

MADA

MADA

 **MIDAR**









MADA VISION

Site Location + Regional Connections
Development Aspirations

رؤية مدى

MADA MASTER PLAN

Development Anchors + Land Use
Open Space + Illustrative Plan
Streets + Transit

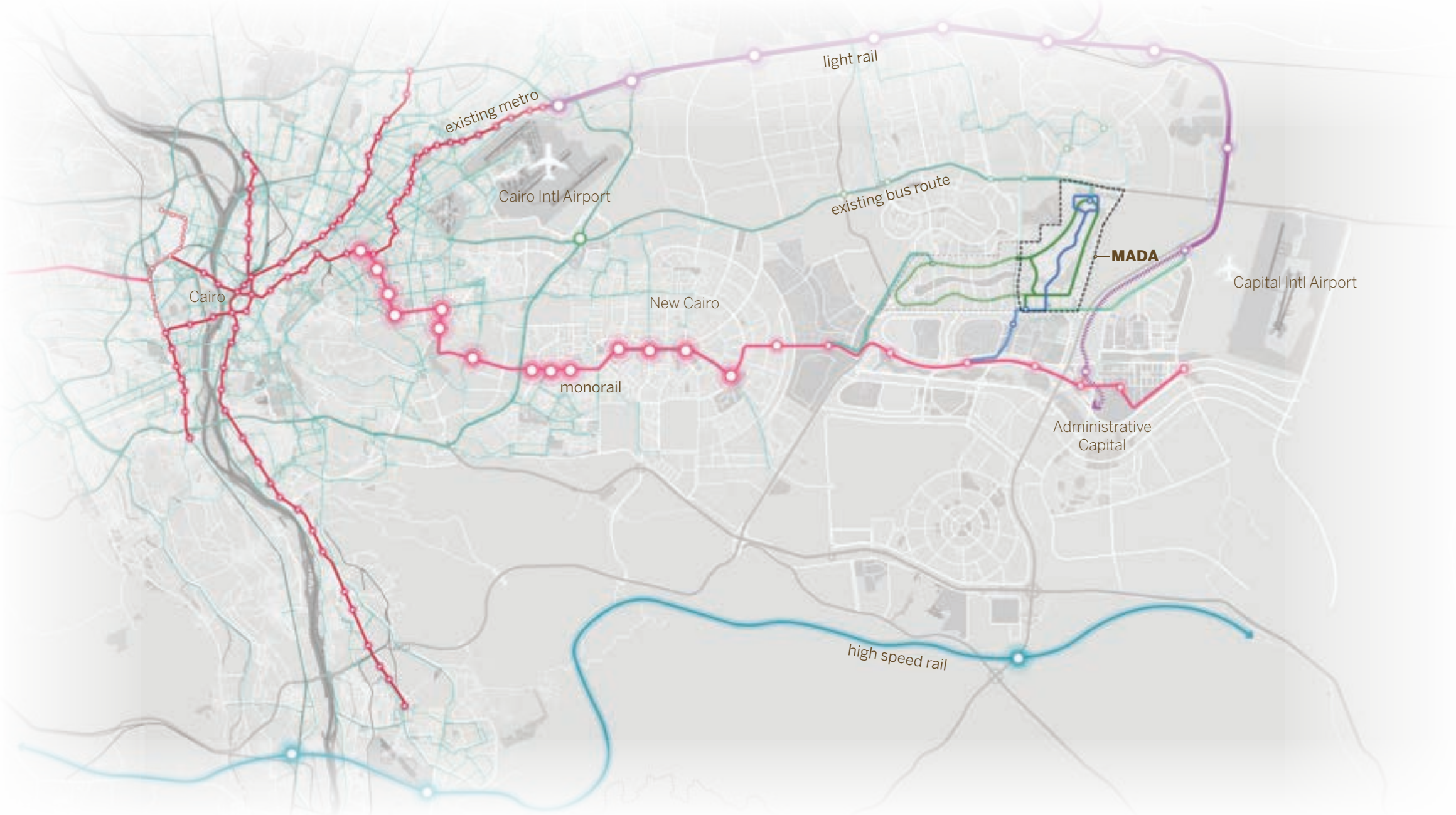
مخطط مدى العام

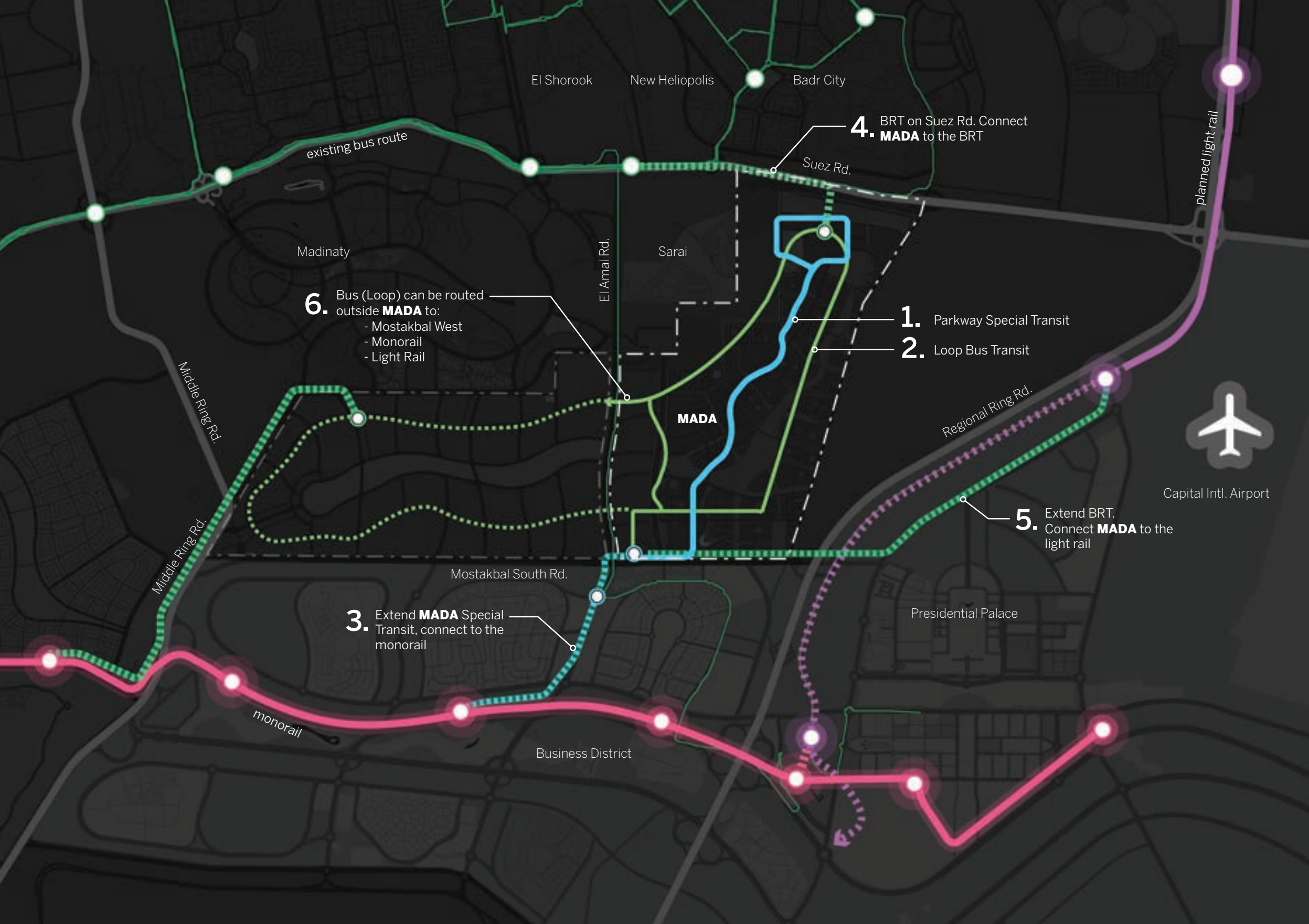
MADA PLACES

MADA Center
Entertainment District
Innovation District
University District
Residential Neighborhoods
Central Park

اماكن مدى

Site Location + Regional Connections





El Shorook New Heliopolis Badr City

Madinaty

New Heliopolis

Badr City

6. Bus (Loop) can be routed outside **MADA** to:
- Mostakbal West
- Monorail
- Light Rail

4. BRT on Suez Rd. Connect **MADA** to the BRT

1. Parkway Special Transit

2. Loop Bus Transit

MADA

Regional Ring Rd.



