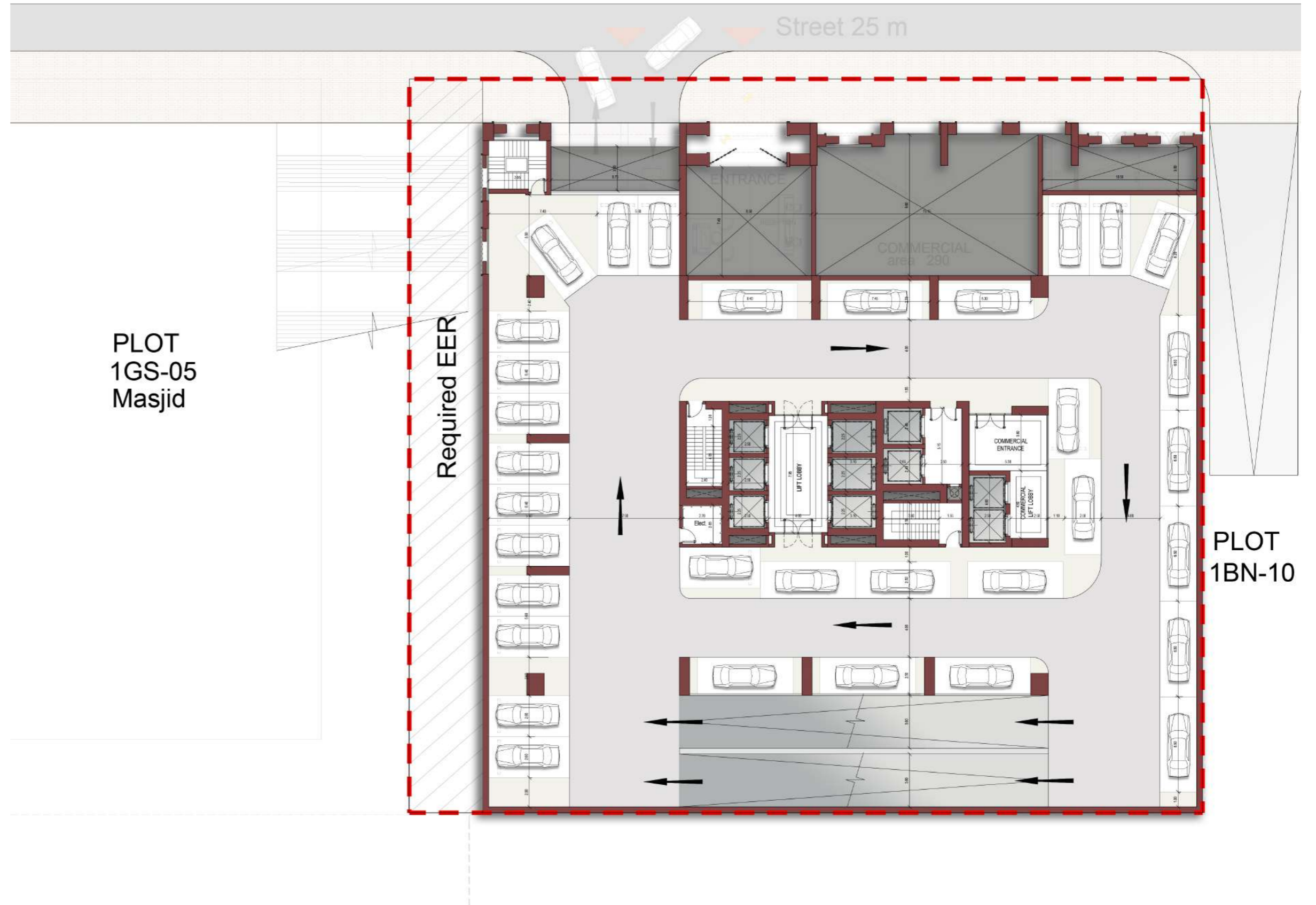
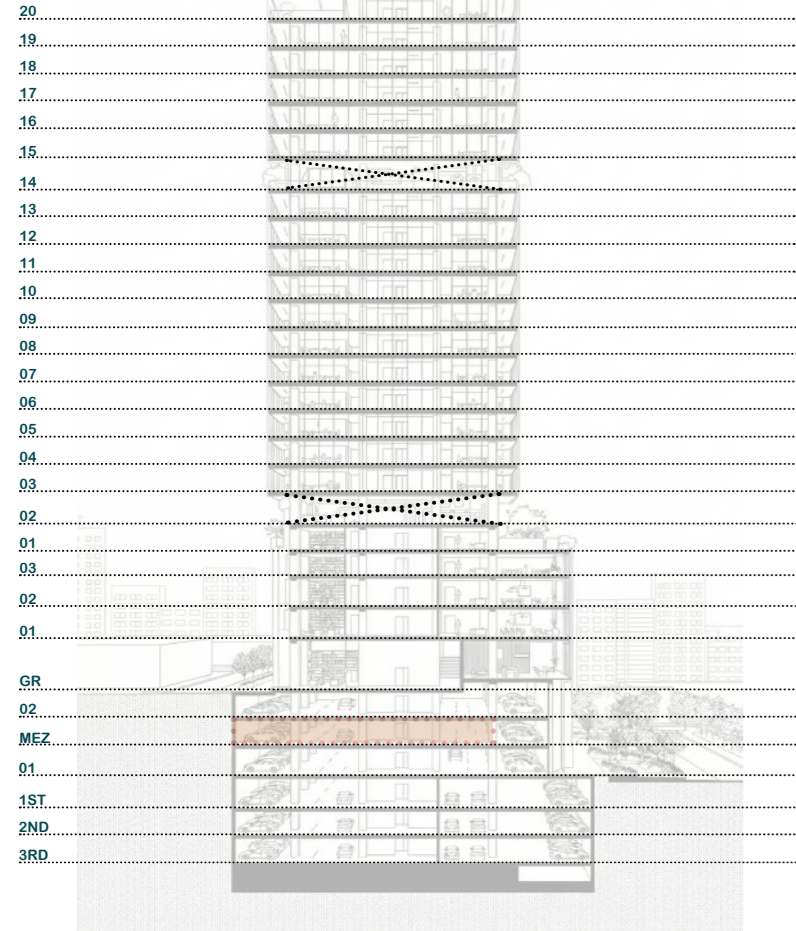
FIRST LOWER PODIUM (STREET)

13 CARS OF 240



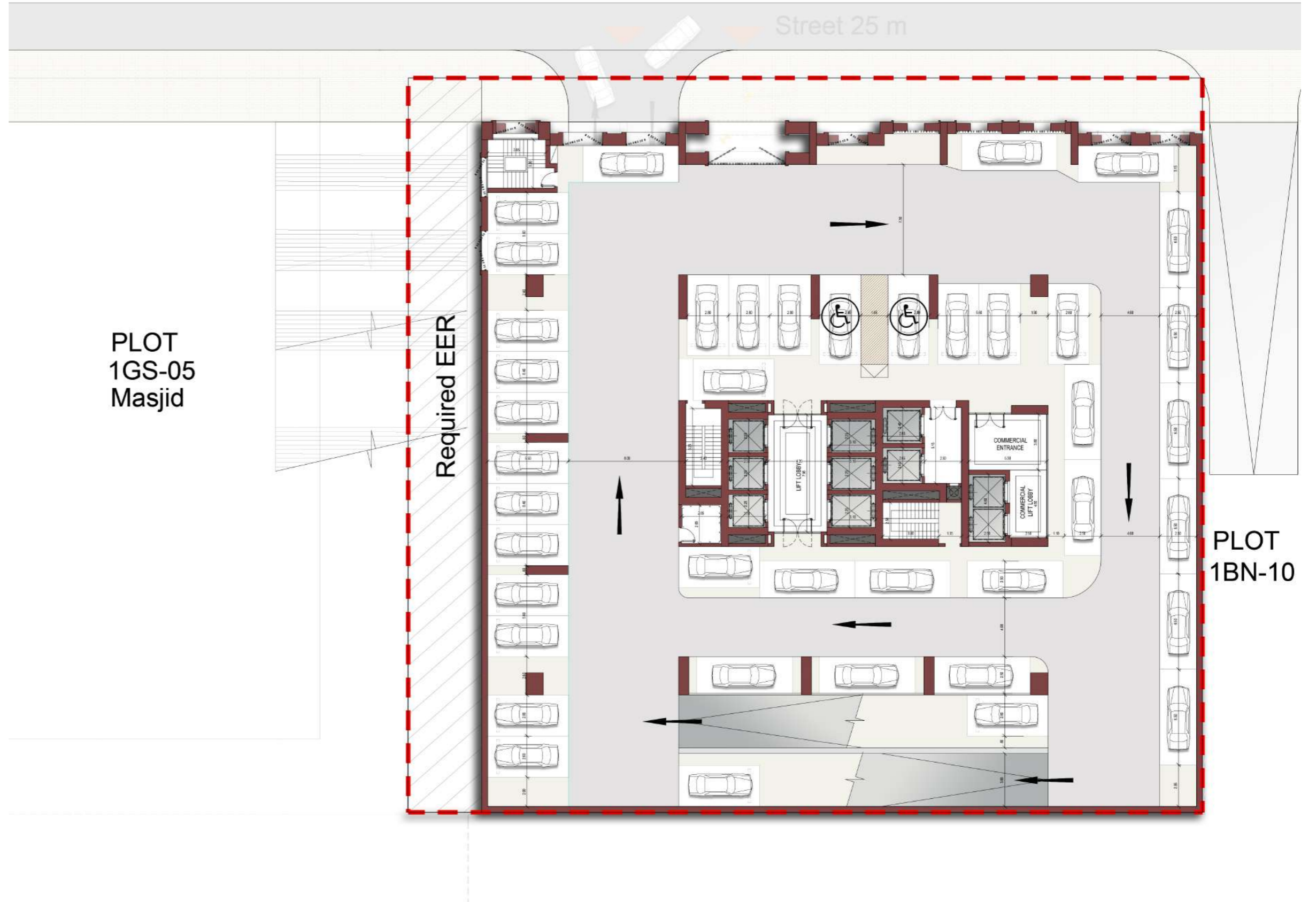
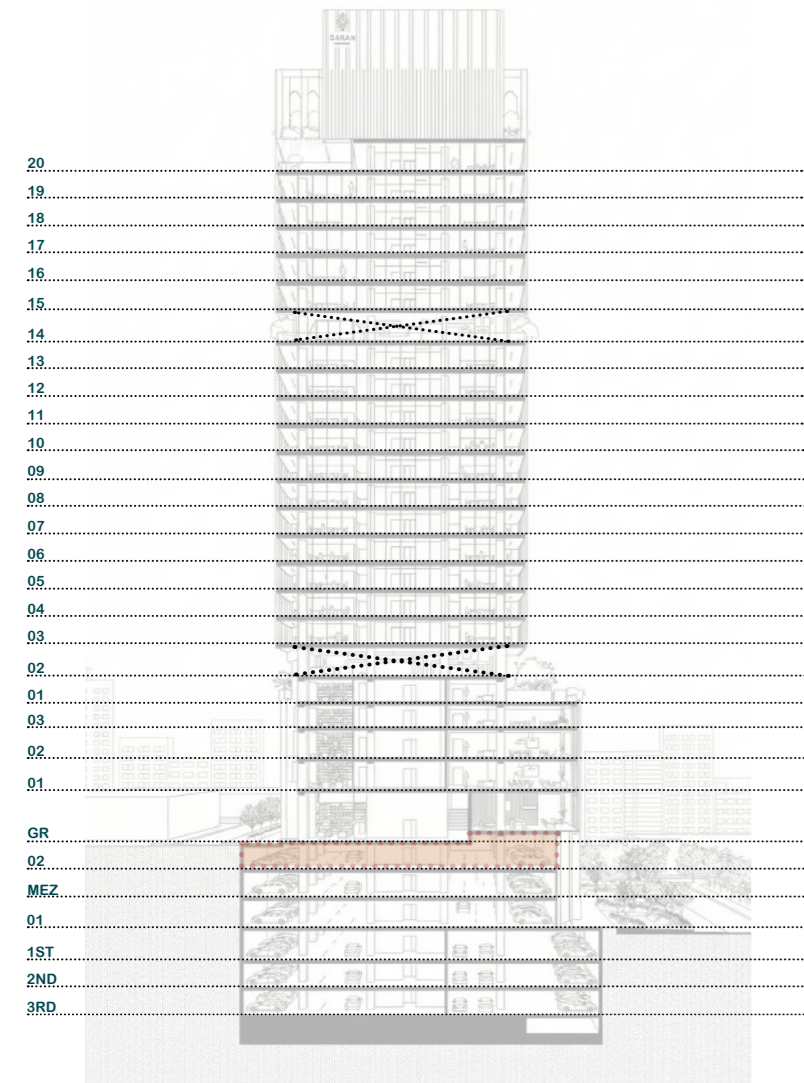
FIRST LOWER PODIUM (MEZZANINE)

33 CARS OF 240



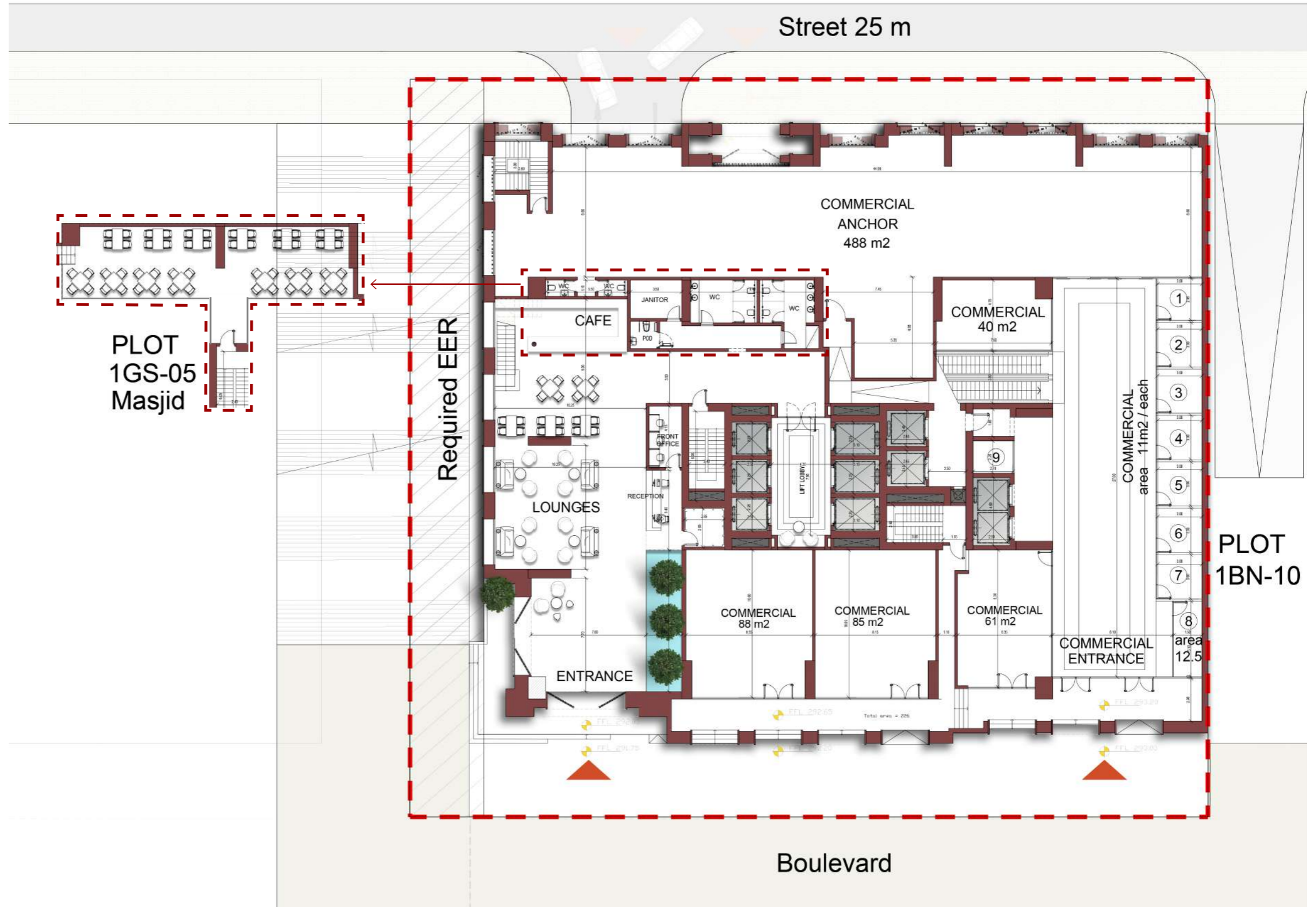
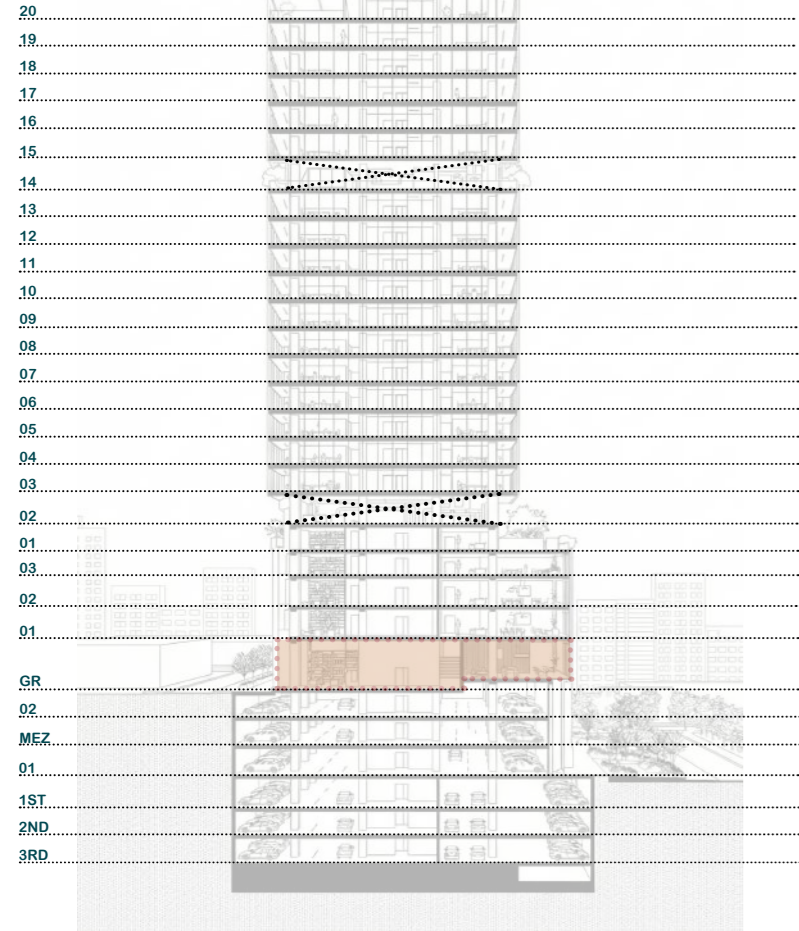
SECOND LOWER PODIUM

41 CARS OF 240

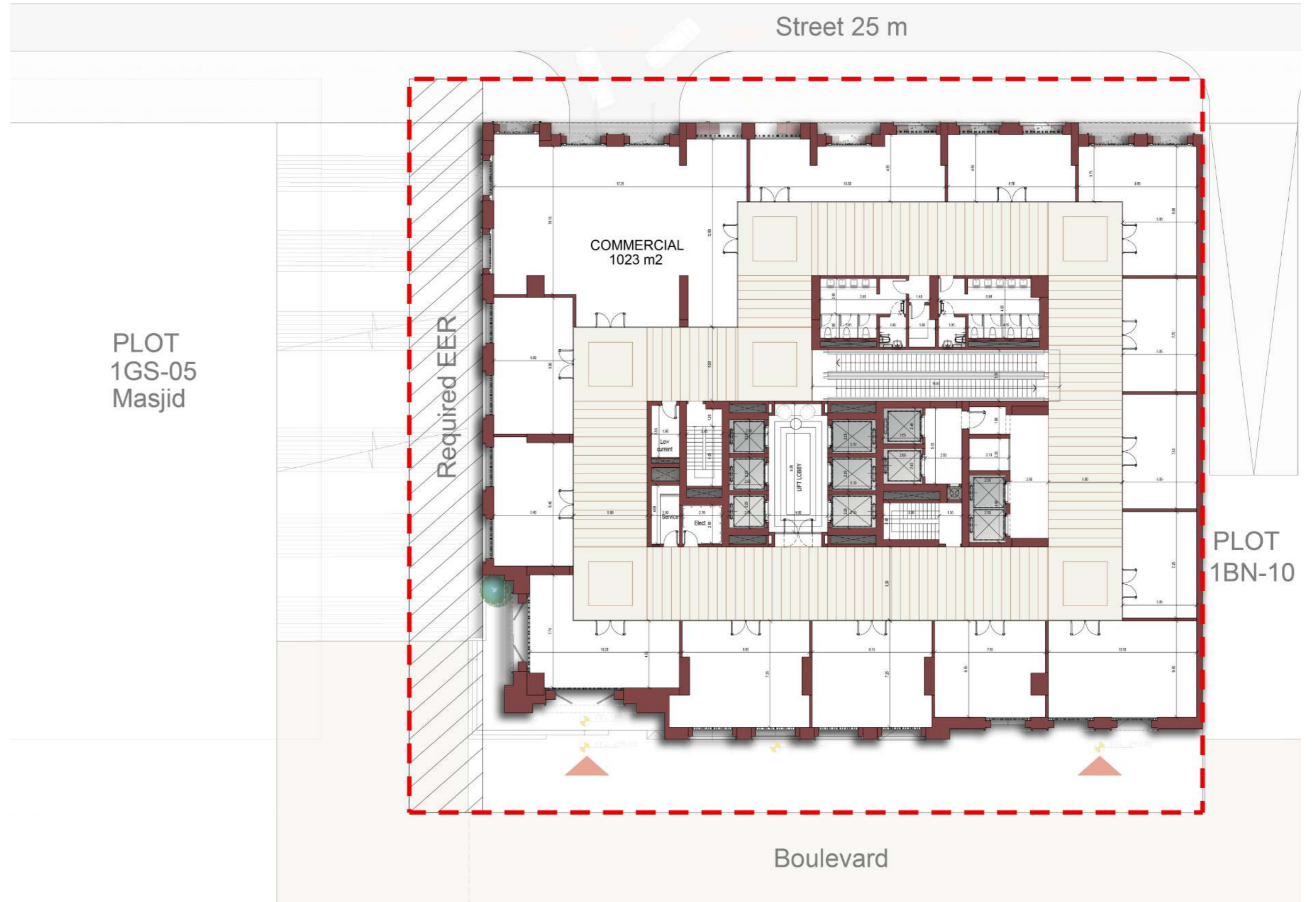
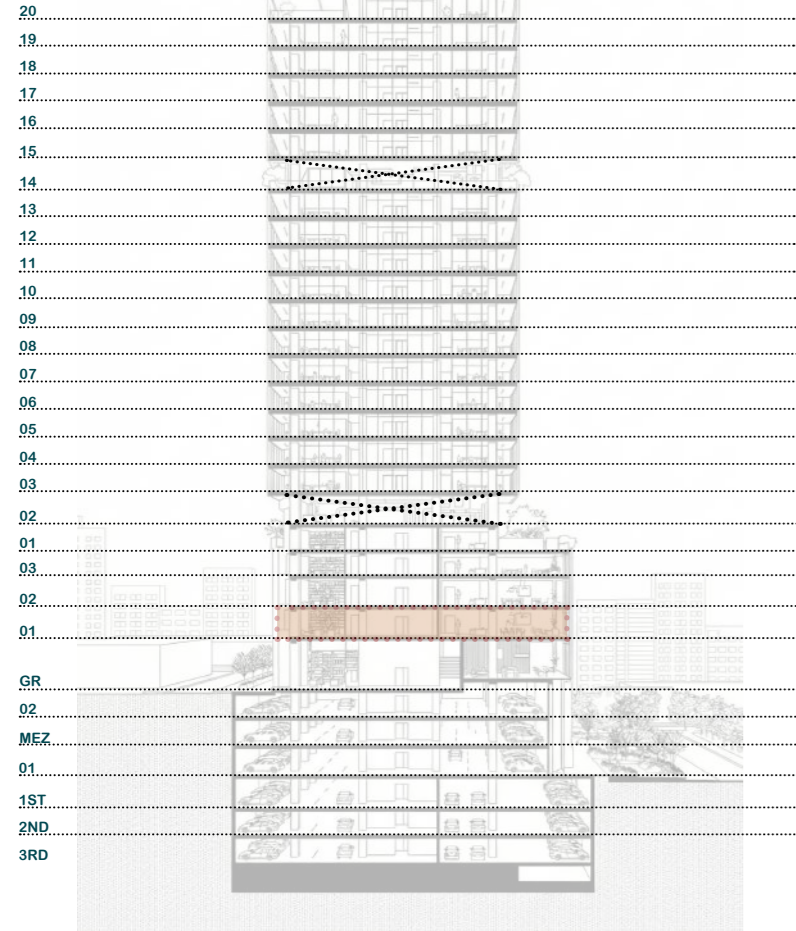


GROUND FLOOR (BOULEVARD)

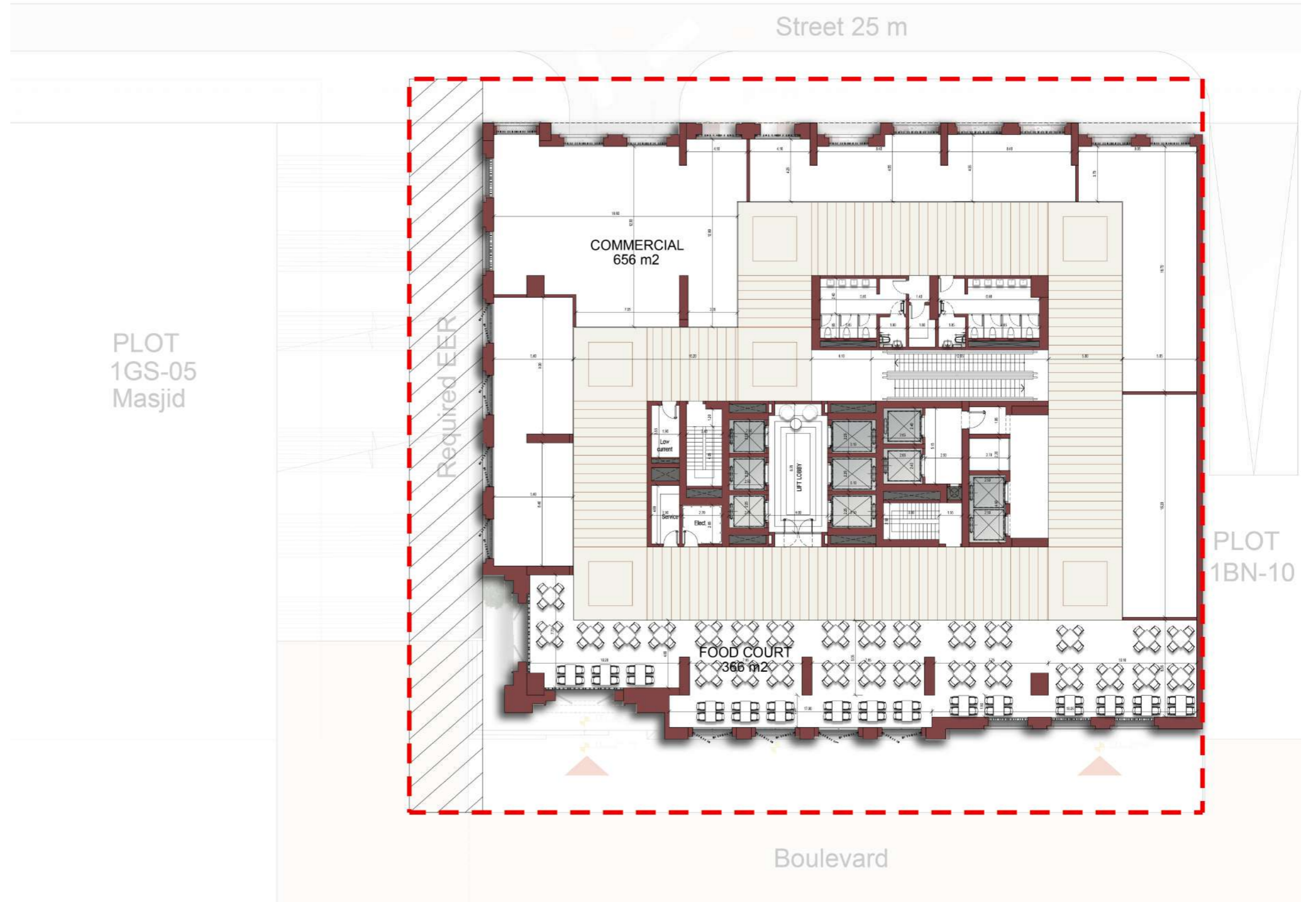
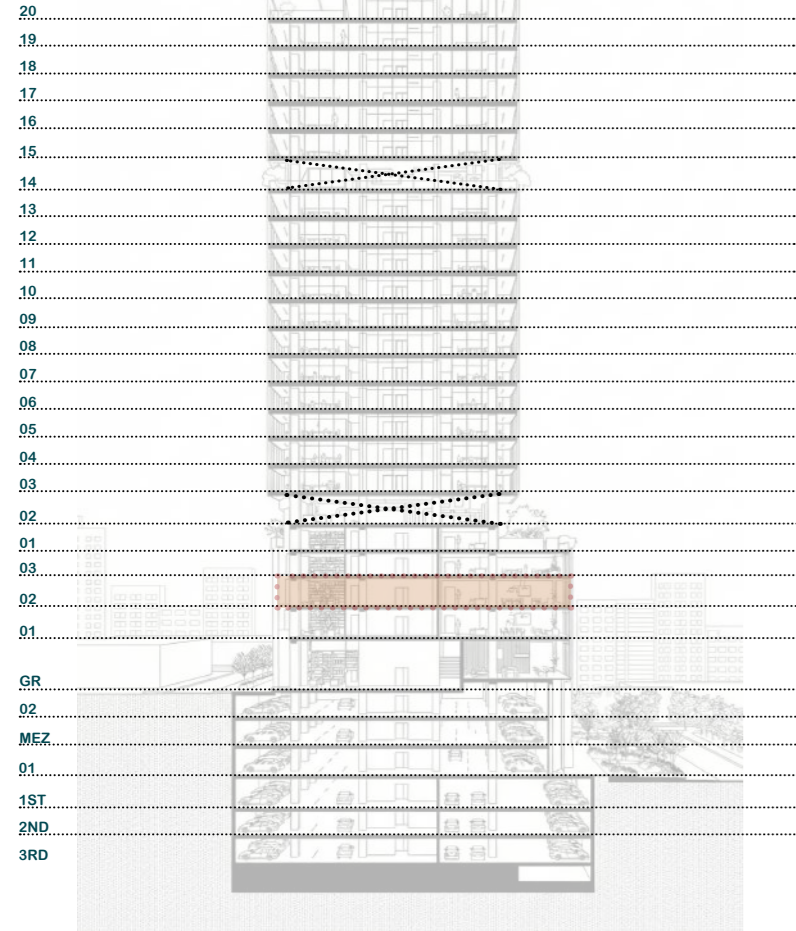
- 1BN-11/1BN-12
- PLOT AREA 2703.5
- FAR 9.7
- GFA 26223.95



