



# CHELSEA RESIDENCES



***DAMAC***

# CONNECTIVITY & INFRASTRUCTURE



## SHINDAGHA CORRIDOR PROJECT

- **Strategic 13 km corridor** connecting historic Shindagha (Bur Dubai) and Deira
- **Upgrades 15 key intersections** (Sheikh Rashid Rd, Al Mina, Al Khaleej, Cairo St.)
- Improves mobility for 1M residents and major developments
- **Total investment AED 5.3 Billion**; Phases 1-3 completed

Cuts travel time dramatically (104 mins to 16 mins by 2030)



## WAFI INTERCHANGE IMPROVEMENTS (SHEIKH RASHID & OUD METHA STREETS)

- Enhanced **connectivity at Wafi intersection** (Sheikh Rashid & Oud Metha)
- **New 700m, 3-lane flyover** (Oud Metha onto Sheikh Rashid Rd)
- **Two additional bridges** and an underpass at Al Mankhool junction
- **Total investment: AED 699 million**
- Project fully completed (2015-2017)



## DEIRA ISLANDS ACCESS & AL KHALEEJ

### STREET IMPROVEMENTS

- **Improved access:** Northern Deira-Dubai Islands
- **Five new ramp bridges** (2.57 km total length)
- Enhanced Al Khaleej Street connectivity
- **Strategically connects key areas** (Waterfront Market/Shindagha Tunnel)
- Status: Completed (2017-2020)

## CONNECTIVITY & INFRASTRUCTURE

### PHASE 3



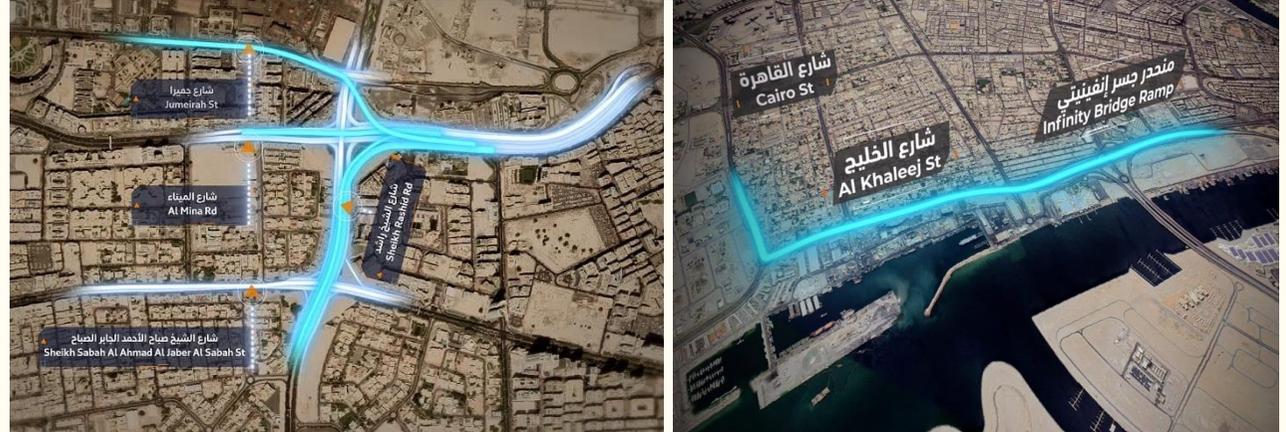
### INFINITY BRIDGE & FALCON INTERCHANGE

(SHINDAGHA CROSSING AREA)

- **Infinity Bridge (295m, 12 lanes, 24,000 vehicles/hour)**
- Upgraded Falcon Interchange improving traffic flow
- New bridges **(1.8 km total)** and dedicated tunnels
- Fully **operational since mid-2023**

Source: Dubai Media Office, RTA, Arabian business, Gulf news

### PHASE 4



### SHEIKH RASHID ROAD AND AL MINA CORRIDOR

- **Strategic 4.8 km road** improvement (Sheikh Rashid Rd–Al Mina–Jumeirah)
- **3 new bridges (total 3.1 km)** enhancing traffic flow
- Capacity up to **~19,400 vehicles/hour**
- Improved intersections and surface road alignments
- Project timeline: **Ongoing (2022–2025)**
- **Al Khaleej Street Tunnel (1.65 km, 6 lanes)** ensuring free-flow traffic (12,000 vehicles/hour)
- **Links Infinity Bridge** to busy Al Khaleej–Cairo Street intersection
- Transforms Cairo–Al Wuheida roundabout into signalized junction
- Status: Under construction (2022–2025), **90% complete by March 2025**



## DUBAI REEF PROJECT



- Dubai Master Plan for Public Beaches
- Blue Flag accreditation for 5 years in a row.
- 400% increase in the length of public beaches
- 300% raise of services



### Dubai Reef Project (under Dubai Can)

- To develop one of the world's largest artificial reef systems (200 sq km)
- To support marine biodiversity and promote eco-tourism.
- Projected to create over 30,000 green jobs



