

T H E

L A N I E
L A N I E

P A L M V A L L E Y



PALM HILLS DEVELOPMENTS

In 2005, Mansour and Maghraby Investment and Development Company [MMID] founded Palm Hills Developments. Today, Palm Hills Developments is a leading real estate company, trailblazing in the Egyptian market, specialized in developing integrated residential, commercial real estate and resort projects. With one of the largest land banks in Egypt currently in its' possession, Palm Hills Developments is poised to continue its rapid growth trajectory. Palm Hills Developments continues to solidify its status as a top-tier regional developer thanks to a geographically diversified land bank suitable for the development of a broad range of bespoke real estate products.

The Company has spread its consummate real estate innovation nationwide, with 29 first-class projects already under its belt. Together, the projects total over **41 million m²** of land, strategically spread throughout Egypt. Product offerings include primary homes in both west and east Cairo as well as summer homes in the North Coast.

New communities are all about social infrastructure and amenities. Amenities engage residents with one another and with the physical community. Services that facilitate community living play a crucial role in sustaining communal ties. They help form a local identity and a sense of belonging among residents, and result in a natural social flourishing of the area. PHD is keen on developing services and amenities that promote the social and economic wellbeing of the community, thereby creating and reinforcing a strong sense of collective identity in each project.



THE LANE

Buyers are looking for maximum comfort and convenience. They are not just buying a home; they are buying a lifestyle. The Lane enhances that lifestyle and brings a wide array of services and commercial venues right to the heart of the community. Residents of Palm Hills and surrounding areas can enjoy the utility of having this office and commercial area only meters away from their homes. They can also access all the services The Lane will have to offer. From office space, to retail shops, fine dining and eateries, children's play areas, medical facilities, gym, beauty salons, and much, much more.

The Lane rests on a rectangular-shaped plot that is **11,300 m²**. The commercial center consists of a basement, ground floor, first floor and second floor. The unique contemporary architecture allows for ease of movement, plenty of sunlight, and facilitates visitor traffic. Housed in The Lane will be a unique retail mix that will offer visitors a great experience.

The Lane is located directly on the 26 July Axis in the front end of Palm Valley residential community. Residents of Palm Hills, Sheikh Zayed and 6th of October can access The Lane with ease. Plenty of parking spaces provide convenience, and the central location in Sheikh Zayed will establish The Lane as a commercial destination.





ARCHITECTURE

The Lane was thoughtfully designed by Egypt's leading architectural designer, **Shehab A. Mazhar**. Known for his iconic designs, Mazhar's innovation in design has changed the architectural landscape in Egypt since establishing his design firm in Cairo in 1978. Known for his careful consideration of both function and aesthetics, while maintaining a profound respect for the surrounding environment, Mazhar has created numerous landmark developments and buildings, in the residential and commercial sectors.

When complete, The Lane will have a capacity of nearly **48 stores** and **28 offices** in its almost **250 meters** long buildings. A pedestrian spine running through the mall on the ground floor allows for socializing, strolling, and browsing. On the ground floor visitors will have a wide selection of eateries, cafés, and fine restaurants to choose from, all with both indoor space and outdoor terraces overlooking the promenade. On the first floor, visitors can shop to their hearts content with a range of retail shops, service outlets, restaurants and leisure additions.

The comprehensive services that will provide convenience, comfort, and benefit will quickly establish The Lane as a main landmark of Sheikh Zayed and 6th of October City.