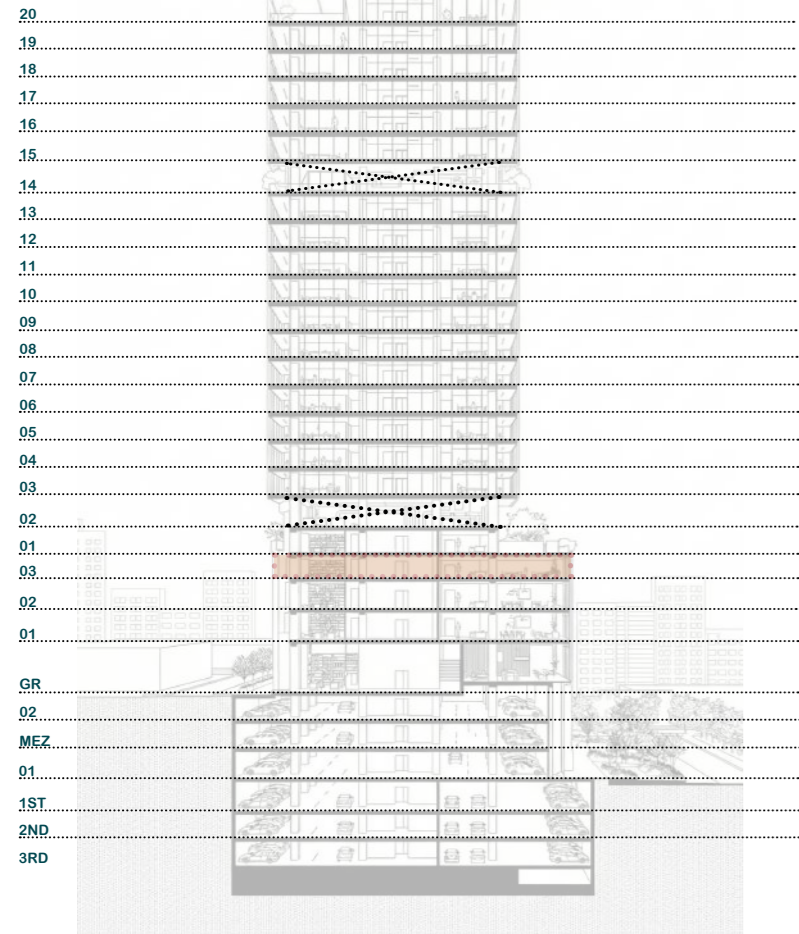
1ST PODIUM FLOOR



2ND PODIUM FLOOR



3RD PODIUM FLOOR



PLOT 1GS-05 Masjid



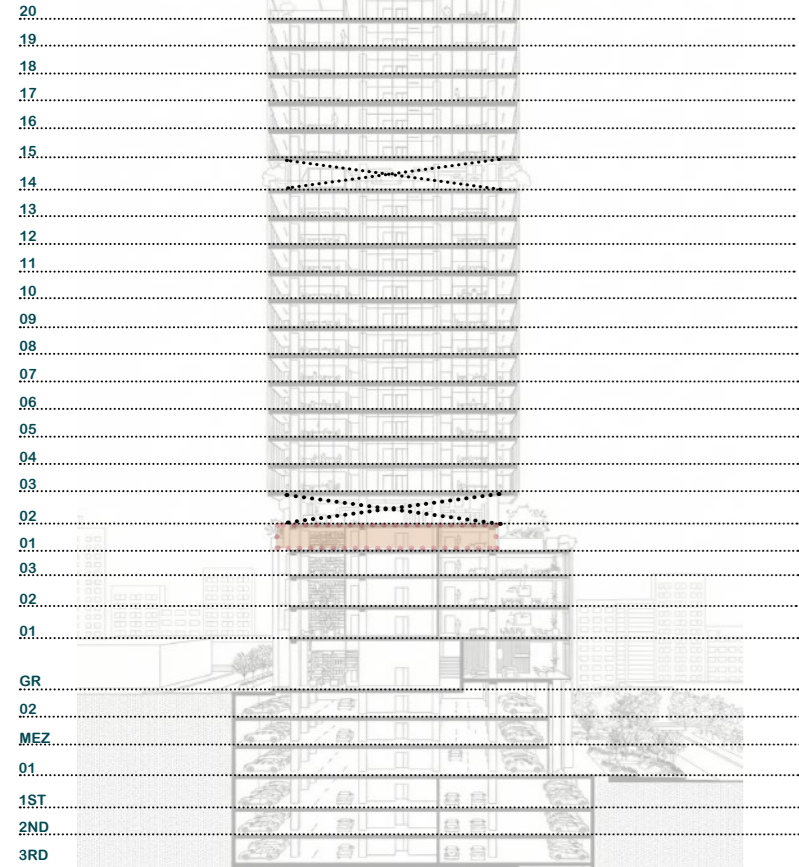
PLOT 1BN-10

Street 25 m

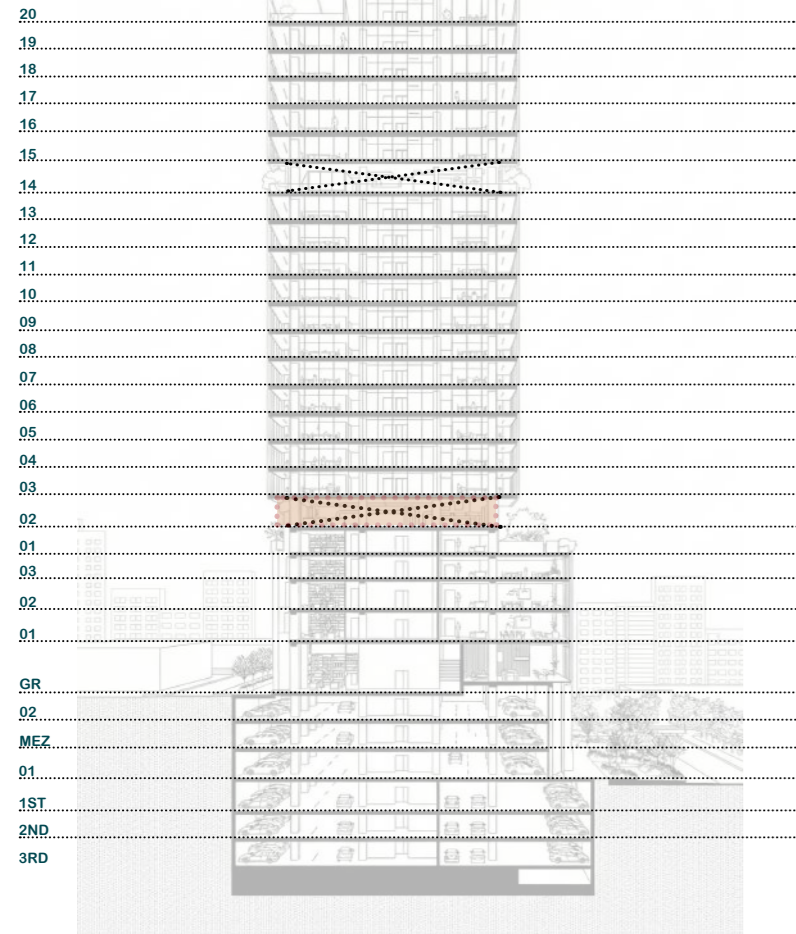
Boulevard



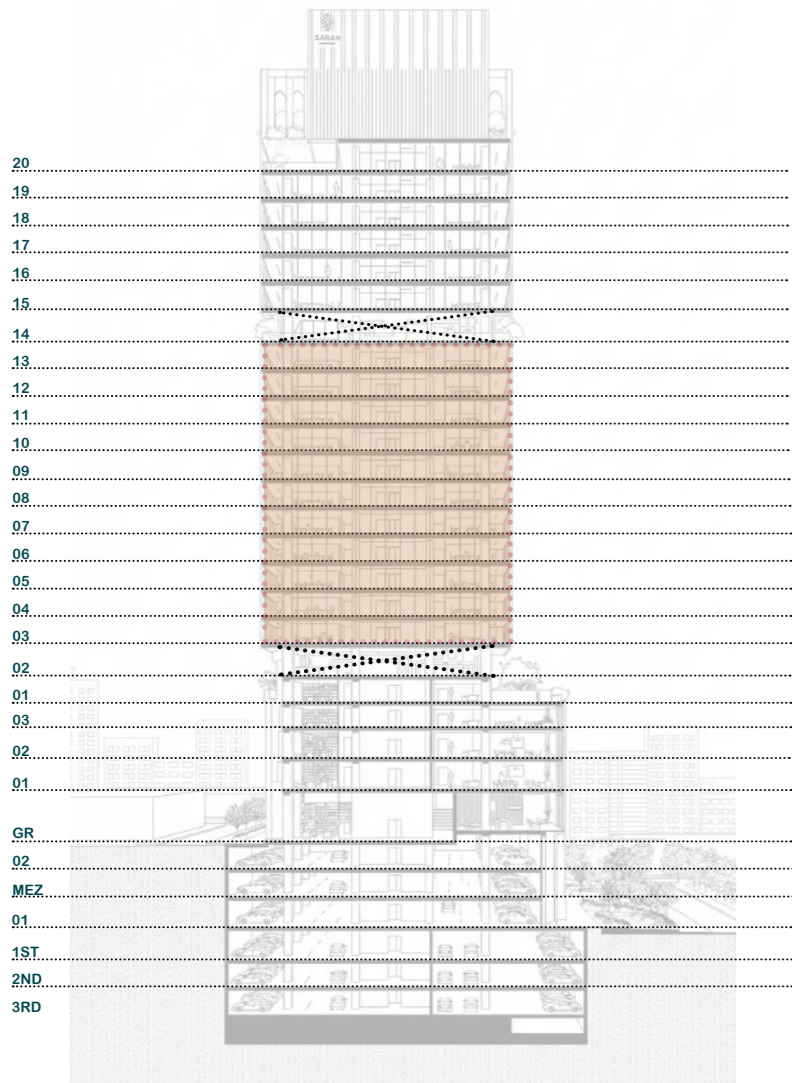
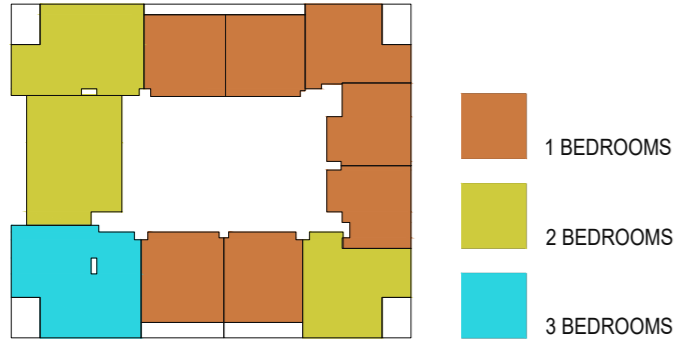
1ST TOWER FLOOR (AMENITIES)



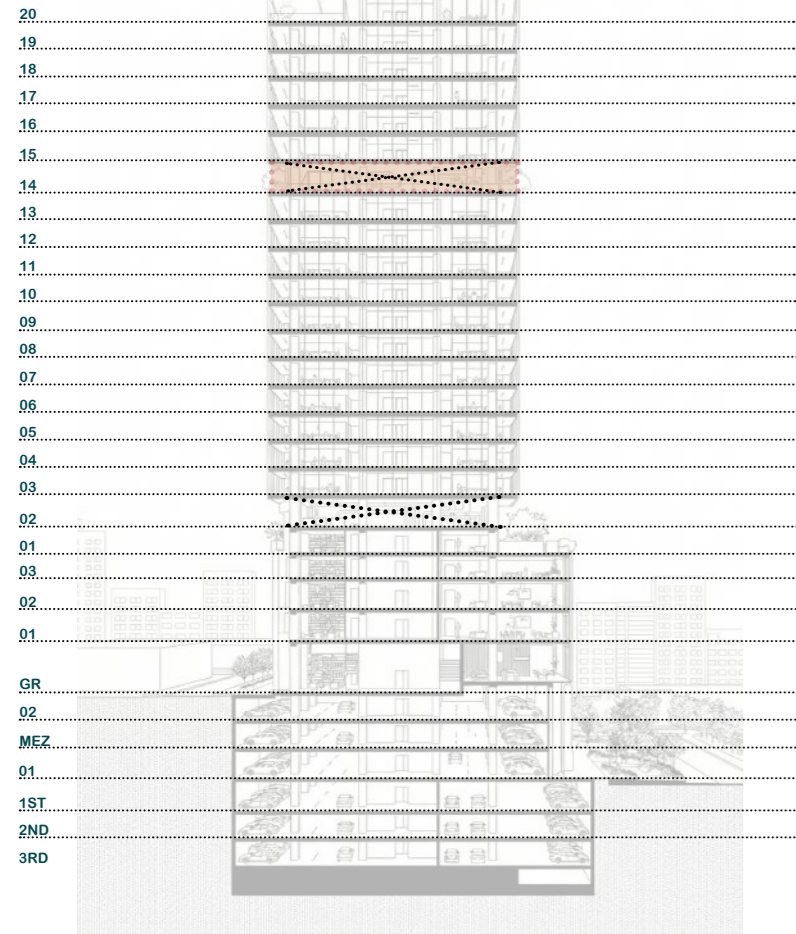
2ND TOWER FLOOR (AMENITIES)



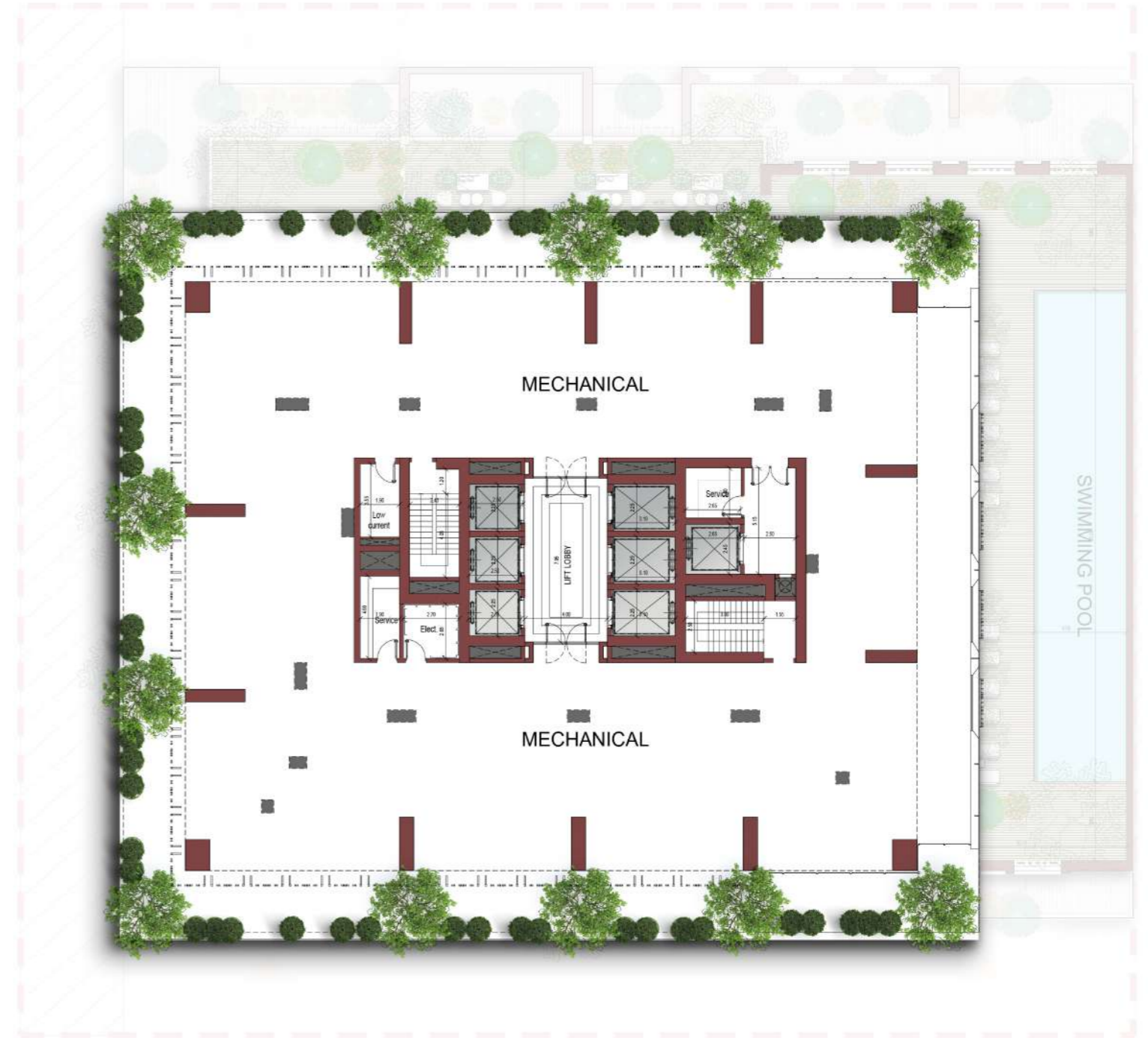
TYPICAL TOWER FLOORS (FROM 03 FLOOR TO 13 FLOOR) (RESIDENTIAL)



FLOOR 14 (MECHANICAL)



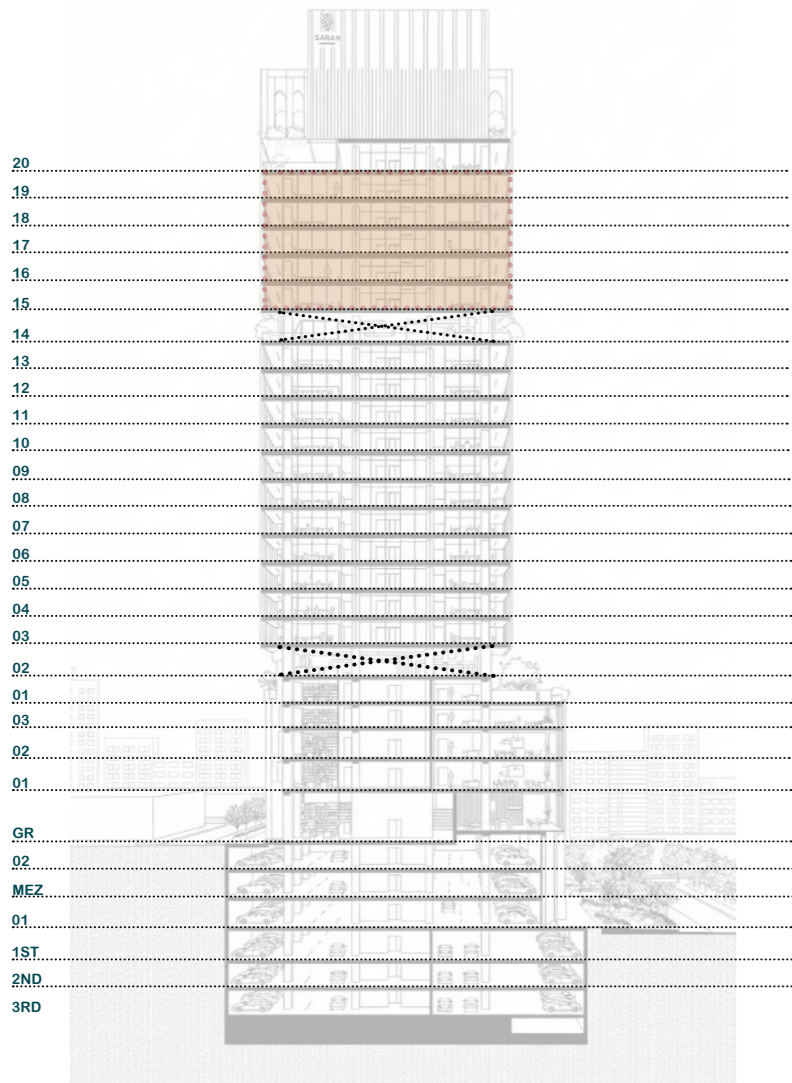
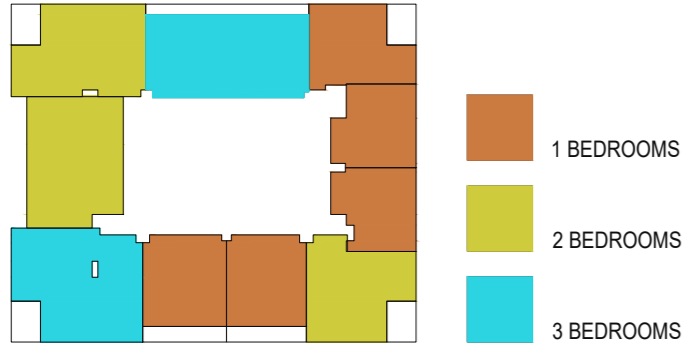
PLOT
103-05
Muzayid



Boulevard



TYPICAL TOWER FLOORS (FROM 16 FLOOR TO 19 FLOOR) (RESIDENTIAL)



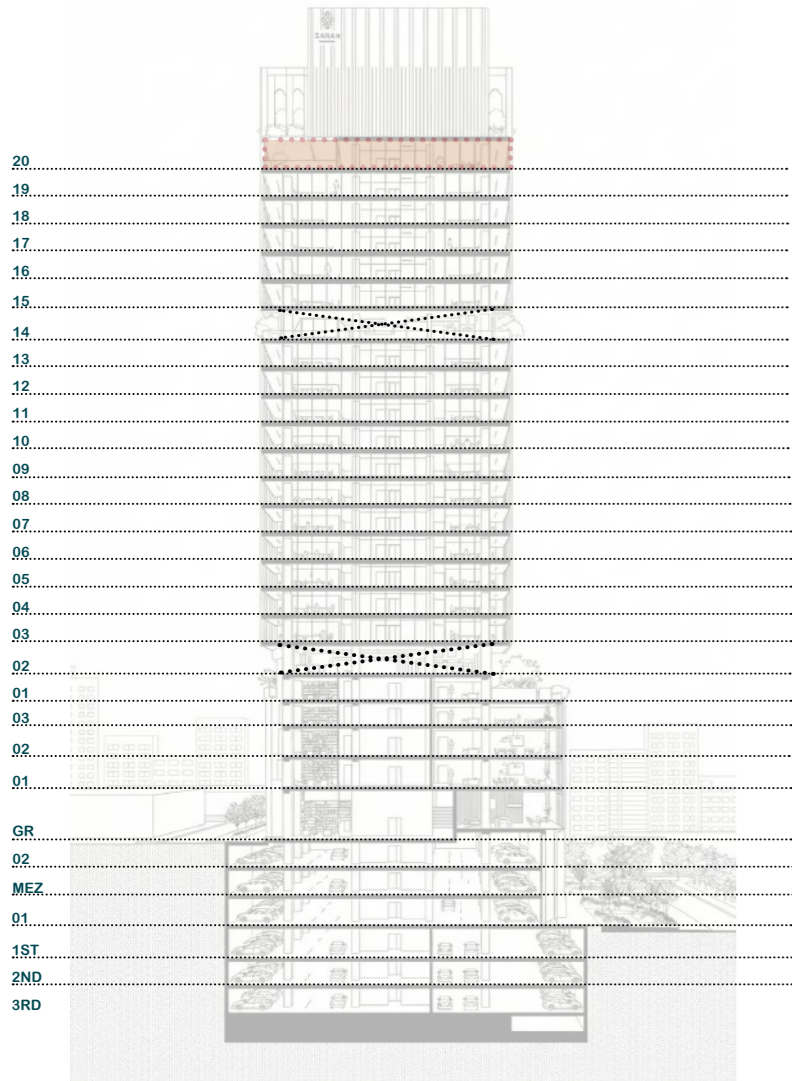
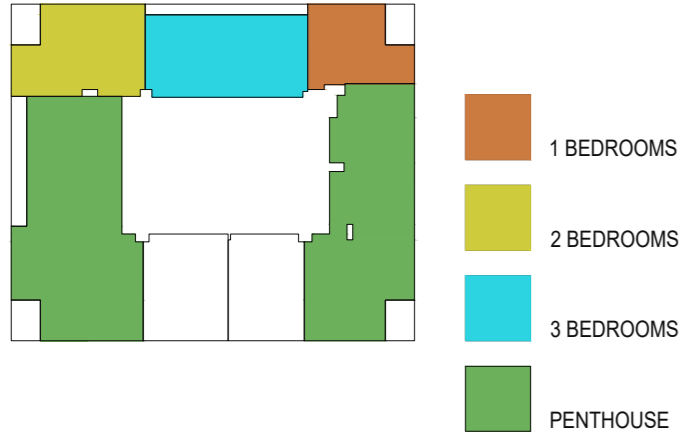
PLOT 1G5-05 Masjid