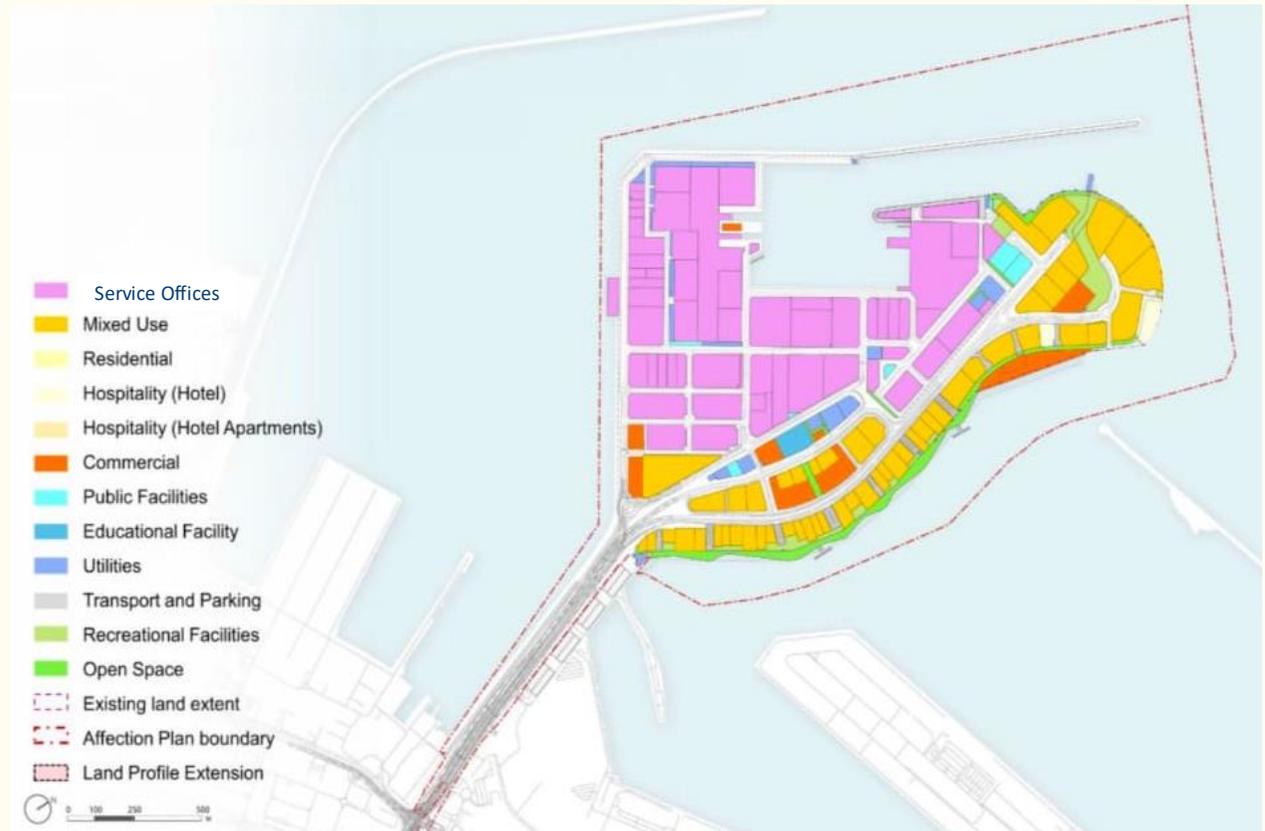
- Dubai's cruise numbers: 900,000+ cruise tourists annually – the busiest cruise hub in Middle East
- World's Leading Cruise Port at the World Travel Awards (2020)
- Middle East's Leading Cruise Port for 13 consecutive years
- DMC adjacent to Port Rashid - direct access to maritime tourism

