



NORTH
SQUARE

I
ABOUT
—

City Edge Developments

There is no point in trying to re-invent the wheel. However, there is a point in finding new ways to make things turn. You could say it is what we do best. We look at cities. We watch how humans live. We look at their core. Then, we build their edge.



At City Edge, we advocate progressive concepts that yield exceptional living experiences. We feel it is our duty to boldly shape the future.

A future with an edge.

Our focal point is to introduce progressive design concepts to the real estate market with exceptional living experiences through suburban residential communities and best in class mixed-use projects.

Established in 2017 as a partnership between the New Urban Communities Authority and the Housing and Development Bank, City Edge Developments strives to become the national brand for premium real estate developments in Egypt.

With rising infrastructures in 6th of October, New Alamein, Mansoura and the New Capital, our projects stand as a testament of why earning your trust is a process that we are capable of and proudly qualified for.

II
ABOUT
—

New Alamein City





The New Alamein City, taking up more than 48,000 feddans of land, is changing our perception of the North Coast experience from a temporary visiting spot to an all-year round destination.

The fourth generation self-sustainable city with beat to a modern rhythm suitable for aspiring individuals to live a well-balanced life with its parks, schools universities, commercial & retail areas.

You will not need to leave the city to satisfy your cravings for new experiences. The destination offers cultural, retail, service and entertainment hubs for a lifestyle that is sensational.



DESTINATIONS

- i. Museums & Opera House
- ii. Entertainment Areas
- iii. Alamein Library
- iv. Alamein Eye
- v. International & National Schools
- vi. International & National Universities
- vii. Residential towers by the Beach Hotels
- viii. Retail areas & offices
- ix. Hospitals

PROJECT SERVICES

- i. Power Station
- ii. Water Desalination

III
ABOUT
—

North Edge

North Edge towers are the pioneering pillars of the New Alamein waterfront with a mission to begin a new era of all-year round living.

First row turquoise sea views & a philosophy of convenience through sky-high sea-side living, North Edge's nothing short of incomparable.

The living towers are self-sufficient, prioritizing convenience with dedicated amenities, retail & commercial areas such as North Square.

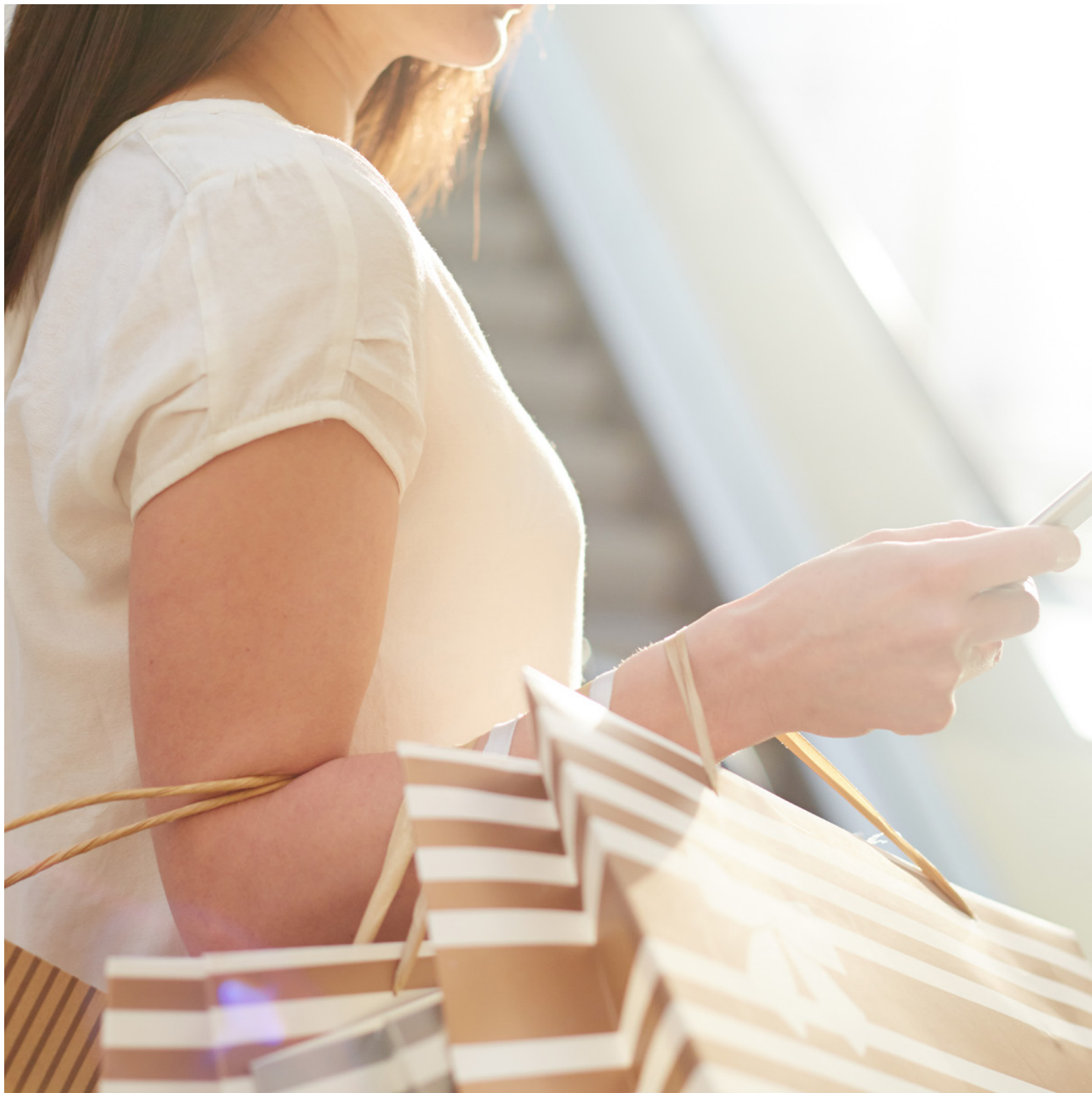
Residents of the North Edge can easily stroll to North Square, making it a convenient location for leisure, entertainment and retail experiences for them and their families.



IV
WELCOME TO
—

North Square





An International Experience, No Flights Involved.

A masterpiece is nothing without its finest details.

As the bustling capital of modernity arises in New Alamein, it is only natural to build a retail center with the same standard of excellence. In other words, the treasure box on the shore of the Mediterranean International brands.

Cuisines that will take your taste buds on a journey through every continent. Progressive design. Entertainment areas to build memories with family and friends. We did not want just a mall. We wanted a hub that fosters a different experience with a new edge. A 'city' edge.

Allow us to introduce North Square, the pioneering jewel in New Alamein's shopping crown.



As New Alamein welcomes the world to the city, we welcome international experiential retail. The mall appeals to a wide spectrum of tastes and interests on a shopping, gastronomical and experiential level. Whether you want to go Italian like Sophia Loren or classical like Audrey, the retail opportunities of North Square can turn your closet into an exhibition of cultures.

Up-to-par International cuisines & catering opportunities make the corniche area of the mall an airport to many destinations.

We make sure that our consumers are spoilt for choice.



V
INSPIRATION
—

North Square





North Square will be a top attraction of the North Coast region, taking up an extensive strip of space of almost 1 KM in length. This generous space will be home to international brands, cafes, restaurants, fitness centers in addition to jogging tracks, bicycle lanes and a 2000-spot car park for visitors. The mall experience is curated to orchestrate a new rhythm for all its visitors. One that is lively, fun and practical.



VI

ABOUT

—

North Square

With new times come new definitions. We definitely think it is due time to redefine what it is to be in a mall. It is not just a convenient location to buy your favorite items anymore; it is an experience made-up of every element that appeals to your senses.

As the city of New Alamein grows into a fourth generation self-sustainable city, it is only natural that its pioneering mall will be a focal point for social activity and commerce.

North Square is the new treasure on the Mediterranean shore.



VII
LOCATION
—

North Square







Taking Center Stage.

A treasure box has just landed on the New Alamein shore and it will shine brightly enough to map New Alamein as the Cannes of the Mediterranean. We made sure that the future-oriented philosophy that we used to bring life to North Edge emanates into our plan for North Square.

Just like you set a dinner table. You place all the right elements in all the right places. We started with the infrastructure, placed it in near the glory of nature and added a retail experience. There is no better way to welcome the future into New Alamein.





Putting North Square on the Mediterranean Map.

Shopping just meters away from the ocean has perks other than just bright and fresh scenery to accompany your shopping experience. Situated meters away from the ocean, visitors of North Square can enjoy their proximity to the beach with our outdoor entertainment areas.

The mall will shoot straight to a 'top of mind' option when families and friends want to gather up. Situated at the prime spot of the new city, North Coast residents will have meals & make memories by the shore. Fountains of water, recreational areas and a lively atmosphere will designate the mall as a gem in the New Alamein's retail crown.

Residents of North Edge will consider North Square to be an extension of their homes, strolling for a couple of minutes to get there.

A new bustling area with a scenic horizon to accompany it.

North Square is redefining retail.



Orchestrating a Modern Rhythm.