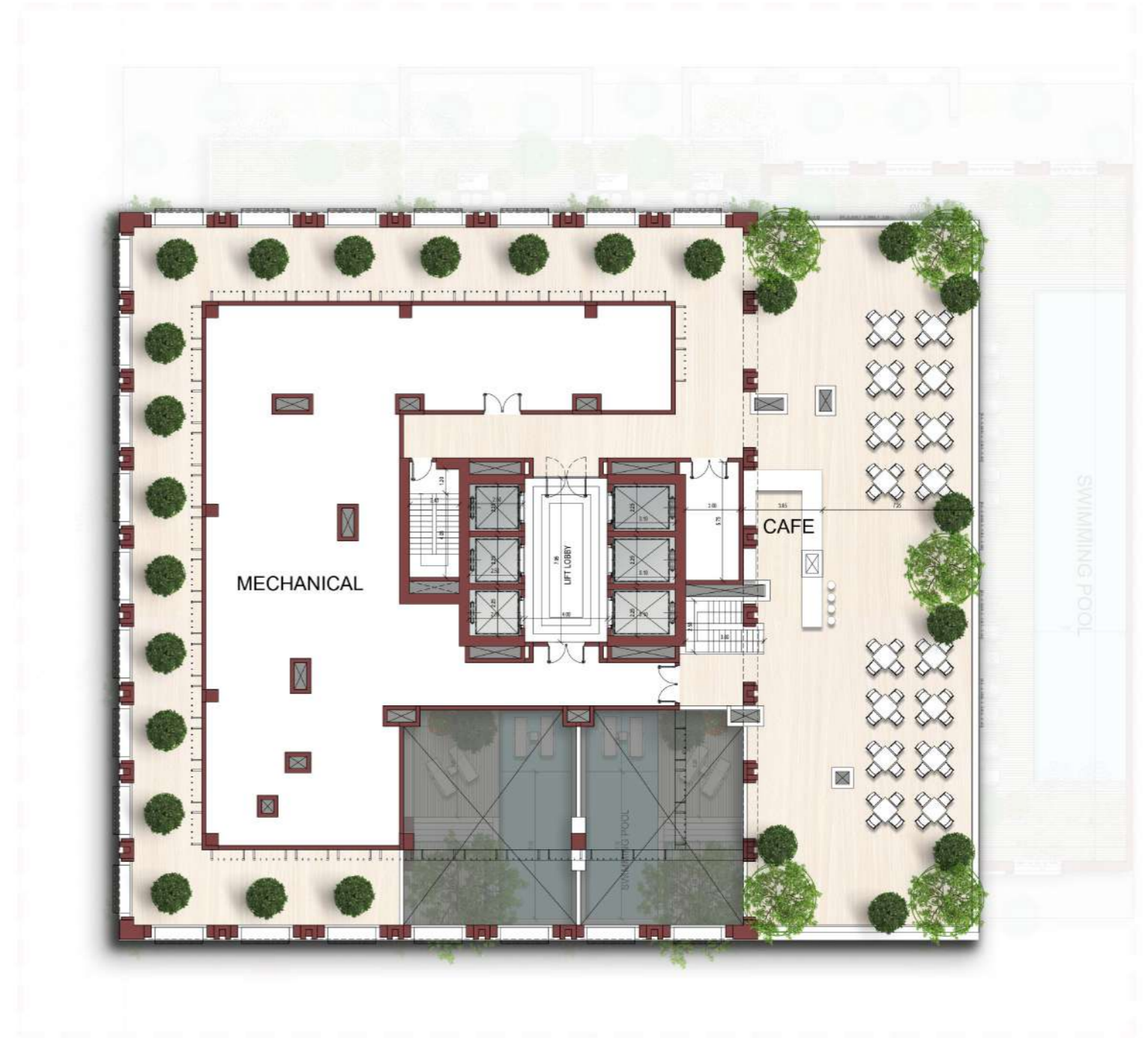
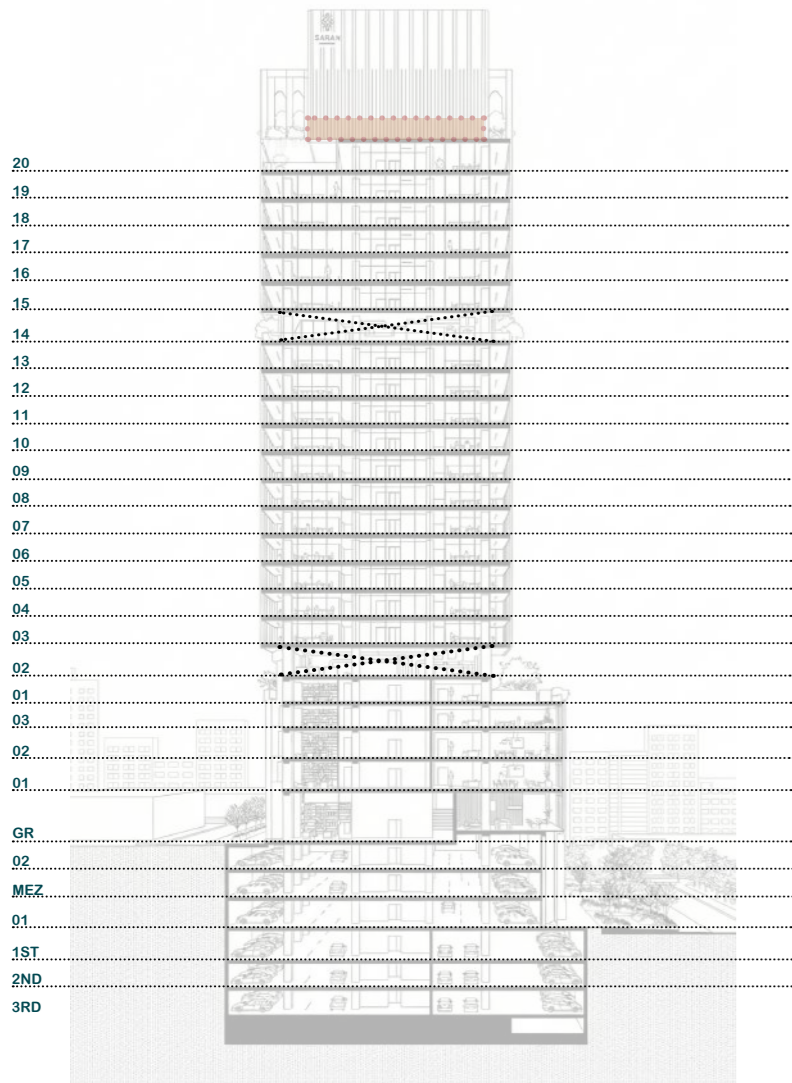
PLOT 1B5-10



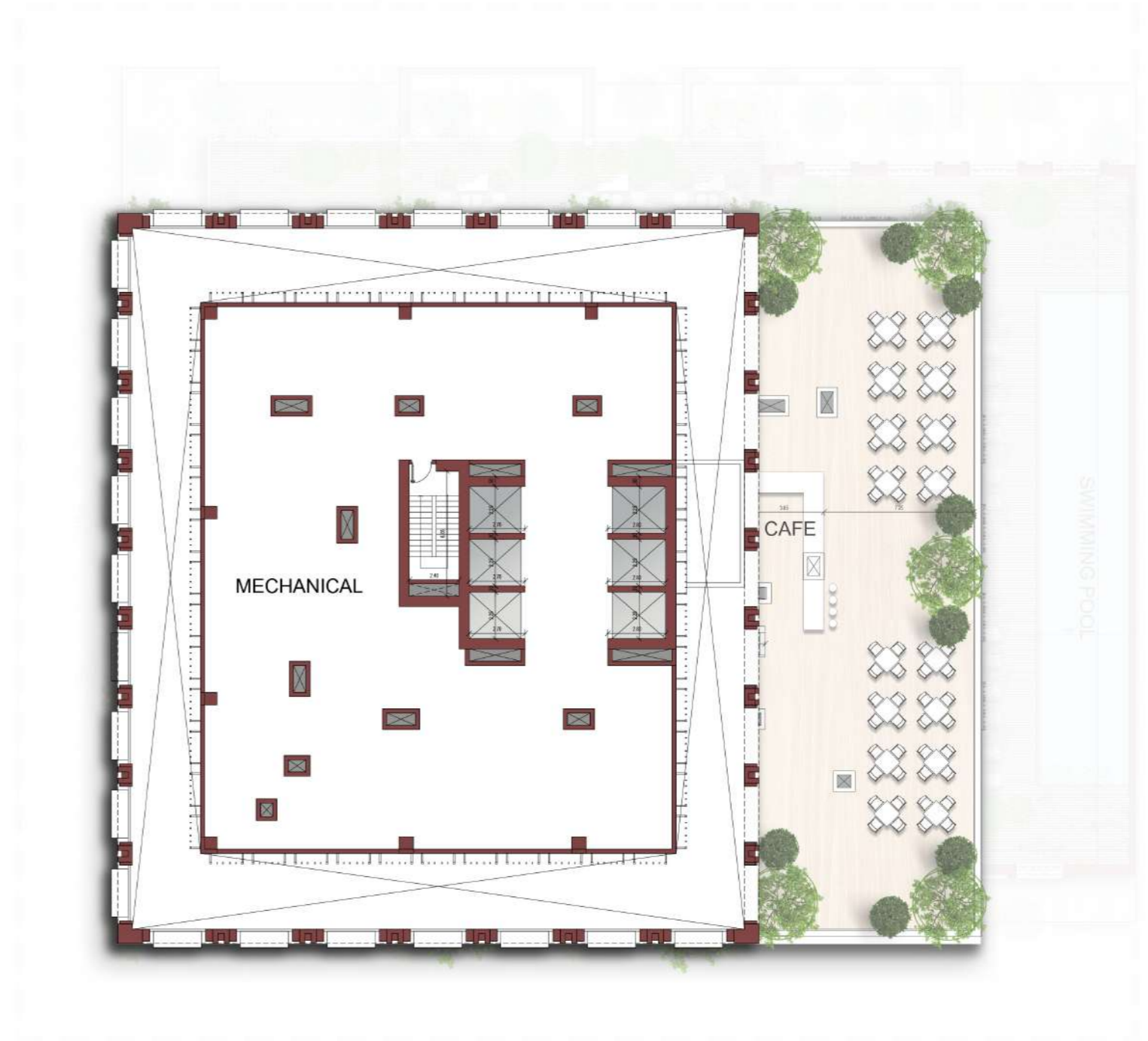
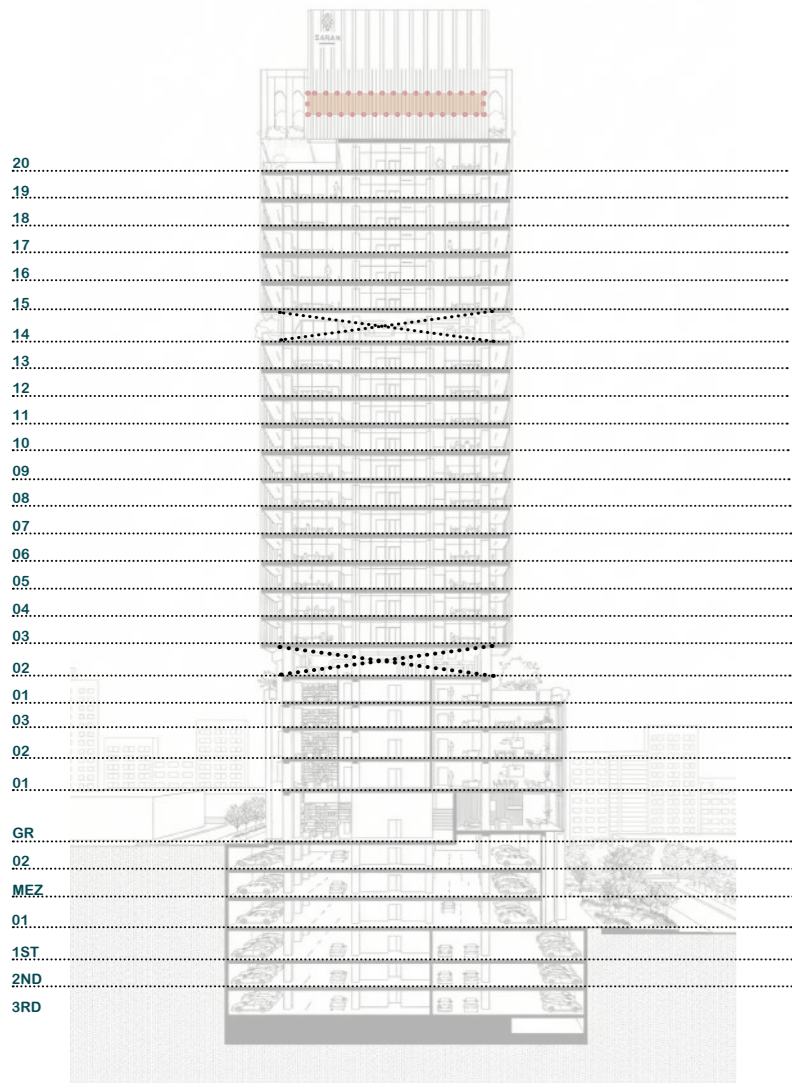
20S TOWER FLOORS (RESIDENTIAL)



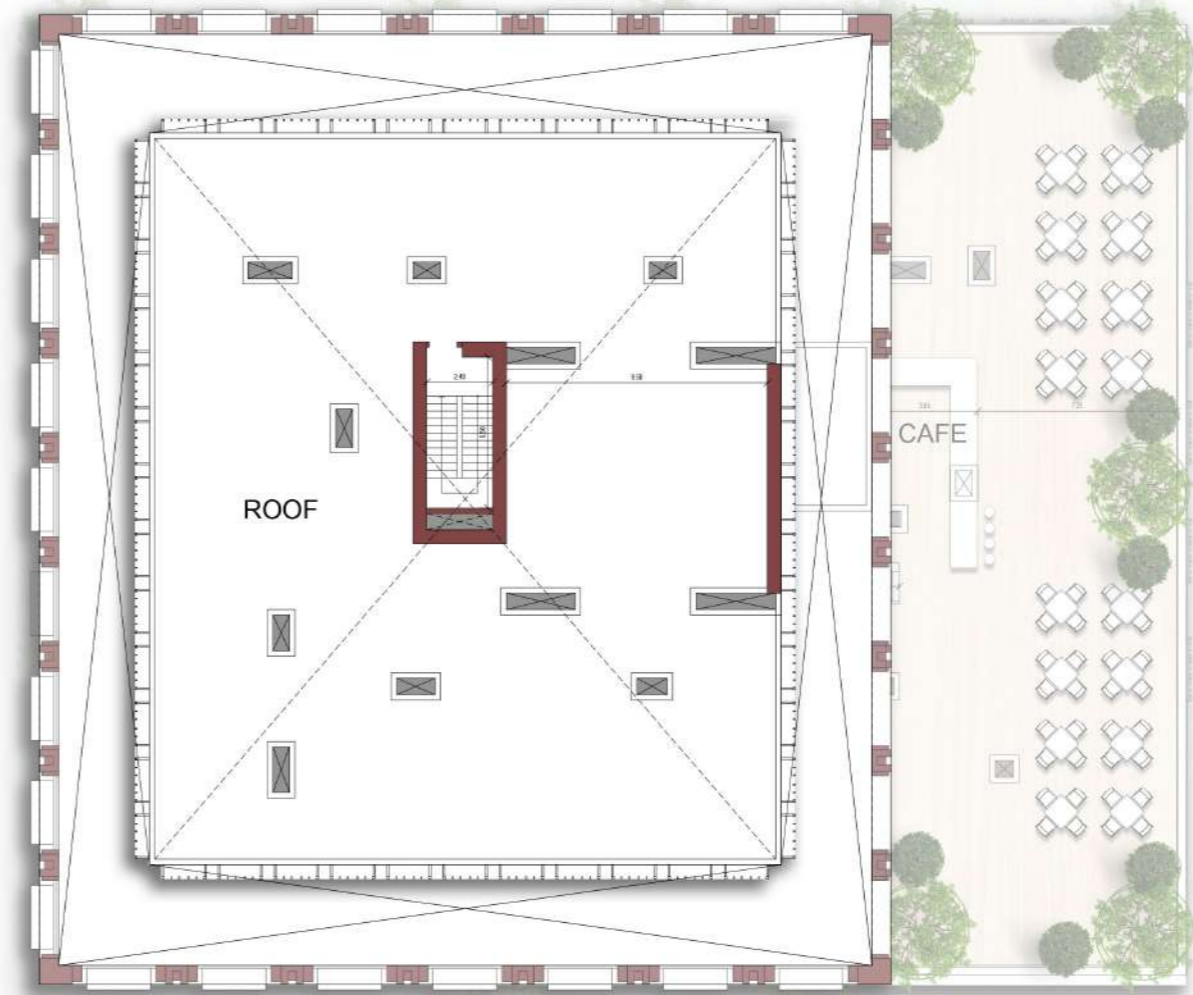
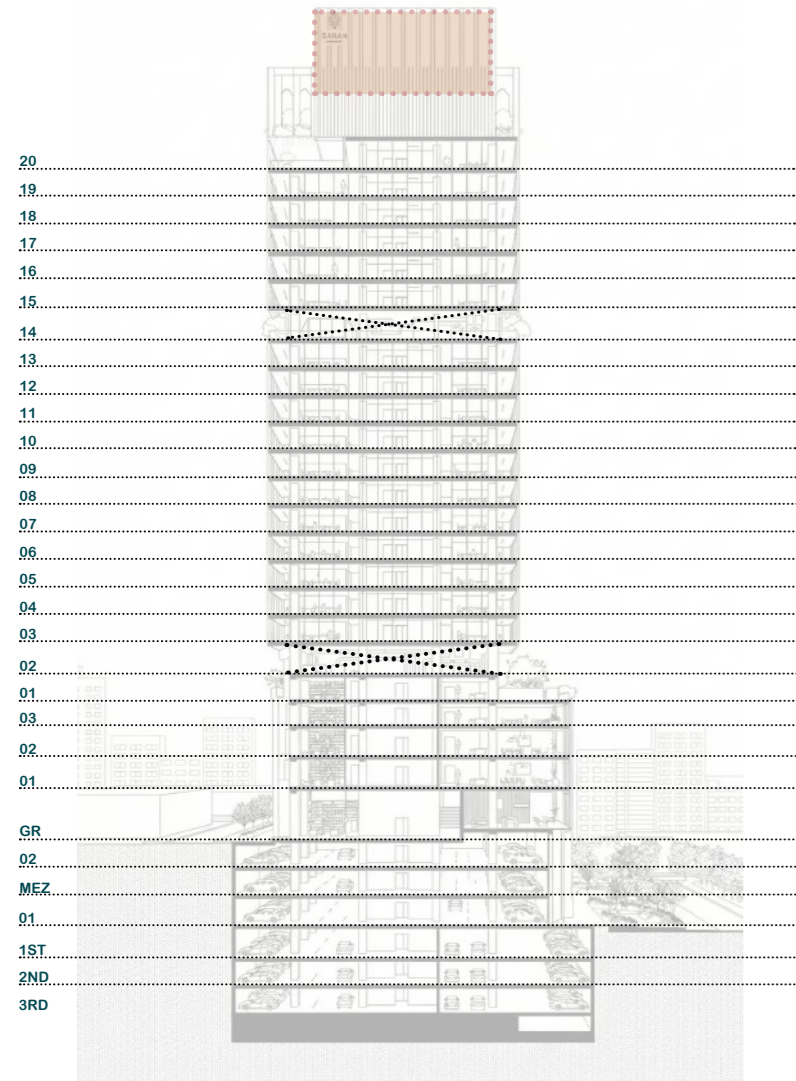
1ST CROWN FLOORS

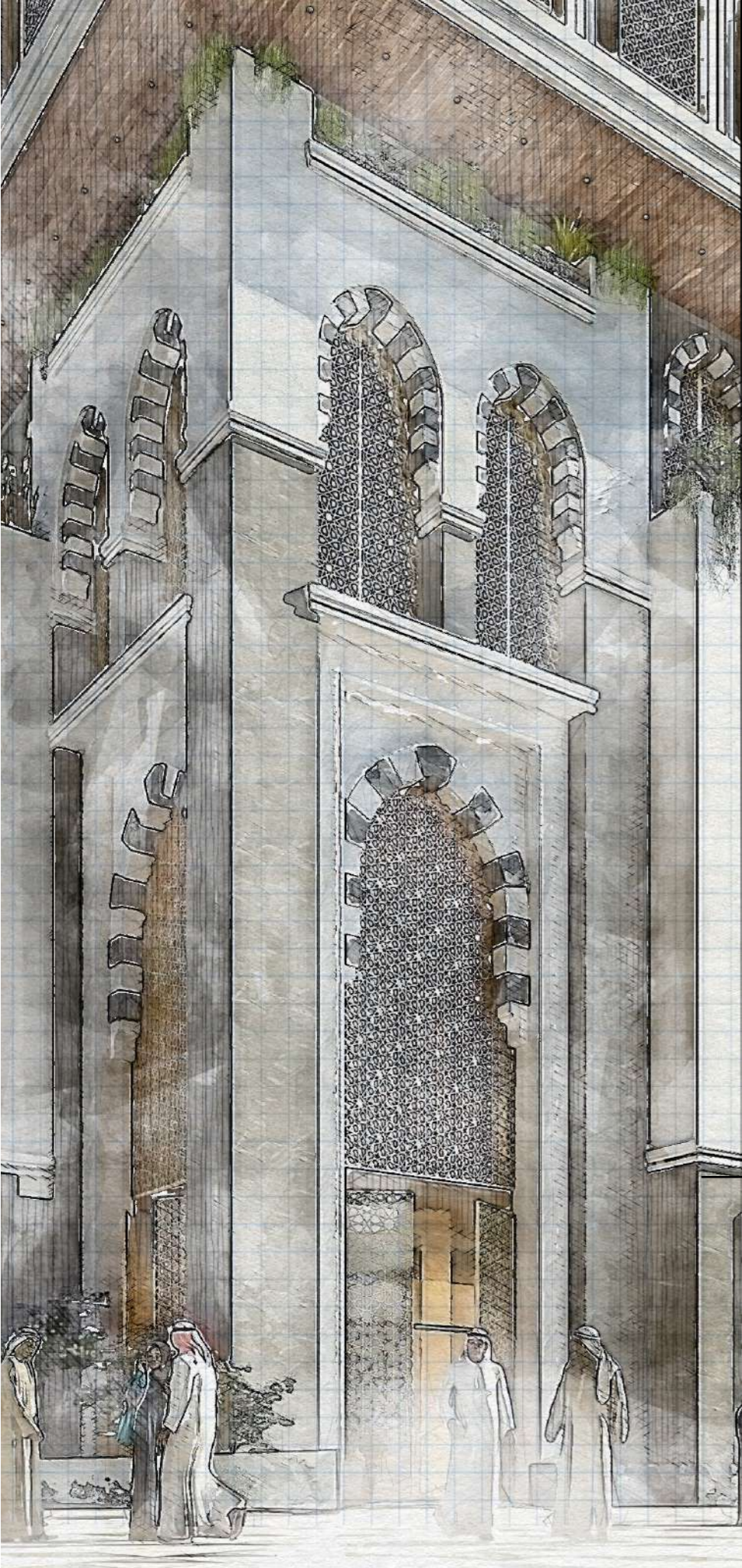


2ND CROWN FLOORS



ROOF FLOORS

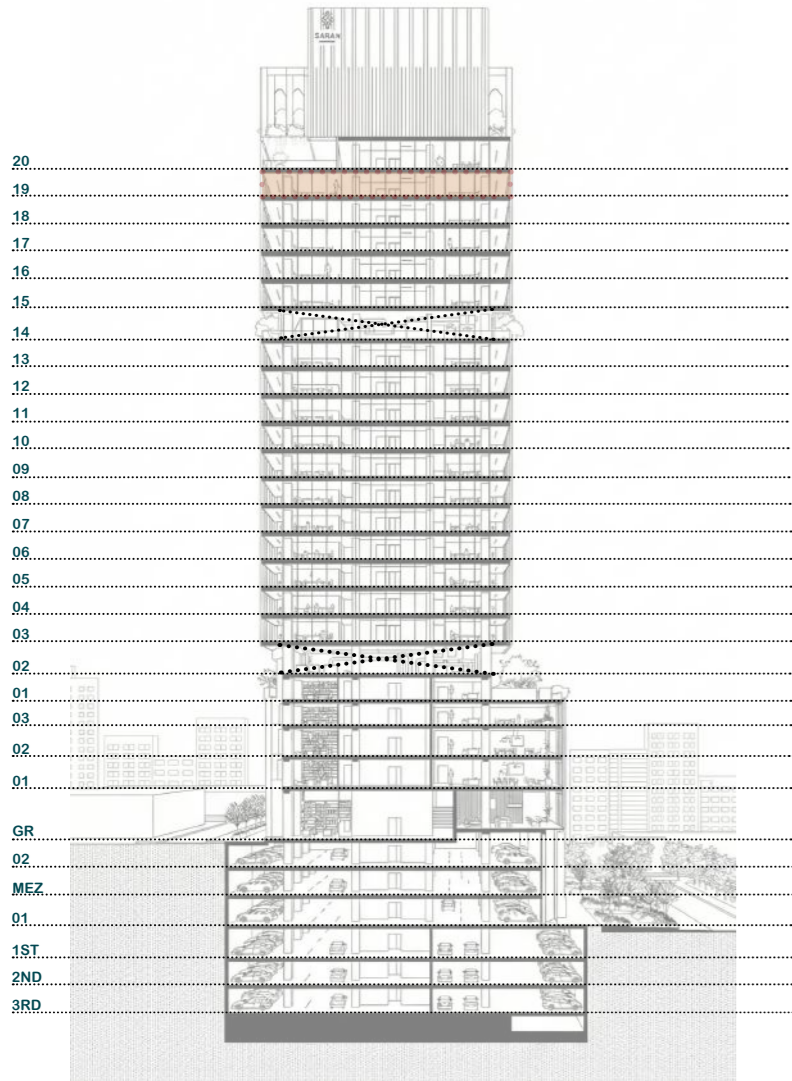




UNITS PLANS

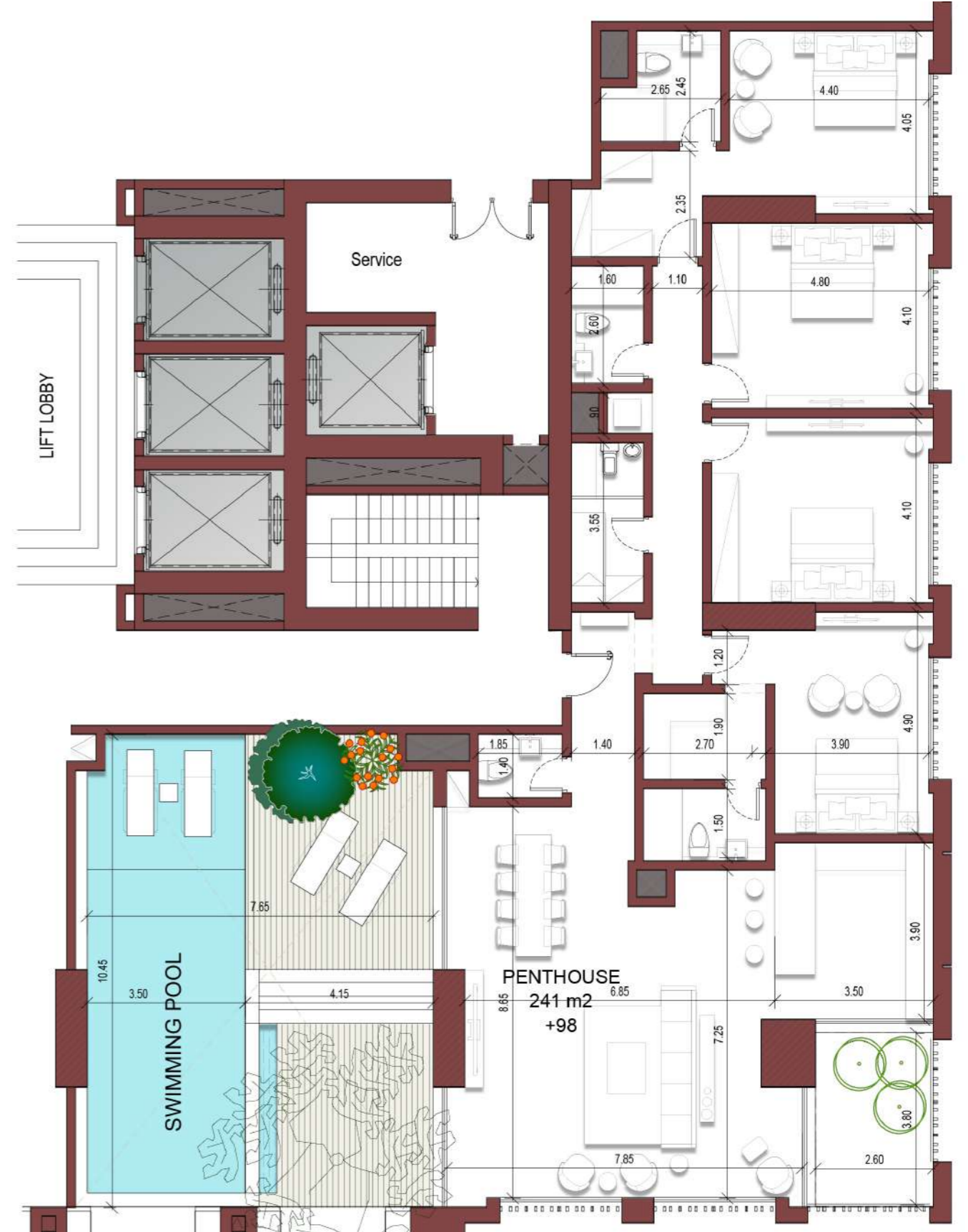
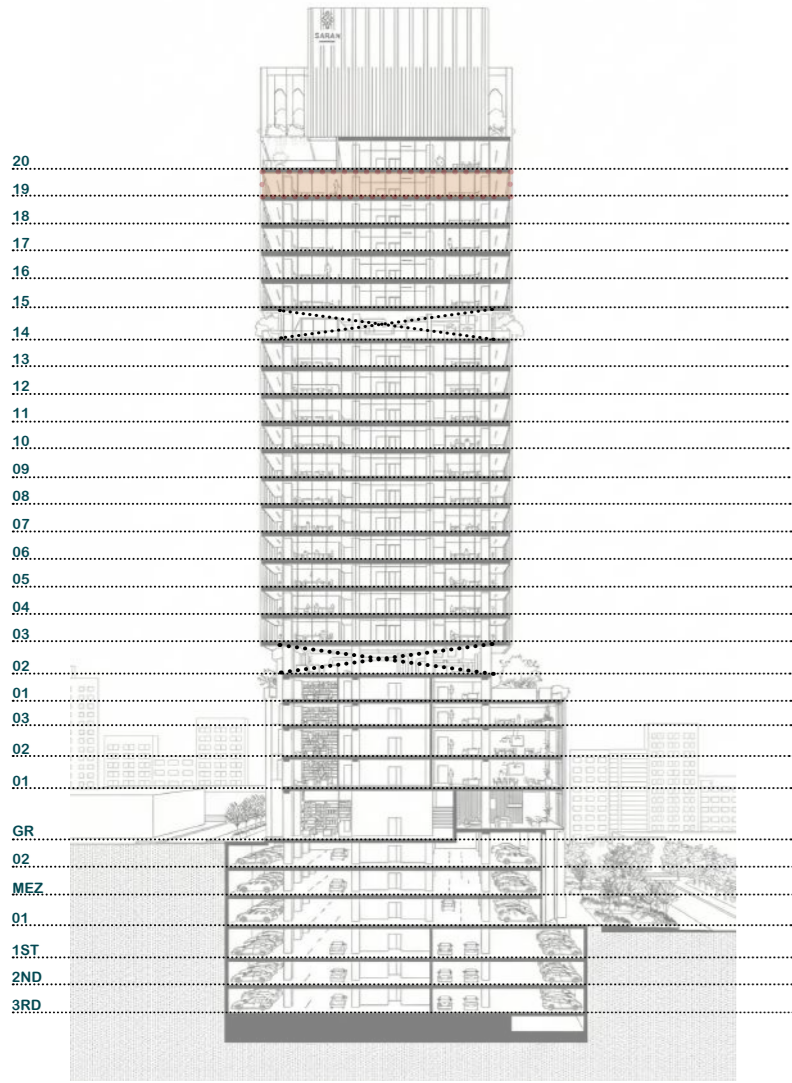
4 BEDROOM UNIT (+MAID) TYPE 01