## BALANCED URBAN PLANNING

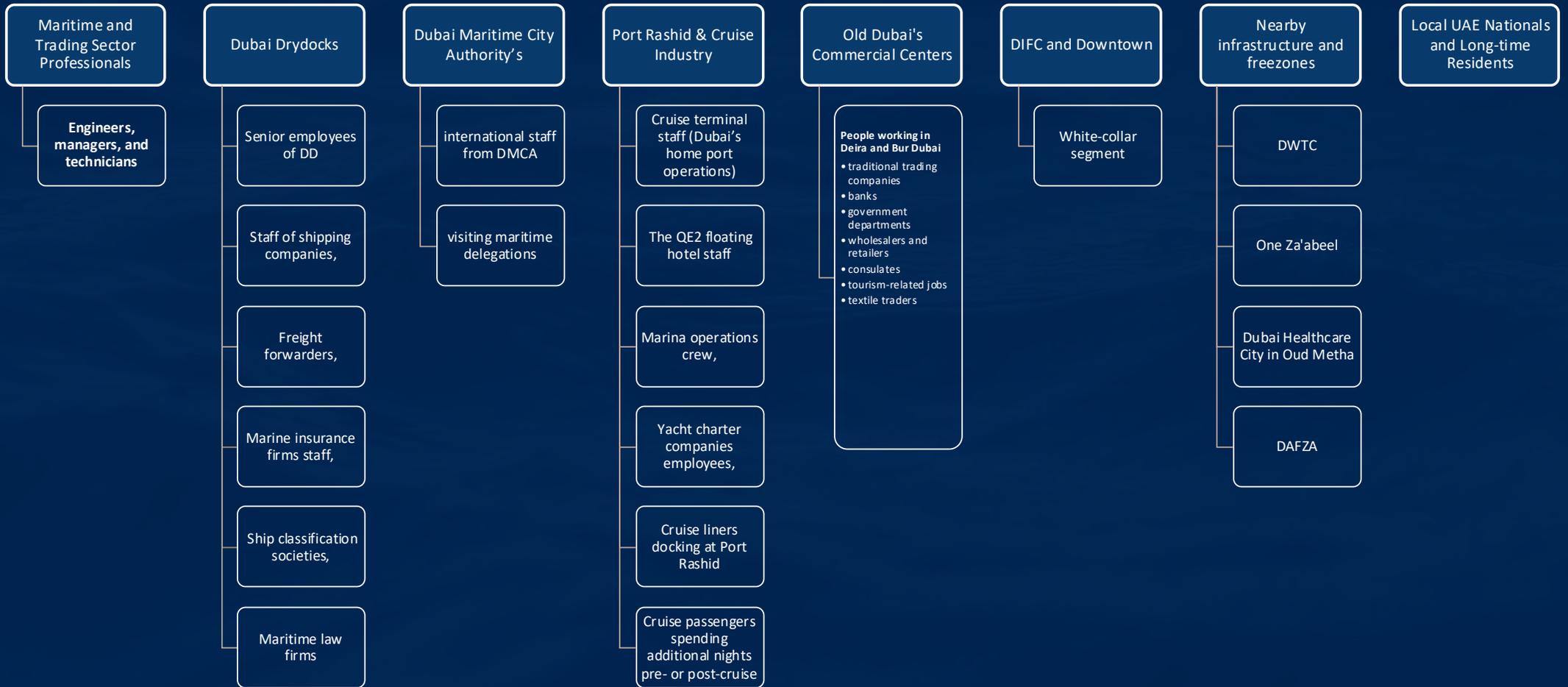
ZONE TYPE	% OF TOTAL PLOTS
Service Offices	~36.2%
Residential (inc. Mixed Use)	~32.5%
Commercial	~5.5%
Hospitality	~1.2%
Educational Facility	~0.6%
Public Facilities	~3.1%
Transport and Parking	~6.7%
Utilities	~14.1%

- ✓ Strong Residential Foundation
- ✓ Powerful Economic Engine
- ✓ Efficient Infrastructure
- ✓ Lean but Smart Commercial Use

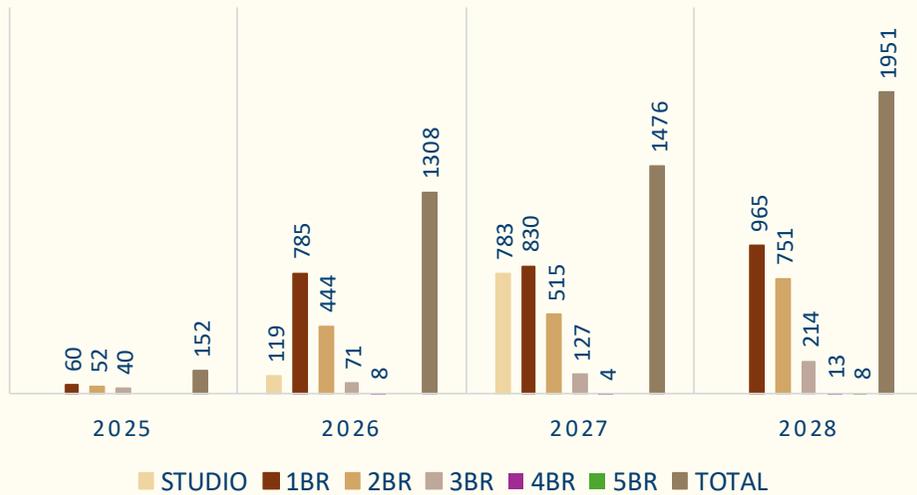
Dual-purpose district: one-part residential lifestyle, one part employment/economy.