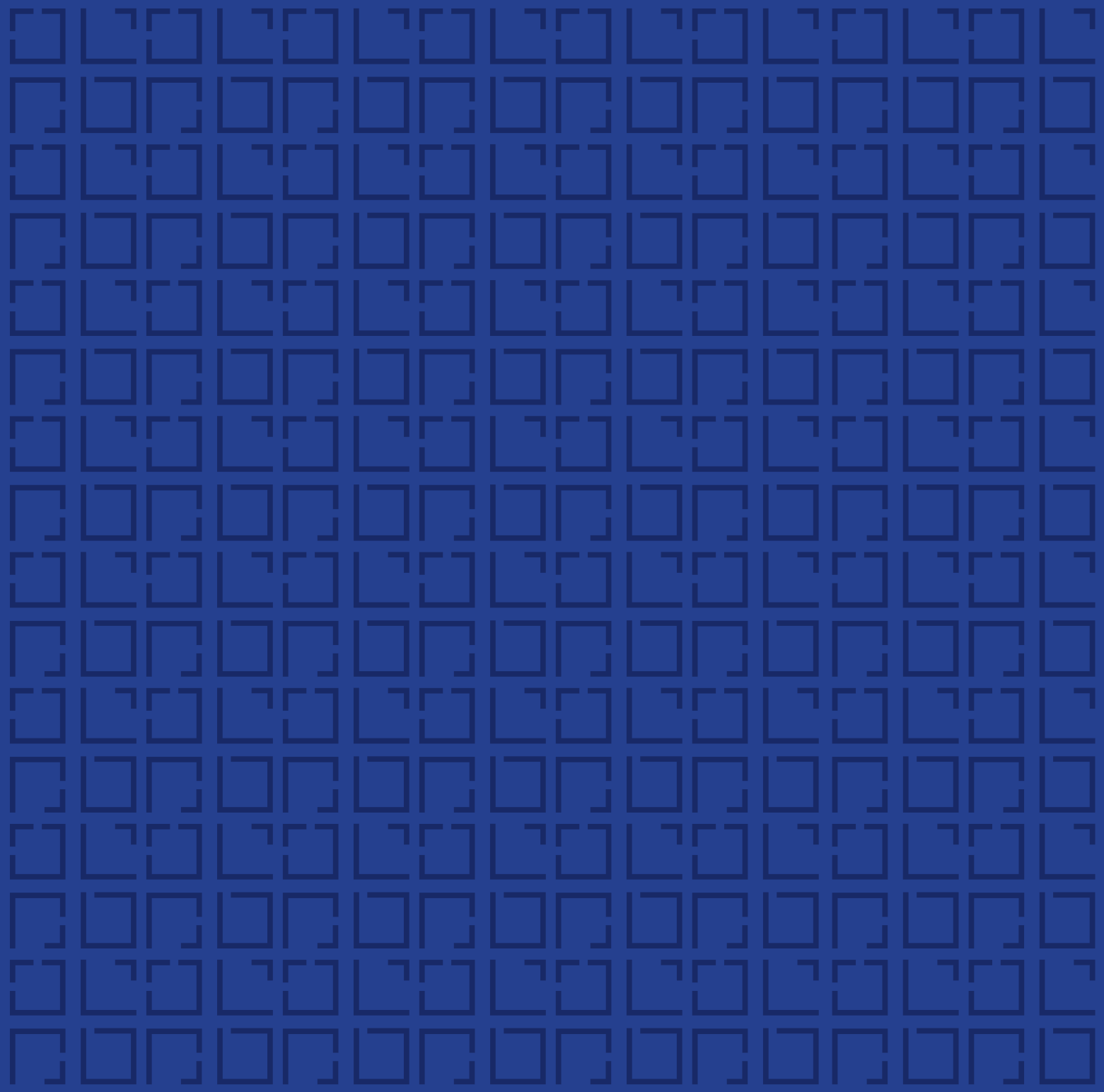
Think of a great symphony. The tune massages your senses. You start to slowly move to the music subconsciously.

That is how the retail experience at North Square was choreographed; To make visitors walk through to see more instead of just shop and go. Shopping will be appealing instead of overwhelming. No complications; just a smooth traffic flow for a non-traditional shopper to utilize their space however they see fit.

The design and aesthetic landscape of the project is build from urban, geometrical forms connected to a main cornice, acting as a spine for different units on each of its edges. The unconventional yet simplistic shape makes the mall an appealing landmark that you cannot miss when passing by.







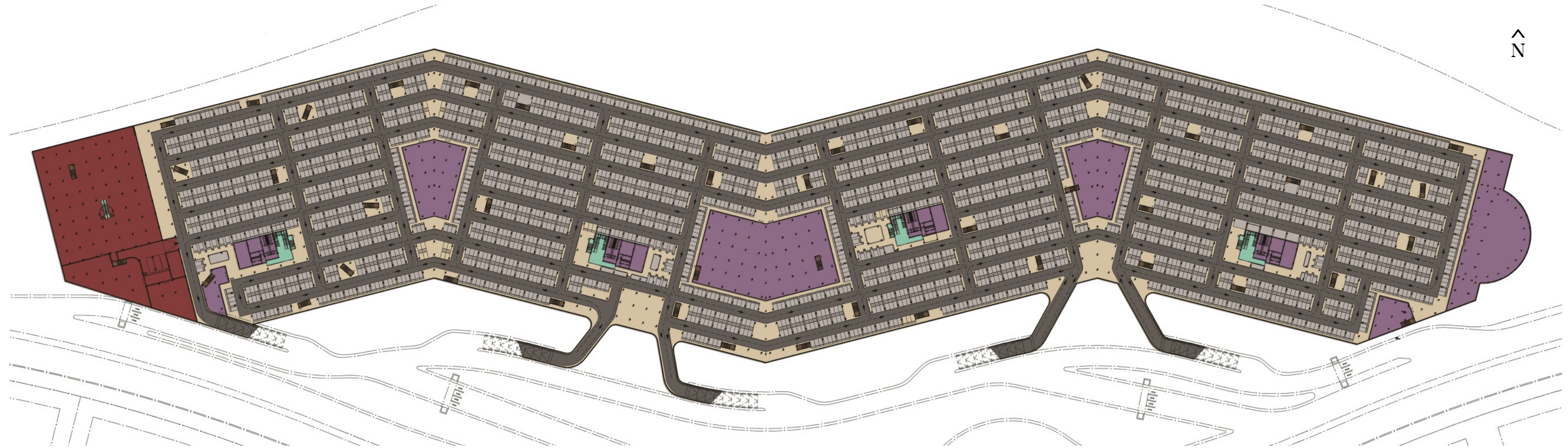
Masterplan







Basement – Floorplan



Basement Area : 113,930 m²
Hypermarket Area : 7000 m²
Services Area : 11,200 m²

Escape Stairs Area : 1000 m²
Number of Escape Stairs : 50 Stairs
Number of Cars : 3060 Car

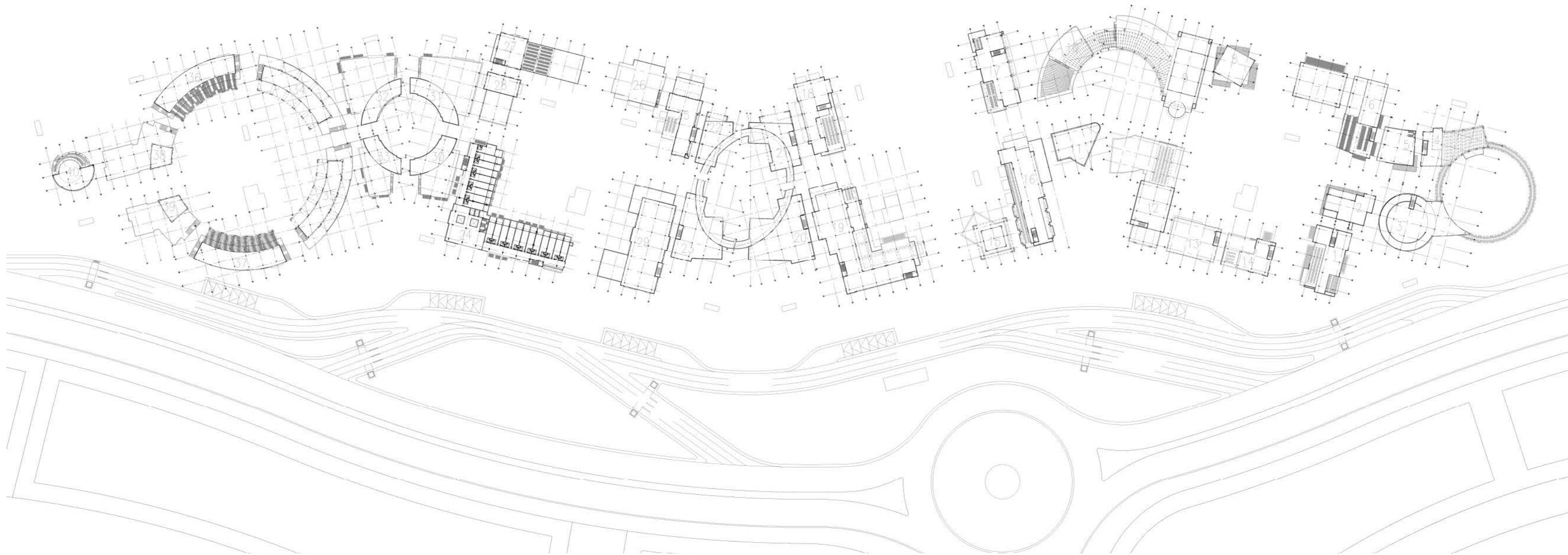




Ground Level—Floorplan



First Level—Floorplan



Floorplans – Part 01

PART 01 – BASEMENT LEVEL

Anchor Stores & General Retail



- General Retail.
- F&B - Cafe/Din-In Restaurant.

- Hotel Zone.
- Anchor Store.

- Gym & Sports.
- Service & Circulation.

PART01 – GROUND LEVEL

All Functions



- General Retail.
- F&B - Cafe/Din-In Restaurant.
- Hotel Zone.
- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART01 – GROUND LEVEL

Food & Beverage



- General Retail.
- F&B - Cafe/Din-In Restaurant.
- Hotel Zone.
- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART01 – GROUND LEVEL