NO. OF UNITS	01 UNITS
AREA	272 m ²
TERRACE AREA	123 m ²



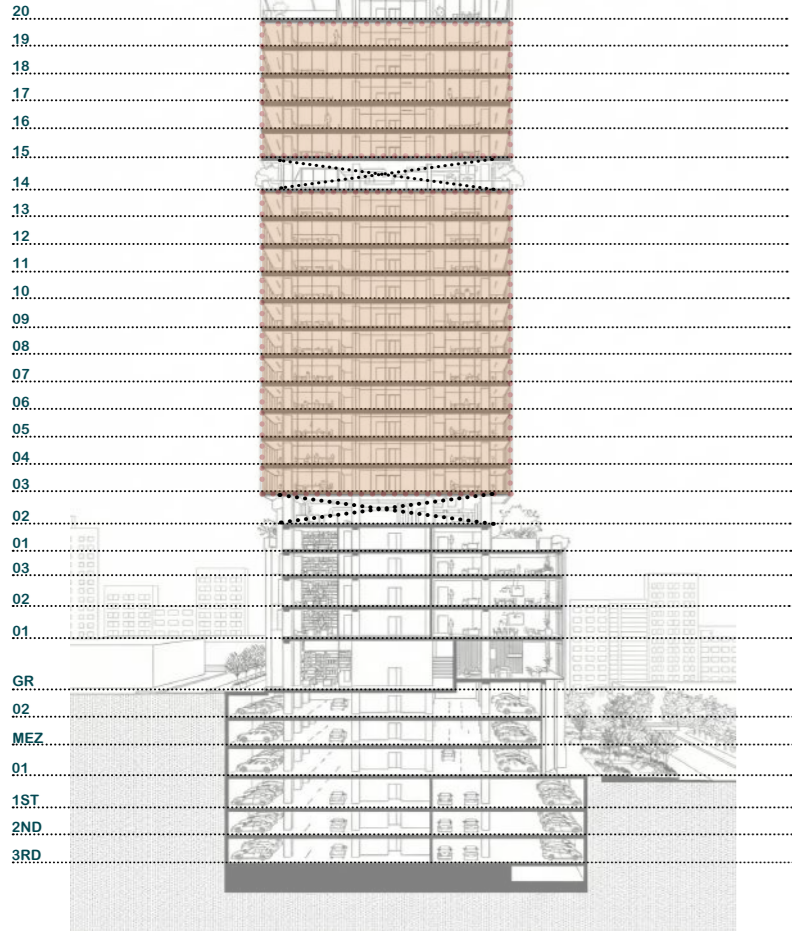
4 BEDROOM UNIT (+MAID) TYPE 02

NO. OF UNITS	01 UNITS
AREA	241 m ²
TERRACE AREA	98 m ²



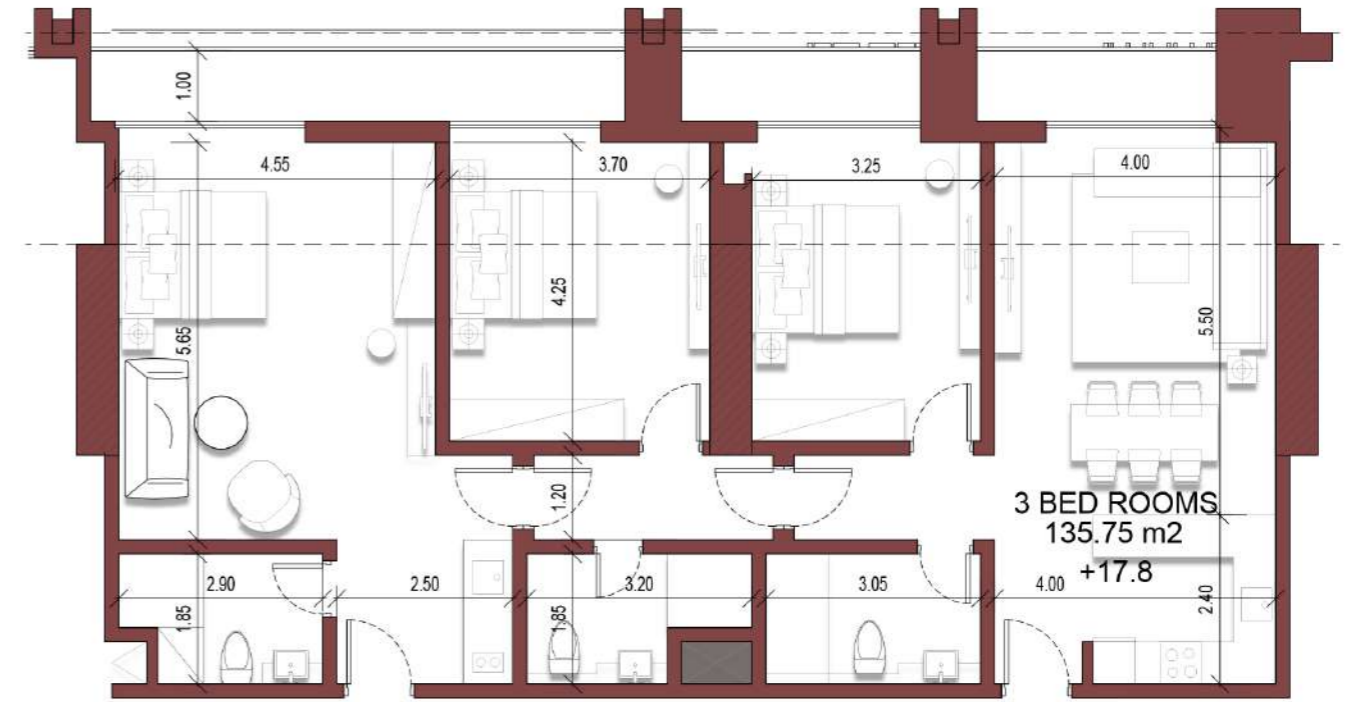
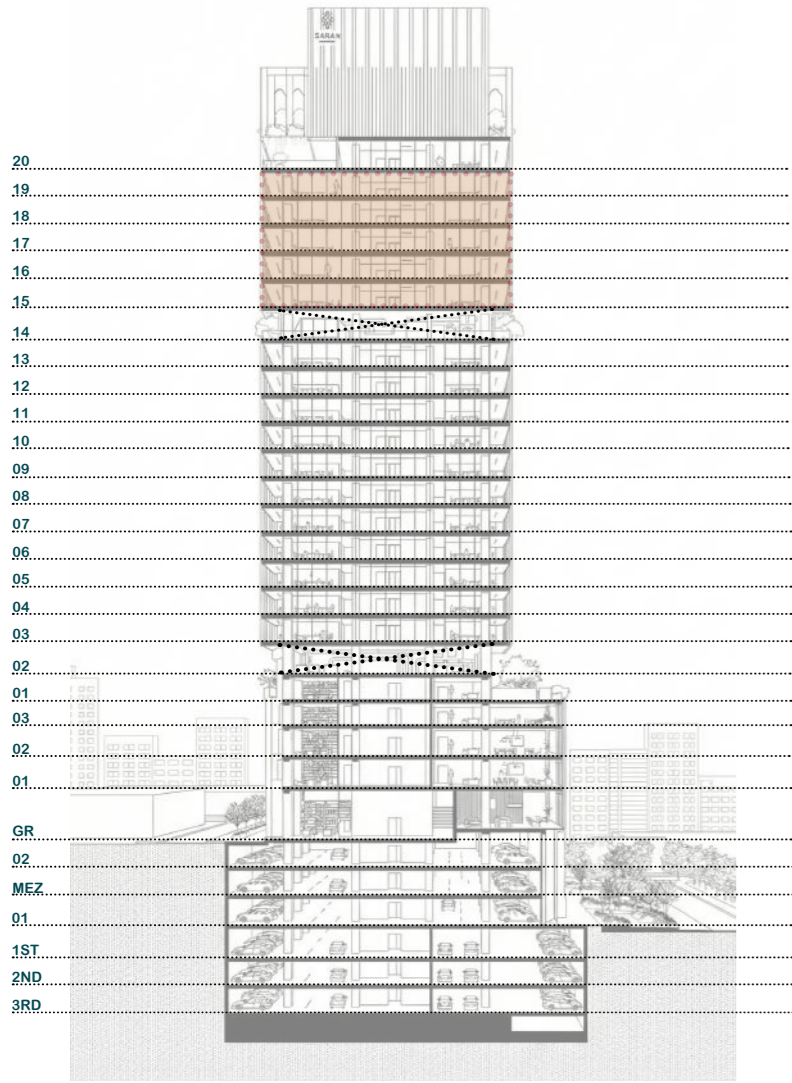
3 BEDROOM UNIT (+MAID) TYPE 01

NO. OF UNITS	16 UNITS
AREA	144.8 m2
TERRACE AREA	8.5 m2



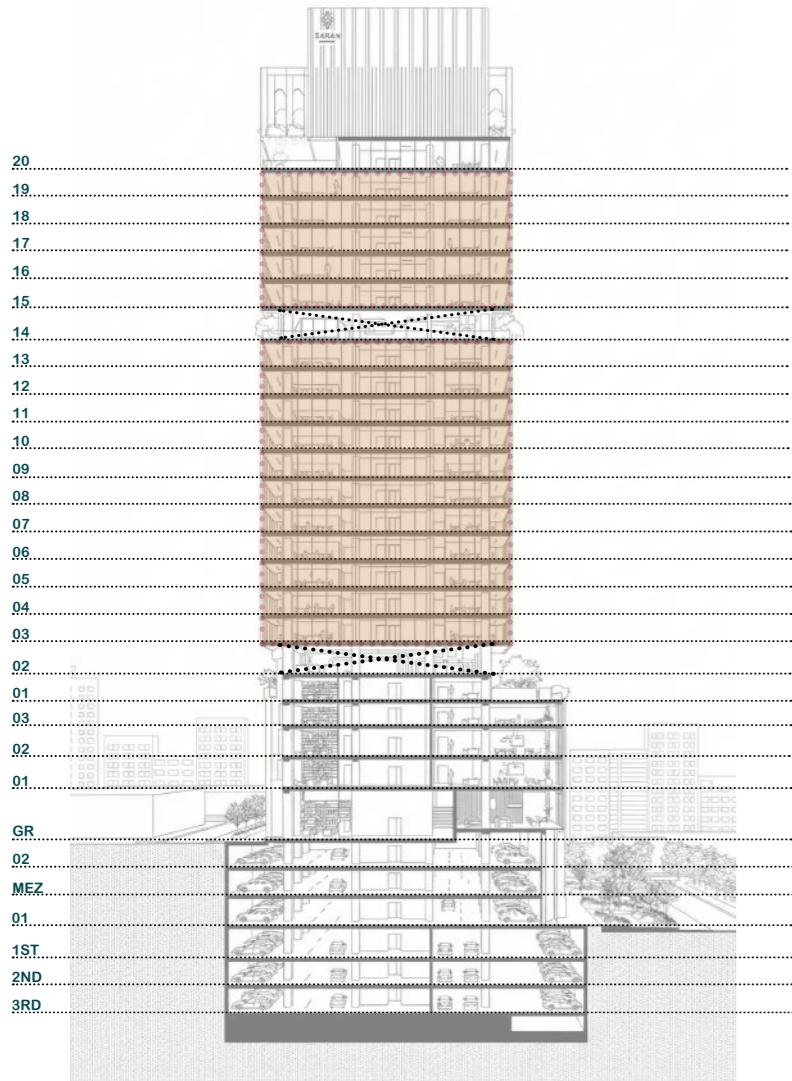
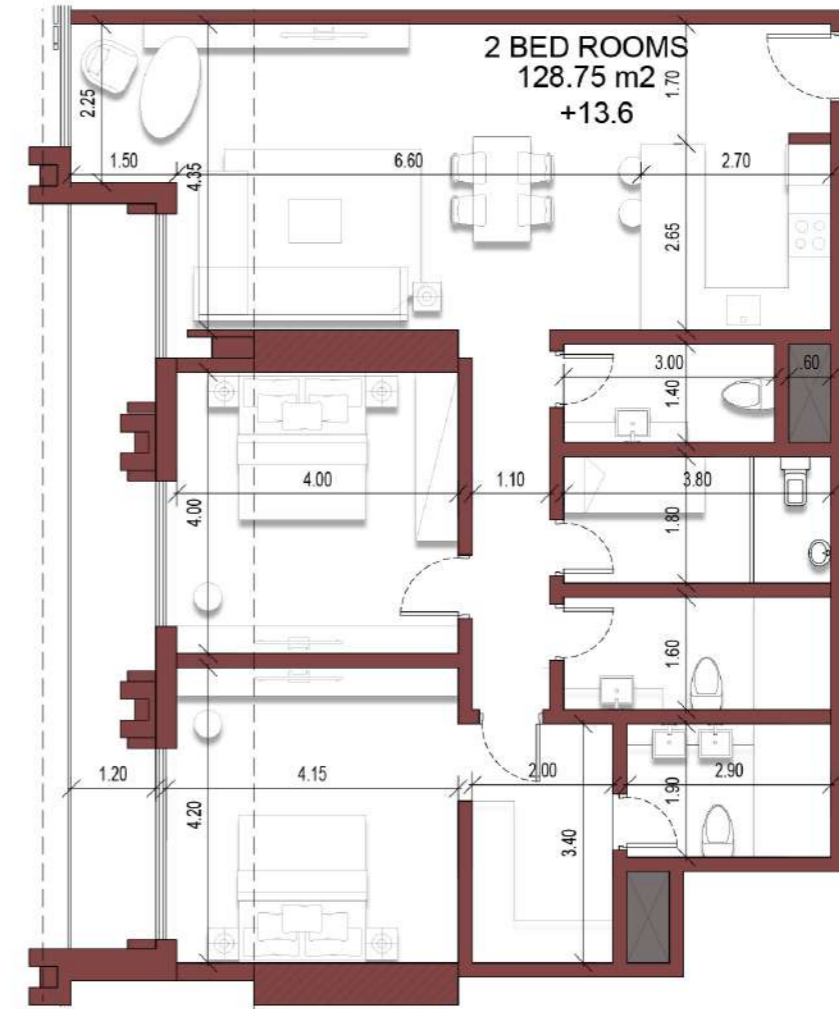
3 BEDROOM UNIT (+MAID) TYPE 02

NO. OF UNITS	6 UNITS
AREA	135.75 m ²
TERRACE AREA	17.8 m ²



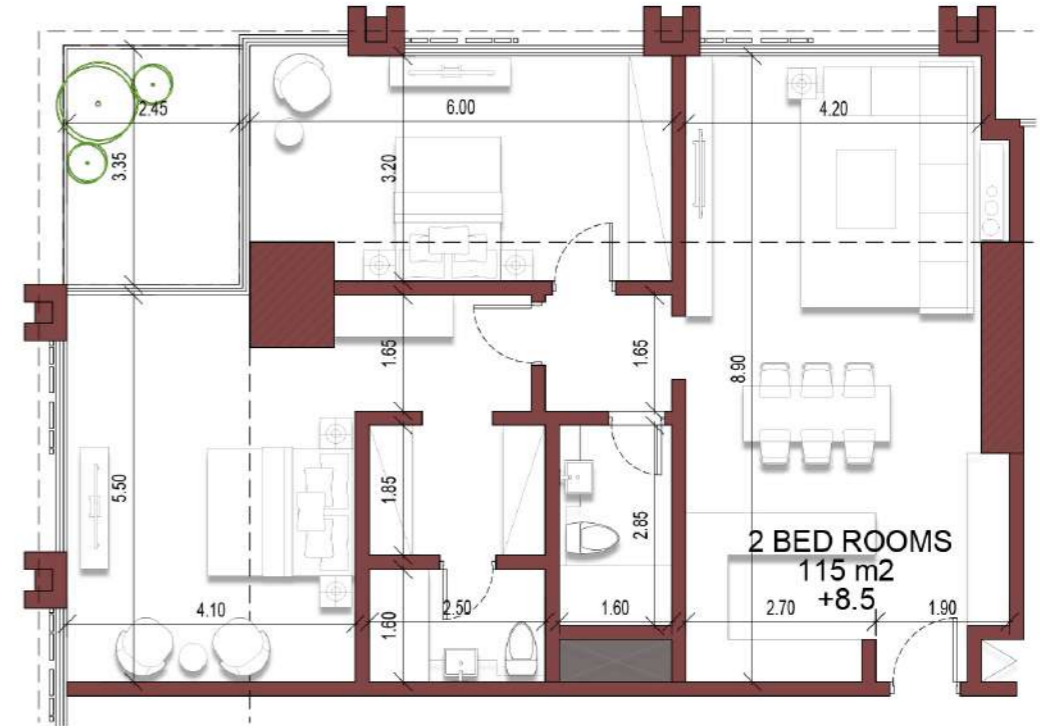
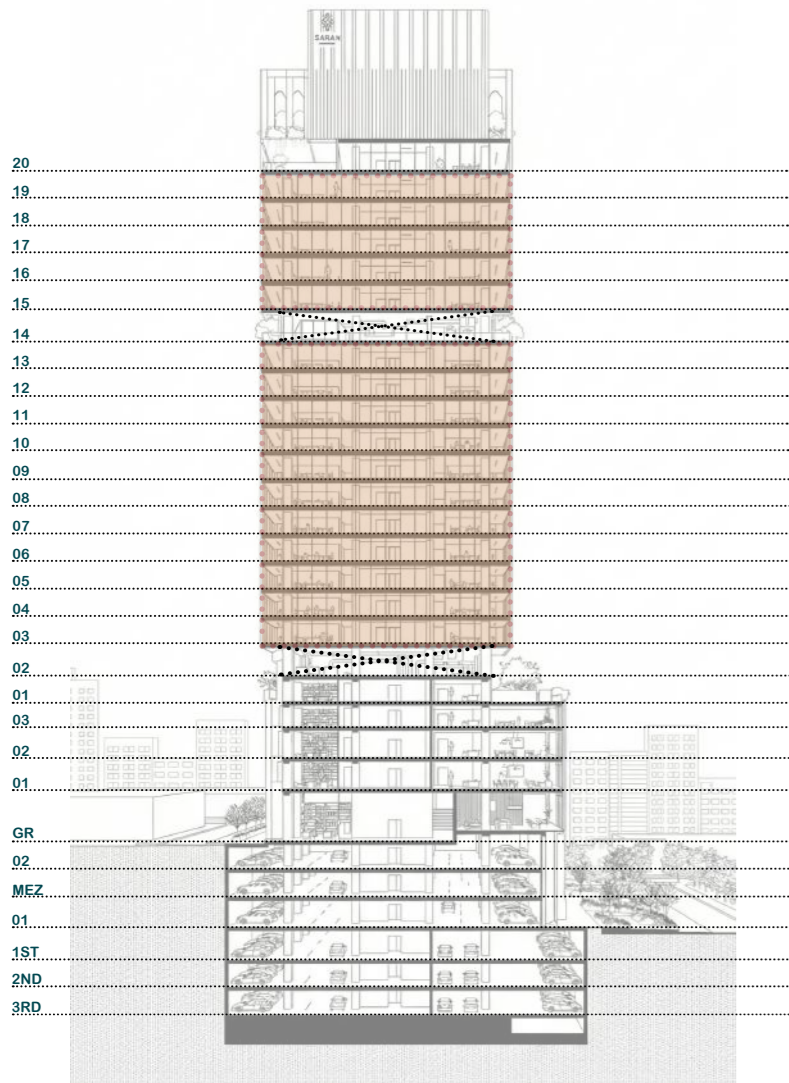
2 BEDROOM UNIT (+MAID) TYPE 01

NO. OF UNITS	16 UNITS
AREA	128.75 m2
TERRACE AREA	13.6 m2



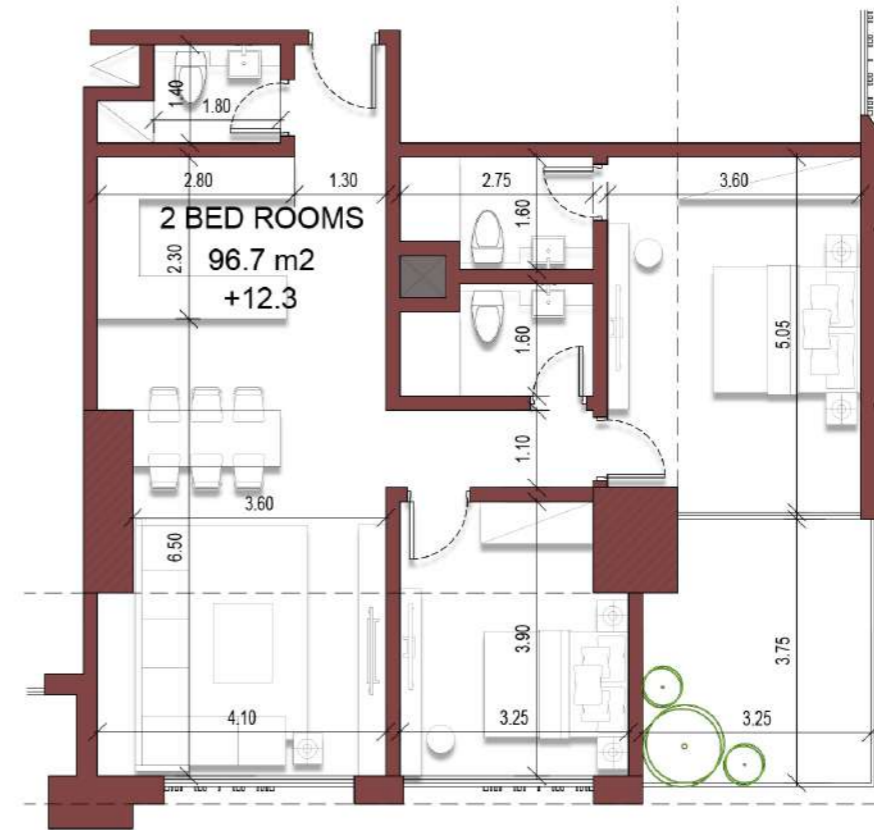
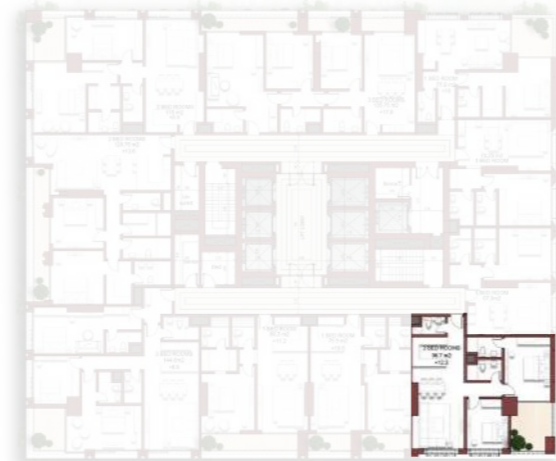
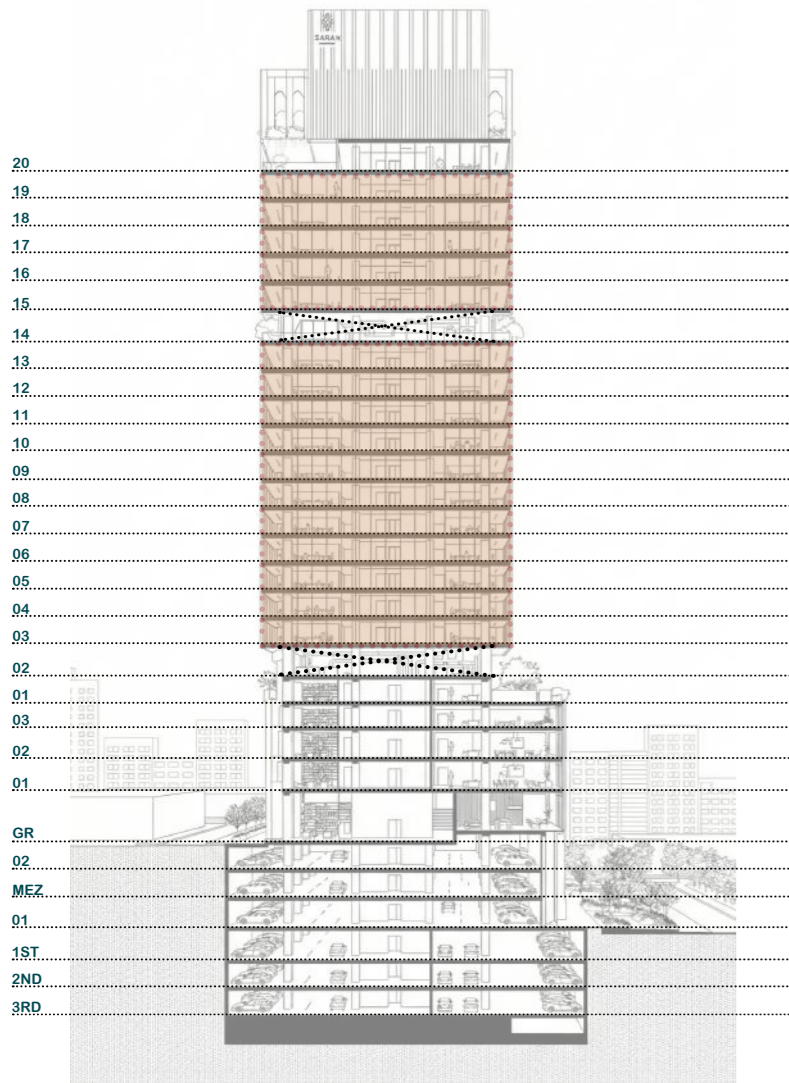
2 BEDROOM UNIT TYPE 02

