

# FREQUENTLY ASKED QUESTIONS

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## GENERAL

### 1. What is The Palm?

The Palm involves the creation of two entirely man made islands called The Palm, Jumeirah and The Palm, Jebel Ali.

### 2. Who came up with the vision for The Palm?

The rulers of Dubai have a history of innovation - none more so than the recent successful development of a burgeoning tourist industry. The Palm is another example of this successful strategy to encourage foreign tourists to visit Dubai. The idea was conceived by His Highness General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and the Minister of Defence of the United Arab Emirates.

### 3. How long was the project in planning/discussion?

The project has been in planning and discussion for more than four years. Construction of The Palm, Jumeirah commenced in June 2001.

#### 4. For whom is The Palm intended?

The Palm will be a leisure, residential and tourist development and is expected to attract local and international residents and visitors.

#### 5. What does the project mean to Dubai?

The Palm project represents a unique new concept of leisure, living and tourism offering extraordinary experiences to residents and visitors alike. It is an expansion of Dubai's drive to enhance its position as a premier international tourist destination and as an ideal international residential option.

#### 6. Why are there two islands?

Once convinced that the project was viable, His Highness General Sheikh Mohammed bin Rashid Al Maktoum instructed that two islands would be built, almost identical in shape, but different in character.

#### 7. What is the difference between The Palm, Jumeirah and The Palm, Jebel Ali?

The Palm, Jumeirah will be a Retreat, a quiet, serene and safe haven for living, relaxation and leisure. The canal which will flow through the trunk of The Palm, Jumeirah will provide additional

water frontage, further enhancing the peaceful ambience of the island.

The Palm, Jebel Ali on the other hand, will be developed as a Destination, a place of discovery, fun, excitement, activity and entertainment. Its trunk will have a "Sea Village" theme, which will include a water theme *park featuring killer whales, dolphins and aquariums in addition to other* themed entertainment around the Sea Village concept.

#### 8. Where exactly will The Palm, Jumeirah and The Palm, Jebel Ali be located?

The Palm, Jumeirah is being built along the Jumeirah coastline opposite the recently established Dubai Internet City. This is about 25km from the centre of Dubai City, a mere 30 minutes drive from Dubai International Airport.

The Palm, Jebel Ali is being built about 15km further away, just to the south west of Jebel Ali Port and 10km from the Abu Dhabi border.

#### 9. What is the size of the islands?

Each Palm will measure approximately 5km in length and 5km in width. The crescent island surrounding The Palm, Jumeirah will measure approximately 11km in length and on The Palm Jebel Ali 15km in length. Both crescent islands will be 200m in width. In total the two islands will create 120km of new coastline in the Emirate; this is a 166 per cent increase to the existing Dubai coastline.

#### 10. How long will the project take?

The Palm, Jumeirah is expected to open in late 2005, early 2006. The Palm, Jebel Ali, will trail The Palm, Jumeirah in construction and be ready for occupation approximately 18 months after The Palm, Jumeirah.

#### 11. How is The Palm being funded?

The project is being funded by the Government of Dubai, local banks and international banks.

#### 12. How much interest has The Palm generated locally and internationally?

Interest in The Palm has been very strong and has attracted a wide variety of local and international investors. These investors include hoteliers and hotel chains, tour operators, entertainment cartels and moguls, property buyers, homeowners, retail and private investors.

#### 13. Is there anything like this anywhere in the world?

Never before has such a project been imagined, let alone undertaken.

#### 15. Why is it called the Eighth Wonder of the World?

The Palm is a unique project in many ways. Upon completion, the project will have created the world's largest two man-made islands, which are expected to be visible from the moon and are already visible from outer space. The overall design and look of the islands is expected to be an overwhelming visual experience. The islands will offer an incredibly wide range of services and opportunities such as residence, shopping, dining, hotels, theme parks and marine sports. The most advanced construction and engineering techniques will be utilized in the construction of the islands.

## CONSTRUCTION

### 1. What are the stages of construction?

There are three main stages to the construction process, these being Reclamation, Infrastructure Construction and Buildings Construction.

**Phase 1** - Reclamation involves sand transfer and rock placement to create the land foundations. During this period, an estimated 100 million cubic metres of sand and rock from the UAE will be put in place on each island.

**Phase 2** - Infrastructure Construction will include amongst others the construction of: Local Bridges, Flyovers etc.; Waste Water Collection System; Storm Water Drainage System; Irrigation System; Domestic Water Supply Network; Piped Gas System; Telecommunications System; Sanitary Sewage System; Electrical Supply System; Chilled Water System; Road and Streets; Marinas and Port Facilities; Fire Fighting System; Solid Waste Collection System; Services Access to crescent island; Infrastructure Transportation and Landscape and Water Features.

**Phase 3** - Buildings construction will include the construction of the residential, tourism and commercial buildings.

### 2. What are the island being built of?

Each island is being built of around 100 million cubic meters of rock and sand.