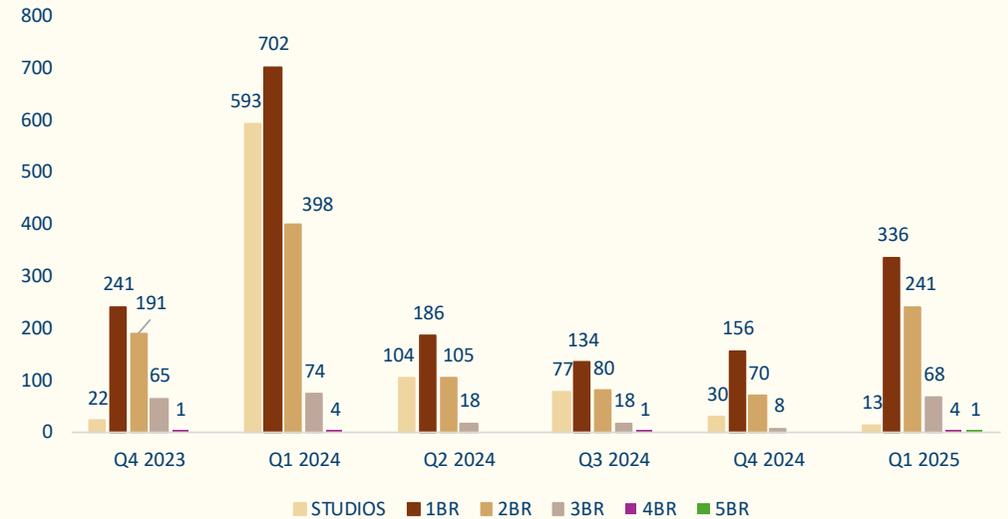
# TARGET AUDIENCE



## MARITIME CITY - YOY SUPPLY



## NUMBER OF TRANSACTIONS IN THE PRIMARY MARKET

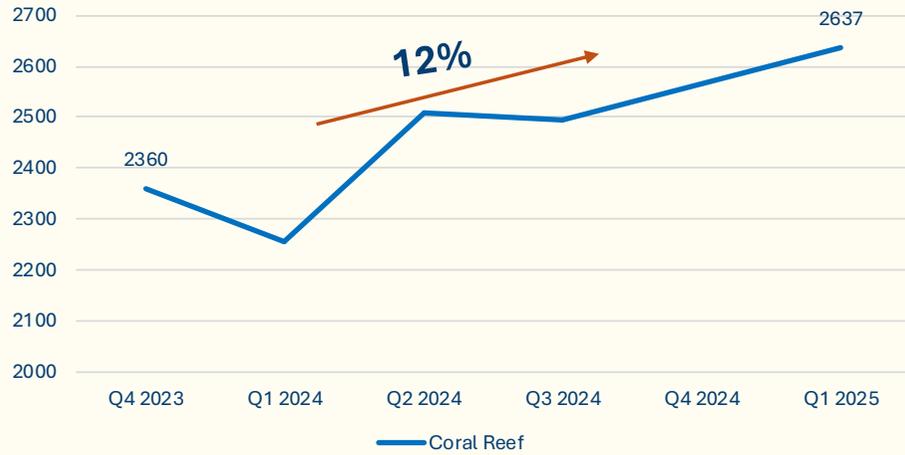


- Current capacity: ~14,067 residents
- Target Capacity as per DMC: 26,236 residents
- Shortfall: ~12,169 residents
- ~4000 additional units needed\*

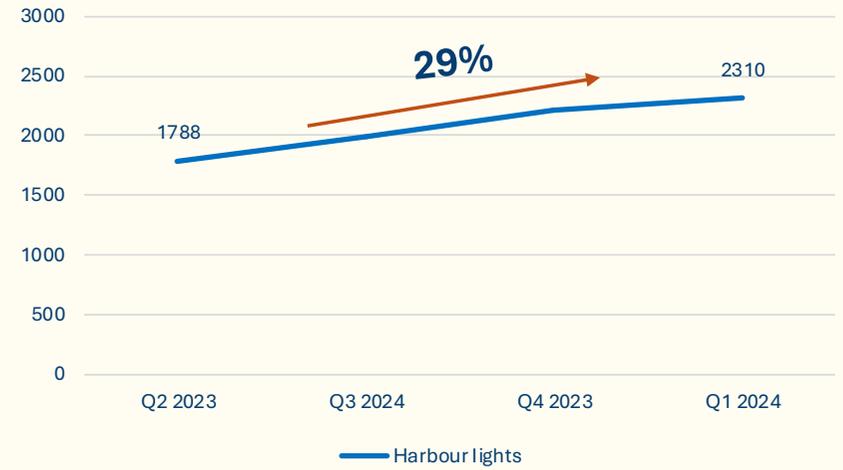
Following occupancy rate assumed: ST – 1.5, 1BR – 2.0, 2BR – 3.0, 3BR – 4.0, 4BR – 5.0, 5BR – 6.0

Typology	Transaction Share%	Absorption Rate %	Comments
1BR	45%	75%	Most popular overall – both most transacted and strongly absorbed. Buyers clearly prefer 1BR units.
2BR	28%	71%	Strong demand and healthy absorption. Not as dominant as 1BR, but still well-performing and in demand.
3BR	7%	62%	Moderate absorption, but low volume. Some demand exists, but it's a more niche segment.