NO. OF UNITS	17 UNITS
AREA	115 m ²
TERRACE AREA	8.5 m ²



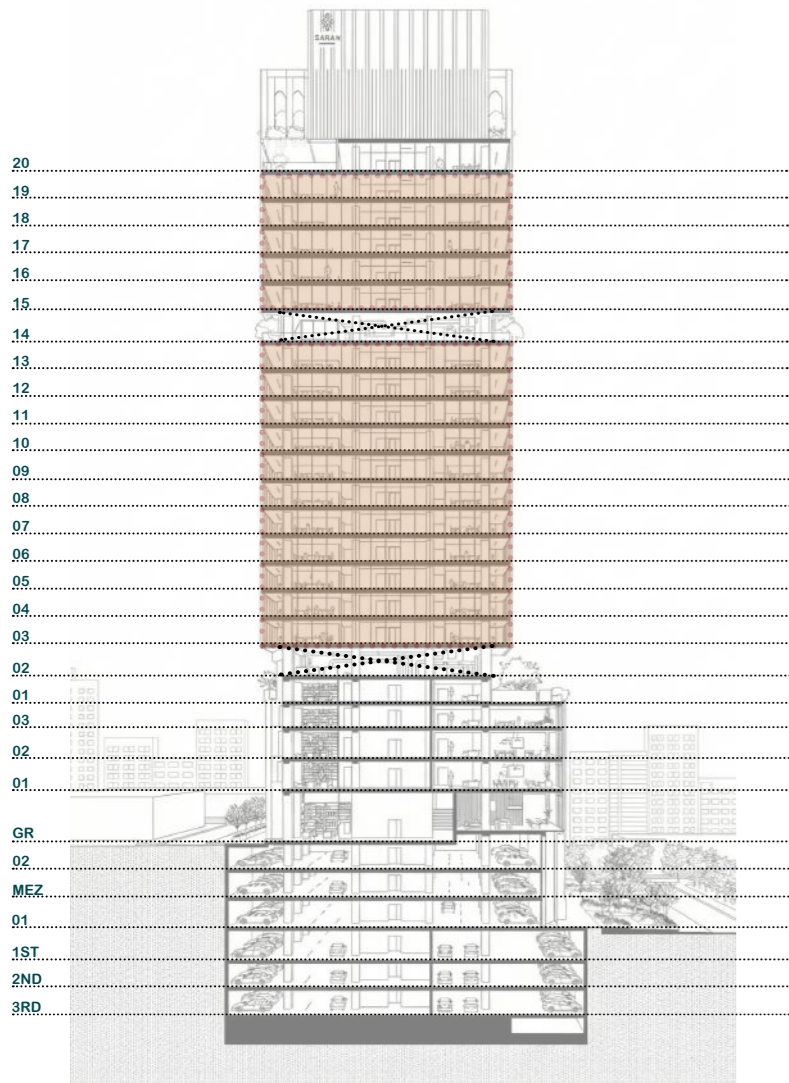
2 BEDROOM UNIT TYPE 03

NO. OF UNITS	16 UNITS
AREA	96.7 m ²
TERRACE AREA	12.3 m ²



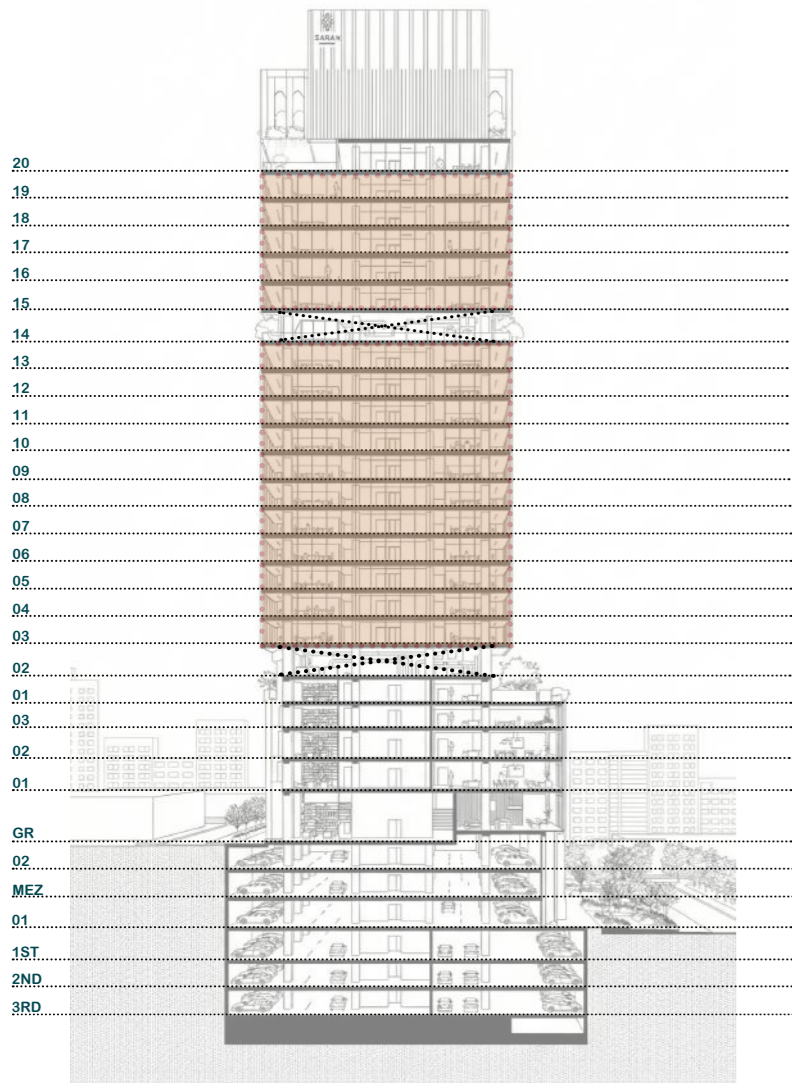
1 BEDROOM UNIT TYPE 01

NO. OF UNITS	17 UNITS
AREA	77.6 m ²
TERRACE AREA	10 m ²



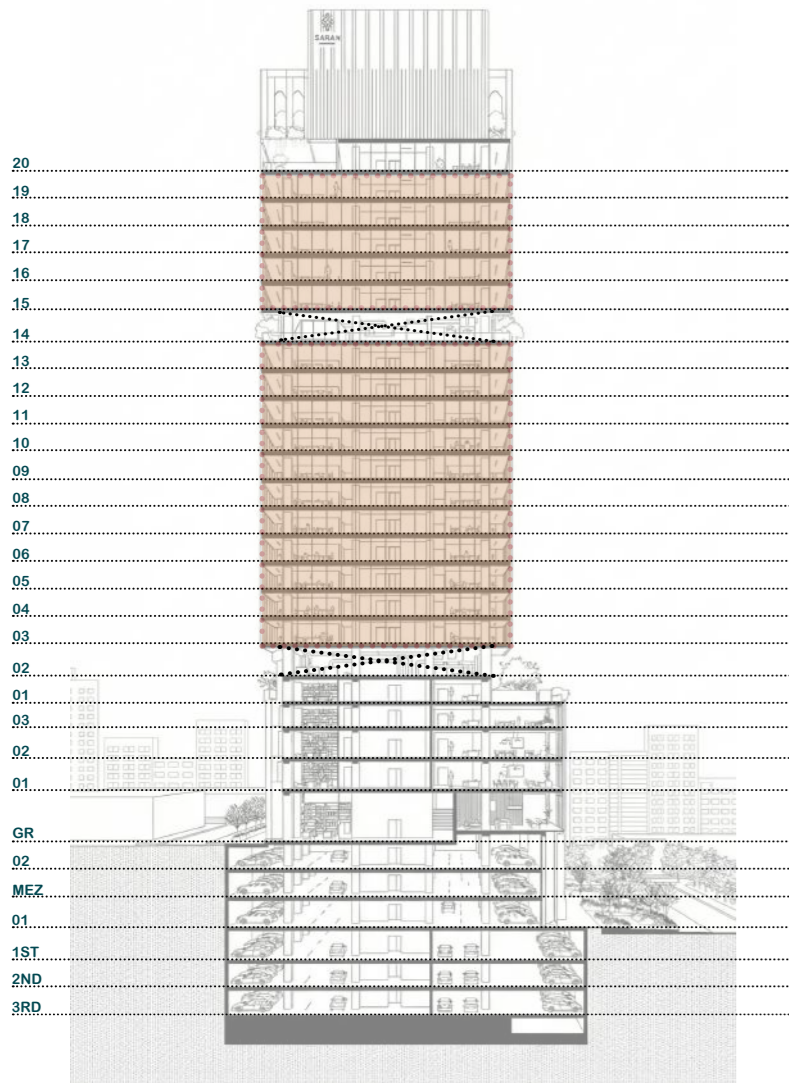
1 BEDROOM UNIT TYPE 02

NO. OF UNITS	16 UNITS
AREA	70.25 m2
TERRACE AREA	---



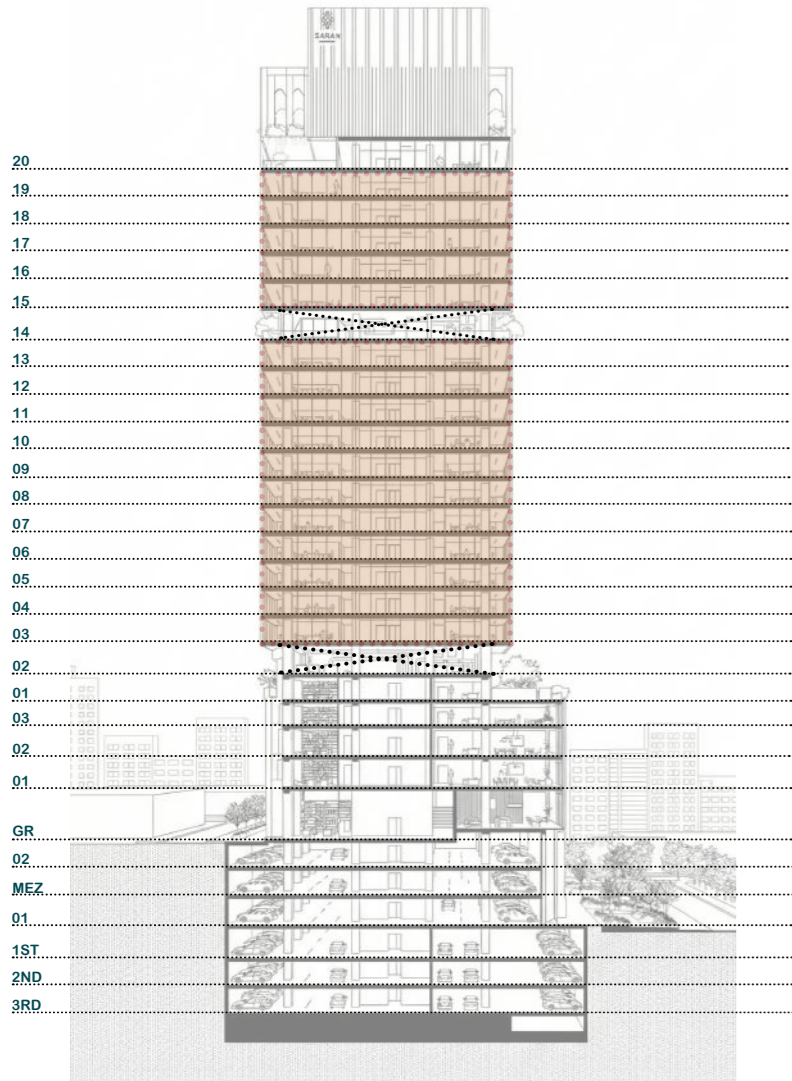
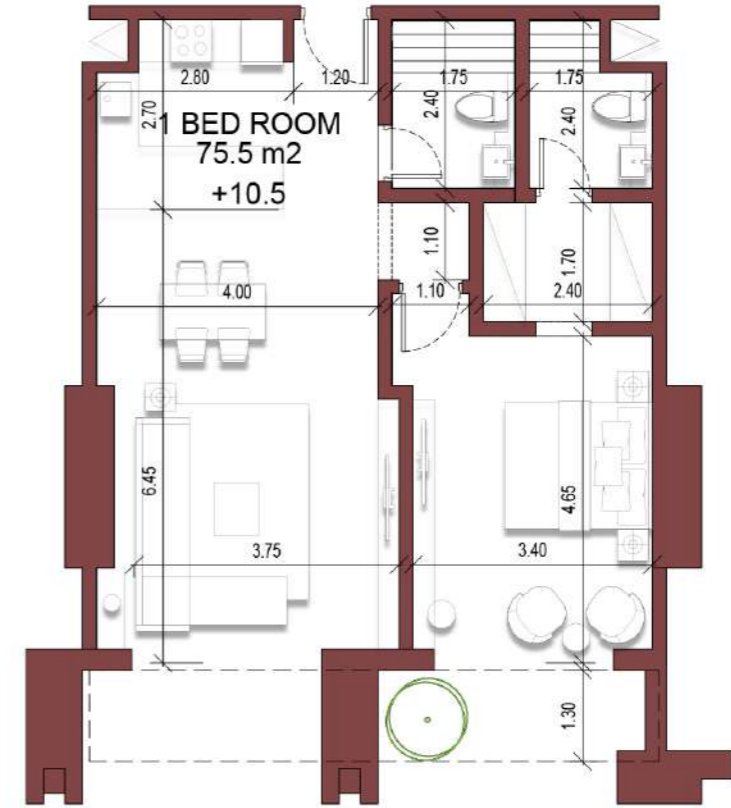
1 BEDROOM UNIT TYPE 03

NO. OF UNITS	16 UNITS
AREA	67.3 m ²
TERRACE AREA	---



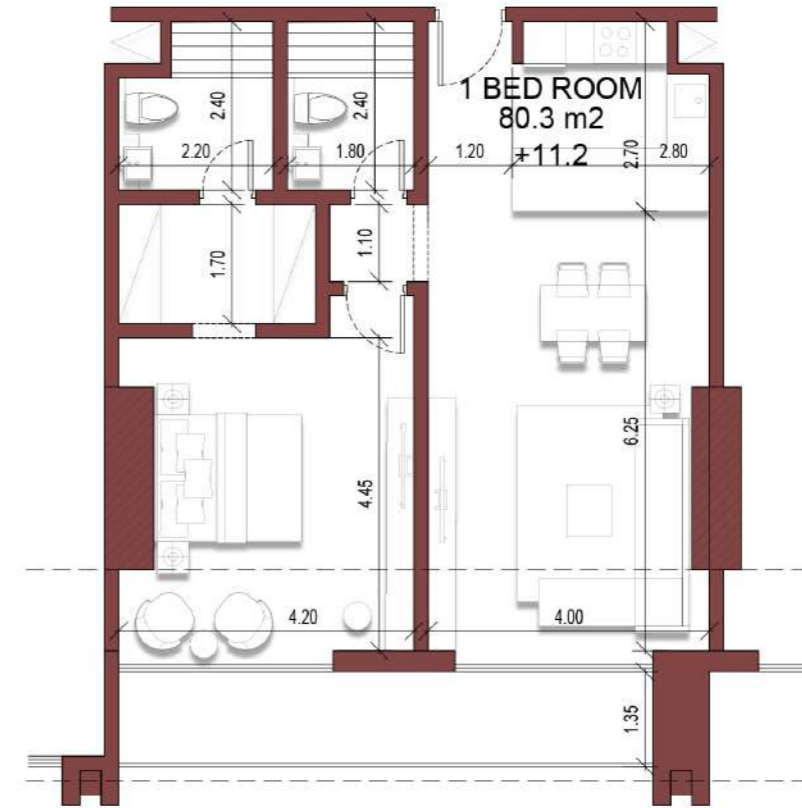
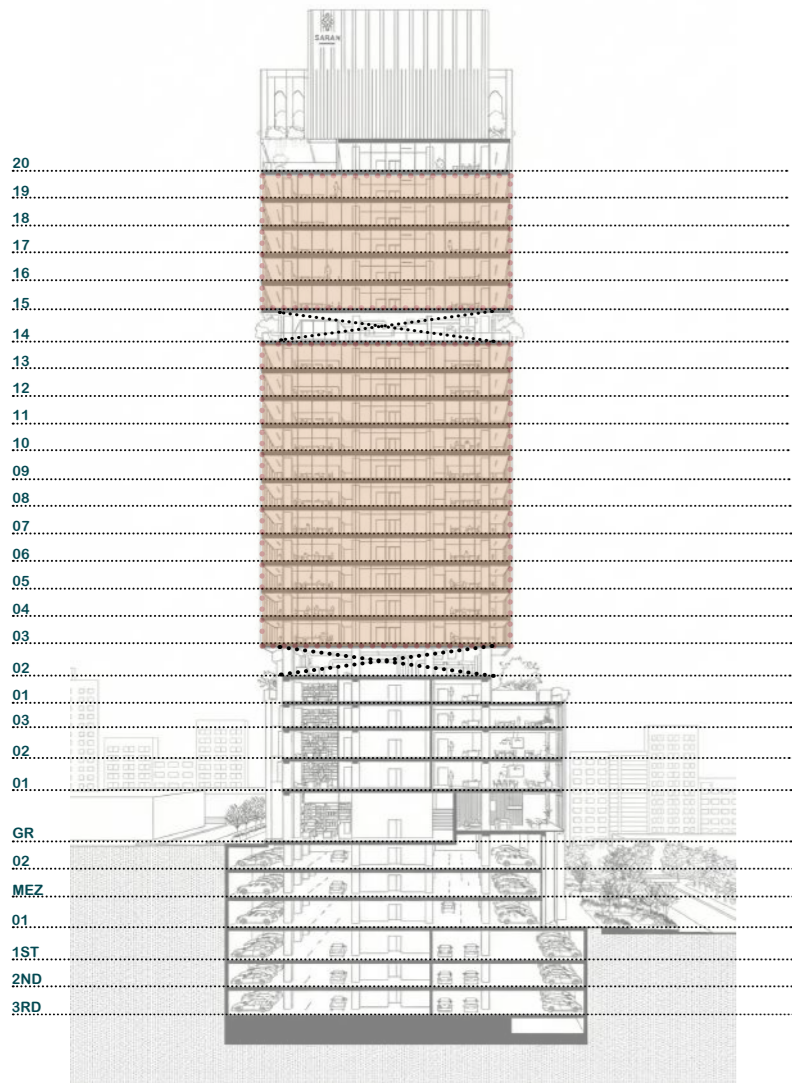
1 BEDROOM UNIT TYPE 04

NO. OF UNITS	16 UNITS
AREA	75.5 m ²
TERRACE AREA	10.5 m ²



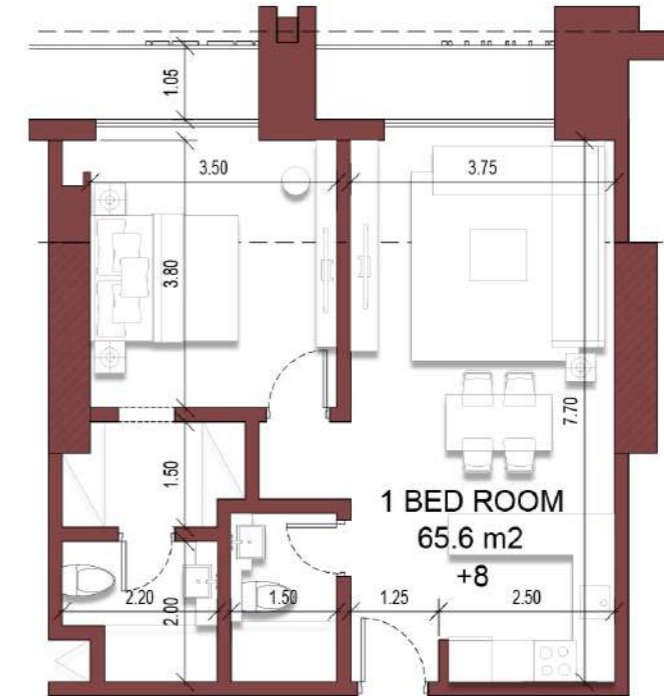
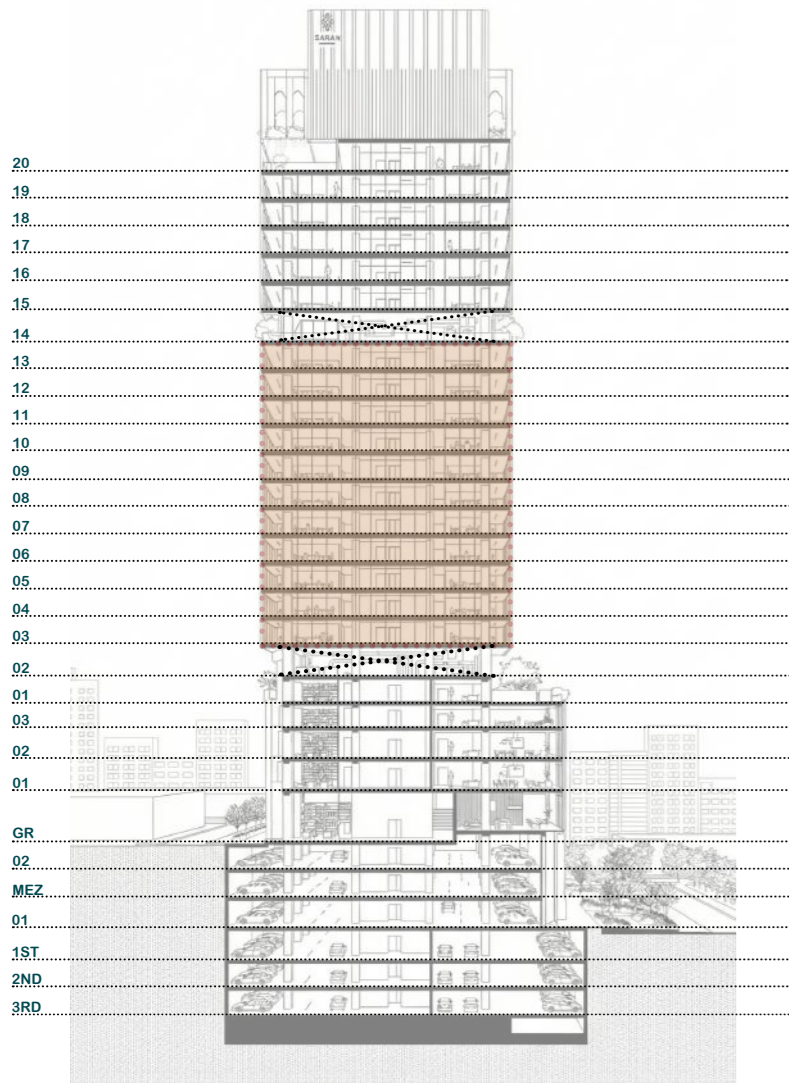
1 BEDROOM UNIT TYPE 05

NO. OF UNITS	16 UNITS
AREA	80.3 m ²
TERRACE AREA	11.2 m ²



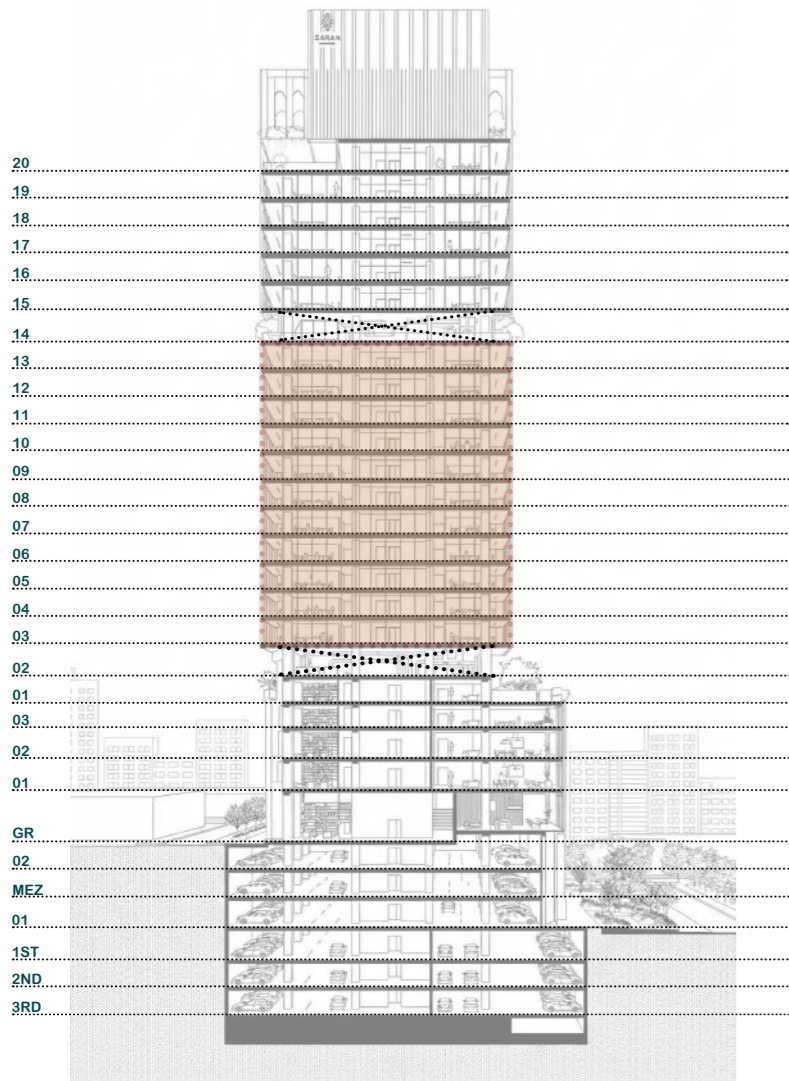
1 BEDROOM UNIT TYPE 06

NO. OF UNITS	16 UNITS
AREA	65.6 m ²
TERRACE AREA	8 m ²



1 BEDROOM UNIT TYPE 07

NO. OF UNITS	16 UNITS
AREA	69.7 m ²
TERRACE AREA	8.9 m ²
















TABLES

Area & components schedule									
Plot area		2703.5	sqm						
Level	BUA	services area	GFA	Floor coverage %	No. of units	Commercial Area	No. of parkings(required)	No. of parkings(available)	use
Basement 03	2452	-	-	91%	-	-	-	51	Parking
Basement 02	2452	-	-	91%	-	-	-	51	Parking
Basement 01	2452	-	-	91%	-	-	-	51	Parking
Lower Podium 01 (Reception & Commercial & Parking)	2290	-	472	85%	-	276	5.52	13	Rec. & Com. & Parking
Lower Podium 02	1912	-	-	71%	-	-	-	33	Parking
Lower Podium 03	2290	-	-	85%	-	-	-	41	Parking
Ground floor (Reception & Commercial)	1994	217	1777	74%	0	854	17.08	-	Reception & Commercial
Podium 01 (Commercial)	1994	246	1748	74%	0	962	19.24	-	Commercial
Podium 02 (Commercial)	1994	246	1748	74%	0	962	19.24	-	Commercial
Podium 03 (Amenities)	1750	206	-	65%	0	2	0	-	Amenities
1st floor (Amenities)	1043	206	-	39%	0	2	0	-	Amenities
2nd floor (Mechanical)	1188	-	-	44%	0	2	0	-	Mechanical services
3rd floor	1444	205	1239	53%	11	-	11	-	RESIDENTIAL UNITS
4th floor	1447	205	1242	54%	11	-	11	-	RESIDENTIAL UNITS
5th floor	1387	205	1182	51%	11	-	11	-	RESIDENTIAL UNITS
6th floor	1387	205	1182	51%	11	-	11	-	RESIDENTIAL UNITS
7th floor	1447	205	1242	54%	11	-	11	-	RESIDENTIAL UNITS
8th floor	1394	205	1189	52%	11	-	11	-	RESIDENTIAL UNITS
9th floor	1394	205	1189	52%	11	-	11	-	RESIDENTIAL UNITS
10th floor	1447	205	1242	54%	11	-	11	-	RESIDENTIAL UNITS
11th floor	1396	205	1191	52%	11	-	11	-	RESIDENTIAL UNITS
12th floor	1396	205	1191	52%	11	-	11	-	RESIDENTIAL UNITS
13th floor	1447	205	1242	54%	11	-	11	-	RESIDENTIAL UNITS
14th floor (Mechanical)	1447	-	-	54%	0	-	0	-	Mechanical services
15th floor	1447	205	1242	54%	10	-	10	-	RESIDENTIAL UNITS
16th floor	1447	205	1242	54%	10	-	10	-	RESIDENTIAL UNITS
17th floor	1396	205	1191	52%	10	-	10	-	RESIDENTIAL UNITS
18th floor	1396	205	1191	52%	10	-	10	-	RESIDENTIAL UNITS
19th floor	1447	205	1242	54%	10	-	10	-	RESIDENTIAL UNITS
20th floor	1242	205	1037	46%	5	-	7	-	RESIDENTIAL UNITS
Crown 01	612	-	-	23%	0	-	0	-	Mechanical services
Crown 02	612	-	-	23%	0	-	0	-	Mechanical services
Total	50440	-	26219	-	176	3060	239	240	
Achieved FAR	9.70		Required FAR		9.7				
Gross built up area	26219								
Foot print Allowed Coverage %	80								
Footprint (Ground floor)	1994								
Foot print (Ground floor) Coverage %	74%								
Parking schedule									
Use	Required pakings		Available parkings		Total				
RESIDENTIAL UNITS	178		178						
Commercial	61		62						
Total	239		240		1				

