Beirut, Lebanon

Introduction

Beirut: Its history dates back over 5,000 years. Under the city’s downtown area lay remnants of Ottoman, Mamluk, Crusader, Ab- bassid, Omayyad, Byzantine, Roman, Persian, Phoenician and Canaanite Beirut, in the 9th century B.C., it became a Roman cit- y, only to be destroyed later by a triple catastrophe of earth- quake, tidal wave and fire in 531 A.D. Arab control then dominated until the Crusaders took over in 1115. Following the Crusaders were the Mamelukes and the Turks, and after World War I there was a French protectorate until 1943. Lebanon has long been a nation divided by multiple warring powers and several multinational inter- ventionary conflicts. Lebanon has seen numerous local and regional wars of civil and uncivil hostil- ities coupled with a twenty years of Israeli occupation ended year 2000 and thirty years of Syrian control ended 2005. Furthermore, Beirut was devastated by the Israeli bombings in 2006. Beirut is the commercial center of the region and was sometimes called “the Paris of the Middle East” because of its cosmopolitan atmosphere. Beirut was devastated by the Israeli bombings in 2006. Beirut is the capital; the largest city; has a population of 1.5 million people in the city proper and 2.1 million people in the sur- rounding metropolitan areas. With the return to peace and stability, Lebanon’s economy re- emerged in 1990, sustained by an ambitious national development program. Massive privatized public investment was coupled with macro-economic policies designed to stimulate private local and foreign investment. The development company, SOLIDEA was established within the framework of Law 117 of 1991 which regulates Lebanese real es- tate companies engaged in the reconstruction of war-damaged areas, in accordance with an officially approved master plan. SOLIDEA was created as a state corporation to supervise, organize, fund and regulate its activities coupled with a twenty years of Israeli occupation ended year 2000 and thirty years of Syrian control ended 2005. Furthermore, Beirut was devastated by the Israeli bombings in 2006. Beirut is the commercial center of the region and was sometimes called “the Paris of the Middle East” because of its cosmopolitan atmosphere.

Based on a Master Plan which optimizes the site’s natural assets and draws on its rich heritage, the project aims at creating a mod- ern district spreading over 108 million sq m of land, one- third reclaimed from the sea, and offering a mix of facilities totaling 4.69 million sq m of floor space. The reconstruction and development company of the central district promotes that the plan respected the main natural features and topography of the site by maximizing views of the sea and surrounding landscape, on the contrary the people of the city consider it a harsh devastation of the urban morphology of the city.
The Company «Noor International Holdings» headed by Chad Haddad, president, has announced its desire to build an artificial island in the sea at the edge of Beirut airport and just off the coast of Damour. The island called Cedar Island will be constituted of 320 km². The Cedar Island will be constituted of more than 300 villas, a golf course and a self-contained infrastructure, including a water treatment center. Dr. Habib Hallak, a researcher and author, added that the project will provide 320 job opportunities, clarify the uncertainty surrounding the plans and ensure the economic performance of such important companies in the field in order to provide the best services for private and public projects. Moreover, the island is expected to be fully operational in 2014.

To Fady Antony, Head of Antioch Projects and the Developer of Cedar Island, the project is expected to have many positive effects on the Lebanese economy and provide a new hope to the Lebanese population that the growth of Beirut would continue untarnished on the road started by the Cedar Island project. As a result, the Cedar Island project is expected to create many job opportunities and will attract funding in Lebanon and abroad, with Arabs and other international investors.

The master plan of Beirut is the project that provides real estate managers, built-in the concept of the purchase of land, under undertaking financial and market studies for the Cedar Island. The company, headed by Masoud Nassar, is handling marketing and sales, in addition to planning and administrative management of the project. Thus, the master plan is expected to be fully operational in 2014.

The commercial center is located in the North-East residential and urban area of Beirut, on a rectangular land of 70,000 m², bordering the region’s three major axes: Al-City Mall, there is a 3,400,000 m² of shopping sales area. The mall includes a cinema complex with a movie theater, specialty shops and the Beirut department store on 5 levels totaling 18,000 m². The mall area is divided in a way to facilitate the access to the hypermarket, to the stores and the restaurants. According to the Central Bureau of Statistics in 1990, Greater Beirut is divided into 18 districts, representing the market’s greater consumption potential. 42% of households comprised of the 18 districts and 10% in Beirut. The sales spending of the average household of Greater Beirut is 4,500,000 LL, which 58% go to the hypermarket and hyperstores.

The project marketing plan consists of a construction area of 240,000 m² with a parking lot for more than 5,000 cars, and more than 30,000 m² GLA surface with a perfect temperature control system GENT-COM commercial with 12,000 m² of shopping sales. The Beirut department store on 5 levels totaling 18,000 m². Commercial gallery entourage with color bars. Medium level sports outlet and medium size leisure outlet. Cinema with 3 movie theaters.

Lessons
Lebanon is known by its traffic which people experience every day, especially every evening in Beirut. And since the City Mall is located in downtown Beirut, the traffic is very high. Therefore, a bridge in front of The City Mall is currently under construction which facilitates the transportation and reduces the traffic in this area. But some citizens are against this idea because they consider that there is going to be a war between Lebanon and Israel, the enemy will certainly bomb this huge bridge, and the time that workers and engineers will be going to be reduced. “No, we can’t imagine that, how could it be a war between Lebanon and Israel?” one of the citizens said.

The City Mall

The City Mall is located in the North-East residential and urban area of Beirut, on a rectangular land of 70,000 m², bordering the region’s three major axes: Al-City Mall, there is a 3,400,000 m² of shopping sales area. The mall includes a cinema complex with a movie theater, specialty shops and the Beirut department store on 5 levels totaling 18,000 m². The mall area is divided in a way to facilitate the access to the hypermarket, to the stores and the restaurants.

The commercial center is located in the North-East residential and urban area of Beirut, on a rectangular land of 70,000 m², bordering the region’s three major axes: Al-City Mall, there is a 3,400,000 m² of shopping sales area. The mall includes a cinema complex with a movie theater, specialty shops and the Beirut department store on 5 levels totaling 18,000 m². The mall area is divided in a way to facilitate the access to the hypermarket, to the stores and the restaurants. According to the Central Bureau of Statistics in 1990, Greater Beirut is divided into 18 districts, representing the market’s greater consumption potential. 42% of households comprised of the 18 districts and 10% in Beirut. The sales spending of the average household of Greater Beirut is 4,500,000 LL, which 58% go to the hypermarket and hyperstores.

The project marketing plan consists of a construction area of 240,000 m² with a parking lot for more than 5,000 cars, and more than 30,000 m² GLA surface with a perfect temperature control system GENT-COM commercial with 12,000 m² of shopping sales. The Beirut department store on 5 levels totaling 18,000 m². Commercial gallery entourage with color bars. Medium level sports outlet and medium size leisure outlet. Cinema with 3 movie theaters.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.

The center is situated at the outskirts of the North of Beirut, with a strategic location right at an intersection point of different routes: Metn, area, Beirut and Antelias. The city and the roads connecting the north with Beirut. The location at the heart of the high purchasing power zone. Accessibility is unique in this project benefits from triple access, along the following areas:

- Dora highway – Dora to Elayyeh, ad El Fli to Elayyeh.
- The coastal road between Antelias and Dora-Safira.
- The coastal road between Antelias to Dora (the roads being added to more areas).
- Three major road under construction that connects to Elayyeh.

Visually balance the characteristics of the site as well as the direction of the principal road axes should ensure excellent visibility of the project.