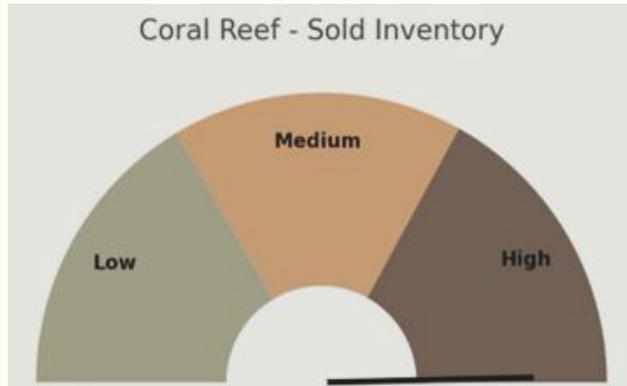
### Coral Reef - Primary Growth



### Harbour Lights - Primary Growth



### Coral Reef - Sold Inventory



277 out of 279 units sold  
99.28% of inventory sold

### Harbour Lights - Sold Inventory



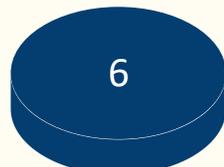
**Limited Competing Supply**

Few competing projects in Old Dubai ensure high demand and potential for rapid price growth.



**Established Infrastructure Advantage**

Major infrastructure already operational, reducing future investment risks.



**Clear Target Audience**

Appeals primarily to young professionals, small families, and working-age population.

**WHY CHELSEA RESIDENCES**



**Competitive Pricing & Yield**

Attractive pricing combined with potential for solid yields and capital growth.



**Government-Backed Regeneration Momentum**

Central to Port Rashid and Old Dubai revitalization, benefiting from ongoing public investment.



**Early Investment Upside**

Entering early captures future capital appreciation as infrastructure and market recognition increase.

**Central Urban Location**

Minutes from DIFC, Downtown, Bur Dubai, and key commercial hubs (10-15 mins).

**Integrated Maritime Economy Hub**

Economic zone anchored by maritime industry (DMCA HQ, marine insurers, logistics firms).