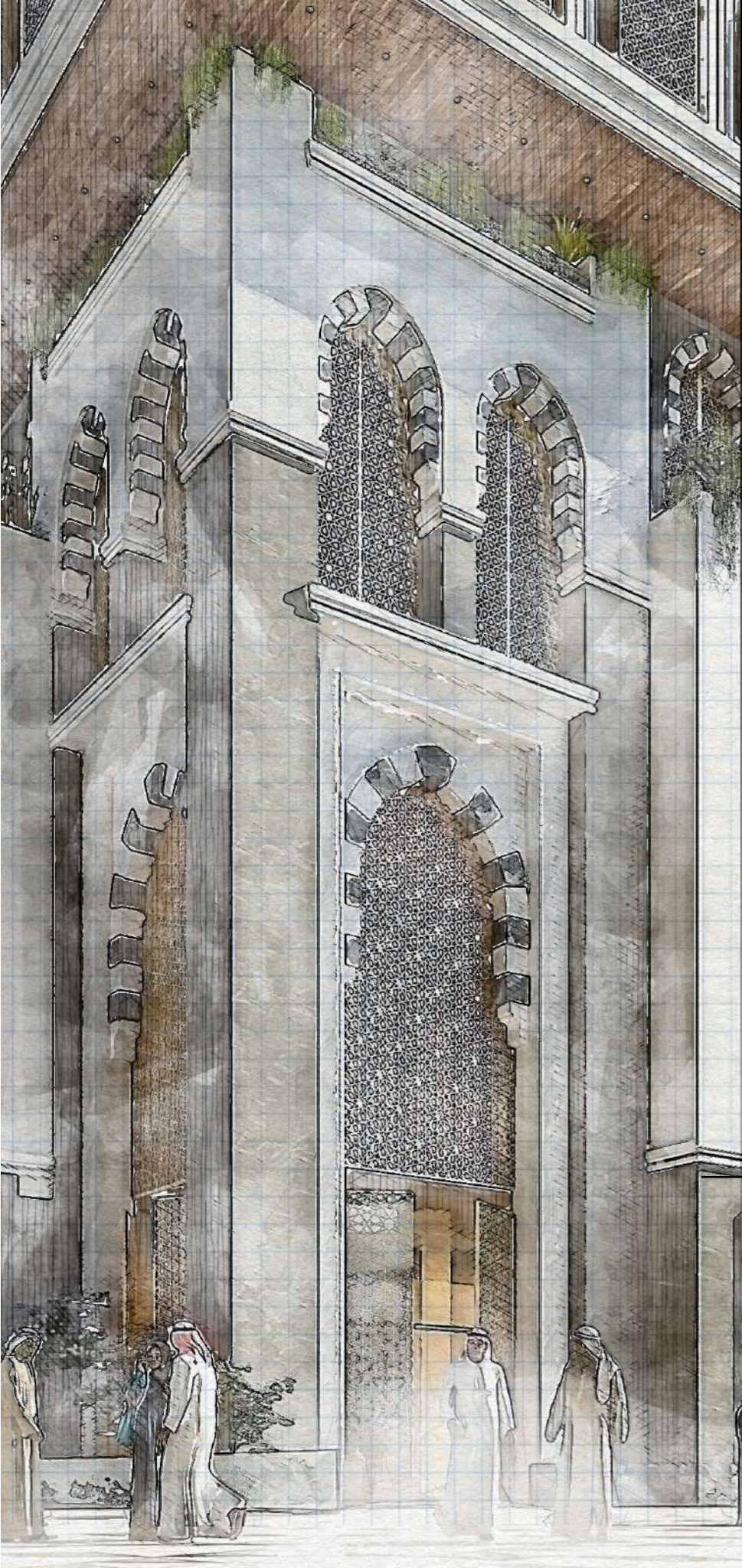


TABLES

NO. OF UNITS

TYPE		NO. OF UNITS		Unit Area	No. of Units with Terraces	Terrace Area	Proposed Percentage
1BRM Units	Type 01 	17	103	77.6	17	10	(58.5 %)
	Type 02 	16		70.25	-	-	
	Type 03 	16		67.3	-	-	
	Type 04 	16		75.5	16	10.5	
	Type 05 	16		80.3	14	11.2	
	Type 06 	11		65.6	11	8	
	Type 07 	11		69.7	9	8.9	
2BRM Units	Type 01 +Maid 	16	49	128.75	10	13.6	(27.85 %)
	Type 02 	17		115	17	8.5	
	Type 03 	16		96.7	16	12.3	
3BRM Units	Type 01 	16	22	144.8	14	8.5	(12.5 %)
	Type 02 	6		135.75	6	17.8	
4BRM Units + Maid (PENTHOUSE)	Type 01 	1	2	272	1	133	(1.15 %)
	Type 02 	1		241	1	98	
TOTAL	176 Units						100 %



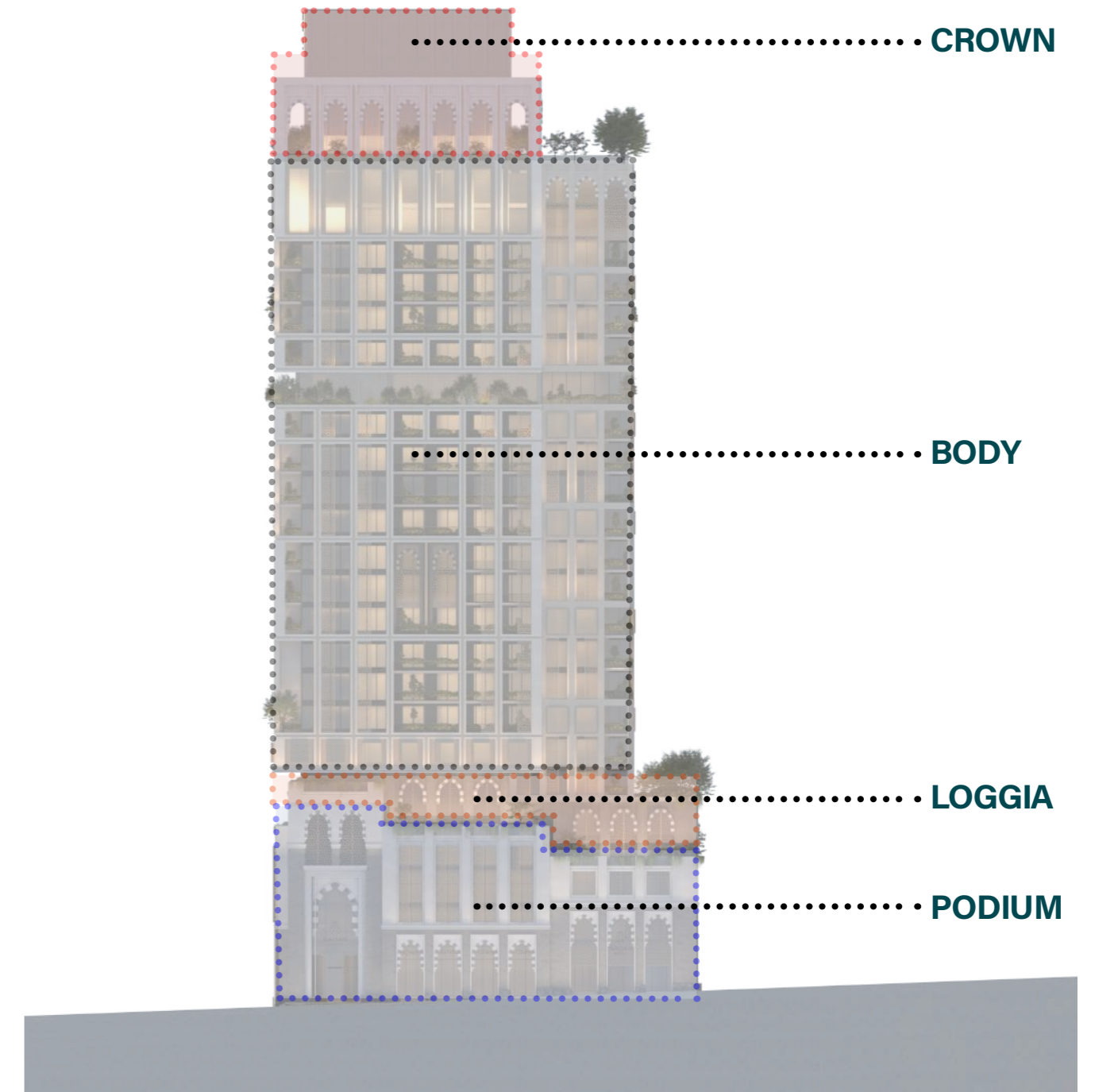
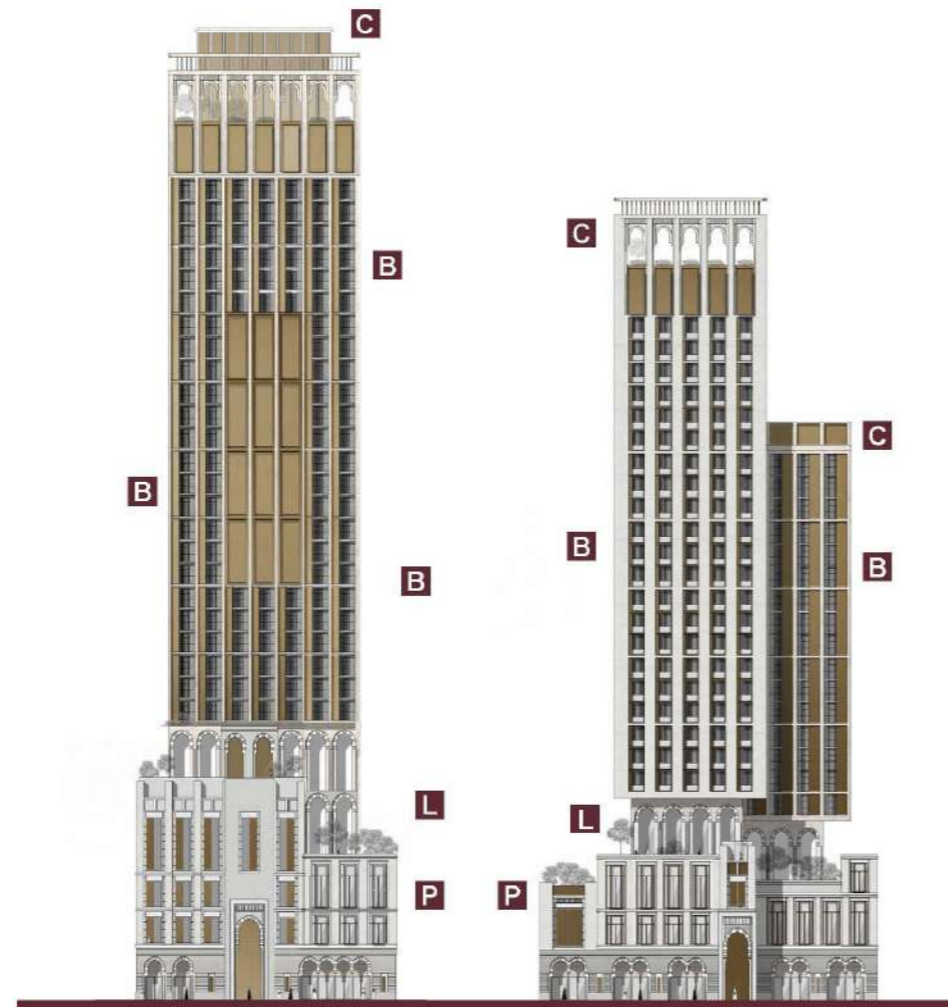
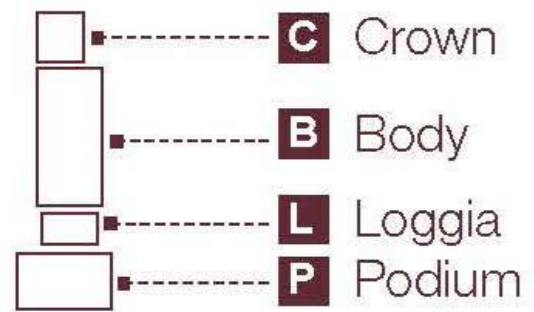


CONCEPT

MASS CONCEPT

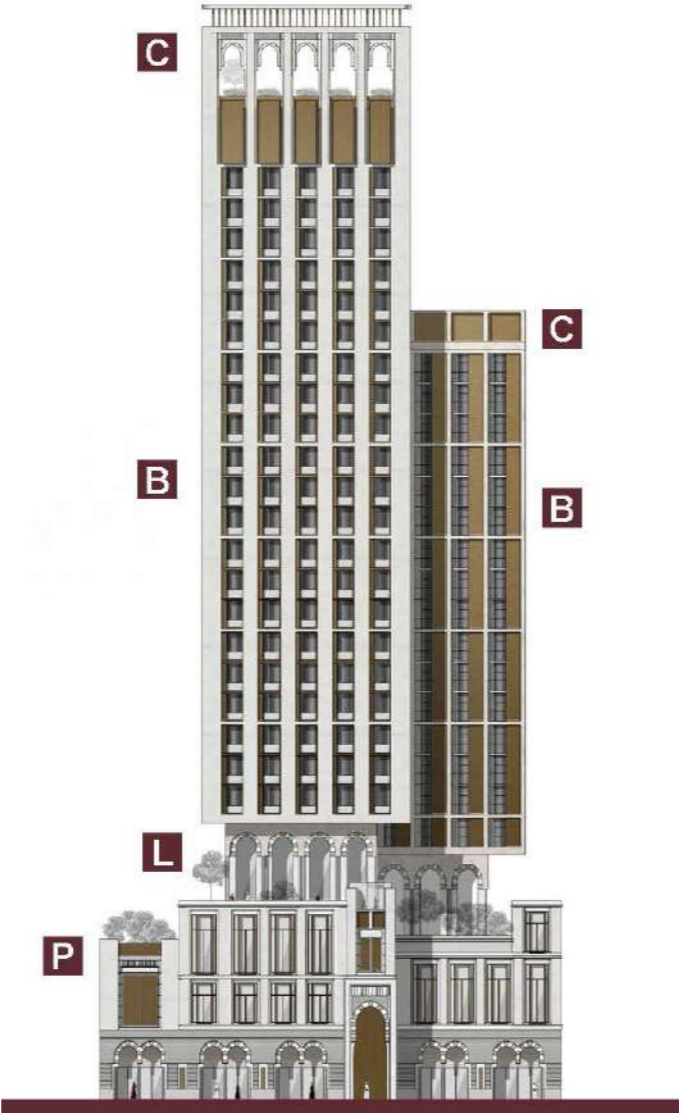
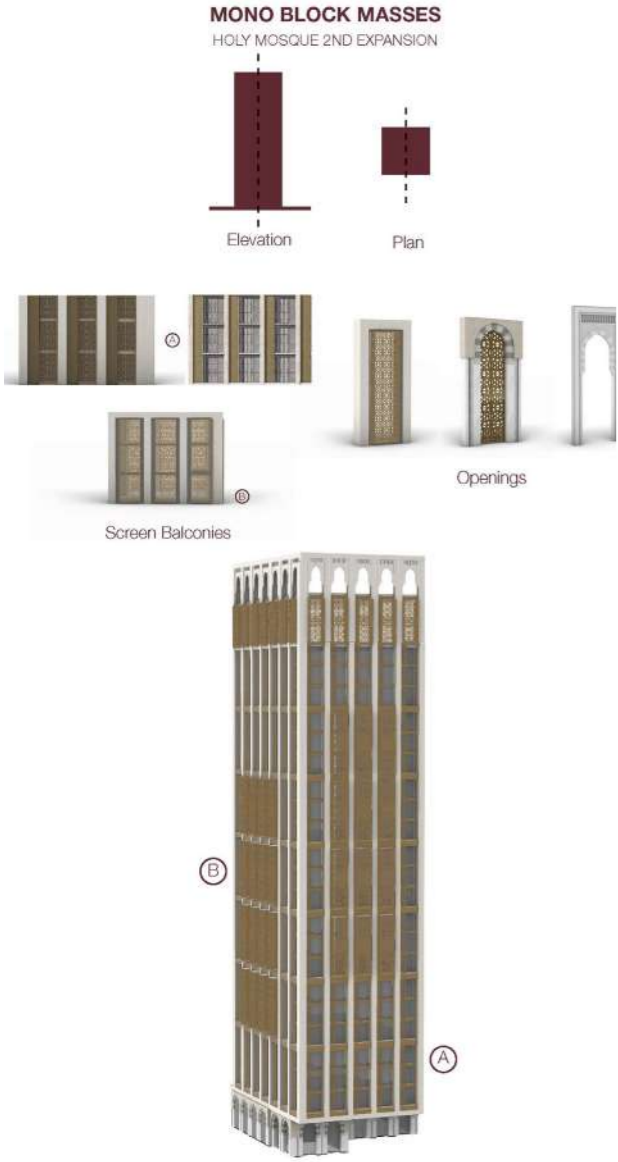
The building was designed and divided into four main parts as stipulated by the theming code. It was divided into:

- Crown
- Body
- Loggia
- Podium

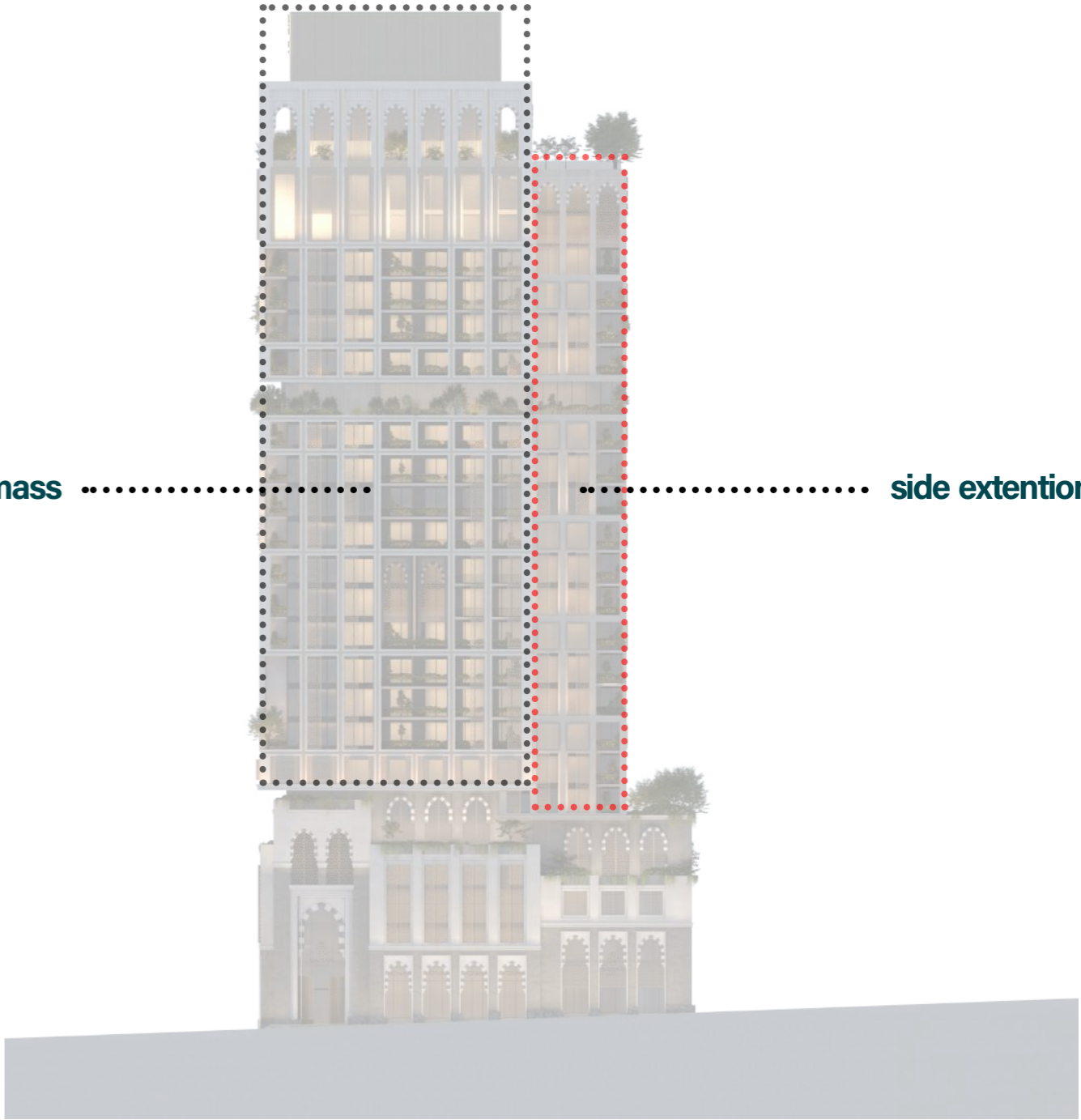


MONOBLOCK MASS

- The theming code in **THE HARAM ZONE** is designed to be every tower **MONO BLOCK MASSES** with a small add-on as a side extension mass.



Mono block mass side extension

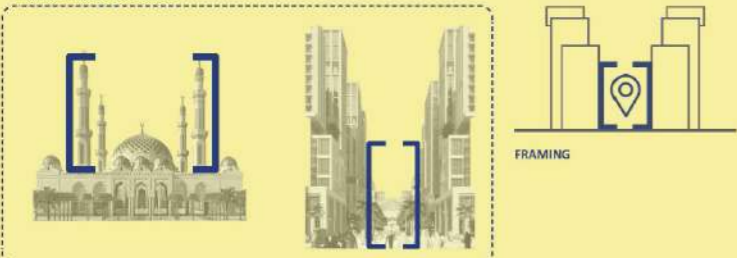


■ FACADE MODULES

- The theming code in **THE HARAM ZONE** is designed to be every tower **ORDER STRATEGY FOR RICH BUILDING CHARACTERISTIC** .

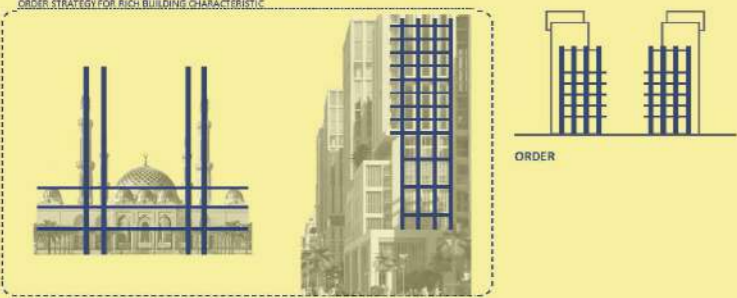
VOLUME 02
PLOT DESIGN CONSULTANT MANUAL

FRAMING STRATEGY FOR DISTRICT 2



FRAMING

ORDER STRATEGY FOR RICH BUILDING CHARACTERISTIC



ORDER

CORE CHARACTERISTICS
Buildings within District 2 shall be themed and characterized by the following design features:

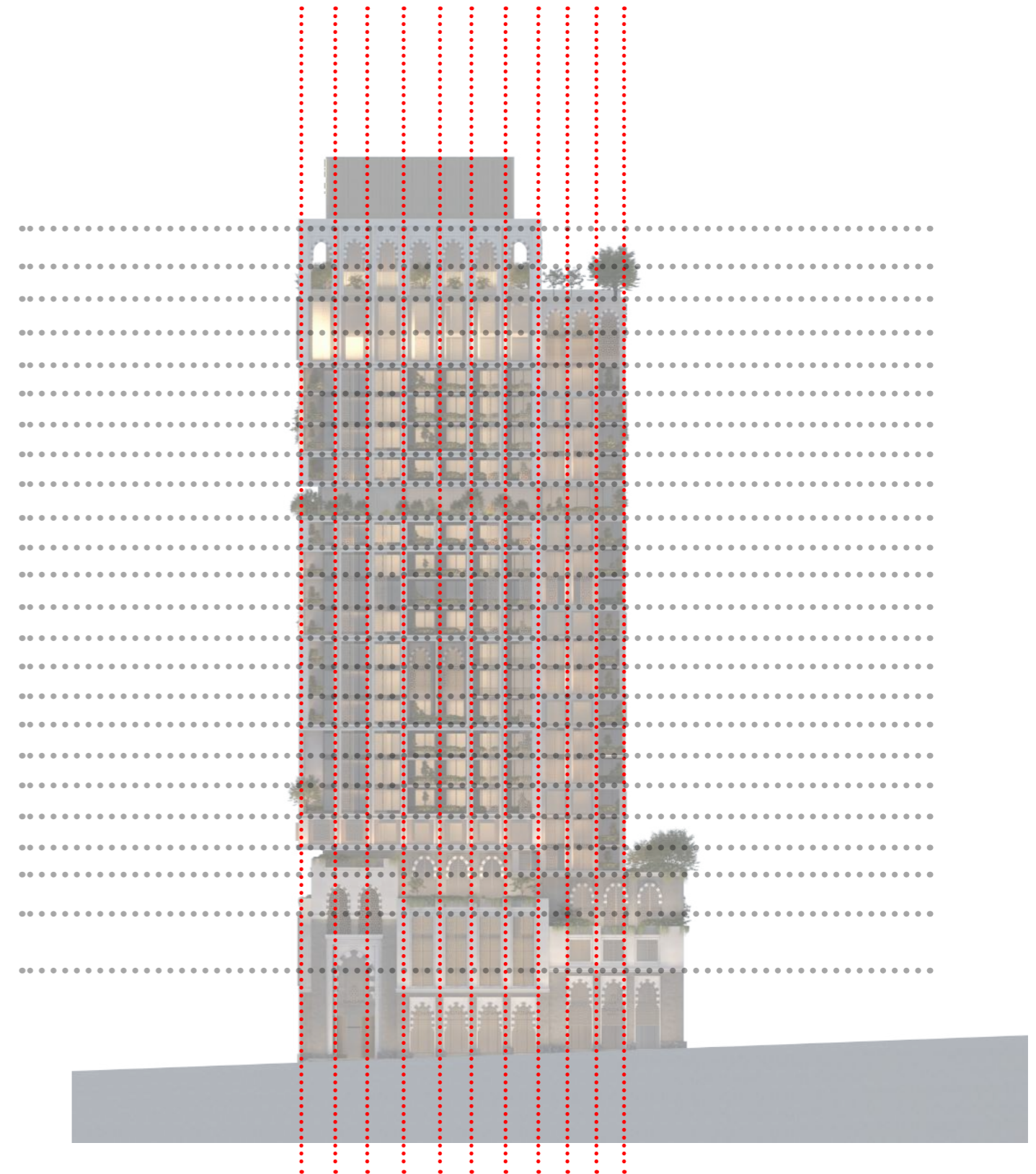
- a. Rich Building Base
- b. Rich Building Body
- c. Building Verticality
- d. Parametric Building Crown

DEVELOPMENT ANCHOR DRIVEN ELEMENTS

As King Abdullah Mosque will be the Development Anchor for Zone 2, the following components shall effortlessly complement the anchor's design:

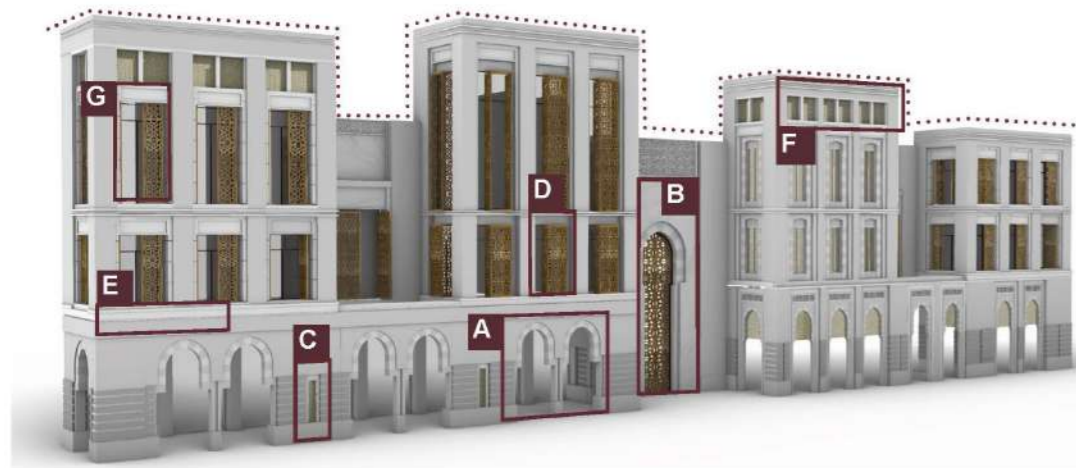
- e. Proportions: Shall be inspired by the 3-tier building's element (Base, Body and Crown) of the Mosque.
- f. Parametric Design: Crown and Mashrabiya design shall be inspired by the parametric design of Mosque Dome.
- g. Golden Accents: Golden hued materials shall be borrowed from the Mosque palette.
- h. White Mashrabiya: Shall be borrowed from the Mosque palette and used in the buildings design.
- i. Corner Chamfers: Shall be inspired by the Mosque building concept of framing tiers.

154



TOWER ELEMENT - PODIUM

- Use arches in podiums, entrances, and arcades as required by **THE HARAM THEMING**, as well as openings, cornices and colours.



BACK STREET ELEVATION



FRONT BOULEVARD ELEVATION



TOWER ELEMENT - LOGGIA

- **ARCHES** FENESTRATION WERE USED IN THE LOGGIA AS A BASIC ELEMENT, AND THE GRADATION OF THE BLOCKS AND DARK GRAY COLOURS WAS EMPLOYED TO CREATE A SENSE OF BOUNCE AND GIVE VISUALLY DISTINCTIVE CHARACTER.