Capital Intl. Airport

5. Extend BRT. Connect **MADA** to the light rail

3. Extend **MADA** Special Transit, connect to the monorail

Presidential Palace

Mostakbal South Rd.

Business District

Middle Ring Rd.

Middle Ring Rd.

monorail

existing bus route

Suez Rd.

planned light rail



**PREMIER REGIONAL
SHOPPING EXPERIENCE**



**ABUNDANT PARKS
AND RECREATION**



**LANDMARK
ENTERTAINMENT
DESTINATION**



**NEXT-GENERATION
MOBILITY**



**DIVERSE, HIGH QUALITY
HOUSING**



**INNOVATIVE
OFFICE DISTRICT**



**INTERNATIONAL EDUCATION
AND HEALTHCARE**



**MIXED-USE, WALKABLE
COMMUNITIES**



MADA lifestyle is defined by future-forward development aspirations



ATTRACTIVE

Bold new regional attractions and landmarks lend identity to the new city, located for maximum visibility and easy access



SUSTAINABLE

A comprehensive public open space system links communities and anchors through a district-wide recreational park network



LIVABLE

Holistic ten-minute neighborhoods offer daily amenities in a walkable environment with easy access to open space, transportation and anchors



HEALTHY

Lifestyle amenities are distributed throughout the city, centered within walkable communities for maximum convenience



INNOVATIVE

Next-generation workplaces offer new homes for advanced industries, research & development, start-ups and entrepreneurs



VIBRANT

Diverse, mixed-use programming establishes a vibrant, 18-hour atmosphere, offering a new type of urban environment in rapidly expanding Cairo



ACCESSIBLE

Signature, future-forward transit systems connect major city anchors and destinations with local communities

