



## بوليفار و برج الحمرا

# ***HAMBRA BOULEVARD & TOWER***

**cena**  
ARCHITECTS & CONSULTANTS

CENTER OF ENGINEERING AND ARCHITECTURAL SYSTEMS



# Project Description

**A cultural, touristic, commercial and investment landmark with a common vision between the Ramallah municipality and investors, this project provides the following:**

- Squares, gardens and safe shopping with all the necessary services.
- The historical Hamra Palace will be provided as a public facility for the municipality of Ramallah to present the history and heritage of the city.
- EXPO show rooms for guests and residents of the city.
- Shops, restaurants, offices, medical centers, cinema, children's areas, and apartments.
- 300 parking spaces for public transportation.
- 1500 car parking spaces.



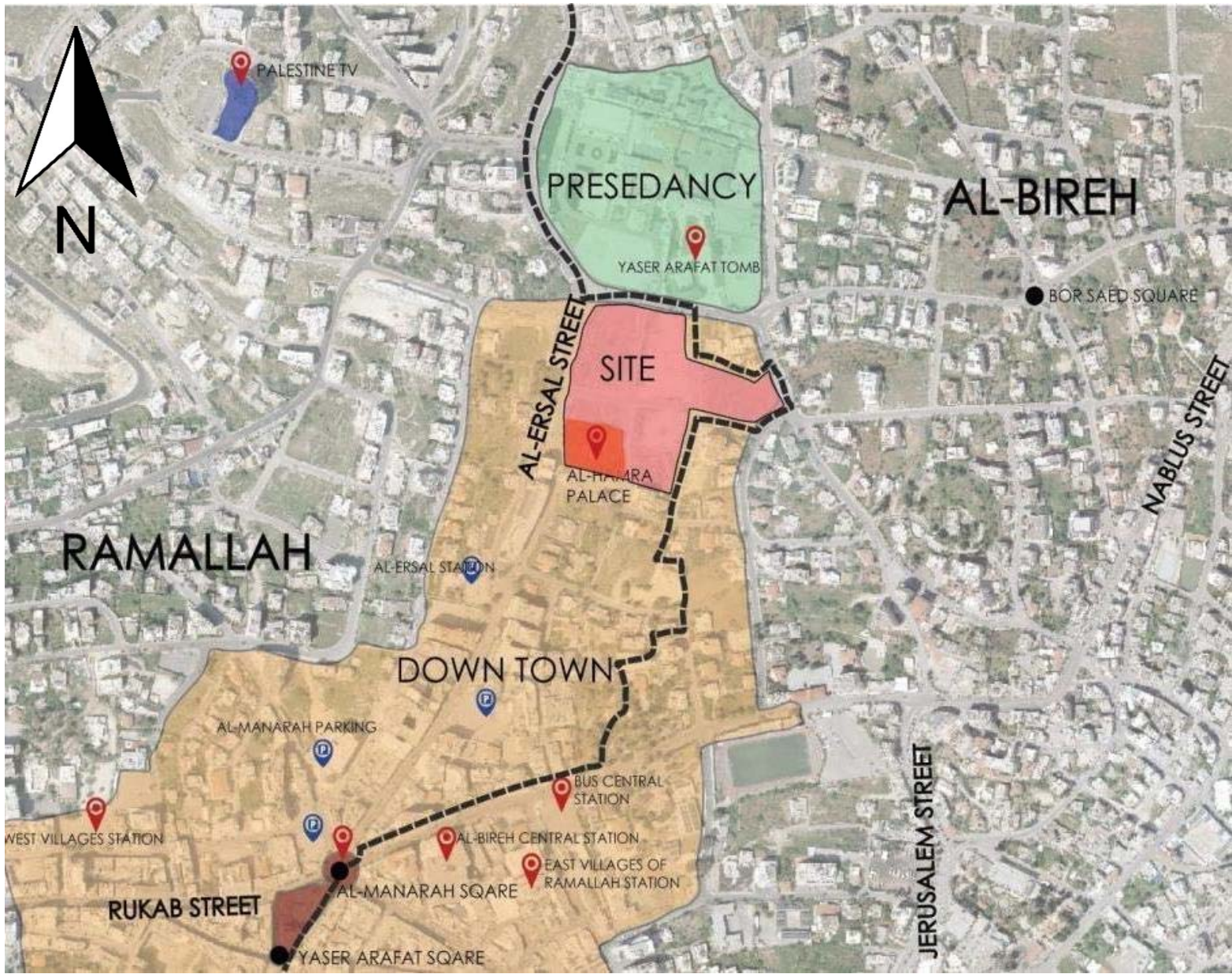
# Project Goals

- Developing the city center and creating a modern image befitting the surroundings of the headquarters of the State of Palestine.
- Providing secured shopping spaces for the city's residents and visitors.
- Encouraging tourism and creating a unique opportunity to get to know Palestine.
- The project investment exceeds 200 million dollars, in return investments of 400 million dollars will be attracted from inside and outside of Palestine.
- Creating thousands of job opportunities and supporting many national industries during construction and when operating the project.