BACK STREET ELEVATION

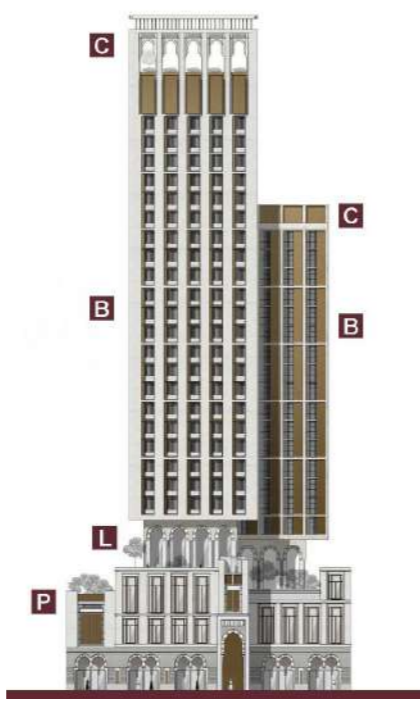
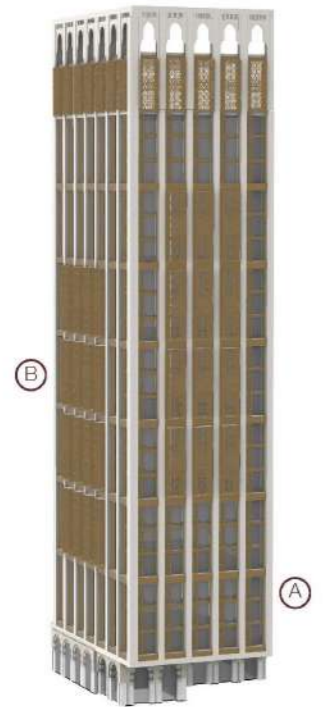
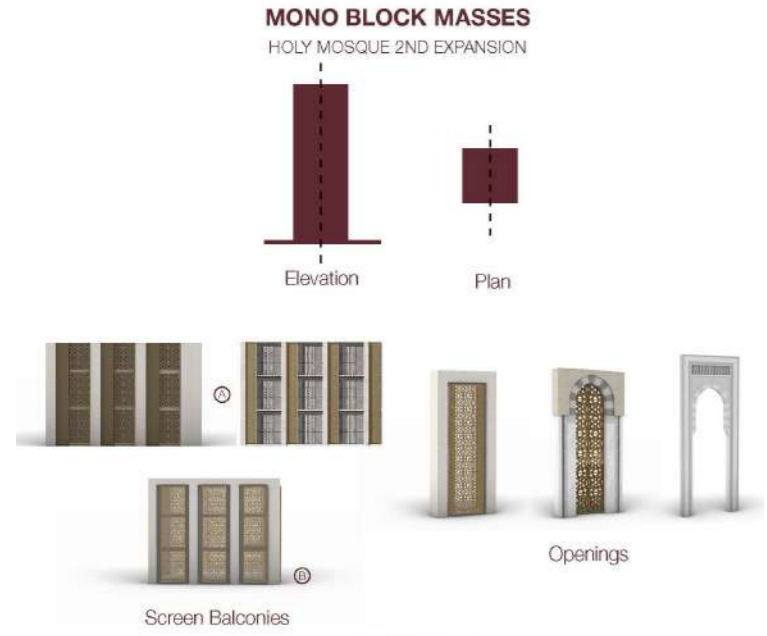


FRONT BOULEVARD ELEVATION



TOWER ELEMENT - BODY

- The theming code in **THE HARAM ZONE** is designed to be every tower **MONOBLOCK MASS** with a small add-on as a side extension mass.

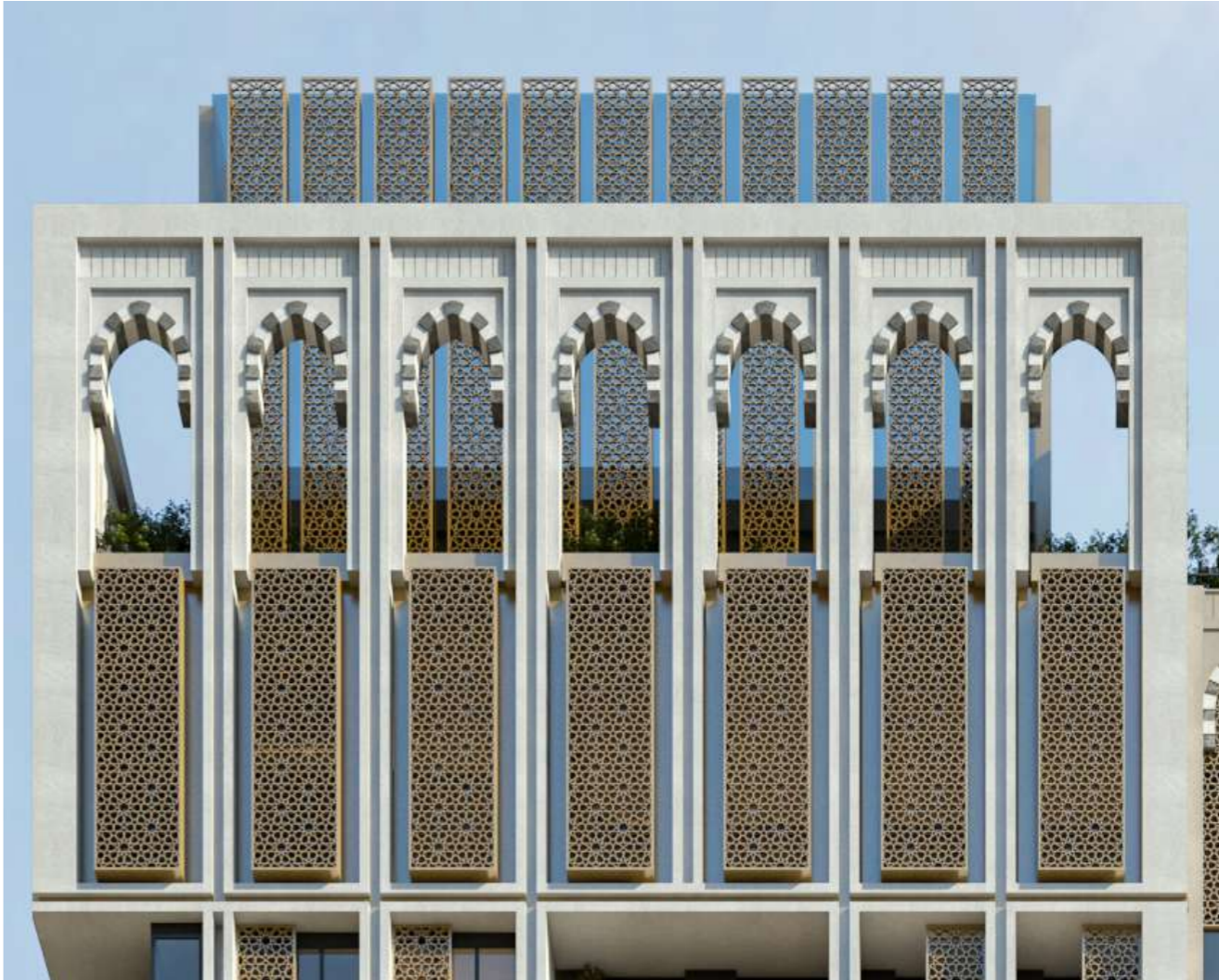
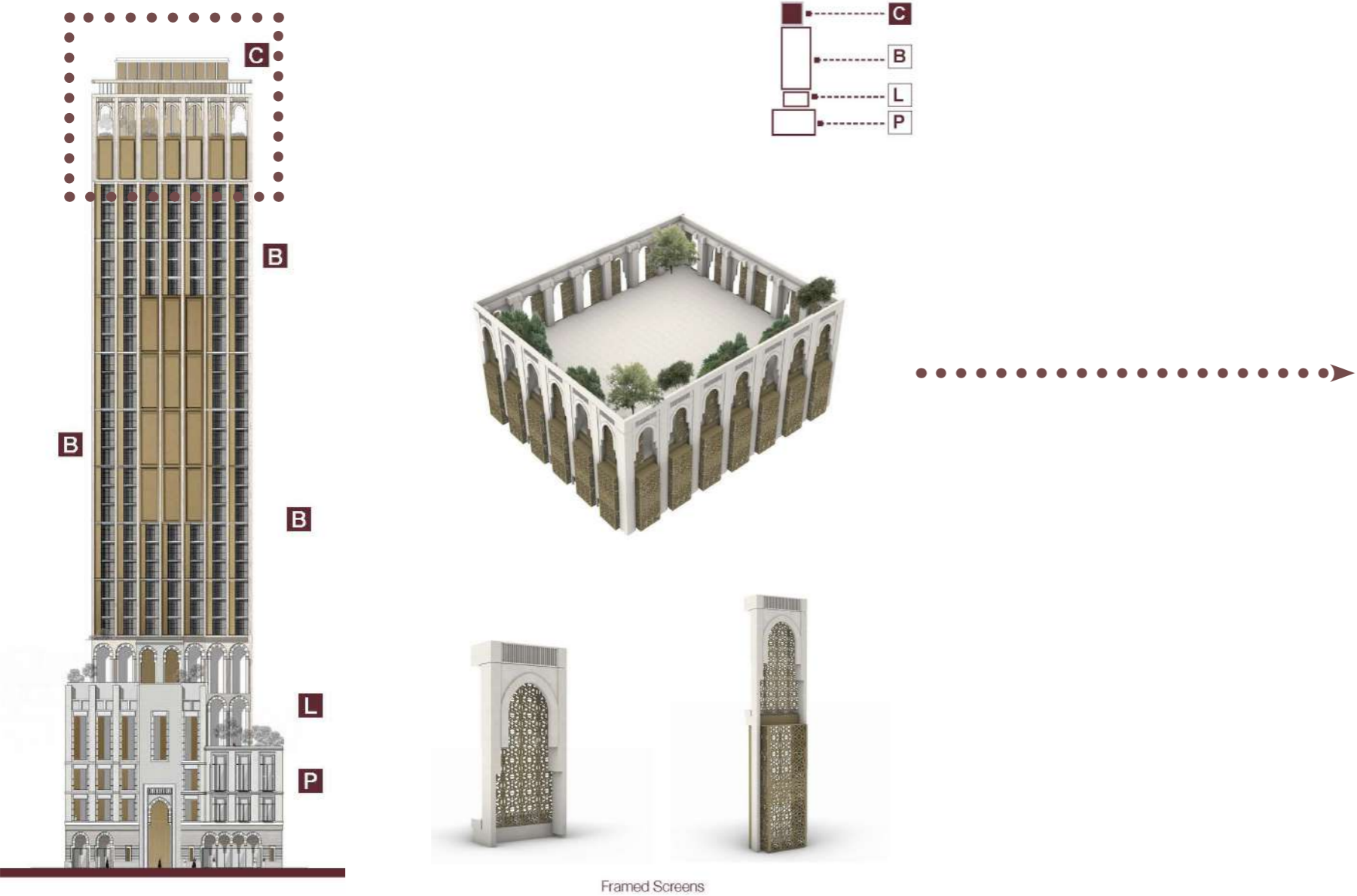


FRONT BOULEVARD ELEVATION



TOWER ELEMENT - CROWN

- FROM THE HARAM ZONE THEMING, THE CROWN IS DESIGNED AND INSPIRED WITH THE SAME ELEMENTS. .



TOWER ELEMENT - COLOURS

RAL: 1012	RAL: 9003
RAL: 1024	RAL: 9010
RAL: 7030	RAL: 7044
RAL: 6010	RAL: 7042
RAL: 6000	RAL: 7030
RAL: 7042	
RAL: 9017	

التصميم المعماري والتشكيل والألوان مستمدة من التوسعة السعودية الثانية للمسجد الحرام

RAL: 9003

RAL: 1012

RAL: 9003

RAL: 1012

RAL: 9003

RAL: 7030

RAL: 1012

RAL: 9010

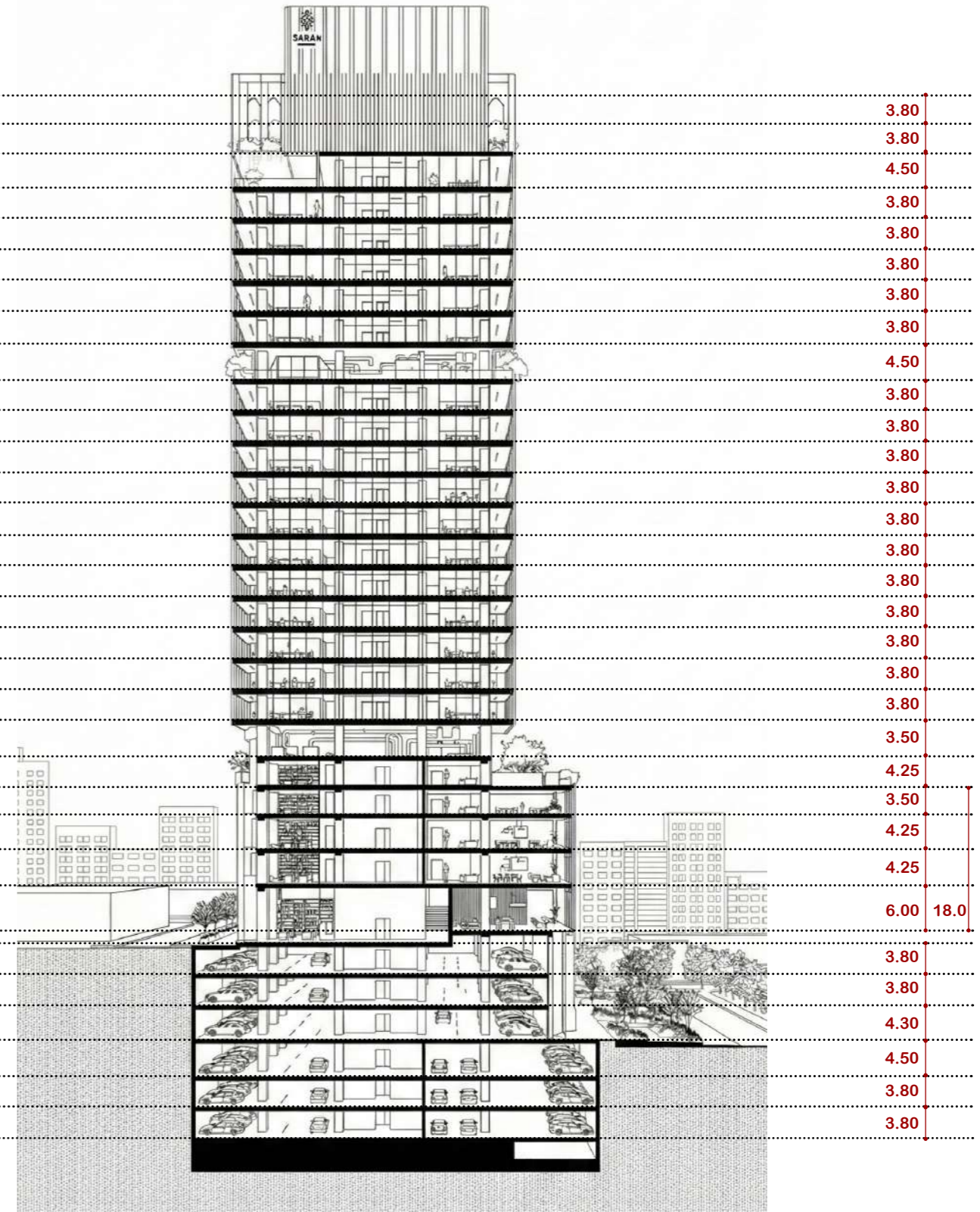
RAL: 9010

RAL: 7042



TOWER ELEMENT - LEVELS

- 22TH CROWN FLOOR (MECHANICAL)
- 22TH CROWN FLOOR (MECHANICAL)
- 21TH CROWN FLOOR (MECHANICAL)
- 20TH TOWER FLOOR (RESIDENTIAL)
- 19TH TOWER FLOOR (RESIDENTIAL)
- 18TH TOWER FLOOR (RESIDENTIAL)
- 17TH TOWER FLOOR (RESIDENTIAL)
- 16TH TOWER FLOOR (RESIDENTIAL)
- 15TH TOWER FLOOR (RESIDENTIAL)
- 14TH TOWER FLOOR (MECHANICAL)
- 13TH TOWER FLOOR (RESIDENTIAL)
- 12TH TOWER FLOOR (RESIDENTIAL)
- 11TH TOWER FLOOR (RESIDENTIAL)
- 10TH TOWER FLOOR (RESIDENTIAL)
- 9TH TOWER FLOOR (RESIDENTIAL)
- 8TH TOWER FLOOR (RESIDENTIAL)
- 7TH TOWER FLOOR (RESIDENTIAL)
- 6TH TOWER FLOOR (RESIDENTIAL)
- 5TH TOWER FLOOR (RESIDENTIAL)
- 4TH TOWER FLOOR (RESIDENTIAL)
- 3RD TOWER FLOOR (RESIDENTIAL)
- 2ND TOWER FLOOR (MECHANICAL)
- 1ST TOWER FLOOR (AMENITIES)
- 3RD PODIUM FLOOR (AMENITIES)
- 2ND PODIUM FLOOR (COMMERCIALS)
- 1ST PODIUM FLOOR (COMMERCIALS)
- GROUND FLOOR (BOULEVARD) (COMMERCIALS)
- SECOND LOWER PODIUM
- FIRST LOWER PODIUM (MEZZANINE)
- FIRST LOWER PODIUM (STREET)
- 1ST BASEMENT
- 2ND BASEMENT
- 3RD BASEMENT



TOWER ELEMENT - LIGHTING

- Lighting design shall comply with the District Architectural Guidelines, while also being fully coordinated with the overall building façade design.
- It shall follow the lighting tone and mood designated for the ambient of the specific individual zone regulations. Lighting design shall be inspired by the development anchor highlighted for each zone within MASAR.
- The lighting design shall be respectful of the holy city of Makkah, particularly within District 1 buildings. It shall not compete or disturb the whole ambiance of the Al Haram.



TOWER ELEMENT - LIGHTING

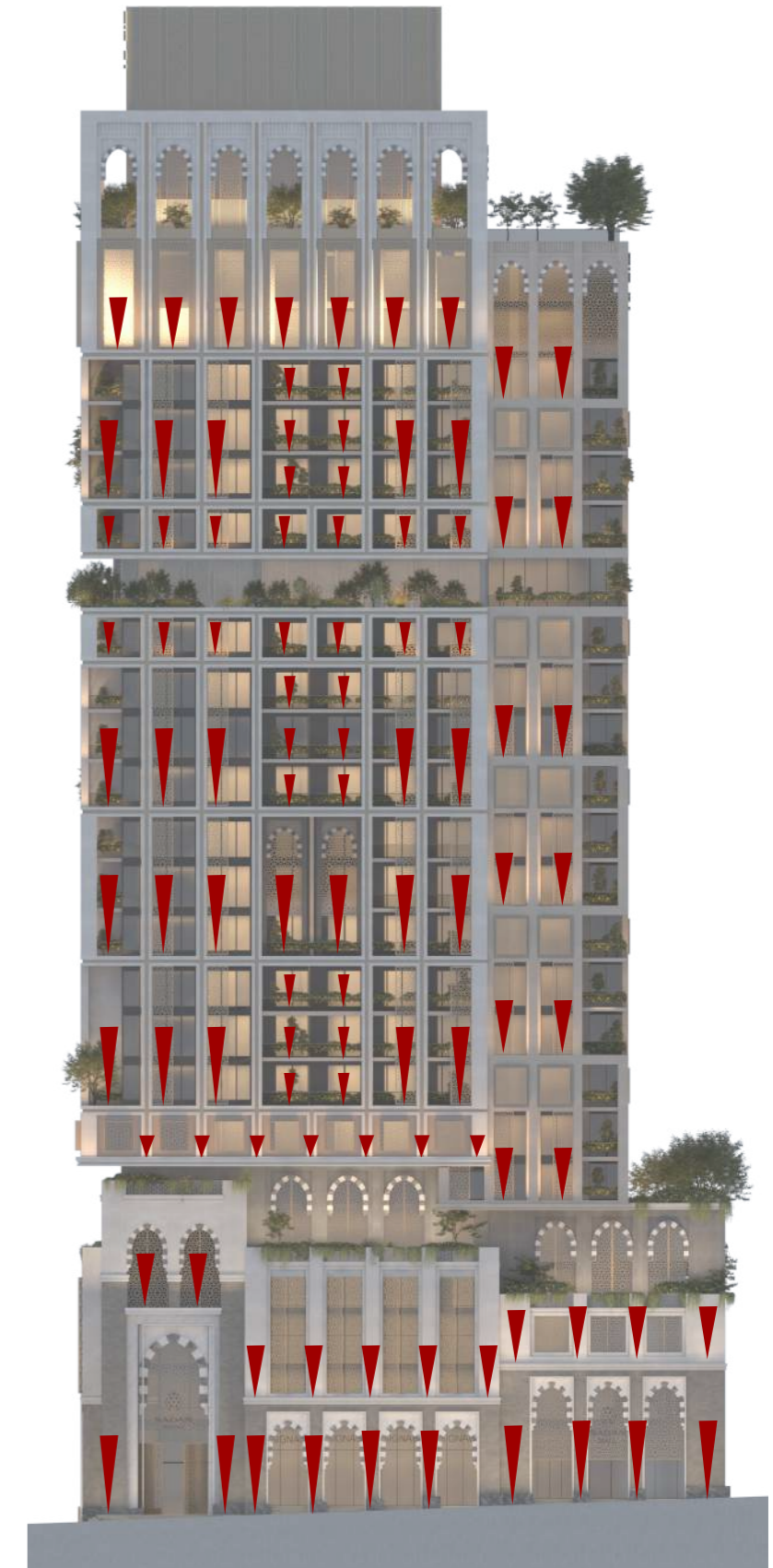
Preferred Exterior lighting



Relevant elevations and sections showing the lighting strategy

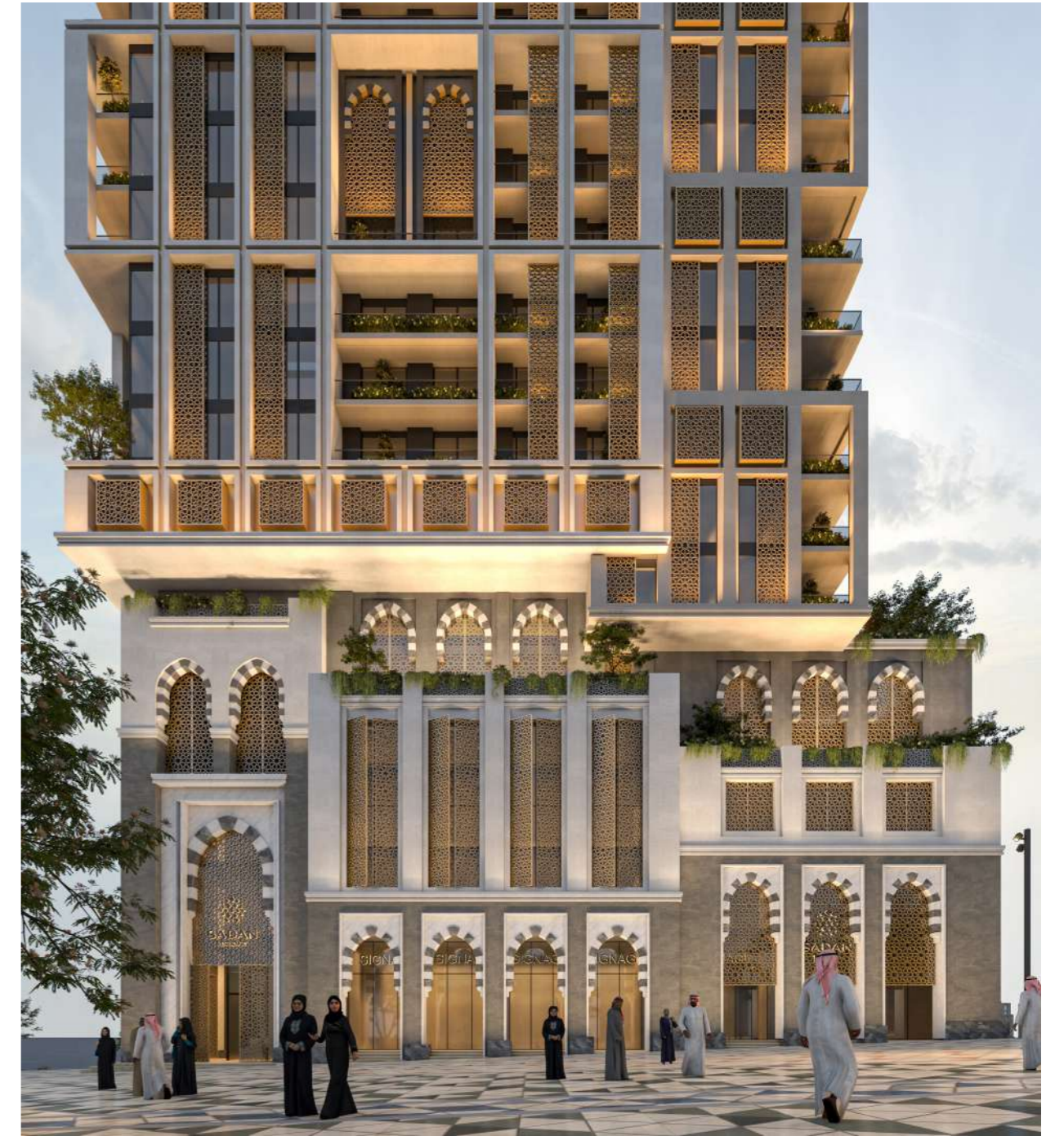
All light temperature is **2700 K**

<p>80 cm height bollard, aluminum body, Glass diffuser & 10w led lamp for Pathway. (60 degree angle down light) 2700 K (15 lm/m²)</p>	<p>Down lighting targeting solid surface (60 degree angle downlight) 2700 k (40 lm/m²)</p>	<p>Decorative Up-light mounted on Walls, Terraces, balustrades (60 degree angle Down light) 2700 K (30-60 lm/m²)</p>

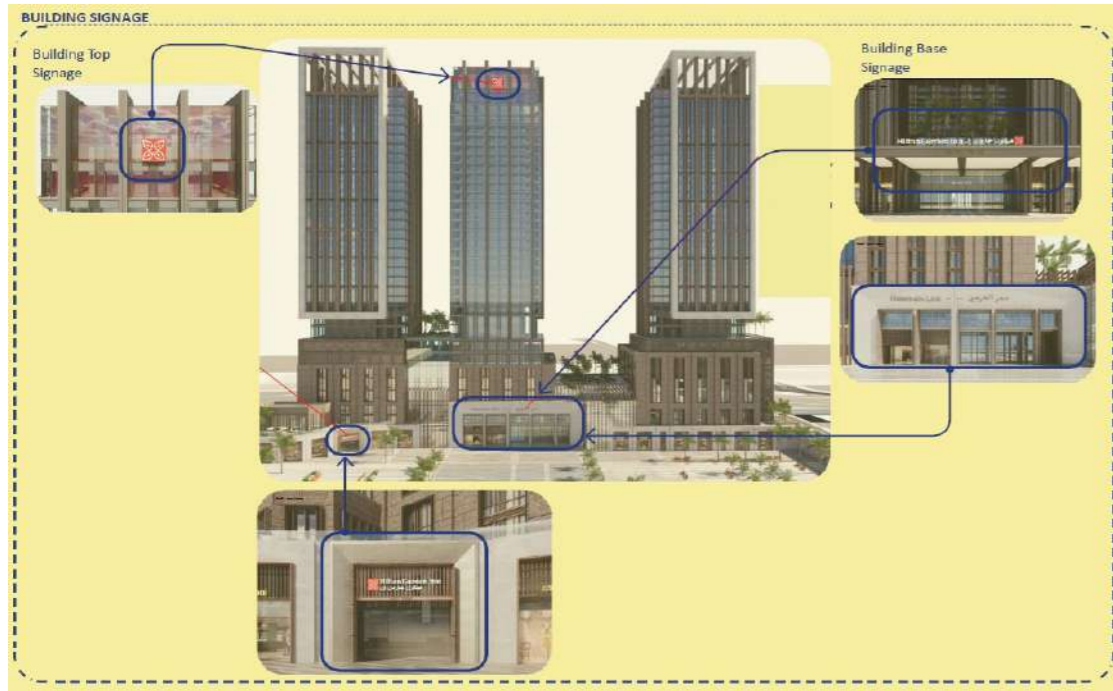


■ TOWER ELEMENT - BUILDING SIGNAGE STRATEGY

- Lighting design shall comply with the District Architectural Guidelines, while also being fully coordinated with the overall building façade design.
- It shall follow the lighting tone and mood designated for the ambient of the specific individual zone regulations. Lighting design shall be inspired by the development anchor highlighted for each zone within MASAR.
- The lighting design shall be respectful of the holy city of Makkah, particularly within District 1 buildings. It shall not compete or disturb the whole ambiance of the Al Haram.