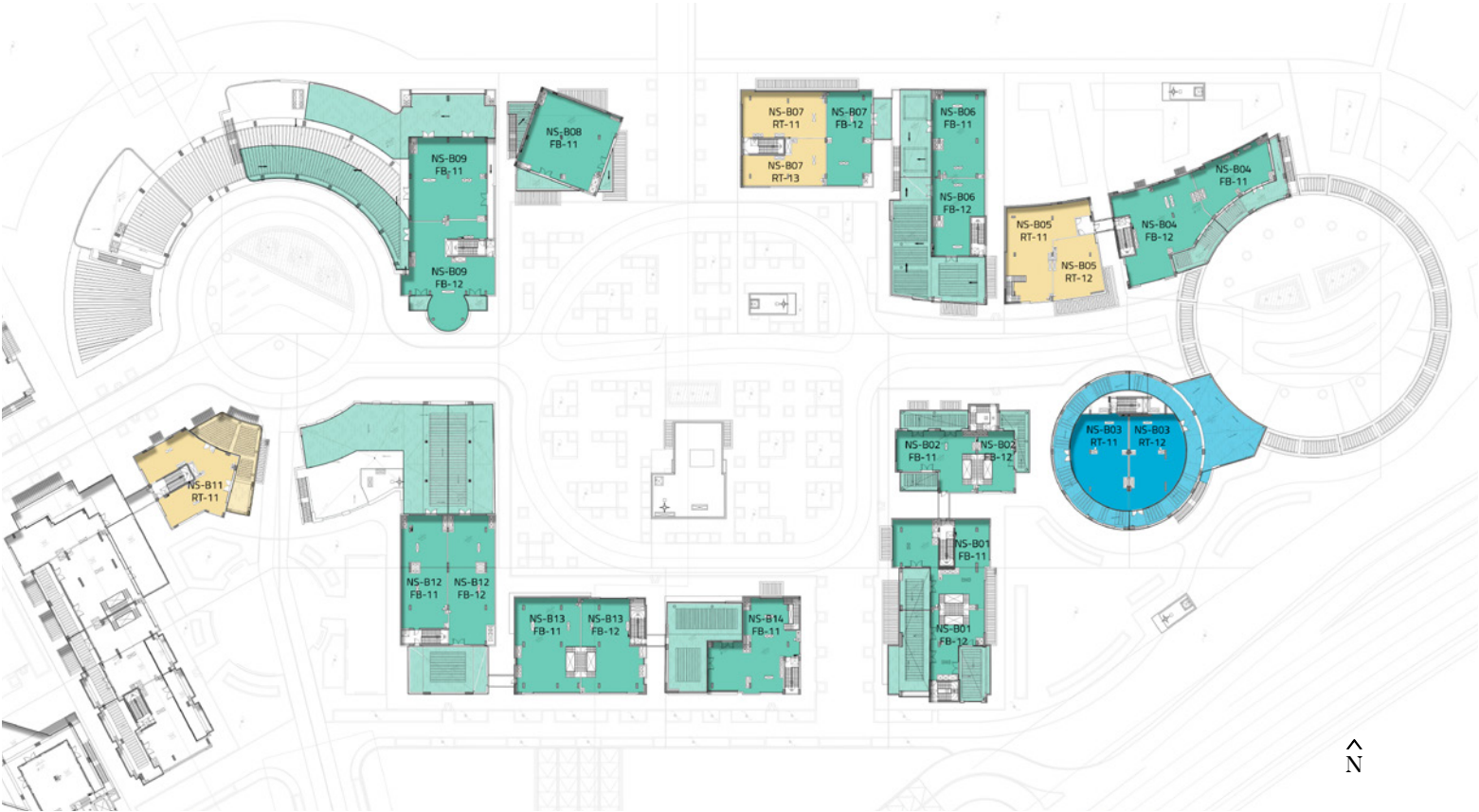
Anchor Stores & General Retail



- General Retail.
- Hotel Zone.
- Gym & Sports.
- F&B - Cafe/Din-In Restaurant.
- Anchor Store.
- Service & Circulation.

PART01 – FIRST LEVEL

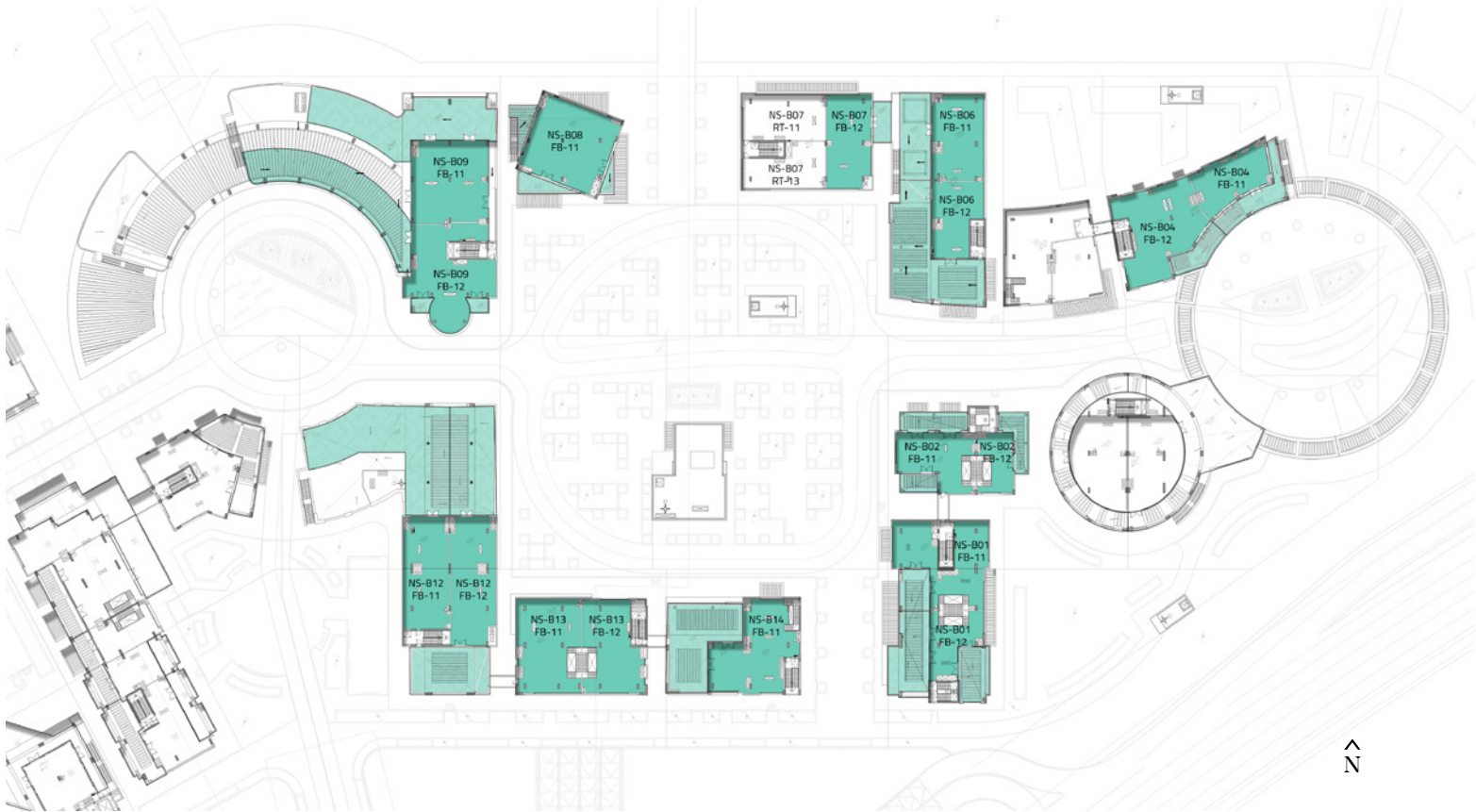
All Functions



- General Retail.
- Hotel Zone.
- Gym & Sports.
- F&B - Cafe/Din-In Restaurant.
- Anchor Store.
- Service & Circulation.

PART 01 – FIRST LEVEL

Food & Beverage



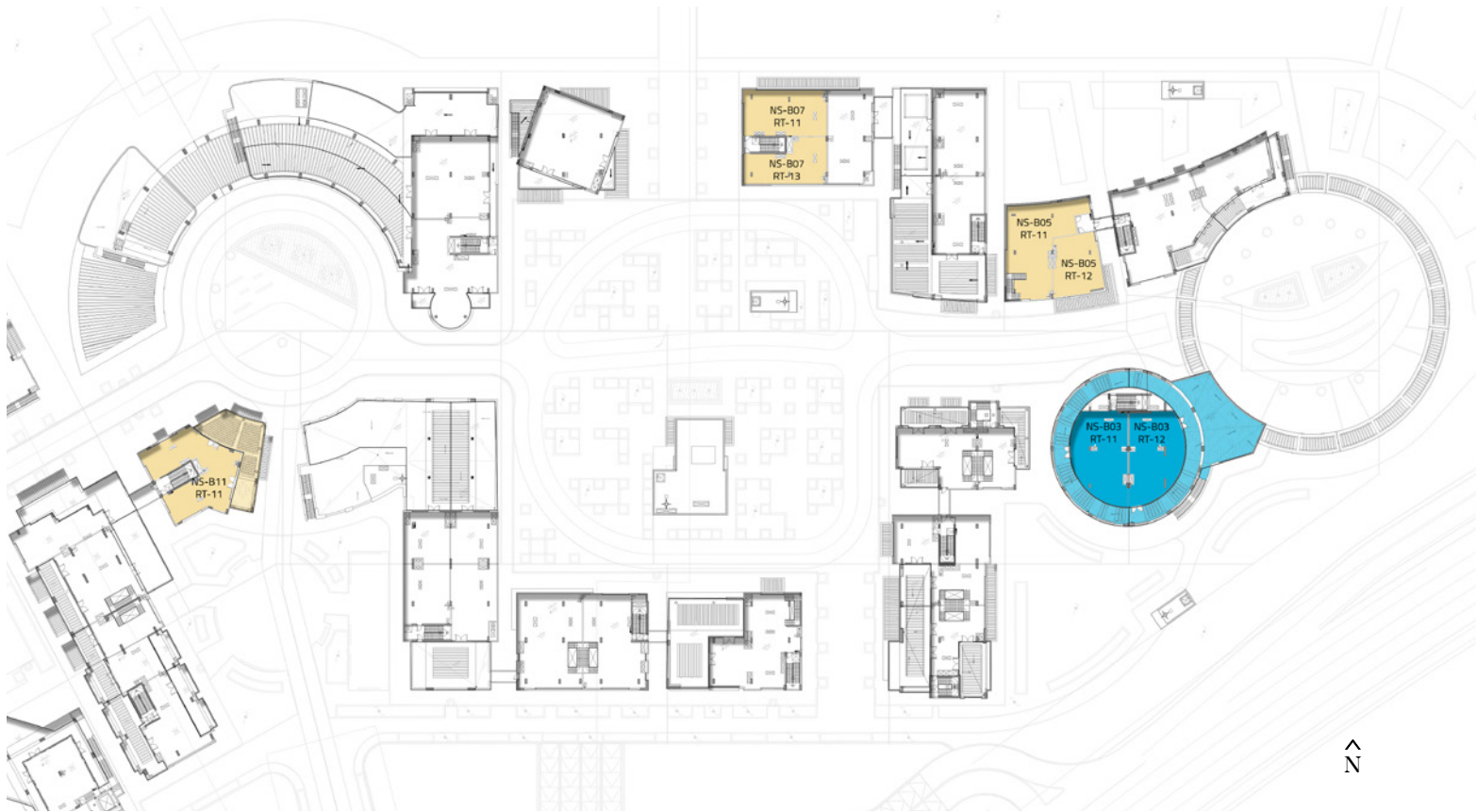
- General Retail.
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- Anchor Store.

- Gym & Sports.
- Service & Circulation.

PART 01 – FIRST LEVEL

Anchor Stores & General Retail



- General Retail.
- F&B - Cafe/Din-In Restaurant.

- Hotel Zone.
- Anchor Store.

- Gym & Sports.
- Service & Circulation.