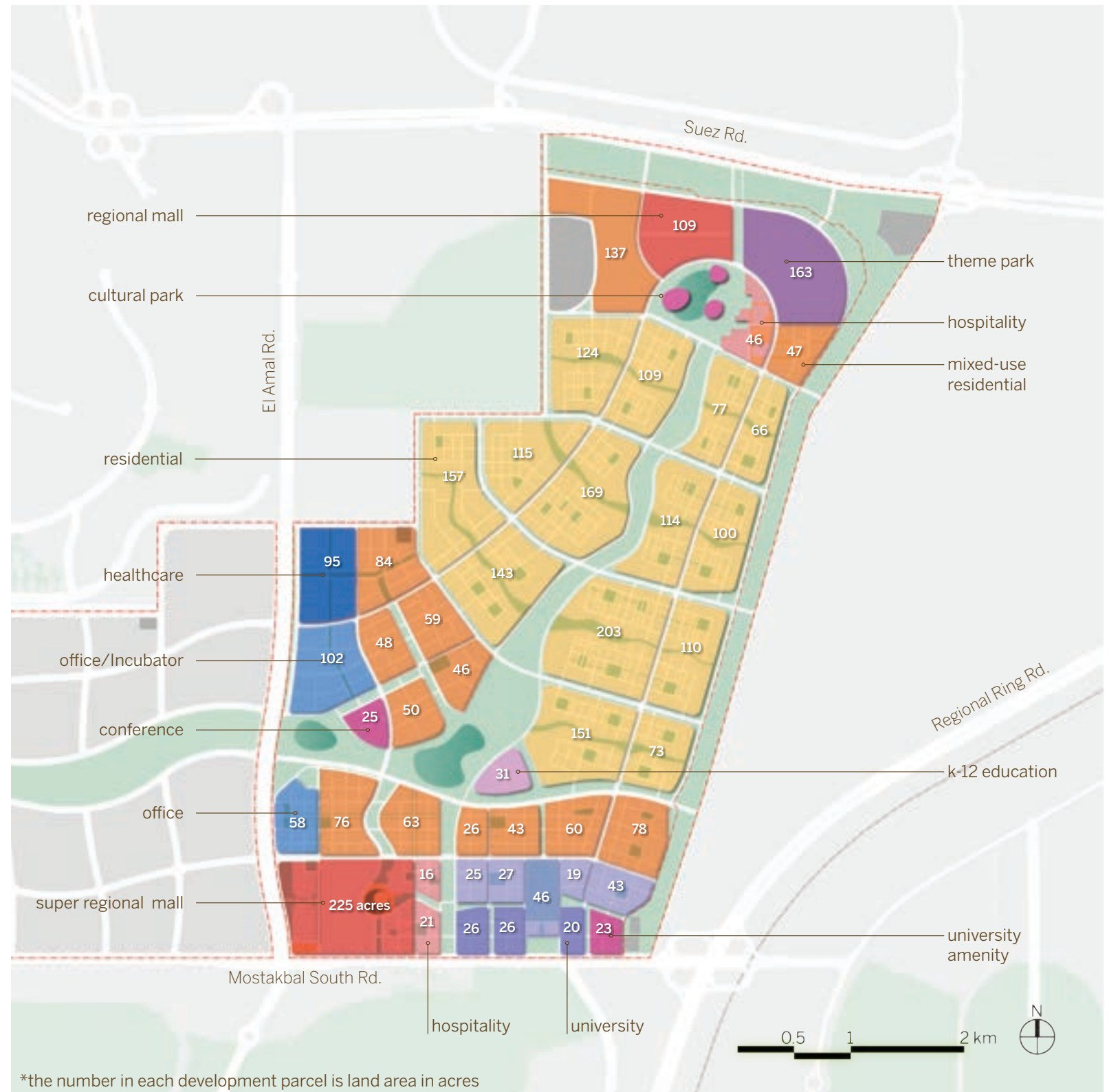


MADA

MADA MASTER PLAN

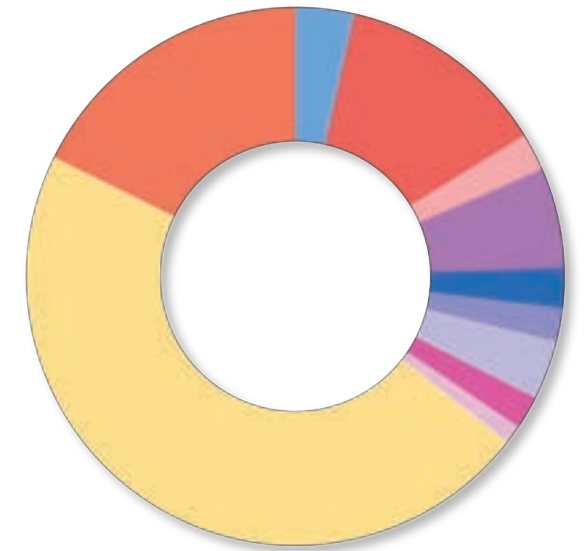
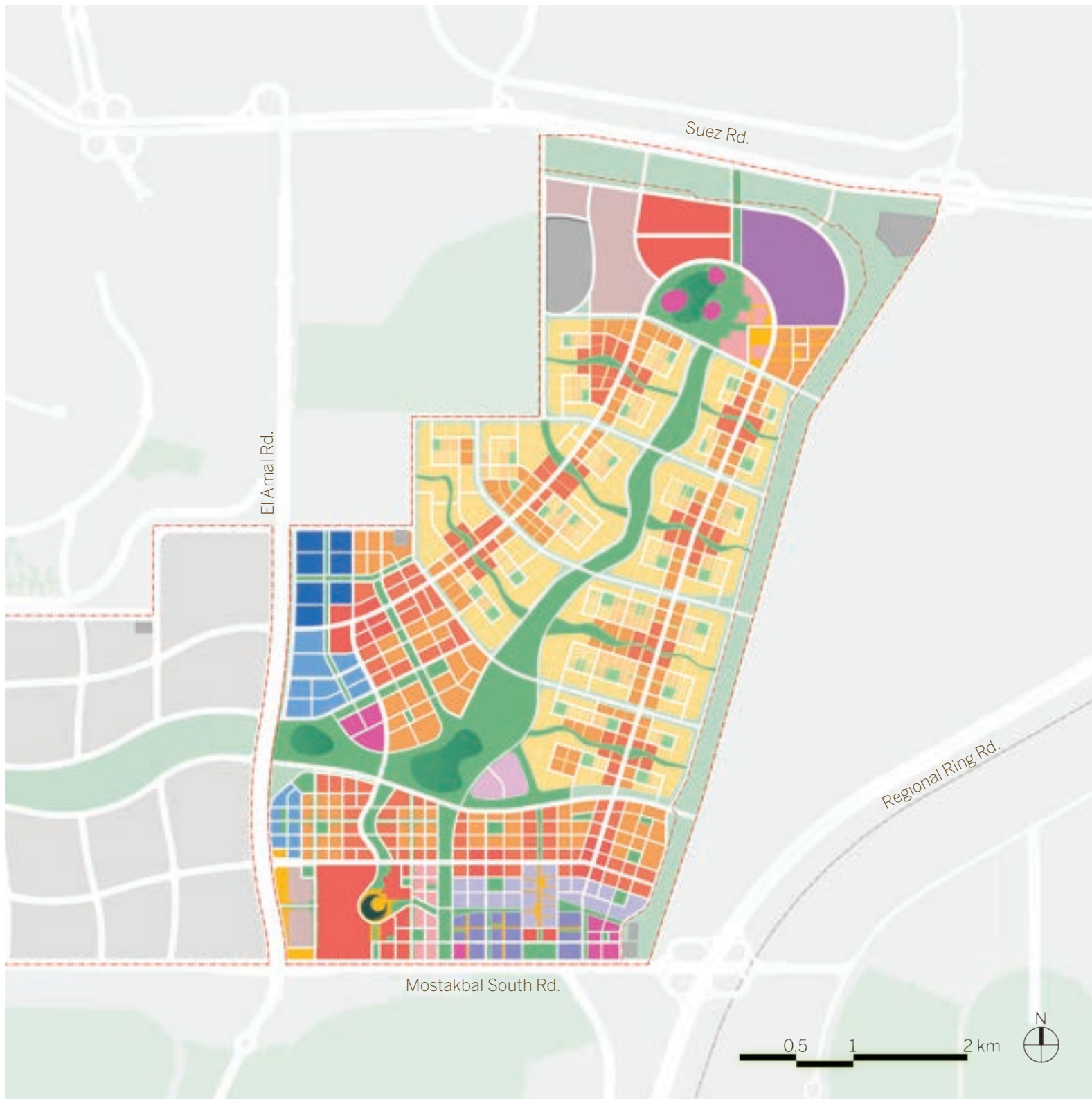
مخطط مدى العام

Development Anchors + Communities



Total Land Area 6021 acres
 Total Developable Land Area 3,403 acres

Land Use Plan



Development Land Use Mix

Office	3.5%
Retail	12.7%
Hospitality	2.3%
Entertainment	6.0%
Health Care	2.4%
University	2.0%
University Mixed-Use	3.6%
Cultural / Civic	2.0%
K-12 Education	1.1%
Residential	46.7%
Residential Mixed-Use	17.7%

Open Space + Ecology



Key Places:

- ① Central Park
- ② Cultural Park
- ③ Gateway Park
- ④ The Oasis
- ⑤ Wadi Forest Park
- ⑥ Community Wadi Park
- ⑦ University Walk