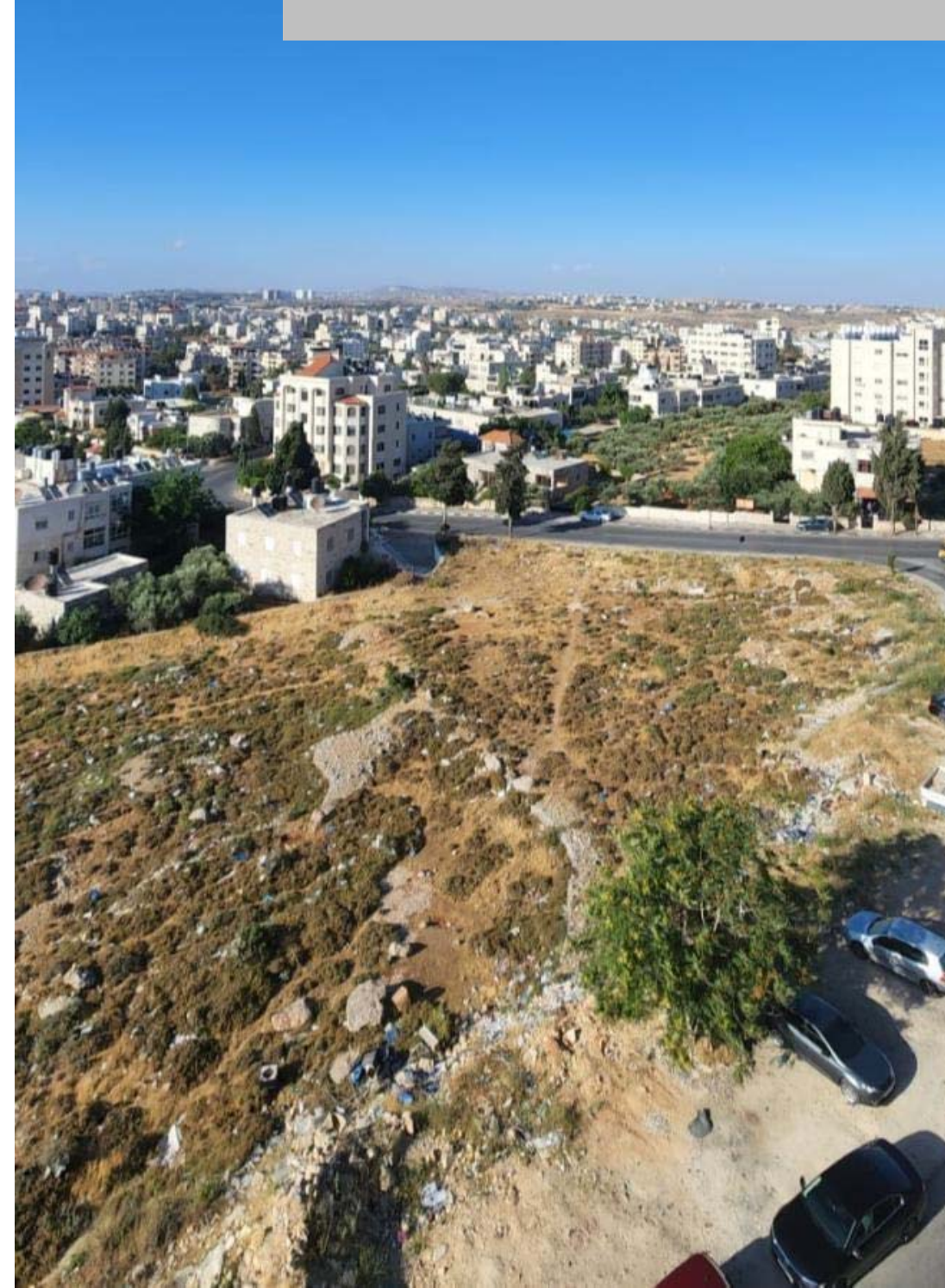
# *Proposed Project*



# Site Plan and Surroundings



*Site Views*



## *AL-HAMBRA PALACE*



## Social Contribution

- Developing the necessary infrastructure around the project, including sidewalks, additional streets, sewage networks and electrical transformers, which contributes to raising the infrastructure capacity in the city center.
- Establishing a public transportation center with 300 parking spaces in an area of 12,000 squared meters.
- Car parking floors with a capacity of 1,600 parking spaces in an area of 65,000 squared meters to solve the parking issue in the city center.
- Providing the historic Hamra Palace as a public facility for the Municipality of Ramallah.
- Adhering to international safety and disability standards.























































**Al Hambra Tower**

**Al Hambra Tower**

CHANEL

GUCCI

CHANEL

CHANEL

GUCCI

OMEGA

CHANEL

GUCCI

LACOSTE







## Green and Sustainable Buildings

- Adoption of energy saving approaches through photovoltaic panels, the use of natural lighting and the use of insulated glass facades.
- The use of recycled water and collected rainwater in the gardens and landscape areas.

## Green and Sustainable Buildings



- Using modern electromechanical system for Energy saving thermal insulation in all facades and roofs of the building and the use of thermally and radially insulated glass facades.
- Reducing the use of iron and concrete in construction through the use of special and modern construction systems.

# *Partners*



## *Partners*

- IZDEHAR Palestine Company London, United Kingdom
- Power Plant “Electricity Station” Tarqomia Hebron 72000m<sup>2</sup>
- Animal Feed Plant Factory Tarqomia Hebron 45000m<sup>2</sup>
- Al Ziatona University Salfeet 144000M<sup>2</sup>
- Hebron Center Hebron 80000M<sup>2</sup>
- City Mall Ramallah 27000m<sup>2</sup>
- Sama Mall Hebron 40000m<sup>2</sup>
- Several retails e.g “LC Waikiki” West Bank & Gaza

# *Completed stages*



## *Completed stages*

- All the required approvals and licenses have been issued by the Municipality of Ramallah and other involved ministries.
- A traffic study for the project area was completed by specialized consultants and experts, and it was approved by the Ramallah Municipality and the Ministry of Transportation

*Thank You*