TOWER ELEMENT - BUILDING SIGNAGE STRATEGY



SPECIFIC BUILDING SIGNAGE REGULATIONS

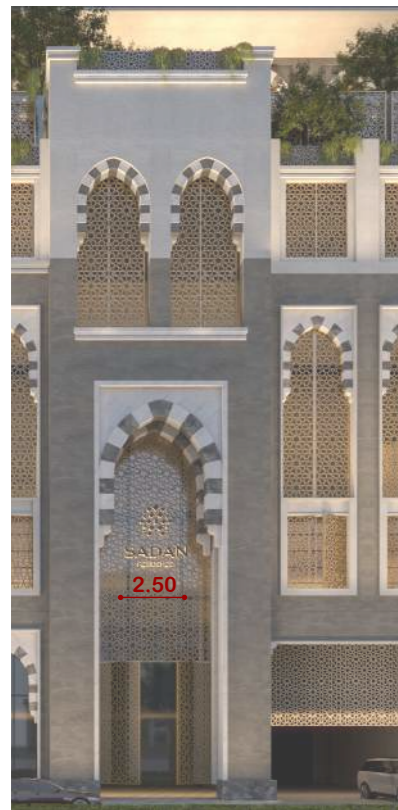
h. Building Base Signage

The following regulations shall be applied to all building base signage works:

The signage design shall be in compliance with the following font types and size of building signage:

- 4.5M (1.5mm) - Building signage
- 2.5M (0.8mm) - Residential entrances
- 1.5M (0.5mm) - Secondary entrances

- Vertical retail arcade signage: 4m height and 1.5m width signage, that shall be placed vertically on the arcade opening



RESIDENTIAL SIGNAGE



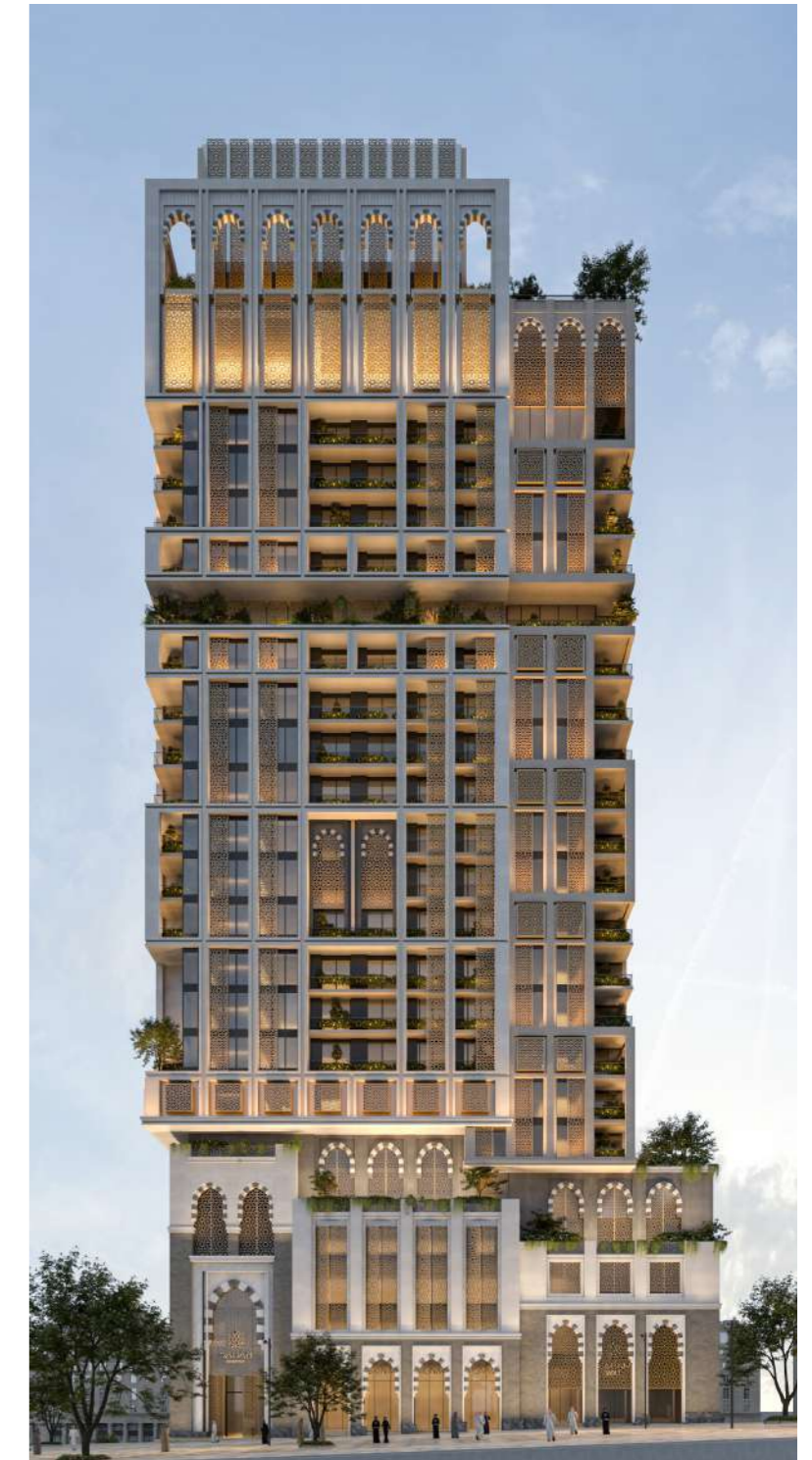
RESIDENTIAL SIGNAGE



RETAIL SIGNAGE

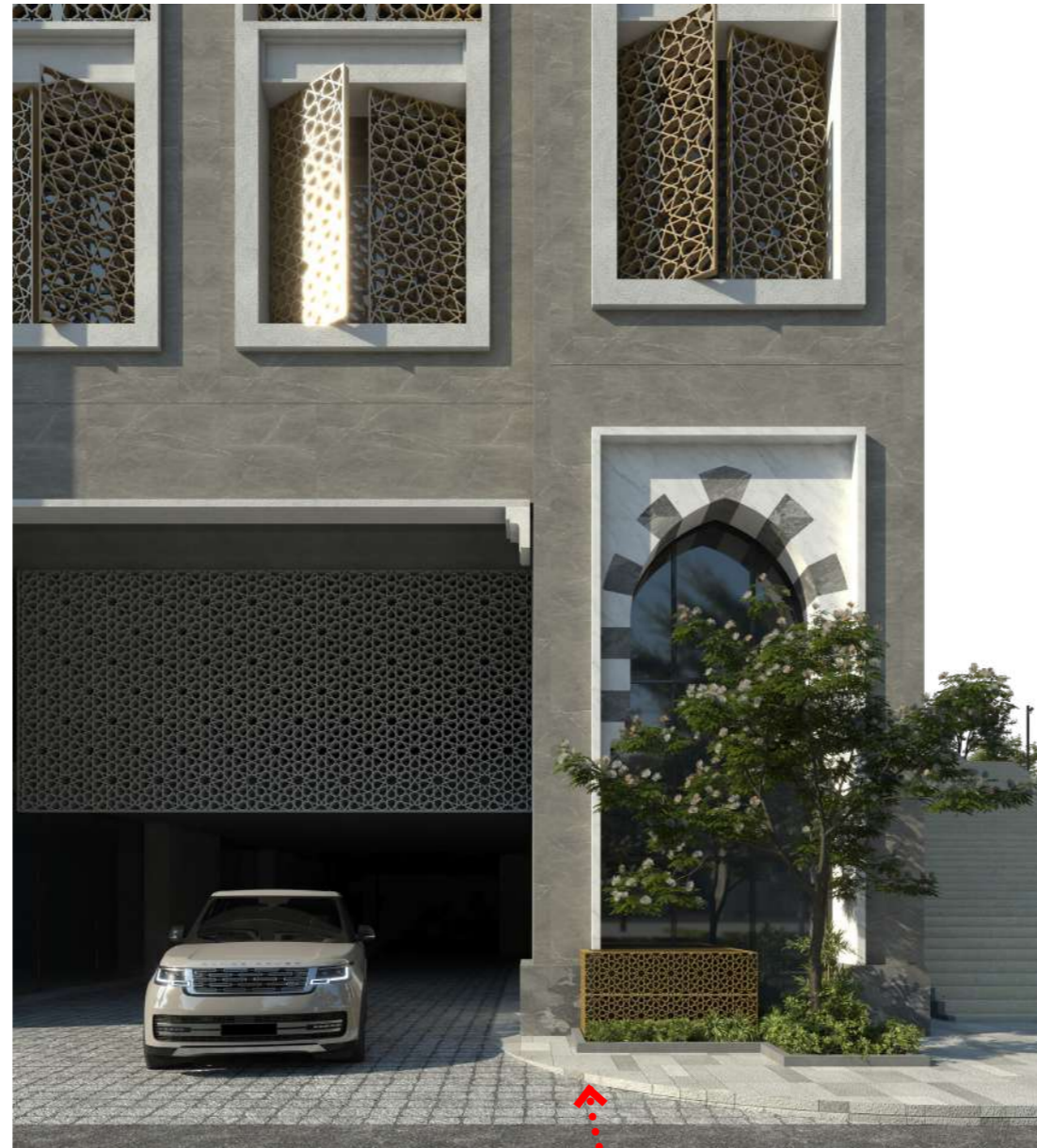
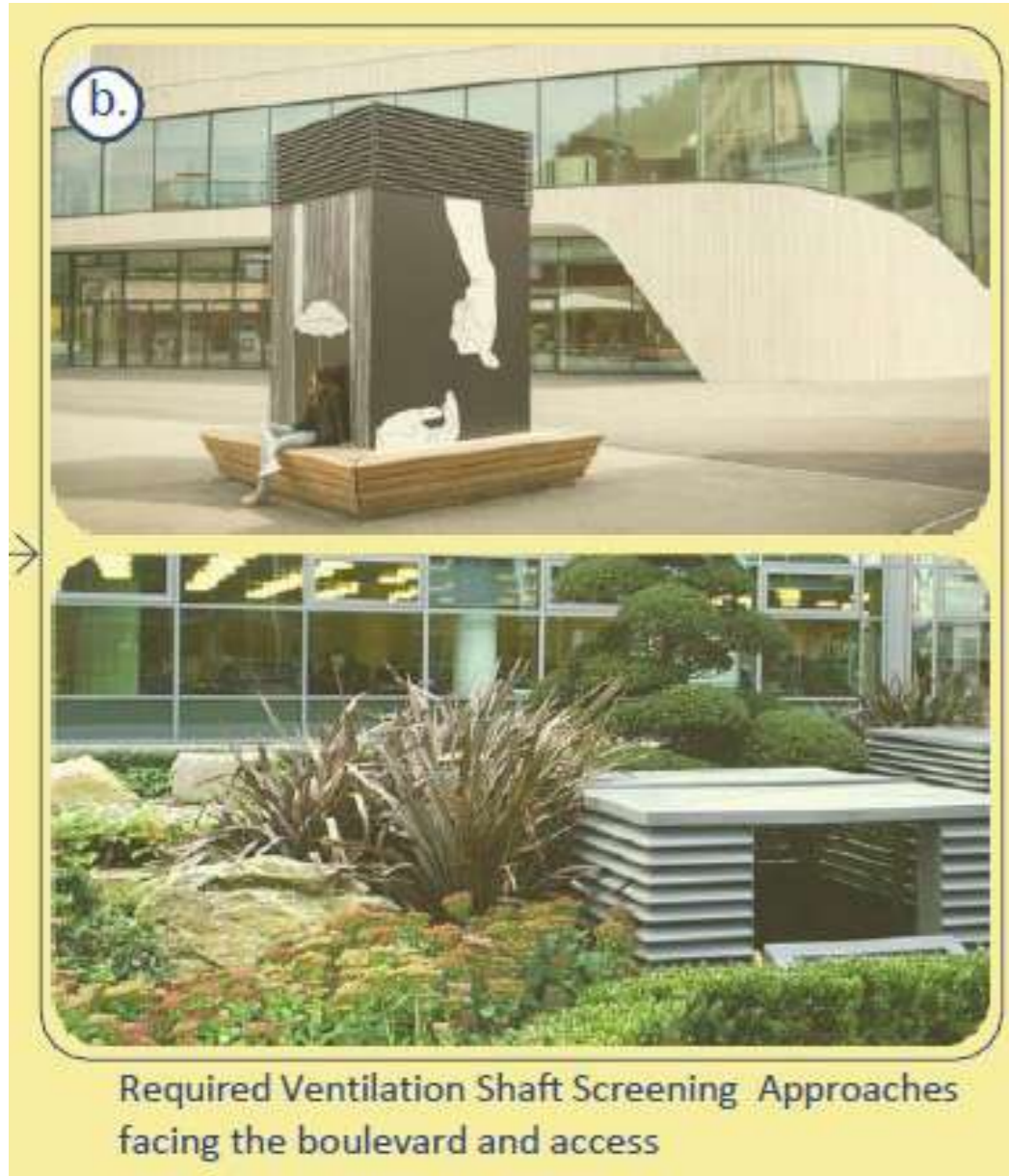


BUILDING SIGNAGE

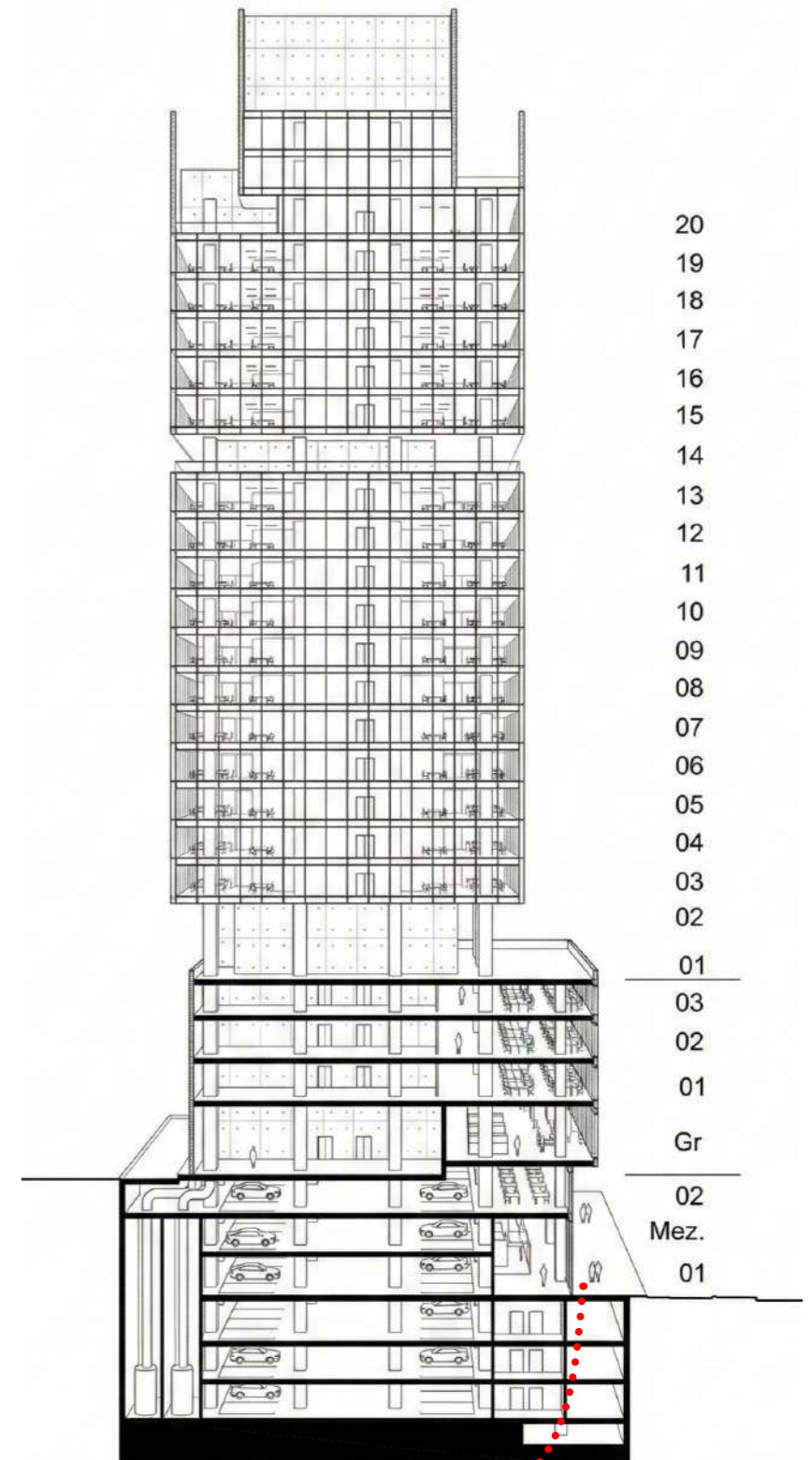


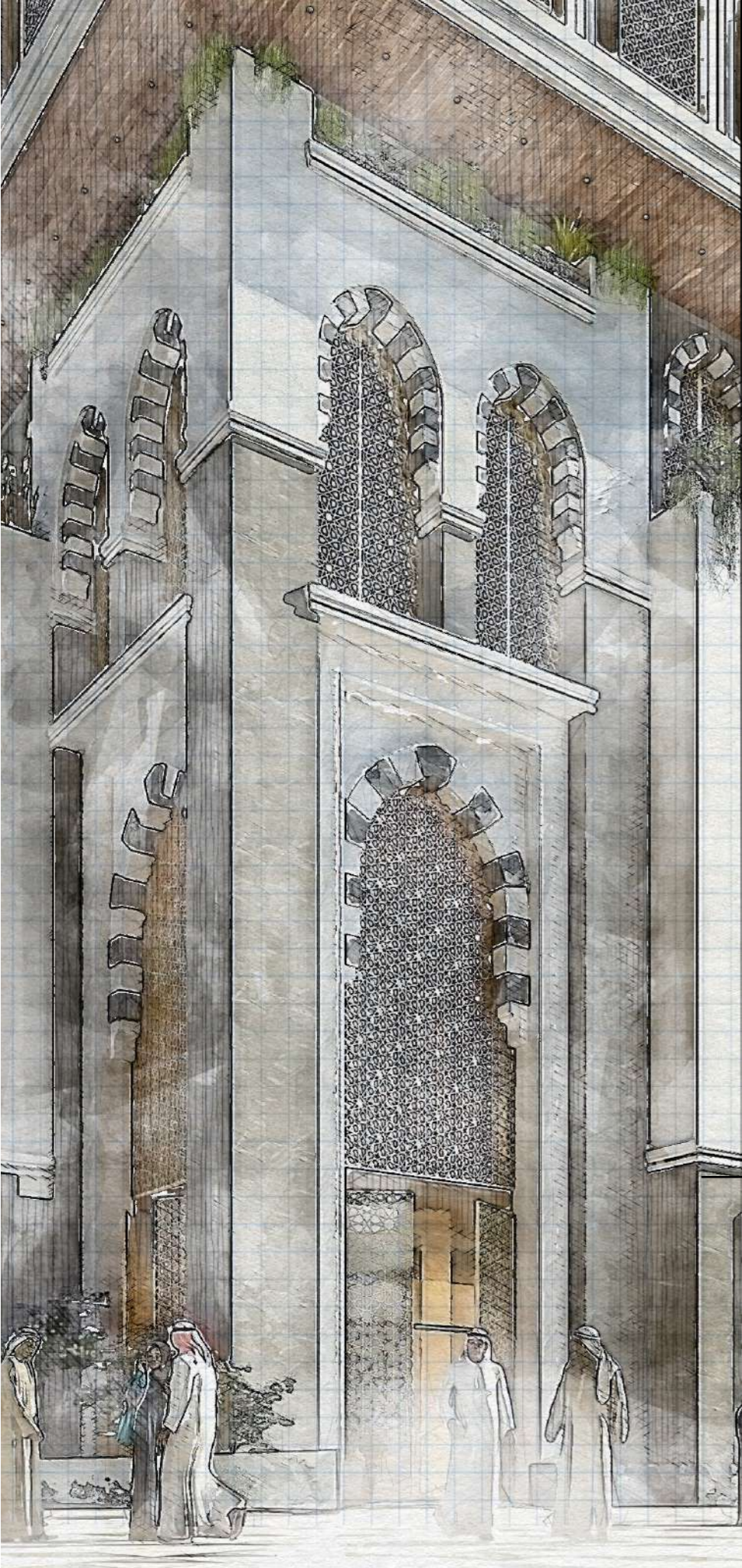
TOWER ELEMENT - BUILDING SIGNAGE STRATEGY

- Required Ventilation Shaft Screening Approaches facing the street and access



Ventilation Shaft





SHOTS



MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





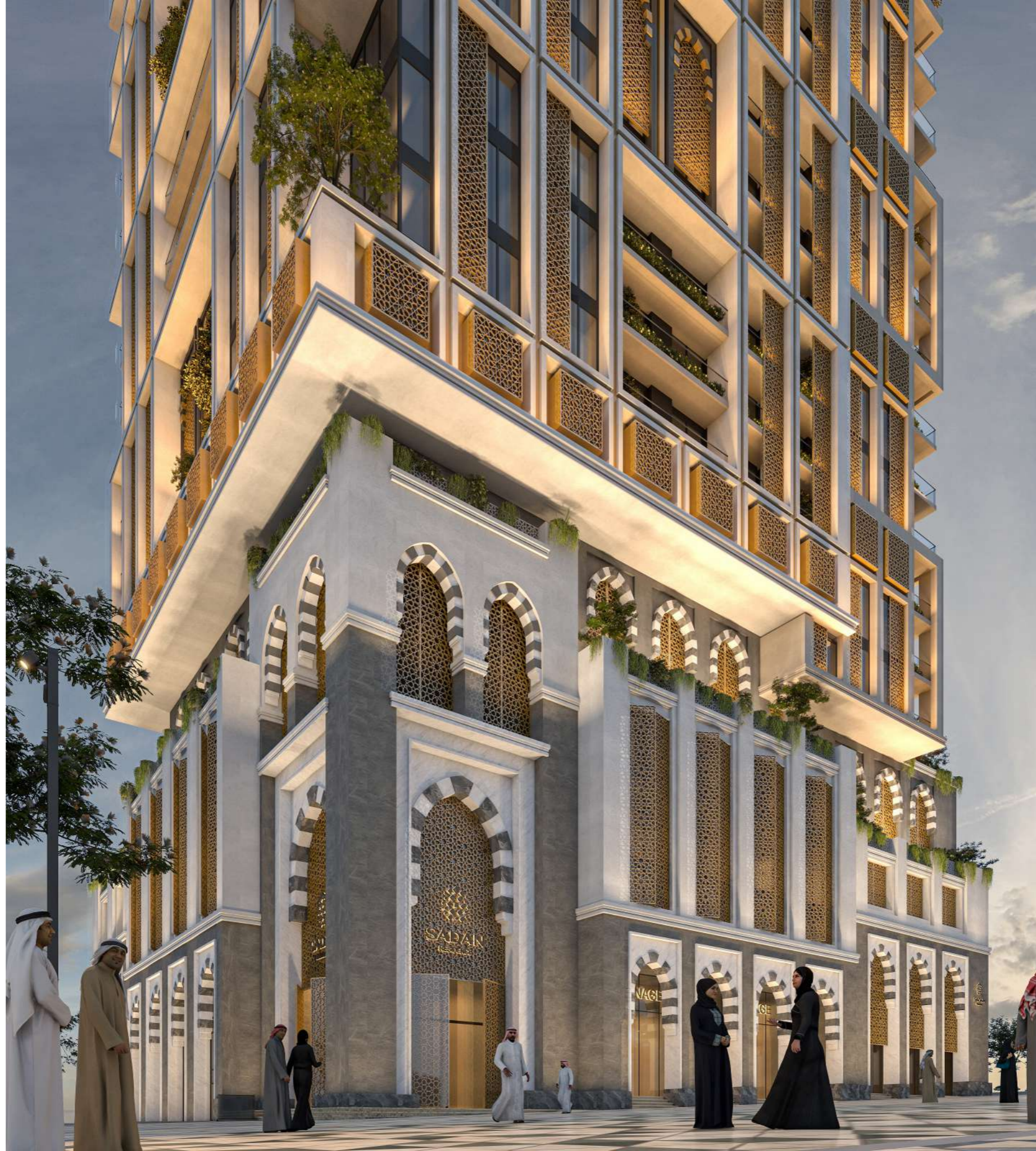
MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER





MASAR TOWER
RESIDENTIAL TOWER

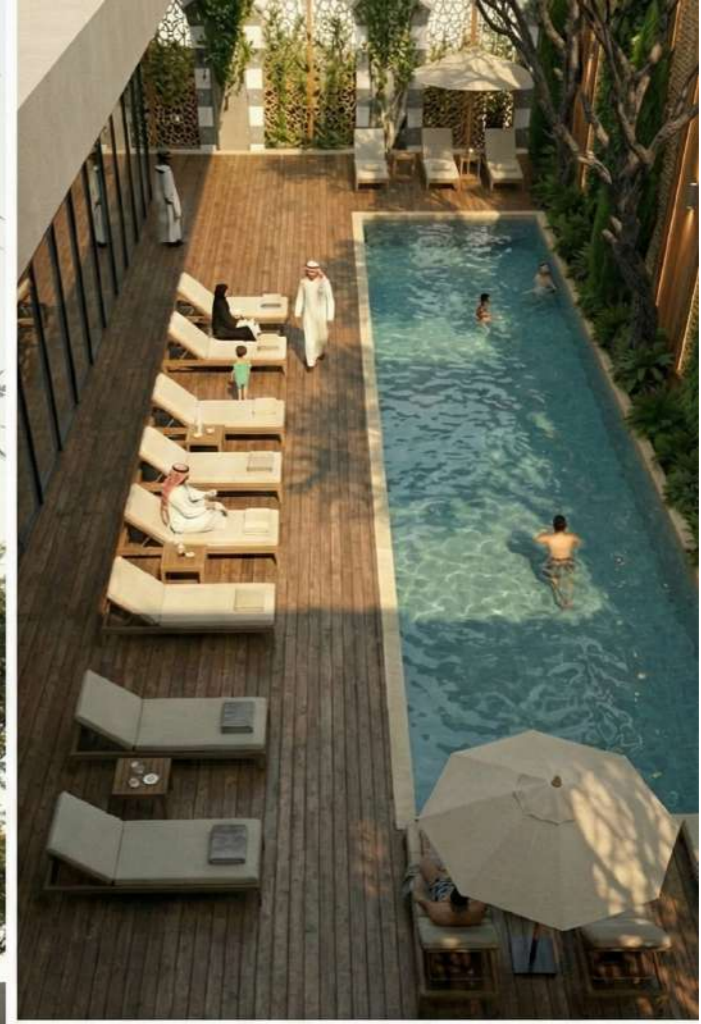
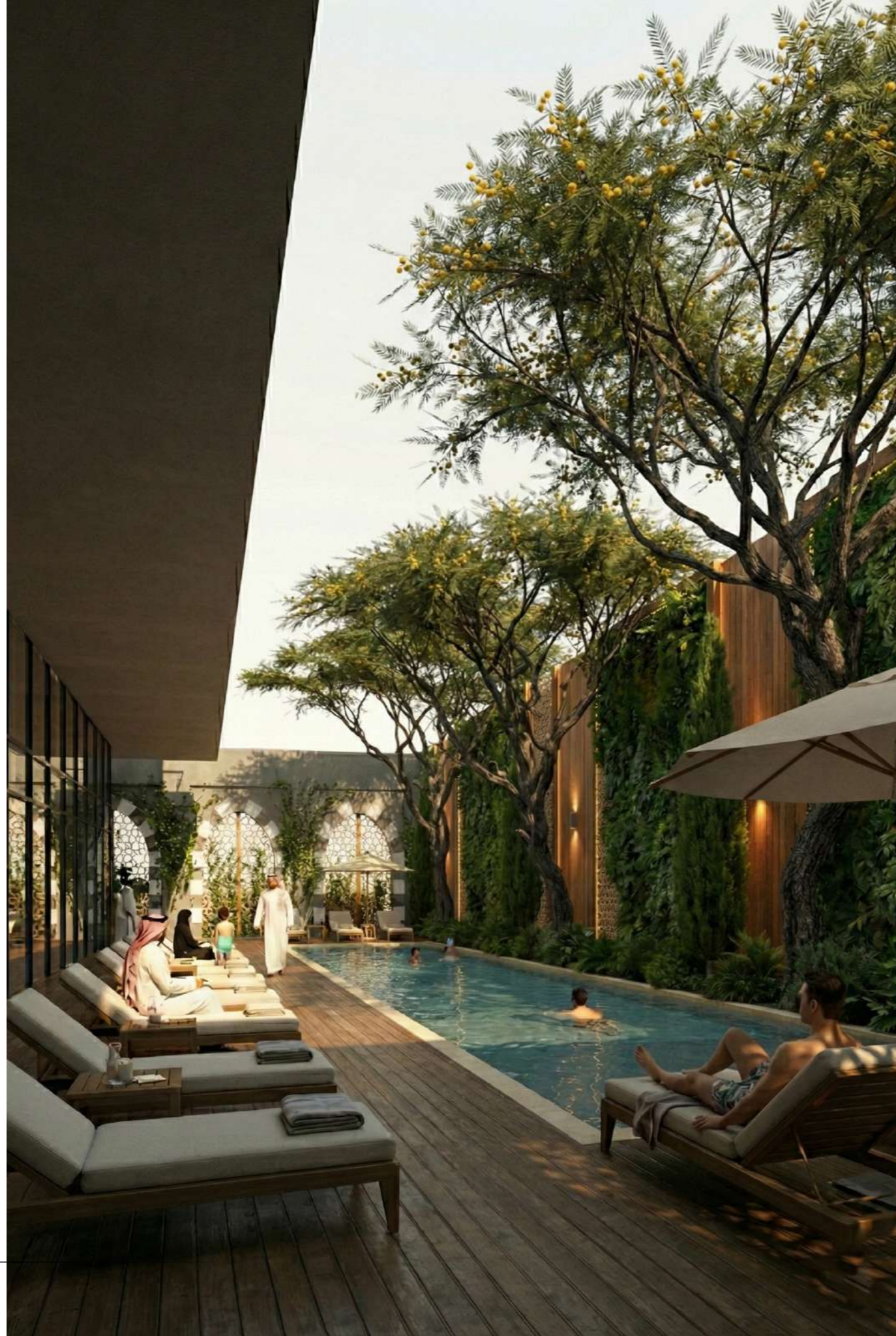




MASAR TOWER
RESIDENTIAL TOWER



SHOTS



MASAR TOWER
RESIDENTIAL TOWER