Floorplans – Part 02

PART 02 – GROUND LEVEL

All Functions



- General Retail.
- F&B - Cafe/Din-In Restaurant.
- Hotel Zone.
- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART 02 – GROUND LEVEL

Food & Beverage



- General Retail.
- F&B - Cafe/Din-In Restaurant.
- Hotel Zone.
- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART 02 – GROUND LEVEL

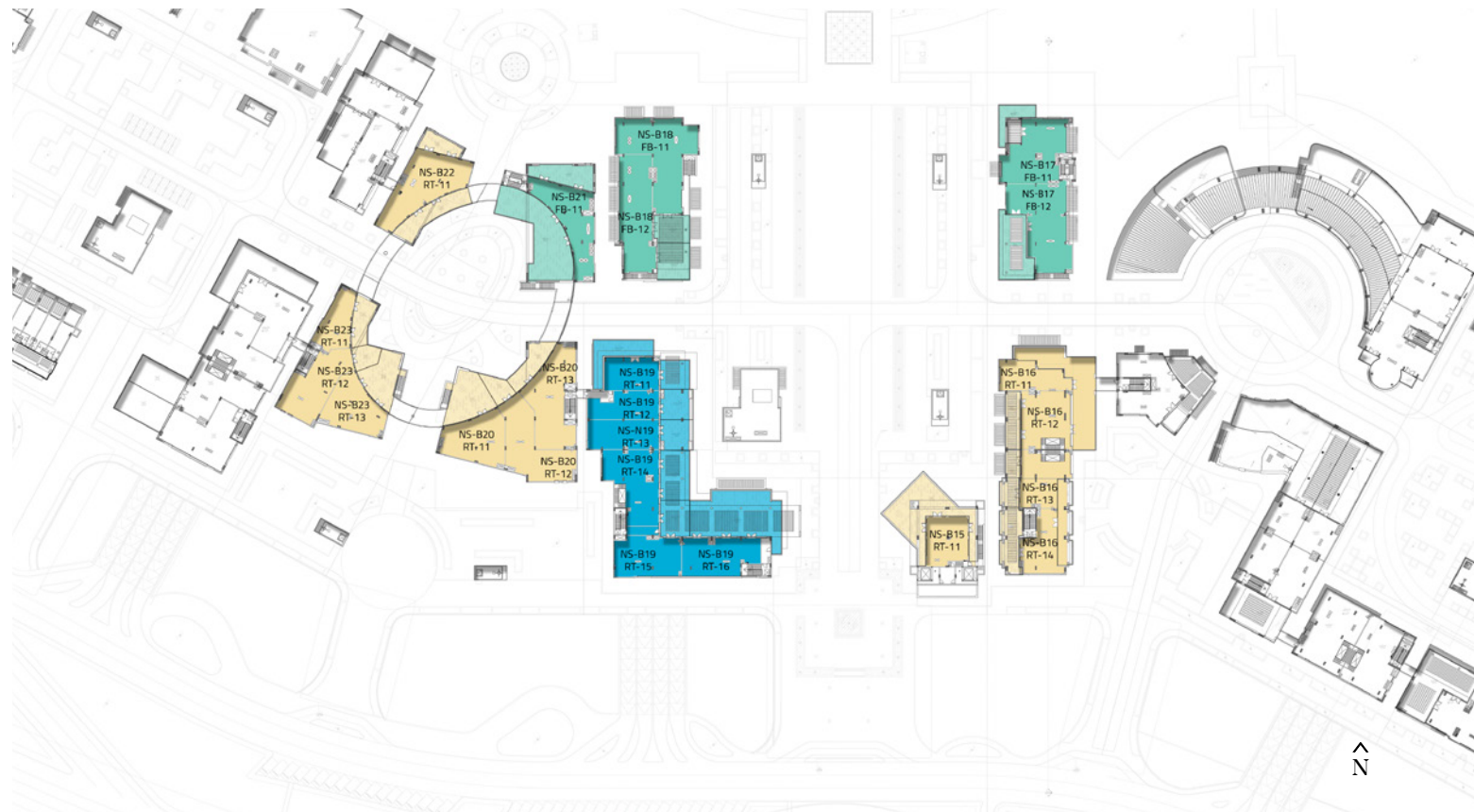
Anchor Stores & General Retail



- General Retail.
- F&B - Cafe/Din-In Restaurant.
- Hotel Zone.
- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART 02—FIRST LEVEL

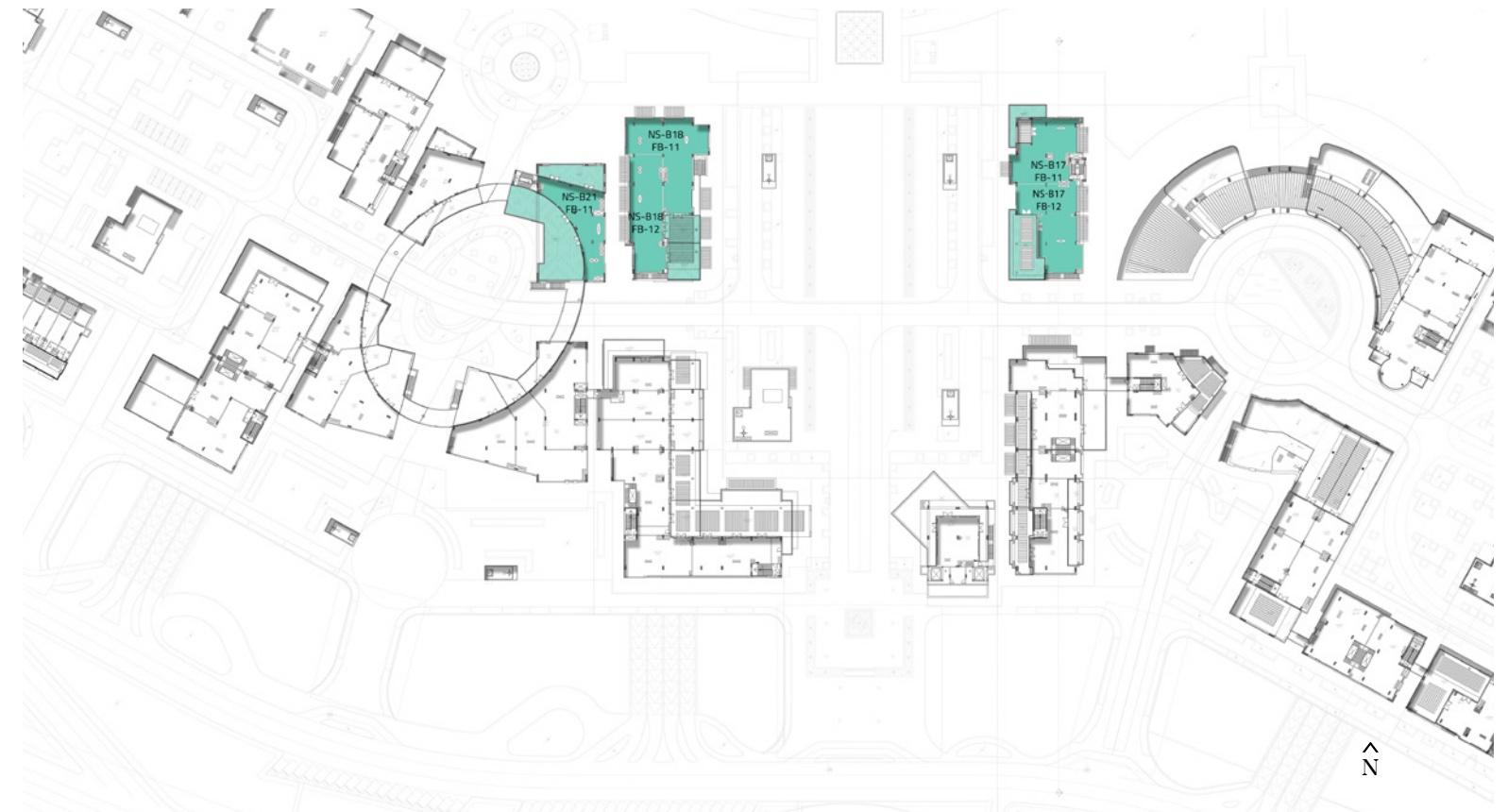
All Functions



- General Retail.
 ● Hotel Zone.
 ● Gym & Sports.
- F&B- Cafe/Din-In Restaurant.
 ● Anchor Store.
 ● Service & Circulation.

PART 02—FIRST LEVEL

Food & Beverage



- General Retail.
 ● Hotel Zone.
 ● Gym & Sports.
- F&B-Cafe/Din-In Restaurant.
 ● Anchor Store.
 ● Service & Circulation.

PART 02 – FIRST LEVEL

Anchor Stores & General Retail



- General Retail.
- F&B - Cafe/Din-In Restaurant.

- Hotel Zone.
- Anchor Store.

- Gym & Sports.
- Service & Circulation.



