



RICHMOND CAPITAL
ADVISORY



INVESTOR BRIEFING · DUBAI 2040 URBAN MASTER PLAN

DUBAI 2040

The plan beneath the market

The emirate's seventh development blueprint since 1960. It sets where Dubai places its people, density and green space for the next two decades, and so where long-run demand is likely to concentrate.

NATURAL AREAS

60%

Of the emirate

PUBLIC BEACHES

+400%

Increase in length

HOTELS & TOURISM

+134%

Uplift in land

URBAN CENTRES

5

Where growth is directed

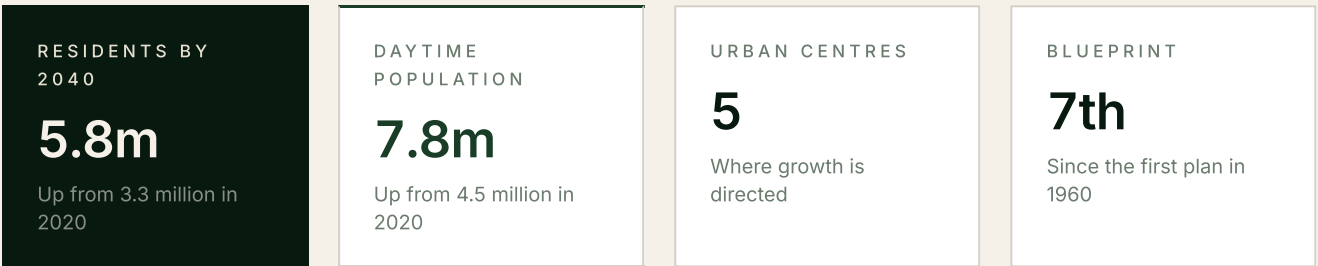
INVESTOR BRIEFING

Prepared by Richmond Capital Advisory
Private and confidential

THE SHORT ANSWER

A city that publishes its plans

The Dubai 2040 Urban Master Plan is the emirate’s seventh development blueprint since 1960. It sets where Dubai will place its people, its density and its green space for the next two decades. For an investor, that makes it the most useful long-range document the city publishes.



IN THIS BRIEFING

01	Why the plan exists	Six decades of planned growth	03
02	The five urban centres	Where density and amenity are directed	04
03	The targets	Space, coast, tourism and services	05
04	Eight objectives	What the plan sets out to do	06
05	Reading it as an investor	What the plan tells you, and what it does not	07
06	Questions investors ask	Short answers to common questions	08

How to read this document. Every figure is a stated target of the Government of Dubai, not a forecast. The plan tells you where the city intends to grow. It does not price any individual asset.

01 · WHY THE PLAN EXISTS

Six decades of planned growth

Dubai is often described as fast. It is more accurate to call it deliberate. Its growth has followed a published plan since 1960, and the 2040 plan is the seventh.

Between 1960 and 2020, Dubai's population rose from roughly 40,000 to 3.3 million. Over the same period the built-up area expanded 170 times from 3.2 square kilometres. Very little of that was left to chance.

The 2040 plan sets the next chapter. It concentrates growth inside the existing city rather than pushing it outward. It raises density around mass transit stations, doubles green and leisure space, and protects the emirate's natural areas.