# LOCATION



J1 BEACH  
14 MINUTES



METRO  
18 MINUTES



DUBAI INTERNATIONAL AIRPORT  
20 MINUTES



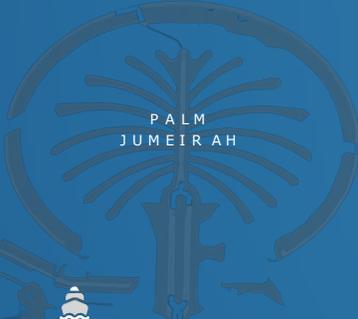
CITY WALK  
15 MINUTES



THE WORLD ISLANDS



PROJECT SITE



PALM JUMEIRAH

DUBAI HARBOUR

BURJ AL ARAB

JUMEIRAH BEACH



SAFA PARK

BURJ KHALIFA

BUSINESS BAY

DUBAI MALL

DIFC

DUBAI CREEK GOLF & YACHT CLUB



DUBAI MARITIME CITY

DUBAI INTERNATIONAL AIRPORT

# DUBAI



ENTICING. EXCITING. EPIC.  
RESIDENCES IN  
DUBAI MARITIME CITY





# INSPIRATION

*Where aquatic  
serenity embraces  
urban vitality*





LAUNCHING NOW

TOWER C      TOWER B      TOWER A

132.10m  
17.5m  
125.30m  
132.10m  
30.1m

TOWER A      TOWER B      TOWER C

107.40m  
115.10m  
16.1m  
121.90m

### CHELSEA RESIDENCES 2

TOWER C	TOWER B	TOWER A
G+ 2P+33	G+2P+30	G+2P+33

### CHELSEA RESIDENCES 1

TOWER A	TOWER B	TOWER C
G+ 2P+25	G+2P+28	G+2P+30

UNIT  
LAYOUT

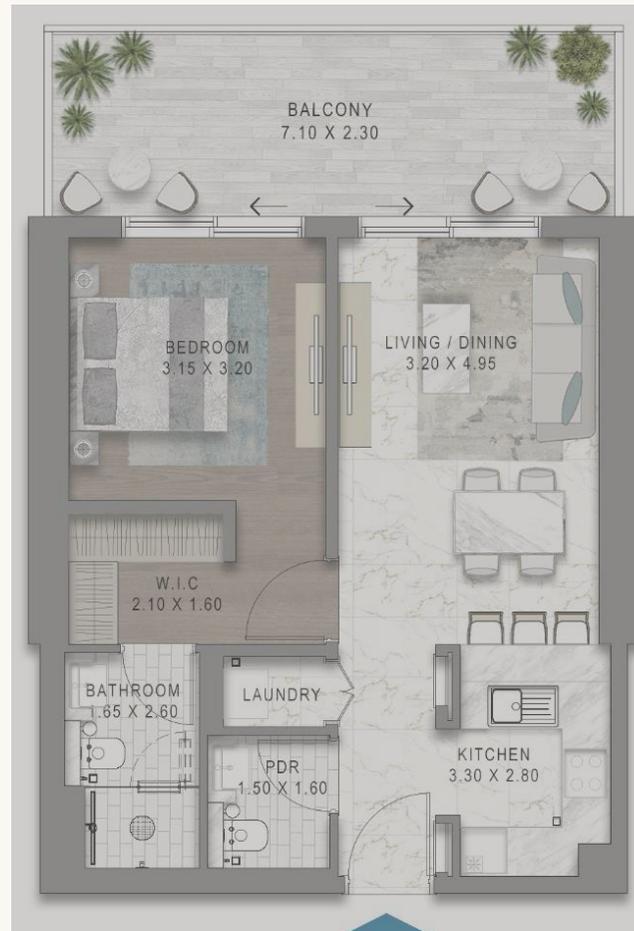


CHELSEA RESIDENCES

# INTERIOR DESIGN

## 1 BEDROOM

AVERAGE SALEABLE:  
75.43 SQ.M | 811.91 SQ.FT



TYPE A1

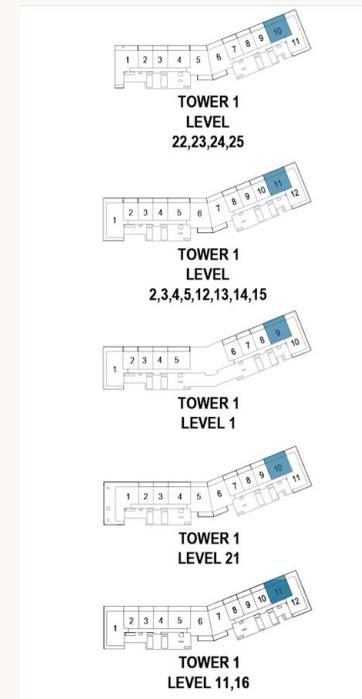


# INTERIOR DESIGN

## 2 BEDROOM

AVERAGE SALEABLE:

130.23 SQ.M | 1401.80 SQ.FT



# INTERIOR DESIGN

## 2 BEDROOM

AVERAGE SALEABLE:  
130.23 SQ.M | 1401.80 SQ.FT



# INTERIOR DESIGN

## 3 BEDROOM

AVERAGE SALEABLE:  
198.12 SQ.M | 2132.53 SQ.FT



TYPE B1

INTERIOR



CHELSEA RESIDENCES

# INTERIOR DESIGN

## LIVING

Floor to ceiling height : 3.4m



DUBAI MARITIME CITY

# INTERIOR DESIGN

## DINING & KITCHEN

Floor to ceiling height : 3.4m



DUBAI MARITIME CITY

# INTERIOR DESIGN

## MASTER BEDROOM

Floor to ceiling height : 3.4m



DUBAI MARITIME CITY

# INTERIOR DESIGN

## MASTER BATHROOM

Floor to ceiling height : 2.4m



DUBAI MARITIME CITY

# INTERIOR DESIGN

## WALK-IN CLOSET

Floor to ceiling height : 2.4m



DUBAI MARITIME CITY

# AMENITIES

## HALOTHERAPY

BREATHING IN TINY SALT PARTICLES TO IMPROVE YOUR BREATHING IS CONSIDERED AN ALTERNATIVE TREATMENT FOR LUNG PROBLEMS SUCH AS ASTHMA, BRONCHITIS AND MORE...



WELLNESS



AMENITIES



CHELSEA RESIDENCES

# AMENITIES



## 1. FITNESS

CHELSEA LION BEACH  
'CHELSEA BLUE' BEACH CLUB  
THE PRIDE OF THE OCEAN — CORAL REEF  
SWING ON THE CORAL  
INFINITY POOL  
KIDS POOL  
KIDS PLAY UNDERWATER THEME  
THE STAMFORD SUMMIT - ROOFTOP PITCH  
VICTORY BEACON - CELEBRATION LIGHT  
SHOW  
JOGGING TRACK  
OUTDOOR GYM  
CHELSEA ATHLETE PERFORMANCE TRAINING  
CHELSEA FOOTBALL SIMULATION ROOM  
THE LEGENDS' WALKWAY



## 2. WELLNESS

OUTDOOR YOGA  
AERIAL YOGA ROOM  
SERENITY-CHELSEA ATHLETE SPA  
COUPLE'S TREATMENT  
STARLIT WELLNESS CENTRE  
FOREST RELAXATION PODS  
KNEIPP PARKOUR THERAPY  
FIVE SENSES GROUNDING PATH  
WATER TREATMENT TUNNEL  
RAIN THERAPY  
WATERFALL SOUND THERAPY  
TRANQUILITY FALLS  
CHELSEA BLUE AQUARIUM LOUNGE  
SENSORIAL CORRIDORS  
A PURE AND VITAL LIFESTYLE  
HALOTHERAPY  
CHELSEA SPORT BAR  
CRYOTHERAPY