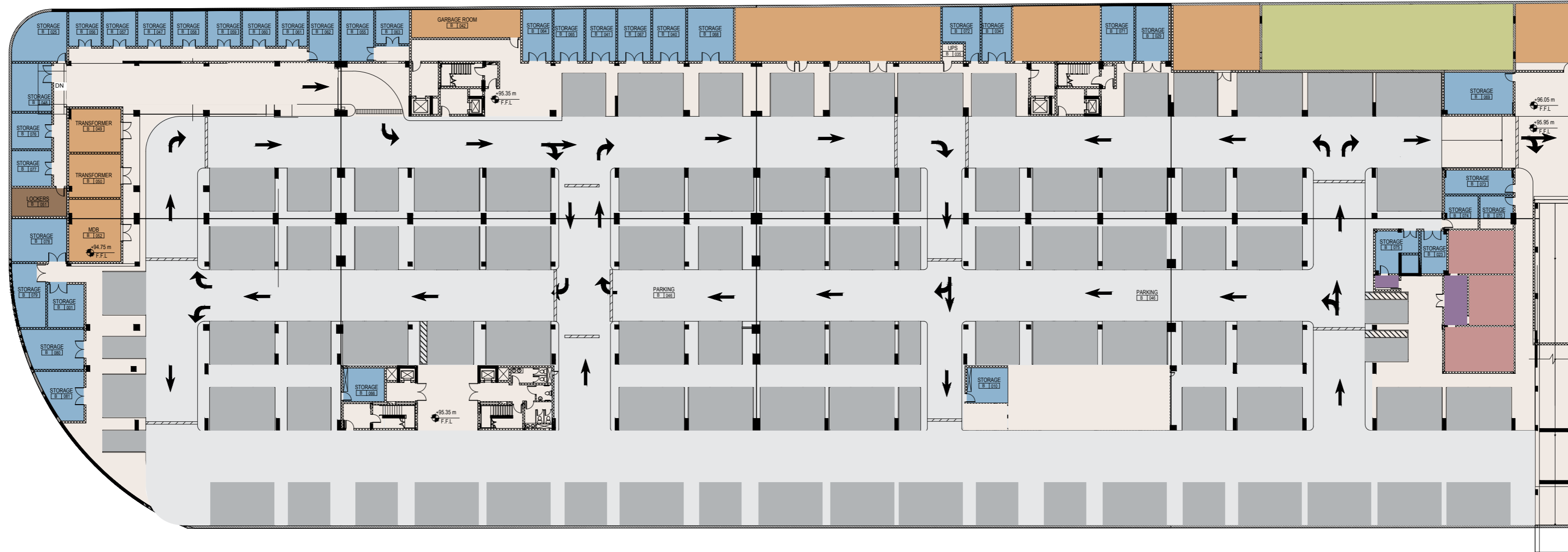
Several buildings sit side-by-side forming 2 horizontal strips that make up the mall. almost 250 meters long promenade runs in parallel between the two sections of the mall. The design philosophy has taken into account function as well as aesthetics, with intentional breaks in monotony creating a dynamic experience for visitors. Each building has its own identity, thereby varying the spirit and ambiance of each area. The buildings are tied together by the same sleek lines and design elements; creating a seamless visual harmony.



Phase 1 Building is composed of **3 floors** with a basement level below. The basement will include a garage that will accommodate large parking stalls, as well as services and storage rooms.

The combined total gross sellable area of the ground floor and the first floor is **10,320 m²**, allocated entirely to retail stores, dining venues, banks, and showrooms. The second floor has a total gross sellable area of **5,078 m²** to be utilized as office space.





THE
LANE
 PALM VALLEY

- Storage
- Facility Admin
- Water Tank
- Facility Rooms
- Lockers
- Lobby
- Parking Spots