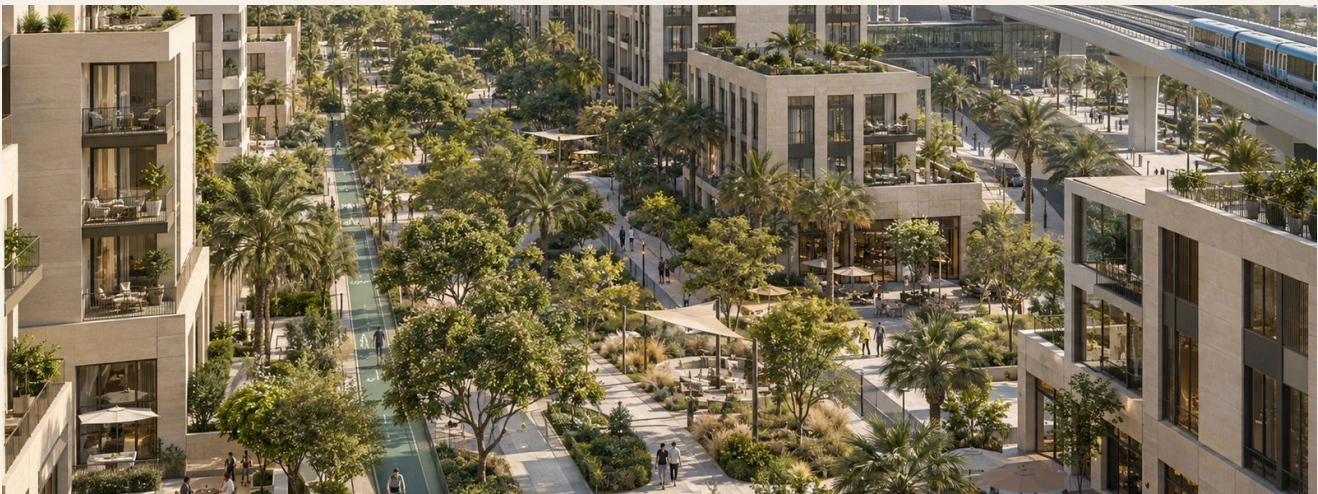
RESIDENT POPULATION, DUBAI



Government of Dubai. The 2040 figure is the plan's stated target.

Why this matters to an investor

Infrastructure comes before price. A plan that states where the infrastructure is going also signals where long-run demand is likely to concentrate. That is a more durable guide than any single quarter's price index.



ILLUSTRATIVE: DENSITY AROUND TRANSIT AND GREEN CORRIDORS

02 · THE FIVE URBAN CENTRES

Where the density is directed

The plan organises growth around five urban centres. Three are established. Two are new. For an investor this is the most useful page of the plan, because it shows where the city intends to put people and amenity.

CENTRE	STATUS	ROLE IN THE CITY
Deira and Bur Dubai	Established	The historic core and the city's original trading district.
Downtown and Business Bay	Established	The financial and commercial spine of the city.
Dubai Marina and JBR	Established	The principal waterfront residential and leisure district.
Expo 2020 Centre	New	A new centre on the Expo 2020 site, supporting exhibitions, tourism and logistics.
Dubai Silicon Oasis Centre	New	A new centre for technology and knowledge-based industry.

Capital aligned with planned density buys into managed scarcity. Capital placed against it is speculating.

The plan also sets a hierarchy of community sizes, from neighbourhoods of a few thousand people to towns of more than a million. Each level is planned with the services its population needs. The question is not only which centre, but how close an address sits to the services and transit the plan commits to its community.

What the city commits to by 2040



ILLUSTRATIVE: GREEN CORRIDORS, TRANSIT AND COASTLINE

GREEN AND LEISURE SPACE

2x

Green and recreational areas to double in size

NATURAL AREAS

60%

Of the emirate as nature reserves and rural natural areas

PUBLIC BEACHES

+400%

Increase in the length of public beach

HOTELS AND TOURISM

+134%

Increase in land for hotels and tourist activity

COMMERCIAL LAND

168 km²

Land for commercial activity

EDUCATION AND HEALTH

+25%

Increase in land for schools and healthcare

Read together, the targets describe a city adding people while giving more of its land to open space, coast and services. Coastline and green space cannot be widened at will. As the population grows, addresses with access to both carry a structural advantage.

04 · EIGHT OBJECTIVES

What the plan sets out to do

The plan states eight objectives. Together they bring every urban initiative in the emirate under one framework, aligned with its economic priorities.

01 Upgrade the urban areas

Regenerate the five urban centres, three established and two new.

02 Use resources efficiently

Concentrate development inside existing city limits rather than spreading outward.

03 Build healthy, inclusive communities

Double green and leisure areas, and plan each community around the services it needs.

04 Move people sustainably

Prioritise public transport, walking and cycling, with density raised around mass transit stations.

05 Attract investment to new sectors

Foster economic activity and draw foreign investment into new industries.

06 Protect the environment

Safeguard nature reserves and rural natural areas. The plan includes a development plan for Hatta.

07 Preserve heritage

Protect the emirate's cultural and urban heritage and its older neighbourhoods.

08 Govern growth

Legislation and a governance model for sustainable development, supported by a shared planning database.