### 3. Where is the sand and rock coming from?

The foundation rock that is being used to build the Breakwater is coming from quarries around the UAE. It is being taken to the site by barges to minimize any disruption on land. The sand that is being used as fill is being dredged locally.

### 4. How many people and vessels are involved in the construction of The Palm?

The Palm, Jumeirah currently has 844 men involved in the reclamation process together with 7 dredgers of various types, 12 barges, 7 crane barges and 13 boats. The Palm, Jebel Ali currently has 253 men involved in the reclamation process.

### 5. How is construction progressing?

Despite the challenging deadline which developers of The Palm have set for its completion, construction on the project is right on schedule.

### 6. What are the unique challenges of a project like this?

Execution of such a colossal and visionary concept presents unique challenges. While the individual elements of the development have all been accomplished before, this is the first time they will be managed simultaneously on the same project. This challenge however poses no difficulties to the project managers, who have previous experience in the individual components combined with outstanding levels of capability and efficiency.

### 7. How much will it cost to build?

The overall cost of the first two phases of each Palm is estimated at US \$1.5 billion. This includes the building of the land, infrastructure, services and roads. The third phase relates to the construction of the hotels, villas and other buildings. The cost for this will be announced in due course.

## DESIGN

### 1. How is The Palm divided and what will each part offer?

Each island will be built in the shape of a palm tree and consist of a trunk; a crown with 17 fronds; and a surrounding crescent island.

**Trunk** - will house the apartments, retail outlets, leisure facilities, hotels, dining complexes, and two marinas and will be connected to the mainland via a bridge

**Crown** - will house the villas and town homes

**Crescent** - will accommodate the hotels and form the breakwater on the outer side.

### 2. Are the islands connected to the mainland?

Each Palm is connected to the mainland by a 300m bridge from which visitor's cars are guided into large underground car parks. Residents and guests of The Palm's hotels will be directed to their respective destinations.

### 3. Where are you looking for inspiration?

The concept of the palm tree shaped islands was inspired by Dubai's own heritage, with the palm tree and water long considered the most important sources of food, shelter and trade for Dubai.

Arab Eclectic will be the signature architecture style on The Palm. This style will ensure that the islands are entrenched in the history and

indigenous styles of Dubai and the Arab world. The shoreline apartments and many of the town homes on The Palm, Jumeirah and the sea village on The Palm, Jebel Ali will feature this theme.

Several architectural styles for the residential villas have also been designed ranging from traditional Arabian to modern European, Mediterranean, and Oriental all reflecting the eclectic tastes of the people that will live on The Palm.

For the 40 boutique hotels that will eventually be positioned on the crescent of The Palm, Jumeirah, a variety of country themes and styles of guest experiences, have been proposed by the developers. It is expected that each hotel will have a theme complemented by a style of guest experience.

The 40 themes suggested for the exclusive boutique hotels range from Greek to Taiwanese, New Guinean, Mexican, Hawaiian, Australian, Moroccan, Tahitian, Goan, Tanzanian, Balinese, Cuban, and Sicilian to name a few.

The four types of 'guest experience' suggested to complement these uniquely themed hotels are 'Tranquility', 'Pampered', 'Social' and 'Health'.

#### 4. Why is The Palm being built in the sea?

The project will increase Dubai's shoreline from 72 to 192 km (i.e. by a total of 120km - an increase of 166%) and create a large number of residential, leisure and entertainment opportunities, all within a rare and inspiring setting by the sea. Dubai's pleasant weather for most of the year is also ideal for living by the sea.

## RESIDENTIAL

#### 1. How many homes will be constructed?

Each island will eventually have approximately 2,500 exclusive residential beachside villas and up to 2,400 shoreline apartments.

#### 2. How many homes have been sold so far?

All the villas and town homes on The Palm, Jumeirah that have been released in the market have been sold. This constitutes approximately 2,000 properties, all of which were sold in a matter of three weeks.

#### 3. When will the remainder be released for sale?

The next properties to be released will be the

apartments on The Palm, Jumeirah, which is due to take place in Autumn of this year. Official booking and payment for these shoreline apartments will be accepted only after the official release. However, The Palm Developers are encouraging those interested in owning a property to register their details and requirements today, to ensure the process begins as early as possible.

Announcement of the release dates for the remainder of the properties namely the villas, town homes and apartments on The Palm, Jebel Ali will be advised in due course.

#### 4. How much will they cost?

Apartments on The Palm, Jumeirah and villas, town homes and apartments on The Palm, Jebel Ali have not been released for sale yet and therefore prices for these will be announced in due course.