## 3. DINING

DUBAI'S FIRST HEALTHY FINE DINING  
MONO DIET CAFÉ  
CAPTAINS TABLE-DINE WITH LEGENDS  
SUNSET BAR

## INFINITY BEACH POOL

Level 1 | CHR1 275 SQM & CHR2 1700 SQM



## CHELSEA LION BEACH

Level 1 | CHR1 275 SQM & CHR2 1700 SQM



## CHELSEA BLUE BEACH CLUB



## CORAL BEACH (THE PROUD OF OCEAN)



## SWING ON THE CORAL



## KIDS POOL



## KIDS PLAY AREA (UNDERWATER THEMED)

CHR1 TOWER C – 56 SQM



## CHELSEA ATHLETIC TRAINING CENTRE (AQUA THEMED)

CHR1 TOWER C – 223 SQM | CHR2 TOWER A & B 200 SQM



## OUTDOOR GYM

CHR2 TOWER A & B 265 SQM



## JOGGING TRACK



## CHELSEA FOOTBALL STIMULATION ROOM

CHR2-51 SQM



## THE STAMFORD SUMMIT - ROOFTOP PITCH



## THE VICTORY BEACON (CELEBRATION LIGHT SHOW)



## A PURE & VITAL LIFESTYLE



Encouraging a healthy lifestyle with smart mirrors, clean air, water with a low pH and vitamins infused showers, which help in preserving the ideal pH balance in your body to keep it healthy.

## CRYOTHERAPY

CHR1 TOWER A & B 50 SQM



## OUTDOOR YOGA



## AERIAL YOGA ROOM

CHR2 TOWER A & B 32 SQM



## THE SERENITY SPA (CHELSEA ATHLETE TREATMENT SPA)

CHR1 TOWER A & B 121 SQM



## COUPLE'S TREATMENT



## STARLITE WELLNESS CENTER



## FOREST RELAXATION PODS

CHR1 TOWER A & B 25 SQM



## KNEIPP PARKOUR THERAPY

Level 1 | CHR1 310 SQM & CHR2 465 SQM



## WATER TREATMENT TUNNEL

Level 1 | CHR2 50 SQM



## RAIN THERAPY



## WATERFALL SOUND THERAPY

CHR1 A & B 18 SQM



## TRANQUILITY FALLS



## THE LEGENDS' WALKWAY

CHR1 A & B 25 SQM



## POWERHOUSE LOUNGE

LEVEL1 | CHR2 A & B 107 SQM



## STAMFORD CINEMA (THE PRIDE LOUNGE)

LEVEL1 | CHR2 A & B 51 SQM



## THE CAPTAINS TABLE - DINE WITH LEGENDS



Dine with football royalty at our exclusive residents-only restaurant where Chelsea captains and team members – past present – regularly host intimate dinner events.

**DUBAI'S 1<sup>st</sup> HEALTHY FINE DINING**



**SUNSET BAR**



**CHELSEA BLUE ARRIVING IN DUBAI**



**AQUA LOUNGE - CHELSEA BLUE AQUARIUM LOUNGE**



**POWERHOUSE LOUNGE**



# F & A

## **Apartment features:**

- All rooms feature double glazed windows
- Balconies as per layout
- Central air conditioning
- TV/phone infrastructure
- Built-in wardrobes, where applicable

## **Convenience:**

- Elevators
- Security access control

## **Living and Dining:**

- Porcelain tiled floors
- Painted plastered walls
- Painted gypsum ceiling

## **Bedrooms:**

- Painted plastered walls
- Built-in wardrobes, where applicable

## **Balcony:**

- Porcelain flooring.

## **Kitchen:**

- Fitted kitchens with refrigerator, cooker, hood, washing machine and RO System
- Porcelain tiled floors
- Painted plastered walls
- Kitchen cabinets
- Counter tops and backsplash

## **Bathrooms**

- Porcelain tiled walls and floors
- Sanitary fittings and accessories
- Sanitary ware
- Vanity unit
- Mirror

## **Common building services & amenities:**

- Drop-off area and entrance
- Concierge desk
- Pool and landscaped plaza
- Gymnasium
- Spa
- Calm Club
- Saloon
- Multi-Function Room
- Indoor Kids' Play



THANK YOU

# FAQ

Distance between:

- Tower C to Tower B in Chelsea Residences 2

17.5m

- Tower A (Chelsea Residences 2) to Tower A (Chelsea Residences 1)

30.1m

- Tower B to Tower C in Chelsea Residences 1

16.1m

Branded elements within the common areas and amenities of the towers

Current intent is as shown in the development brief

Will each of the six towers have a separate lobby?