The thread through all eight: growth is directed, not left to the market. Density follows transit, and transit follows the plan.

05 · READING IT AS AN INVESTOR

What it tells you, and what it does not

We do not buy a city's optimism. We read its commitments. The 2040 plan is a commitment, legislated and already visible on the ground. Used properly, it is a filter for every allocation decision.

WHAT IT TELLS YOU

Hold for the long term

A twenty-year plan rewards a long hold. Infrastructure matures into value over years, not launch cycles.

Choose location against the plan

Weigh an address against the plan's centres, transit and amenity, not against this month's launch incentives.

Favour what cannot be replicated

Coast, green space and transit access are finite. The plan adds people faster than it can add any of them.

WHAT IT DOES NOT TELL YOU

The price of any asset

The plan says where the city grows. It says nothing about whether a given asset is fairly priced today.

Timing

Targets run to 2040. Delivery is staged, and individual projects can slip or be revised.

Supply in your district

A growth centre attracts developers as well as residents. New supply has to be checked district by district.

FOUR QUESTIONS WE ASK OF ANY ADDRESS

01 Which centre does it serve?

Is it inside, or connected to, one of the five urban centres?

02 How close is the transit?

Density is being raised around mass transit stations. Walking distance matters.

03 What is being built nearby?

Committed schools, healthcare, parks and beach access, weighed against competing supply.

04 Who is the developer?

Delivery record, handover history and build quality, before the brochure.

Dubai 2040 in brief

What is the Dubai 2040 Urban Master Plan?

The emirate's seventh development blueprint since 1960. It sets where Dubai will place its people, density and green space for the next two decades, and prioritises liveability, green corridors, and walking, cycling and transit over the car.

Which areas does it prioritise?

Five urban centres: Deira and Bur Dubai, Downtown and Business Bay, Dubai Marina and JBR, and two new centres at Expo 2020 and Dubai Silicon Oasis.

What are the headline targets?

Green and recreational space to double. Nature reserves and rural natural areas to make up 60 percent of the emirate. Public beach length up 400 percent, land for hotels and tourism up 134 percent, land for education and health up 25 percent. The resident population is planned to reach 5.8 million.

Is any of this guaranteed?

No. These are the government's stated targets. They set direction and they are already visible on the ground, but timing and individual projects can change.

What does it mean for property investors?

It argues for a long hold, and for location chosen against the plan's centres and transit rather than launch incentives. It does not guarantee a return.

How does it relate to D33?

The 2040 plan shapes supply: where the city puts density, infrastructure and amenity. D33, Dubai's economic agenda, shapes demand: the jobs, capital and people the city attracts. We read them as two halves of one investment case, and publish a companion briefing on D33.



OUR VIEW

Position with the plan, not against it

Infrastructure comes before price. The 2040 plan tells you where the infrastructure is going.

Most investors read Dubai through the last quarter's price index. The more revealing document runs to two decades. It names the centres the city will grow around, the transit it will build, and the coast and green space it will open to the public.

None of this guarantees a return. It means that capital placed with the plan has the structural wind at its back. Capital placed against it is relying on the market alone.

Before committing capital to a Dubai address, it is worth knowing where the city intends to grow. That is the conversation we have with every client, and we are glad to have it with you.

Richmond Capital Advisory

DUBAI, UNITED ARAB EMIRATES

hello@richmondcapitaladvisory.com
richmondcapitaladvisory.com

SOURCES

Dubai 2040 Urban Master Plan, Government of Dubai, launched March 2021 (WAM, Dubai Media Office). Population and land-use figures are the plan's stated targets.

This document is prepared by Richmond Capital Advisory for information and education only. It is not an offer to sell, a solicitation to buy, or a recommendation in respect of any security or property interest, and it does not constitute investment, tax or legal advice. It does not take account of the objectives, financial situation or needs of any particular person.

Dubai 2040 Urban Master Plan figures are drawn from the Government of Dubai's published plan. They are the Government of Dubai's stated targets, not forecasts, and not commitments in respect of any individual asset. Targets may be revised. USD figures are indicative, converted at the pegged rate of AED 3.6725. Imagery is illustrative and does not depict specific projects.

Past performance of any district or asset class is not a guide to future performance. Prospective investors should take independent advice and satisfy themselves as to the accuracy of all information before committing capital.