- Food & Beverage
- Pharmacy
- Bank
- Office
- Shops
- Showroom
- Retail



THE
LANE
 PALM VALLEY

- Food & Beverage
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RETAIL

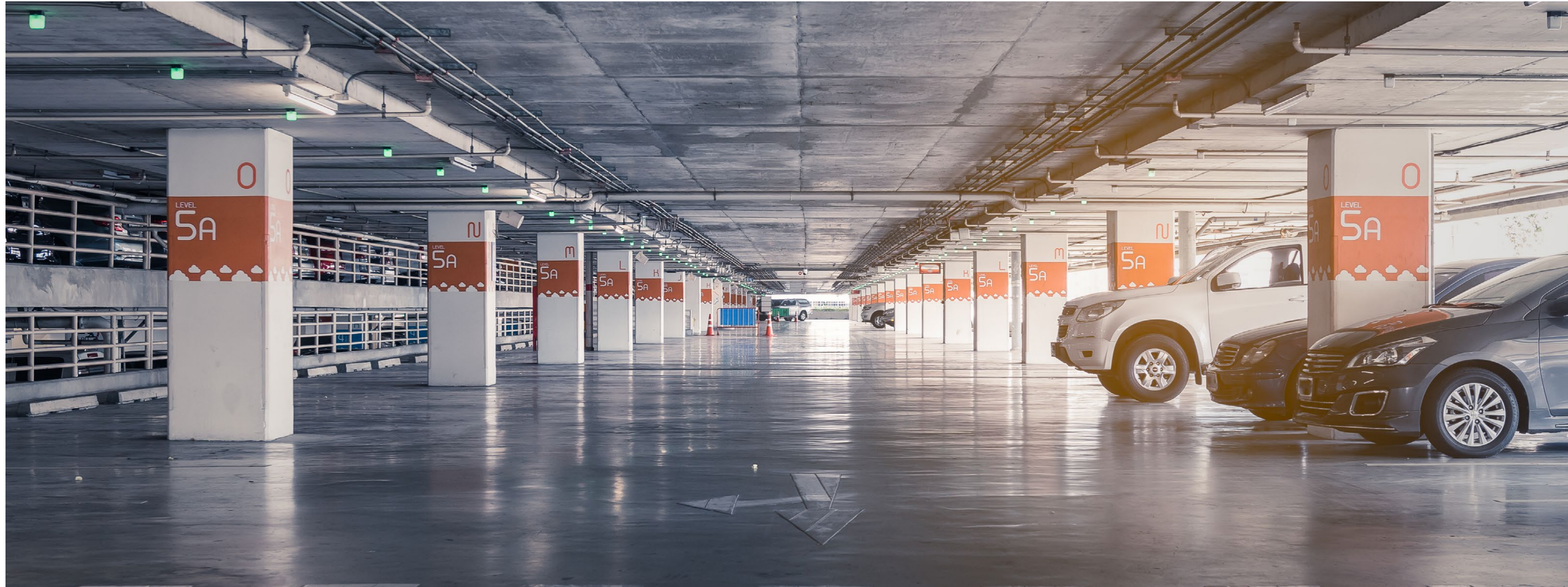
A relaxed and luxurious shopping experience awaits visitors at The Lane. Quality products, established name brands, world-renowned designers and more will further enhance the lifestyle experience of Palm Hills and the surrounding area.

Retail shops will accommodate the most discerning of tastes, offering a wide variety of products that cater to all needs and desires. From women's, men's and children's fashion, to home interiors, leather goods, pharmacies, electronics, linens, and much more.

The surrounding area's culinary standards have reached new heights with several new fine dining restaurants and niche eateries delighting selective palates. Customer tastes have become more refined, and far more demanding of excellence. The Lane will bring together an exciting variety of international and local cuisines and cafés, all boasting top quality food, service, design and ambiance.

From fresh morning breakfast, basking in the sunlight, to a midday meeting over espressos, to evening hangouts with friends, or a dinner date. Every food occasion will be met with several venue options to choose from. First-class service, coupled with a wide range of cuisine choices makes the eating experience at The Lane unparalleled by anything else in the vicinity.





AMENITIES

The Lane experience is elevated even more by the buffet of amenities designed to maximize comfort and convenience. Building escalators, enclosed elevators, parking, and round-the-clock security are operated using state-of-the-art technology.

The Lane has been designed with the elderly and the physically challenged in mind. Ramps are conveniently and strategically placed where necessary, special parking spaces near entrances and exits have been allotted, and wheelchairs are available on all floors.

Other convenient amenities include a Wi-Fi connection, mobile phone chargers and first aid kits.

An office for your business at The Lane means increased productivity in a healthy and calm environment, in a state-of-the-art workspace. Equipped with all the modern amenities needed to run your business, The Lane also provides distinctly designed and fully furnished offices, fully equipped conference facilities, meeting rooms, and more.

For a midday break, employees can enjoy the terraces to refresh and reenergize, or visit any of the eateries below for a quick bite or coffee to-go.





SERVICES

Services at The Lane are the cherry on top of the cake. Designed to pamper our visitors, and give them an unforgettable experience every time. The highest service standards are ensured through a tight operational and management system.

While our visitors immerse themselves in shopping, dining, and entertainment, the friendly and convenient services will take their experience to the next level. From a porter service to help with shopping bags, to well-renowned beauty salons, world-class gym and ATM services, visitors' needs are instantly met.



ARCHITECT

Shehab A. Mazhar

CONSULTANTS



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