Floorplans – Part 03

PART 03 – BASEMENT LEVEL

Anchor Stores & General Retail



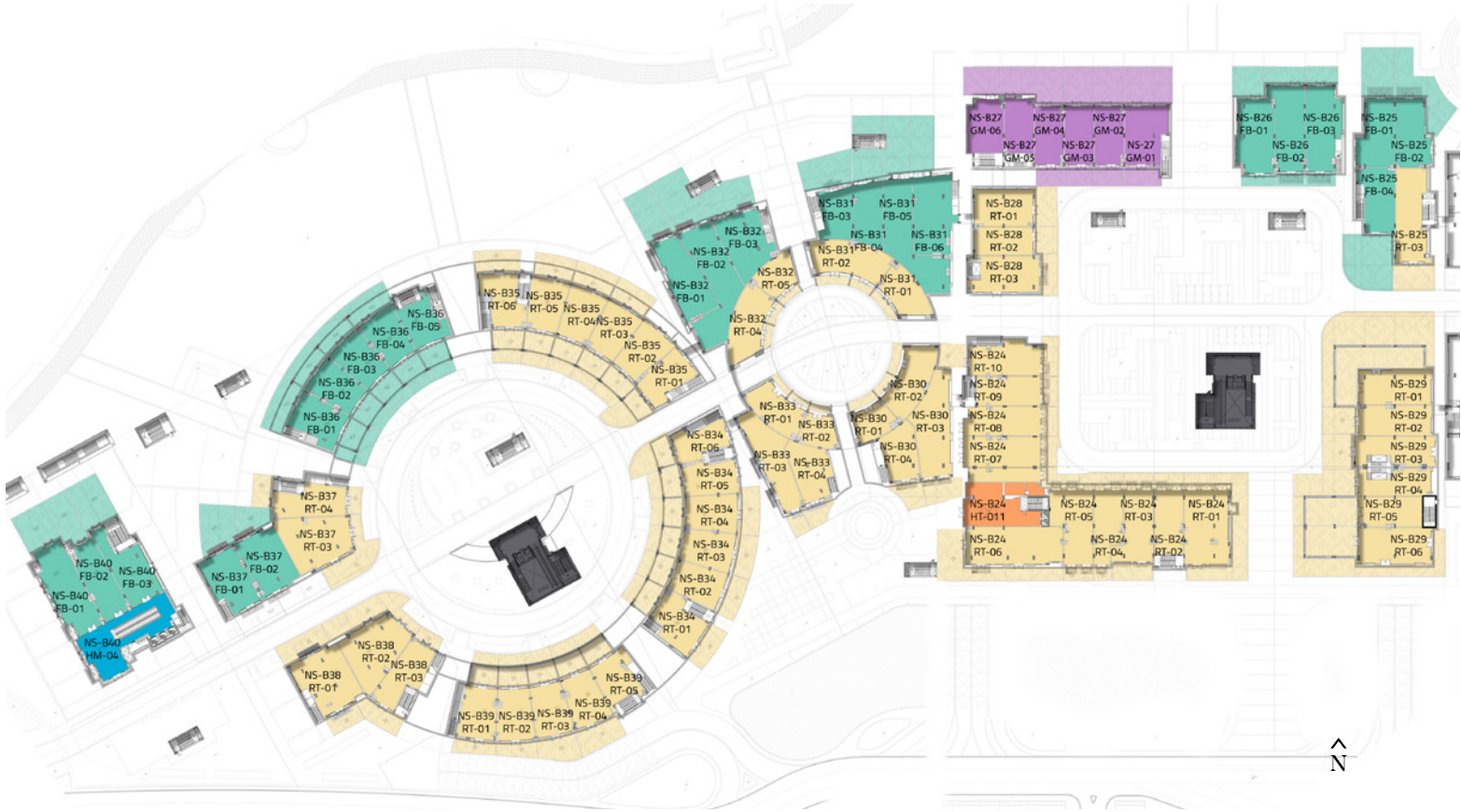
- General Retail.
- F&B- Cafe/Din-In Restaurant.

- Hotel Zone.
- Anchor Store.

- Gym & Sports.
- Service & Circulation.

PART 03 – GROUND LEVEL

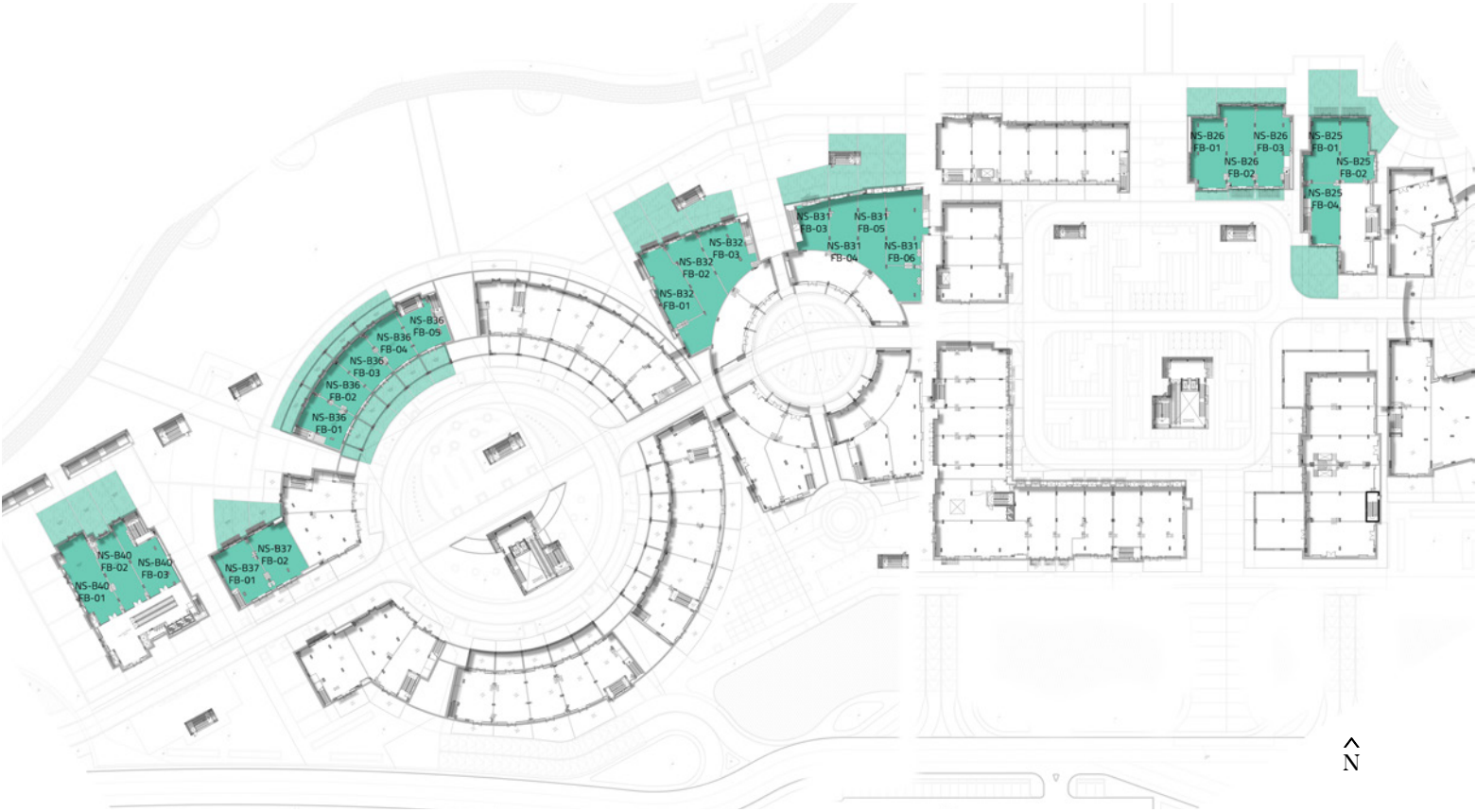
All Functions



- General Retail.
- F&B - Cafe/Din-In Restaurant.
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- Anchor Store.
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PART 03 – GROUND LEVEL

