



# Ulaya New Community Plan

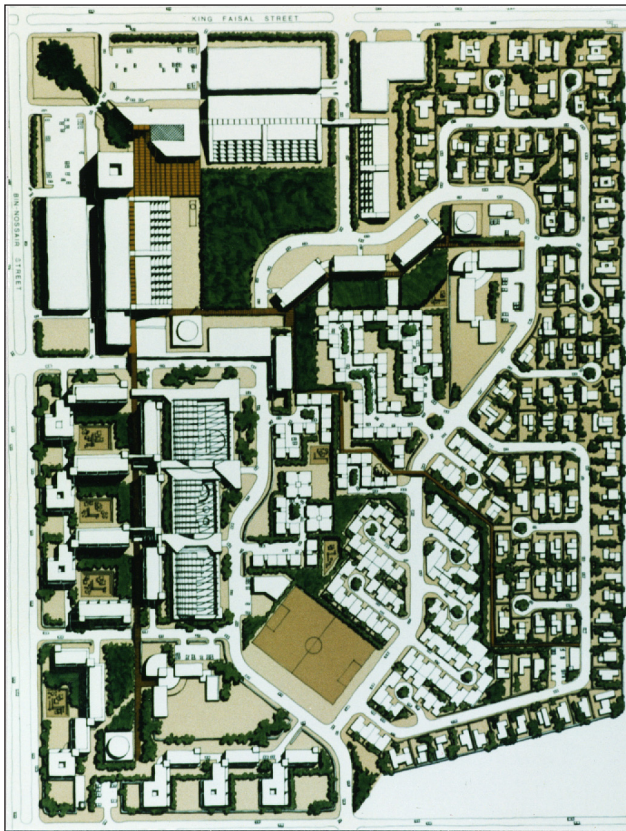
Riyadh, Saudi Arabia

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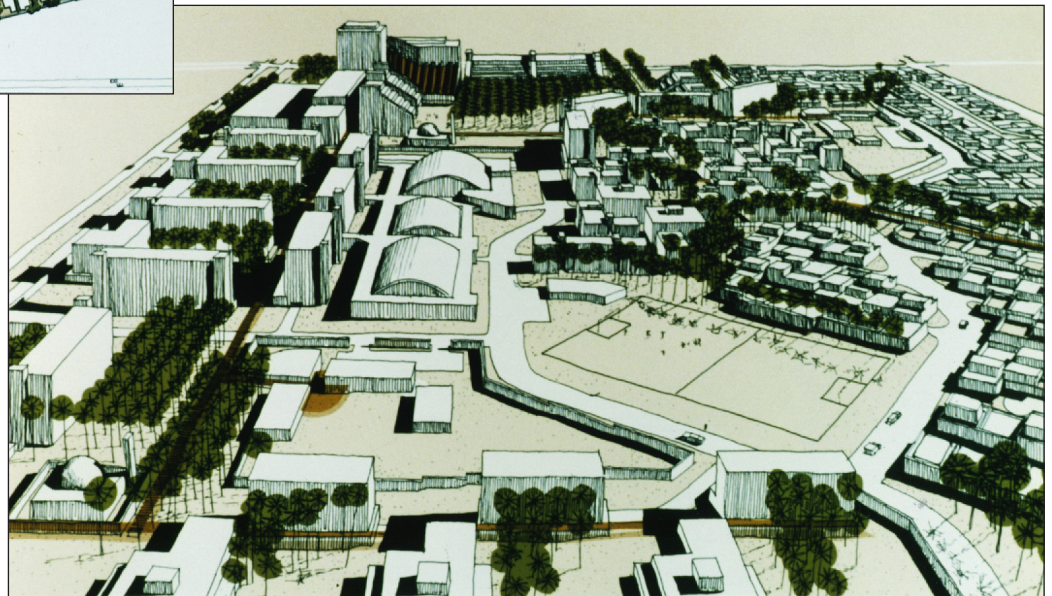
Saudi Real Estate Company

Beginning in the 1950s, the capital of Saudi Arabia underwent rapid growth with little planning and design guidance. Two decades later, a design competition for a 40-hectare new community was sponsored not only to give structure to the city's growth, but to serve as a model for future developments in Riyadh. Located in the Ulaya section of the city, the plan was to contain predominantly residential with mixed-use development.

KSK developed a master plan and development strategy for this new-town-in-town. The Ulaya master plan featured a mix of eight residential housing types, with approximately 1,200 units for 4,600 people. A major commercial axis was developed to serve as one of the geographic and commercial centers of the city. The town center, located adjacent to this major commercial axis, contained a mix of uses, including a 2,000-square-meter civic center, three mosques, 15,000 square meters of retail, 30,000 square meters of office, a 400-room hotel, and two schools. Open spaces included a public garden, covered pedestrian walkways, and a public plaza.



Illustrative plan



Aerial perspective