The size and price of the properties released so far was:

Canal Cove Town homes, 3brm,

3,500 sq ft, Dhs 1,7000,000

Canal Cove Town homes, 4brm,

3,800 sq ft, Dhs 1,9000,000

Villa, 3/4 brm, 6,500 sq ft, (built up area

5,000sq ft), Dhs 2,600,000

Villa, 4/5 brm, 13,000 sq ft, (built up area 7,000sq

ft), Dhs 4,650,000

#### 5. Who can own houses?

Ownership of residential properties on The Palm is open to all nationalities on a freehold basis (full ownership).

#### 6. Will expatriate owners be provided with visas?

Visas will be issued to expatriate occupants, their dependants and staff every three years for as long as they hold title to a property on The Palm.

#### 7. Can people design their own homes or choose from a selection? Can they modify designs?

The Palm homes come in a wide range of sizes, designs and themes in order to ensure that residents will have a number of options that suit their tastes and requirements. However, the houses have been designed in a way to allow a degree of flexibility for residents to personalize their homes.

#### 8. What differentiates living on The Palm from any other options in Dubai?

Residents on The Palm will have the benefits of ocean views, private beaches, modern infrastructure, hi-tech links, stunning scenery

and privacy. They will also have easy access to cinemas, restaurants, exclusive retail outlets, health clubs and leisure facilities.

**9. What will be the impact of The Palm on the Real Estate market in Dubai**

The Palm is expected to play a key role in raising awareness of Dubai on a worldwide level as an ideal residential option, and to have an overall positive impact on the real estate industry in Dubai. The wide variety of residential opportunities on offer will only strengthen the city's real estate offering.

**TOURISM - HOTELS/COMMERCIAL**

**1. How many hotels are being planned?**

The Palm will have approximately 100 hotels in total.  
 The Palm, Jumeirah will house around 40 boutique hotels on the crescent, each with a maximum of 200 rooms and a maximum height of 3 stories (ground plus 2 levels). In addition there will be 9 hotels on the trunk. These hotels are expected to have a higher capacity of up to 400 rooms and be a maximum height of eight stories (ground plus 7 levels). They will boast sea and canal frontage and be located on the western side of the trunk.  
 The Palm, Jebel Ali, will host up to 50 hotel developments of up to 400 rooms each.

**2. Have any hotels signed up yet?**

A number of hotels have already publicly announced their intention to open hotels on The Palm including Al Bwardy together with the Kempinski Group, Al Habtoor, Hilton, Le Meridien, Sofitel and Accor groups.

**3. What facilities will The Palm have?**

Each Palm will have a wide range of leisure and retail facilities catering to the needs of residents and visitors alike. These include shopping complex, health spas, restaurants and cinemas, a golf course offering unique challenges, along with the region's first water theme park featuring Killer Whales and Dolphins.

The Palm will also be home to 4 Marinas (2 on each island) together capable of berthing up to 400 yachts. The Marinas will also provide a shuttle service for guests staying at The Palm's crescent island hotels.

**ENVIRONMENTAL**

**1. Are environmental concerns important to the project?**

As with any other project in Dubai, this project was subject to meticulous study and planning. The marine environmental factors involved had to be 100% secure before the go-ahead was given. The safety and preservation of marine life are being addressed with the greatest care and concern and is of paramount importance. Marine Biologists are one of many specialist consultants present during the construction of the islands.

**2. What environmental studies have been undertaken?**

Numerous environmental studies have been carried out including an in depth water quality and morphology study.

**3. What effect will The Palm have on the existing environment?**

We expect the reclamation of the islands will enhance the local wildlife population, including tropical fish. Generally, construction creates a new habitat that attracts many species of fish and birds - this has been witnessed already in the construction carried out to.

**CONSULTANTS/CONTRACTORS**

**1. Who are the Project Managers for The Palm?**

Hill International in association with Parsons International Limited are the Project Managers and are responsible for management of all program elements including planning and design consultant management, cost management, schedule management, technical co-ordination with other developments and government entities and all activities towards accomplishing successful completion of The Palm.

**2. Who are the Architects for The Palm?**

HHCP (Helman Hurley Charvat Peacock/Architects) Inc, a leading US Florida based design company was retained by Parsons International to do the concept design and initial overall master planning of The Palm.

**3. Who are the Contractors for The Palm, Jumeirah?**

Van Oord ACZ Marine Contractors Gulf FZE - Dubai are responsible for land reclamation and dredging works for The Palm, Jumeirah, while Archirodon Construction (Overseas) are responsible for building the breakwater.

**3. Who are the Contractors for The Palm, Jebel Ali?**

China Railway & Engineering Corporation is responsible for reclamation and dredging works on The Palm, Jebel Ali.

**5. Who are the Branding Consultants for The Palm?**

FutureBrand is The Palm's branding partner. Headquartered in New York, with offices around the world, FutureBrand was responsible for the project's brand strategy, identity and marketing tools. FutureBrand is a member of the InterPublic Group of Companies, the world's largest global marketing and Communication Company.