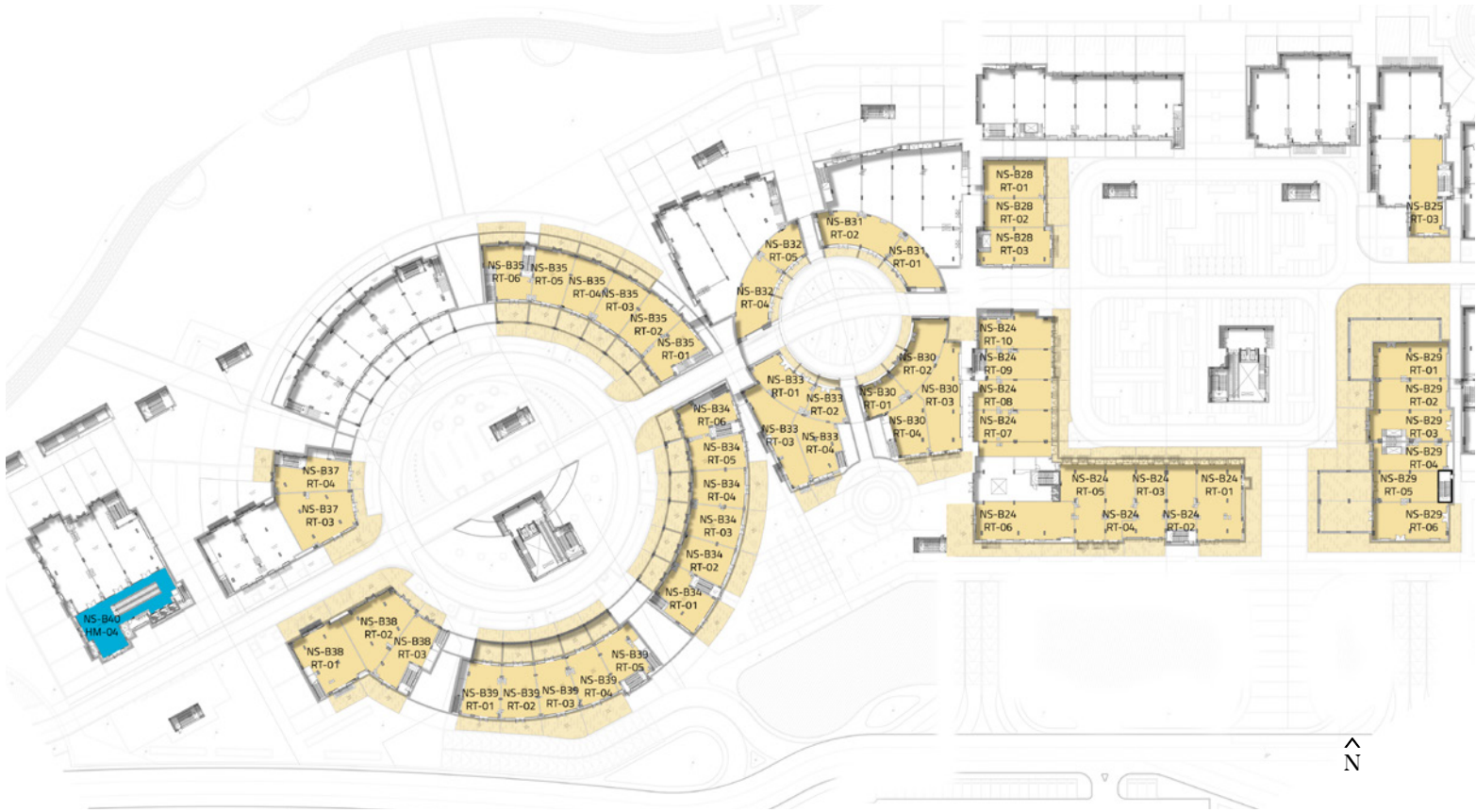
Food & Beverage



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PART 03 – GROUND LEVEL

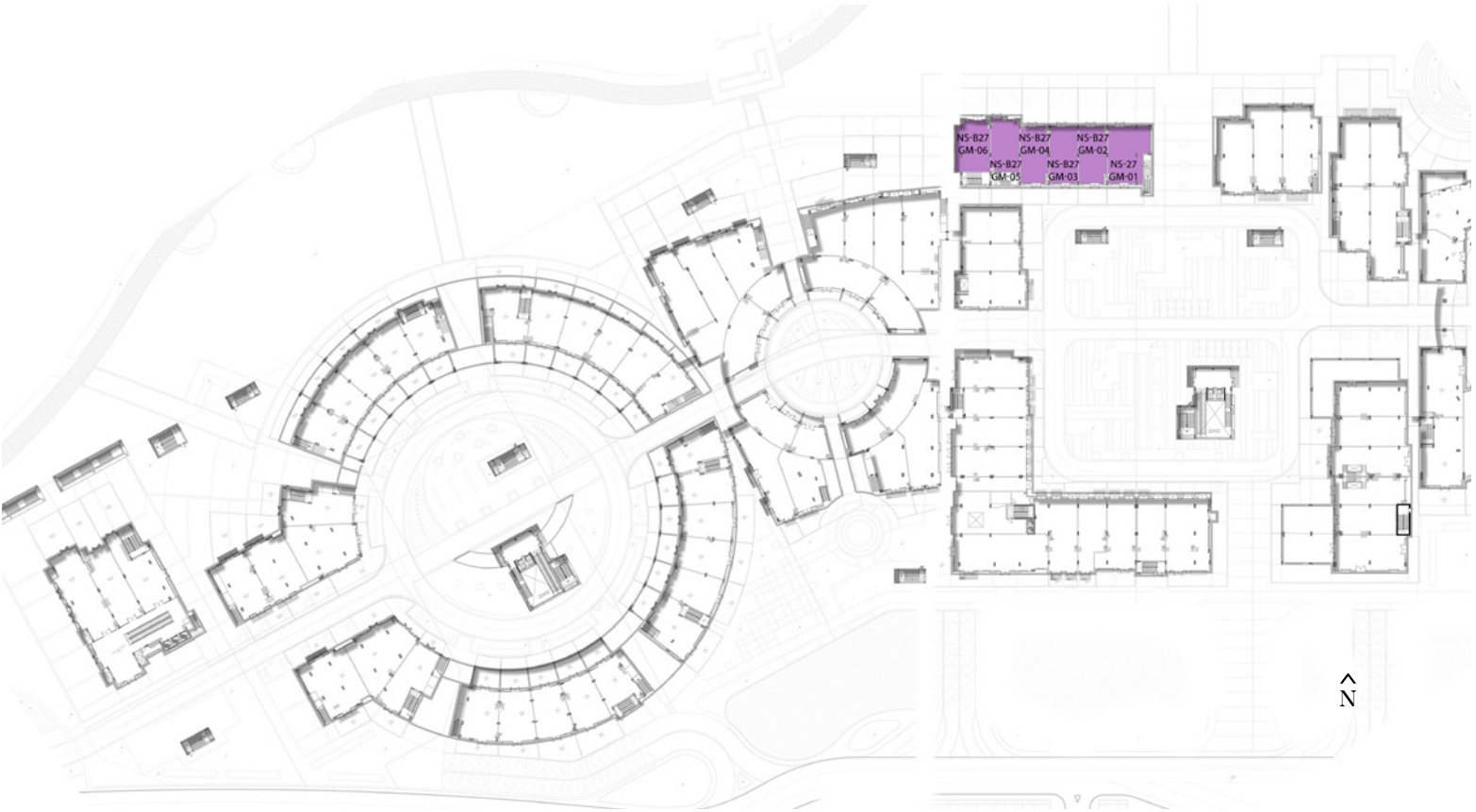
Anchor Stores & General Retail



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- F&B - Cafe/Din-In Restaurant.
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- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART 03 – GROUND LEVEL

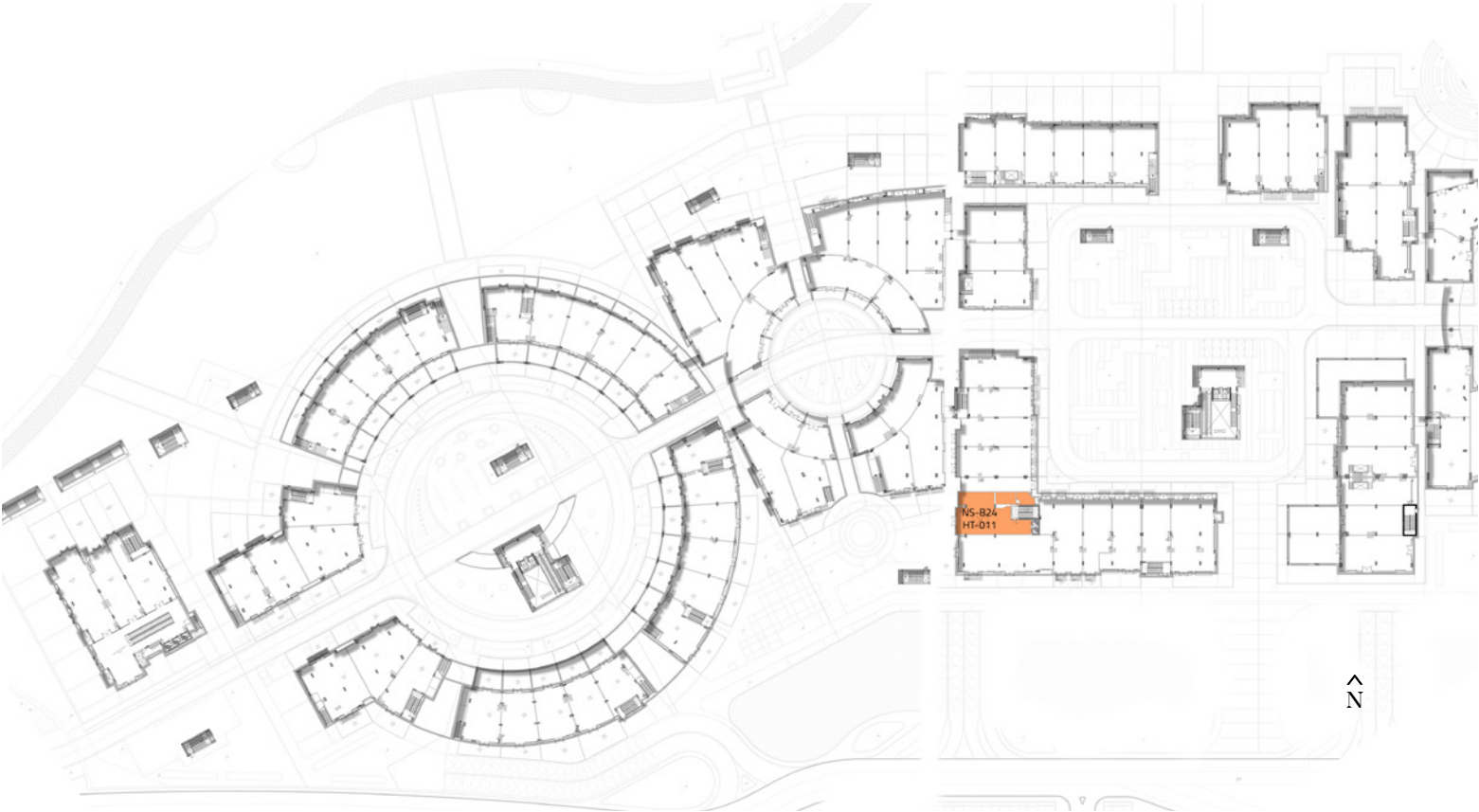
Gym & Sports



- General Retail.
- F&B - Cafe/Din-In Restaurant.
- Hotel Zone.
- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART 03 – GROUND LEVEL

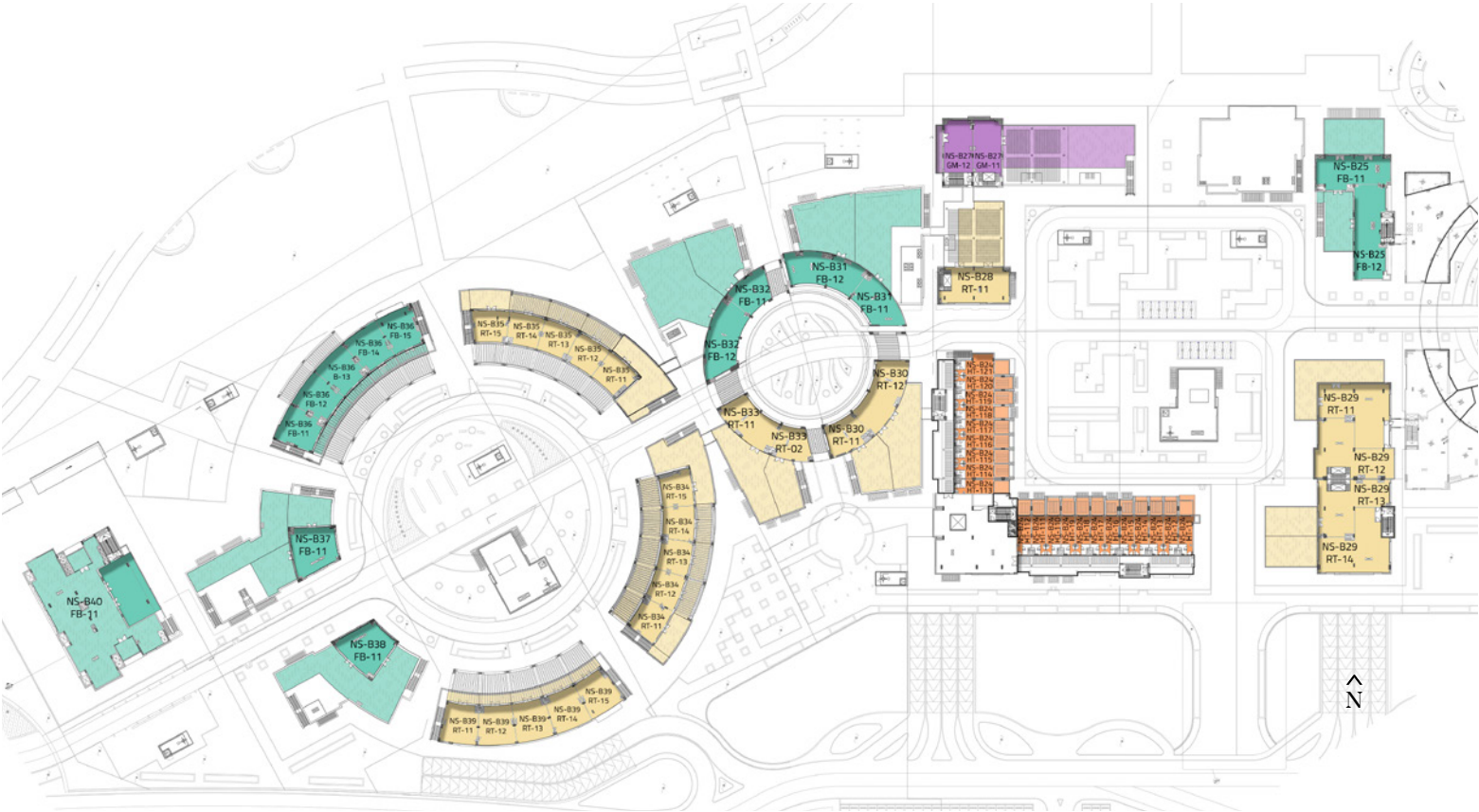
Hospitality



- General Retail.
- F&B - Cafe/Din-In Restaurant.
- Hotel Zone.
- Anchor Store.
- Gym & Sports.
- Service & Circulation.