Illustrative Master Plan

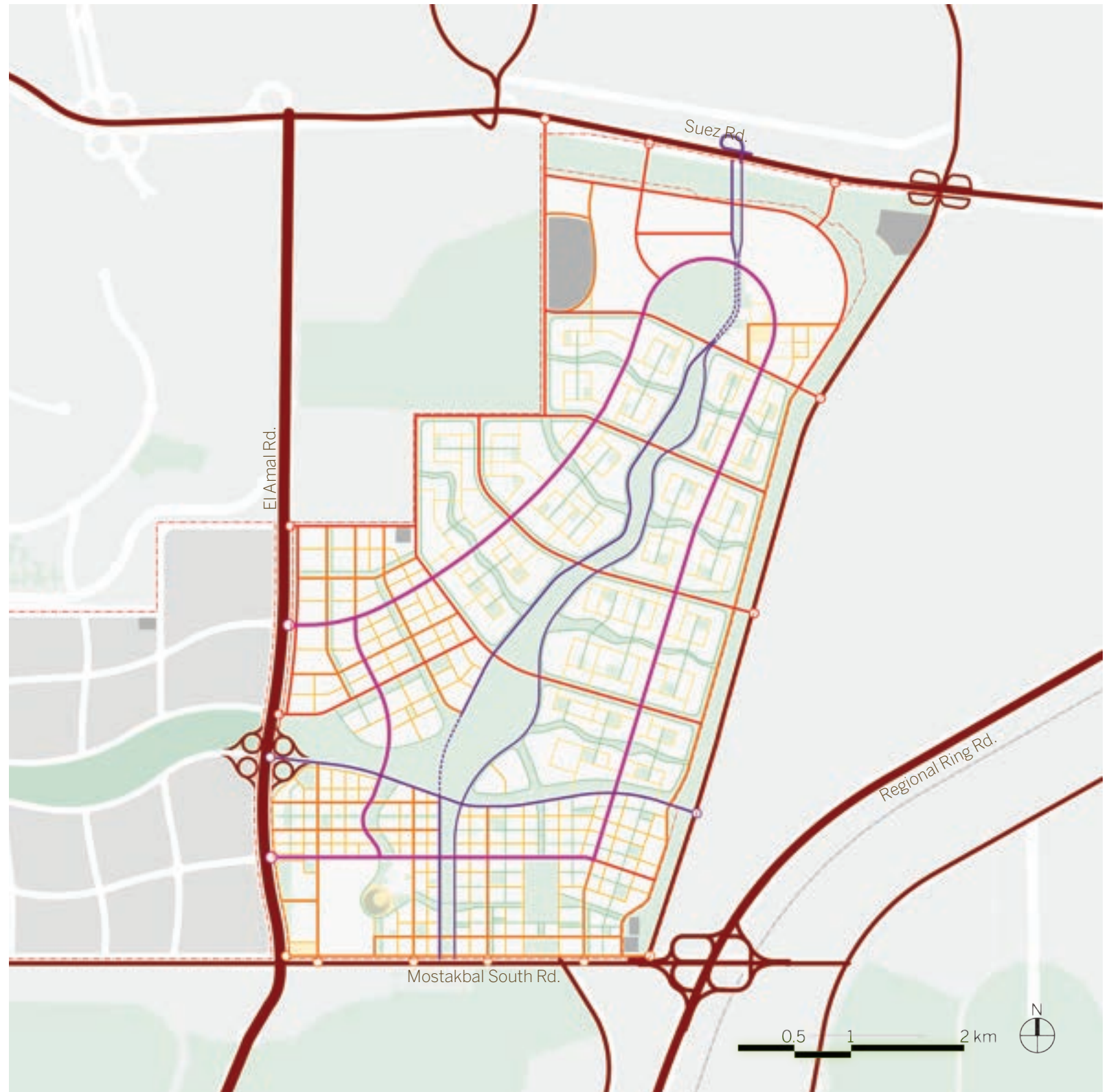


Key Places:

- Super Regional Mall ①
- Regional Mall ②
- Theme Park ③
- Universities ④
- Healthcare ⑤
- Office/Incubator ⑥
- Conference Center ⑦
- K-12 School ⑧
- Cultural Park ⑨
- Central Park ⑩
- Gateway Park ⑪
- Wadi Forest Park ⑫
- The Oasis ⑬
- University Walk ⑭
- Transit Hubs ⑮
- Parkway Special Transit ⑯
- Loop Bus Transit ⑰
- Energy Fields ⑱



