








the project



Includes proposed modifications to the Waterfront District Sector Plan, sectors A & D, and to roads north of Martyrs' Square.

- | | | |
|---|--|--|
|  BCD boundary |  New development density
Low / Medium / High |  Green open space |
|  Traditional BCD boundary
(old seashore line) |  Retained /
Public & religious buildings |  Special landscaping |
|  Streets & sidewalks |  Construction permitted
below cornice level |  Archeological sites |
|  Underground parking |  Major utilities |  Pedestrian streets & links |

the project

The postwar reconstruction of Beirut Central District (BCD) is one of the most ambitious urban regeneration ventures of our time. The project Master Plan draws on the site's natural assets and rich heritage to create a fine city center over 191 hectares of land including a new district reclaimed from the sea, with facilities totaling 4.69 million sq m of floor space.

The BCD enjoys a prime location at the heart of Lebanon's capital. As it slopes down towards the sea, it commands fine views of the Mediterranean with a surrounding landscape of hills and mountains.

It is easily accessible from all parts of the city, including the port and airport. Major roads converge on it, form its boundaries to the east, south and west, and line its 1.5 km (0.93 mile) seafront to the north.

Continuously inhabited for more than 5,000 years, the site bears the marks of important civilizations ranging from the Canaanite to the Ottoman. Beirut's maritime and trading vocation started with the Phoenicians. Its celebrated Roman law school drew students from various parts of the Empire. The Ottomans developed its urban character and architectural style and the French consecrated it as the seat of public institutions.

Independent Lebanon grew into a booming service economy thanks to its inherent assets, its educated population and its liberal political and economic system. Beirut was a modern, cosmopolitan city, its center a focus for regional trade, business, finance and tourism.

At the onset of hostilities in 1975, growth was replaced by widespread destruction. With the return to peace and stability, Lebanon's economy re-emerged in the 1990's, sustained by the national development program. Massive public investment was coupled with macro-economic policies designed to stimulate private local and foreign investment. The BCD reconstruction benefited from this favorable environment.

the master plan

The war ravages provided both the need and the opportunity for comprehensive urban planning. A carefully drawn, detailed, phased and coordinated plan of action for the BCD, comprising the traditional city center and its modern extension on the waterfront, the Master Plan involves the installation of a completely modern infrastructure and provides an urban design framework for new construction and for the preservation of retained buildings.

Reflecting the site topography and main natural features, the Master Plan maximizes views of the sea and surrounding landscapes, dwells on the formation of public spaces and creates belvederes, promenades and trails.

Recognizing the city's heritage, it unearths the many layers of its history, preserves its surviving buildings and townscape features, reestablishes its fabric and neighborhood structures.

Combining tradition and innovation, control and creativity, it ensures the harmonious integration of traditional and modern architecture. It accommodates a broad mix of land uses including business, government, residential, as well as cultural and recreational facilities.

The project covers approximately 191 ha (472 acres): 118 ha (292 acres) originally constituting the traditional BCD, plus a 73 ha (180 acres) extension being reclaimed from the sea. Around 98 ha (242 acres) will consist of public space: 59 ha (146 acres) in roads and 39 ha (96 acres) in public open space. Approximately 93 ha (230 acres) will be allocated for development, including about 22 ha (54 acres) of retained, public or religious property, with the following development guidelines provided in the Master Plan:

Floor Space		
	thousand sq m	thousand sq ft
Offices	1,582	17,030
Residential	1,959	21,089
Commercial	563	6,061
Cultural facilities/government offices	386	4,155
Hotels	200	2,153
Maximum Total	4,690	50,488

project phasing

phase one 1994 - 2004

completed works

Infrastructure in the traditional BCD and treated part of the original landfill; marine works: defense structure, sea promenades and Beirut Marina; major advances in land treatment and reclamation; sector plan for the New Waterfront District. Restoration of the historic core; renovation of the banking district, Starco and Lazarieh office buildings; redevelopment of the Saifi, Zokak El Blatt and northern Wadi Abou Jamil residential areas. Major new projects: Solidere's UN House, Saifi Village, embassy compound, Rue de France multiuse complex; Banque Audi, Medgulf and Bankers' Association headquarters, Monroe hotel, Al-Borj and Atrium office buildings, Block 24 and Parkview Realty residential buildings.

works in progress

Development of Beirut Marina facilities and Corniche car park; completion of land treatment and reclamation. Hadiqat As-Samah and hotel district landscaping. Launching of international urban design competition for the Martyrs' Square axis sector. Starting by Solidere of Souks of Beirut above-ground structures and of residential projects in Saifi and Wadi Abou Jamil; construction of a number of residential and hotel towers facing Beirut Marina and the waterside park and inception of other landmarks.

phase two 2005 - 2020

This phase will focus on the development of the Martyrs' Square axis and the New Waterfront District and will mark the internationalization of the project and re-launching of Beirut as a world city of the region.

It involves completing the infrastructure in these areas, landscaping the waterside park and Corniche promenades, developing the eastern marina and launching high-rise developments with a distinct architectural style that will bring a new identity to the city. This will intensify the thrust towards making Beirut city center a favored location for international businesses, financial and other specialized services and institutions, as well as a tourism destination and a prime residential area. Other real estate projects will finalize the redevelopment of the traditional city center, including Saifi and Wadi Abou Jamil, and establish prime development areas in the Serail corridor and the hotel district. High-density zones will also be developed comprising the Beirut Trade Center, the gateway towers on either side of Gibran Khalil Gibran garden, The Landmark development near UN House, and the northeast gateway towers marking the point where the coastal highway terminates in the city center.

solidere

Solidere was capitalized with US\$1.82 billion: US\$1.17 billion as contributions in kind of property right holders, and US\$650 million as cash subscriptions following an oversubscribed initial offering. After the retirement in 1997 of 17,000,129 shares, representing recuperated properties, its capital now stands at US\$1.65 billion.

The Company is establishing a solid base for BCD prosperity, through high value-added land development activities, competitive real estate projects, as well as in its capacity as property owner and manager.

Real estate projects are being implemented either directly or in joint venture with partners, or through and in liaison with other developers. By encouraging the return of previous owners and tenants and supporting third-party developers, Solidere accelerates the pace of construction while reducing the development risk.

As lead developer and supervisory body, the Company controls the pace, components and quality of development. Solidere outsources construction to focus on its core competencies: managing real estate project development, marketing development land, marketing and servicing rental properties.

Such management services can be extended to all BCD property owners. The Company is also equipped to provide management and operation services to BCD infrastructure, marinas, public utilities, car parks and landscaped open areas.