PART 03 – FIRST LEVEL

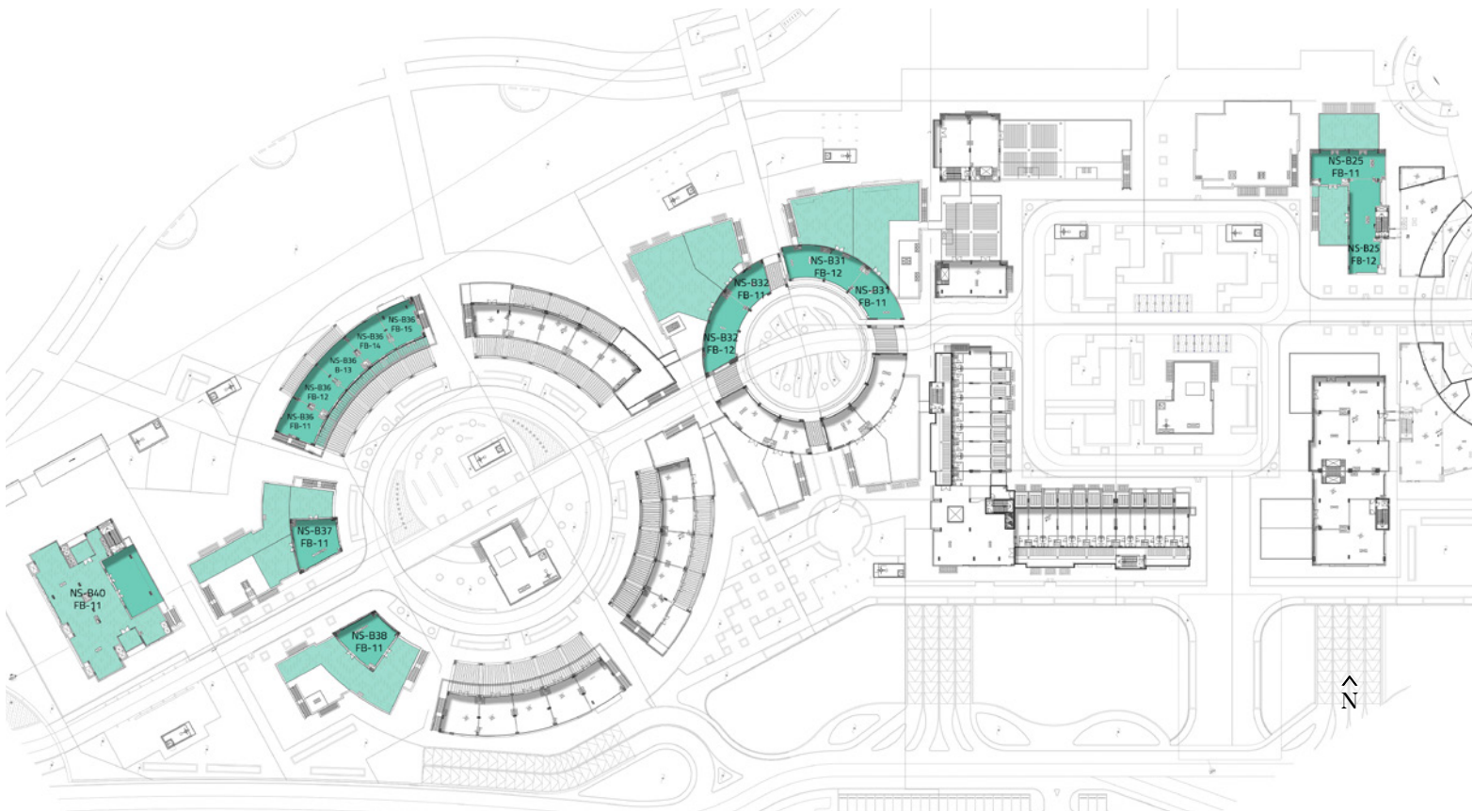
All Functions



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PART 03 – FIRST LEVEL

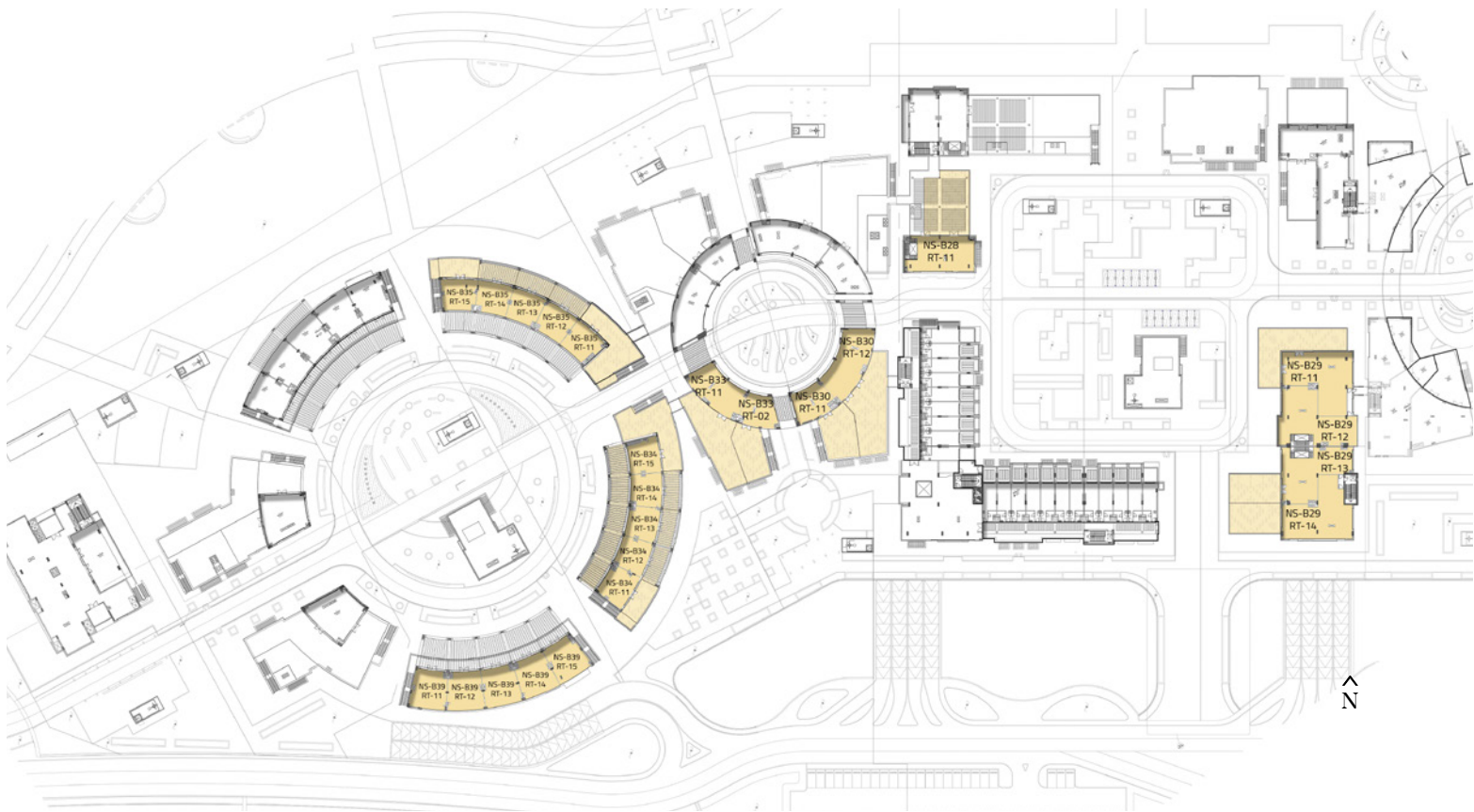
Food & Beverage



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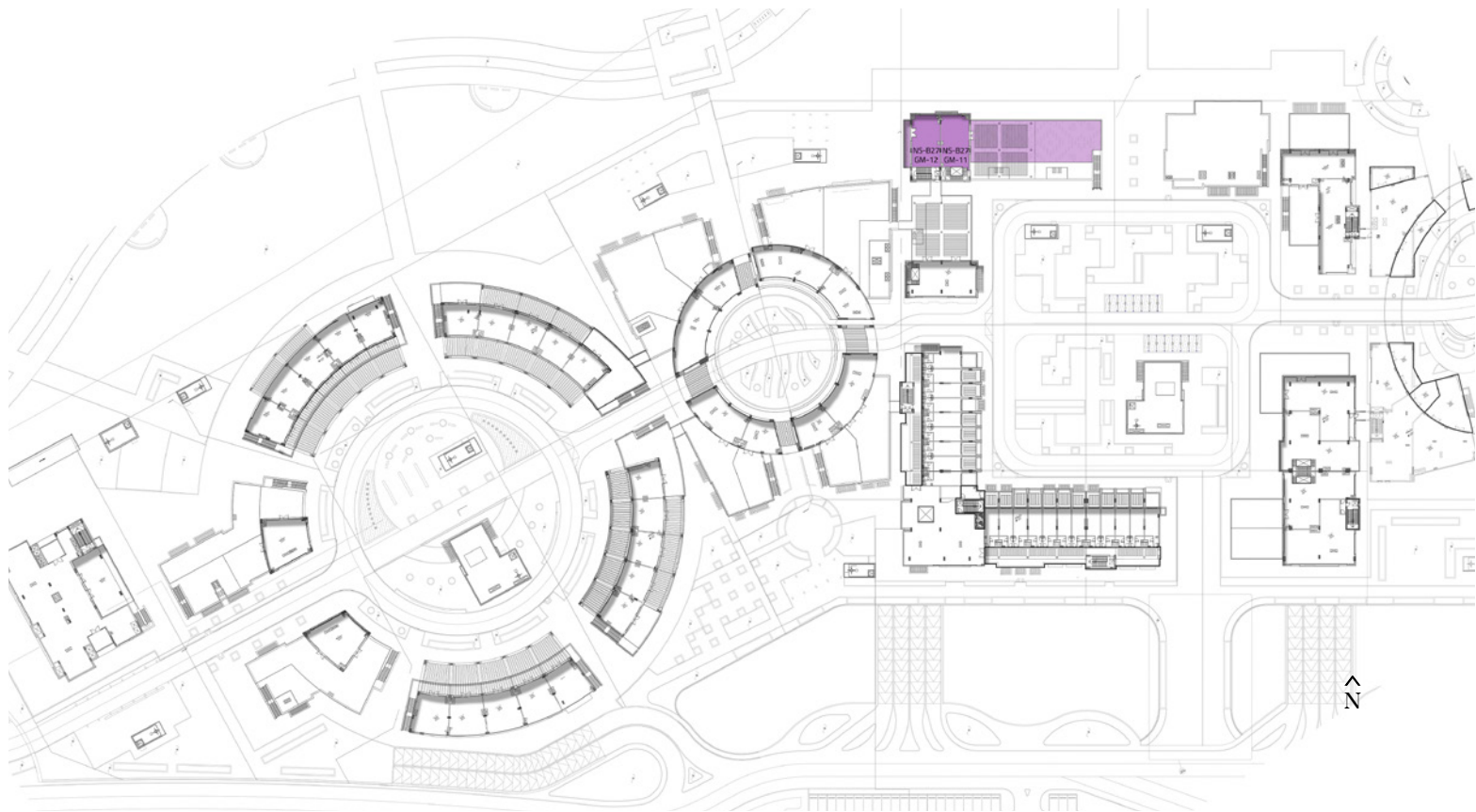
Anchor Stores & General Retail



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PART 03 – FIRST LEVEL

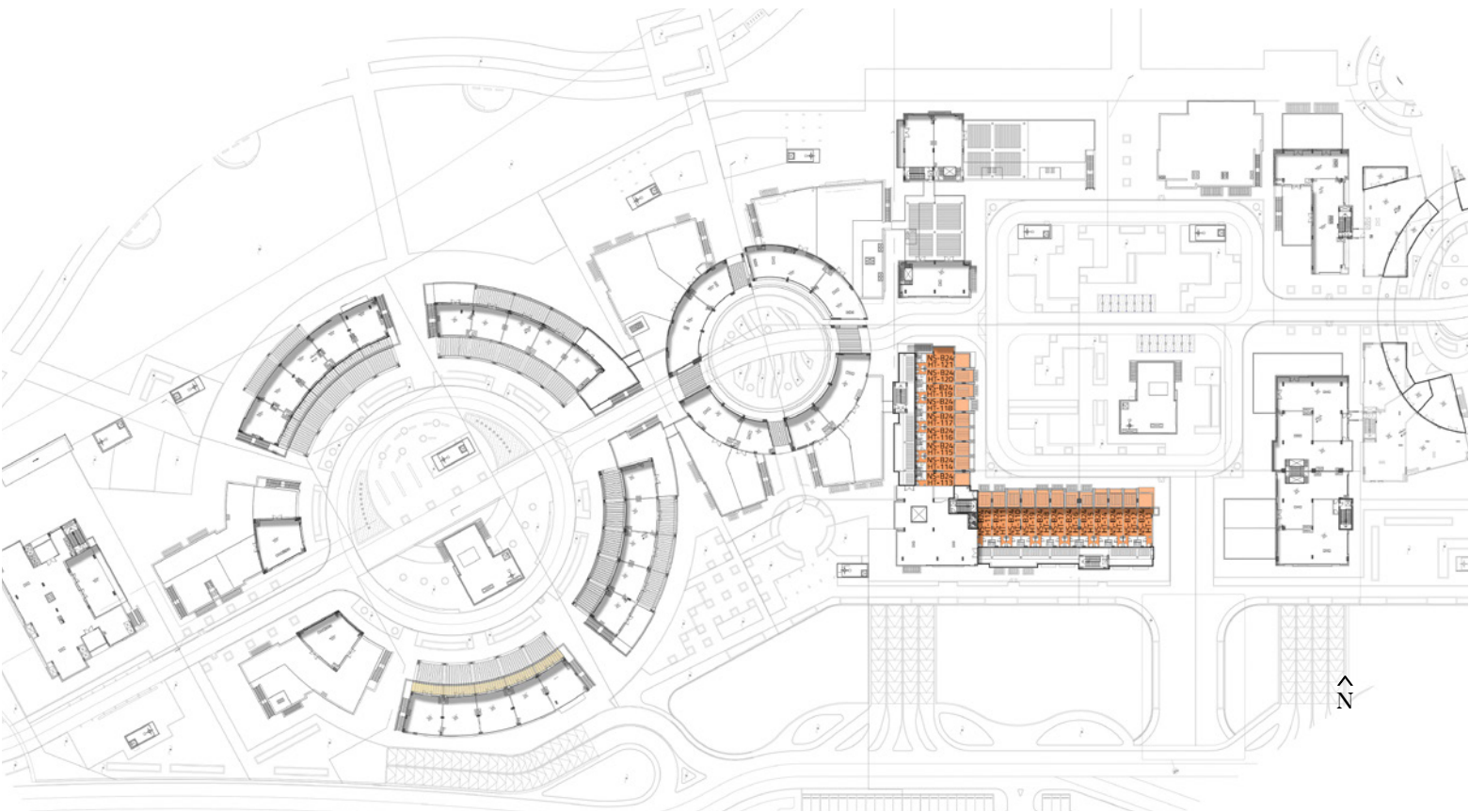
Gym & Sports



- General Retail.
- F&B - Cafe/Din-In Restaurant.
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- Service & Circulation.