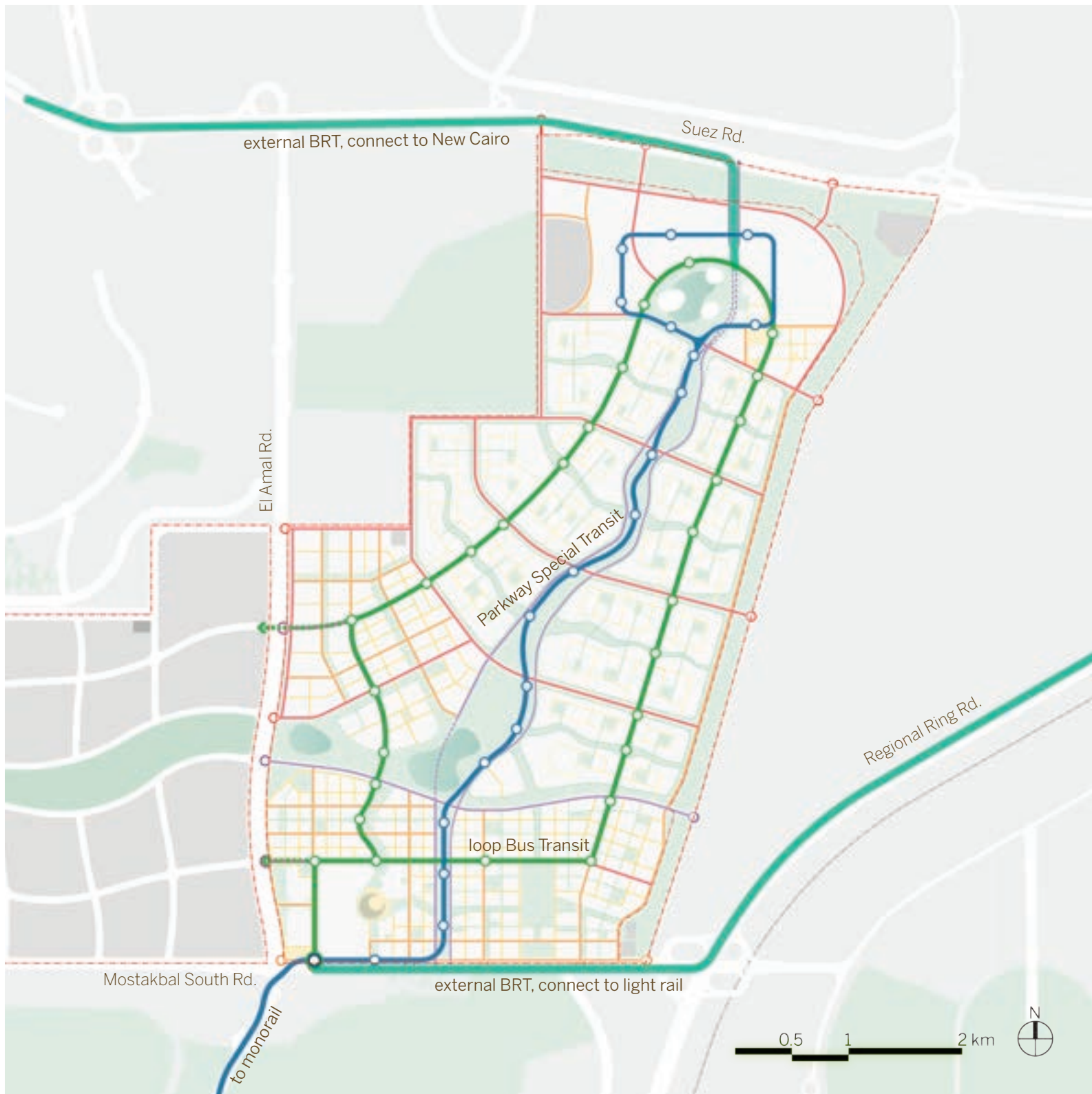
Streets + Access



Road Hierarchy:

- External Access Point
- External Highway
- Arterial - Parkway
- Arterial - Neighborhood Loop
- Arterial
- Collector
- Local

Transportation



Parkway Special Transit



Loop Bus Transit



MADA

MADA PLACES

اماكن مدي





MADA Center

- Super Regional Mall ①
- The Oasis ②
- Retail Village ③
- Hotel ④
- Garden Office ⑤
- Gateway Landmark ⑥
- Gateway Icon ⑦
- Gateway Park ⑧
- Central Park ⑨
- Transit Hub ⑩
- Urban Mixed-Use Residential ⑪

وسط مدينة مدي

MADA CENTER

Featuring the region's newest retail destination, the City Center offers the most vibrant collection of shopping, dining, hospitality and urban living. The iconic super-regional mall fronts onto The Oasis, a dynamic aquatic landscape surrounded by a shaded pedestrian promenade, welcoming visitors, local residents and workers to one of the region's most exciting public spaces.





Entertainment District

- Theme Park ①
- Transit Center ②
- Visitor Center ③
- Theme Park Parking ④
- Regional Mall ⑤
- Mall Expansion (Parking Near-Term) ⑥
- Mall Parking ⑦
- Aquarium ⑧
- Amphitheater ⑨
- Museum ⑩
- Observation Tower ⑪
- Hotel + Resort ⑫
- Apartment ⑬

منطقة الترفيه

ENTERTAINMENT DISTRICT

Welcoming visitors from the Suez Highway, the **MADA** Entertainment District offers regional attractions for all. A dramatic, palm-lined gateway boulevard and iconic transit center provide access to the region's next great Theme Park and shopping center. At the center of the entertainment district, a vibrant cultural park features a concert amphitheater, museum, aquarium and landmark observation tower.





Innovation District

- Healthcare District ①
- Office / R&D Incubator ②
- Conference Center ③
- Urban Mixed-Use Town Center ④
- Urban Mixed-Use Residential ⑤
- Community Green ⑥
- Gateway Icon ⑦
- Gateway Park ⑧
- Central Park ⑨

حي الابتكار INNOVATION DISTRICT

Great minds come together in **MADA'S** Innovation District, a dynamic collection of office space designed for tomorrow's industries and the region's largest concentration of healthcare facilities. Pedestrian pathways, shaded gardens, and daily amenities define a green, walkable district that promotes health, wellbeing and community exchange.





University District

- University A ①
- University B ②
- University C ③
- University Walk ④
- University Gateway ⑤
- University Mixed-Use Expansion ⑥
- Urban Mixed-Use Residential ⑦
- University Amenities ⑧

المدينة الجامعية

UNIVERSITY DISTRICT

A world-class collection of universities forms a southern gateway to **MADA**. The vibrant, amenity-rich University Walk offers a central amenity area for students and faculty, while green ways and parks provide recreational opportunities and connection to nature. Each campus retains individual identity, while the collective district establishes an global platform for international education.





Residential Neighborhoods



الاحياء السكنية

RESIDENTIAL NEIGHBORHOODS

MADA offers a variety of choice in residential living, from high quality apartment living situated in the vibrant heart of the city center, to quiet, luxurious villas fronting onto the signature park system. Each community in M City provides daily amenities such as shops, cafes, parks and transit within a convenient walk. Presenting a fresh lifestyle unlike anywhere else in the Administrative Capital region, M City becomes the most desirable place to call home.





Central Park

- Water Feature ①
- Event Plaza ②
- Community Sports ③
- Bermed Landscape ④
- Neighborhood Park ⑤
- Urban Greens ⑥
- Gateway Park ⑦

الحديقة المركزية

CENTRAL PARK

MADA Central Park forms the green heart of the new city. Connecting to the city center and all neighborhoods through the city's extensive green way system, the park functions as a green, community hub filled with activities catering to the diverse population. Recreation and nature intersect to form the identity of the city's most expansive park.

www.midar.org