Chelsea Residences 1: Towers A, B and C all have separate entrance lobbies

Chelsea Residences 2: Towers A & B have a common entrance lobby. Tower C has its own lobby

Difference between the Infinity Pool and Chelsea Lion Beach – they appear similar in renders

Beach is adjacent with the pool, hence cannot be separated out in the renders

Size and location on the plot of the Chelsea Lion Beach

Level 1 for both plots. Beach area cannot be separated out from the pools. Hence, approximate area allocation for pool and beach is 1700 SQM in CHR2 and 275 SQM in CHR1

Exclusive services, size, and plot location of the Chelsea Blue Beach Club

No dedicated indoor space provisioned for this. The sunbeds and parasols adjoining the pools on both plots are inspired and will be dressed in Chelsea colors as shown in the renders to match the branding theme

**Details on the Chelsea Football Simulation Room – operator, services offered, location, and size**

No details available for the operator. 51 Sq. Mts. space has been allocated to be fitted out for an indoor football simulator on CHR2 to create an interactive football experience for the residents.

**Is “A Pure and Vital Lifestyle” an amenity? If yes, please elaborate**

This refers to offerings which encourage living a healthy lifestyle. RO system proposed to be included as shown in the F&A.

**Location and sizes of the following wellness amenities:**

Cryotherapy : CHR1 Tower A & B (50 Sq Mts)

Aerial Yoga Room: CHR2 Tower A & B (32 Sq Mts)

Serenity Spa: CHR1 Tower A & B has the Spa for resident use only which includes Couples’ treatment, Starlit wellness and Rain Therapy. Total area of the Spa is 121 Sq. Mts.

Forest Relaxation Pod: CHR1 Tower A & B (25 Sq Mts)

Kneipp Parkour: Level 1 of both plots. CHR1 (310 Sq Mts) and CHR2 (465 Sq Mts)

Water Treatment: Level 1 of CHR2 (50 Sq Mts)

Rain Therapy Waterfall: Refer Spa

Legends Walkway: Corridors leading to Spa Reception on CHR1 Tower A & B (25 Sq Mts)

Powerhouse Lounge Cinema: Powerhouse Lounge and Cinema are different spaces.

Powerhouse lounge is located on Level 1 of CHR2 Tower A & B (107 Sq Mts). Cinema is also at Level 1 of CHR2 Tower A & B (51 Sq Mts)

**Noise protection measures from Drydocks, buffer zones within the plot, and any special materials used**

Acoustic consultant will be appointed in technical design stage. Depending upon their assessment of the external noise level, suitable measures will be adopted as part of the design criteria in order to ensure the internal ambient noise levels are not exceeded. Benchmarks are usually followed from UAE Federal Environment agency and international standards such as BS and ISO.

16. Total number of units per tower

CHR1 Tower A: 146

CHR1 Tower B: 162

CHR1 Tower C: 312

CHR2 Tower A: 227

CHR2 Tower B: 263

CHR2 Tower C: 346

17. LEED and Wellness certifications – will these be pursued? Is it part of DAMAC's sustainability strategy?

Project will comply with the authority mandated standards for energy and environmental efficiency to promote sustainable development.

29. Height of each tower

All heights mentioned till the top of the Crown -

CHR1:

Tower A & B:

Tower A - 107.40m

Tower B - 115.10m

Tower C: 121.90m

CHR2:

Tower A & B:

Tower A - 132.10m

Tower B - 125.30m

Tower C: 138.10m

30. Are there any retail spaces on the ground or other floors?

No

Location and size of Kids Play Area, Indoor Gym, and Outdoor Gym

**Indoor Kids Play:** Only at CHR1 Tower C (56 Sq Mts.)

**Indoor Gym:** CHR2 Tower A & B (200 Sq Mts) + CHR1 Tower C (223 Sq Mts)

**Outdoor Gym:** CHR2 Tower A & B (265 Sq Mts)

All of the above are located at Level 1 for both the plots.

Location of MEP levels in each tower

There is no dedicated MEP floor. However, space has been allocated for Fire pump room as mentioned below –

CHR1 Tower A & B: Levels 6-8

CHR1 Tower C: Levels 8-10

CHR2 Tower A & B: Levels 11-13

CHR2 Tower C: Levels 9-11

In addition, MEP will also be using the roof area to locate their air handling equipment.

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CHR2 Tower A & B: Levels 11-13

CHR2 Tower C: Levels 9-11

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#### What are the dimensions (depth, length, and width) of the following pools?

##### **Infinity Pool**

Chelsea Residences 2: Pool is not rectangular. However, dimensions roughly 38mx55m.

Chelsea Residences 1: 6.5mx40m

##### **Kids Pool**

Chelsea Residences 2: Pool is not rectangular. However, dimensions roughly 14mx27m.

Chelsea Residences 1 : 10mx15m

#### What is the total length of the jogging track within the project?

CHR2: 230m

CHR1: 350m

#### What is the balcony percentage on average?

Chelsea Residences 2 Tower A & B: 32%

Chelsea Residences 2 Tower C: 33%

Chelsea Residences 1 Tower A & B: 34%

Chelsea Residences 1 Tower C: 34%