PART 03 – FIRST LEVEL

Hospitality



- General Retail.
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CONTACT

We'd love to hear from you and answer all your inquiries about North Square through any of our platforms.

Hotline:

16044

Email:

info@ced-eg.com

Instagram:

@cityedgedevelopments

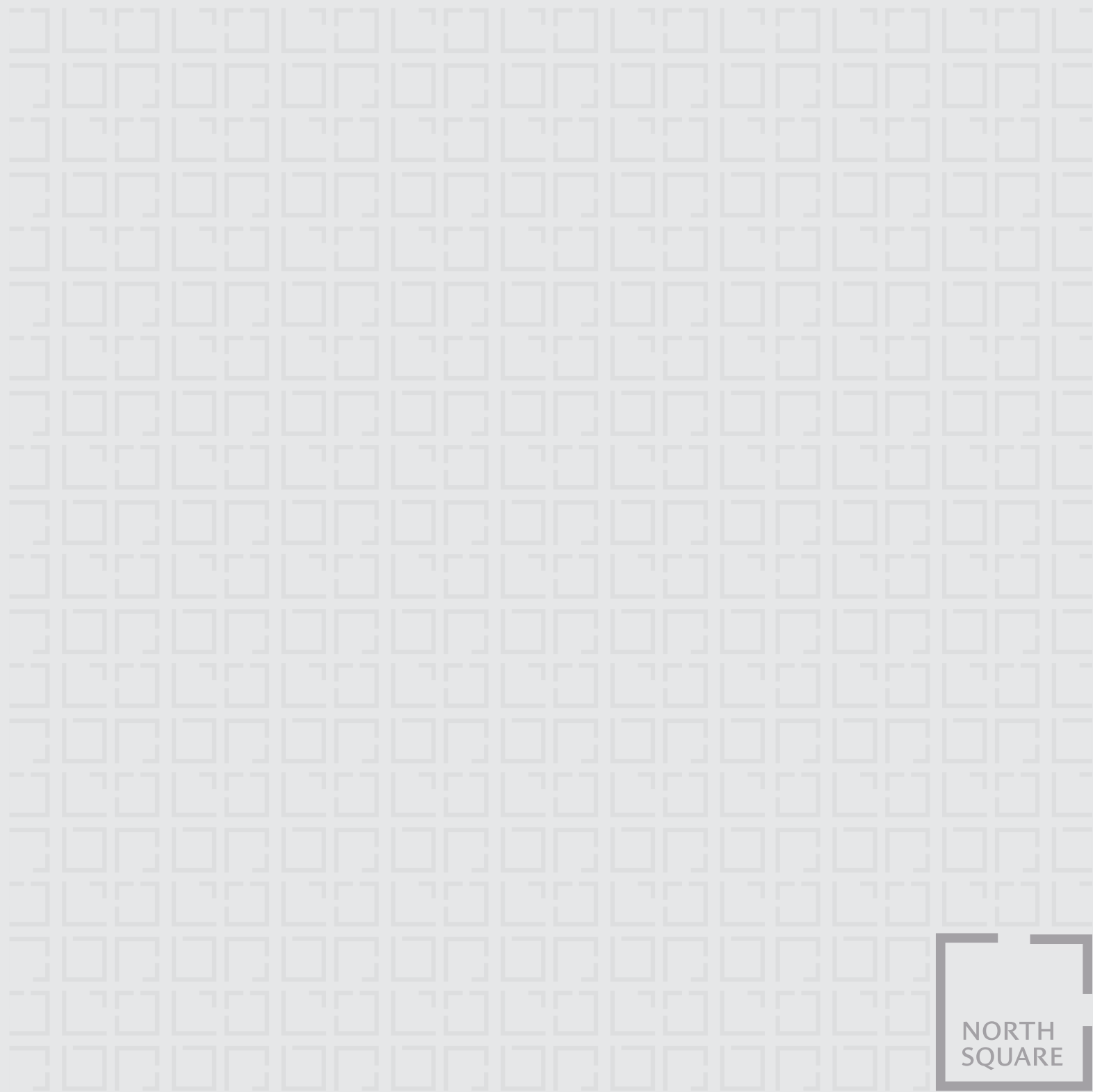
Facebook:

City Edge Developments

Sales Offices:

- El Sheikh Zayed City - Arkan Plaza, Building 4, 6Th Floor.
- New Cairo - Intersection S.Teseen with Mohamed Naguib axis.
- New Alamein City - 107 Alex Matrouh Road.





NORTH
SQUARE

PROJECT BY



V1