

# **RUA AL-MADINAH HEAD-QUARTER AND SALES CENTRE**

**AL-MADINAH AL-MUNAWWARAH  
SAUDI ARABIA**



**TENDER DOSSIER**

**FOR**

**DESIGN AND TURNKEY EXECUTION OF THE RUA AL-MADINAH HEAD-QUARTER AND SALES CENTRE**

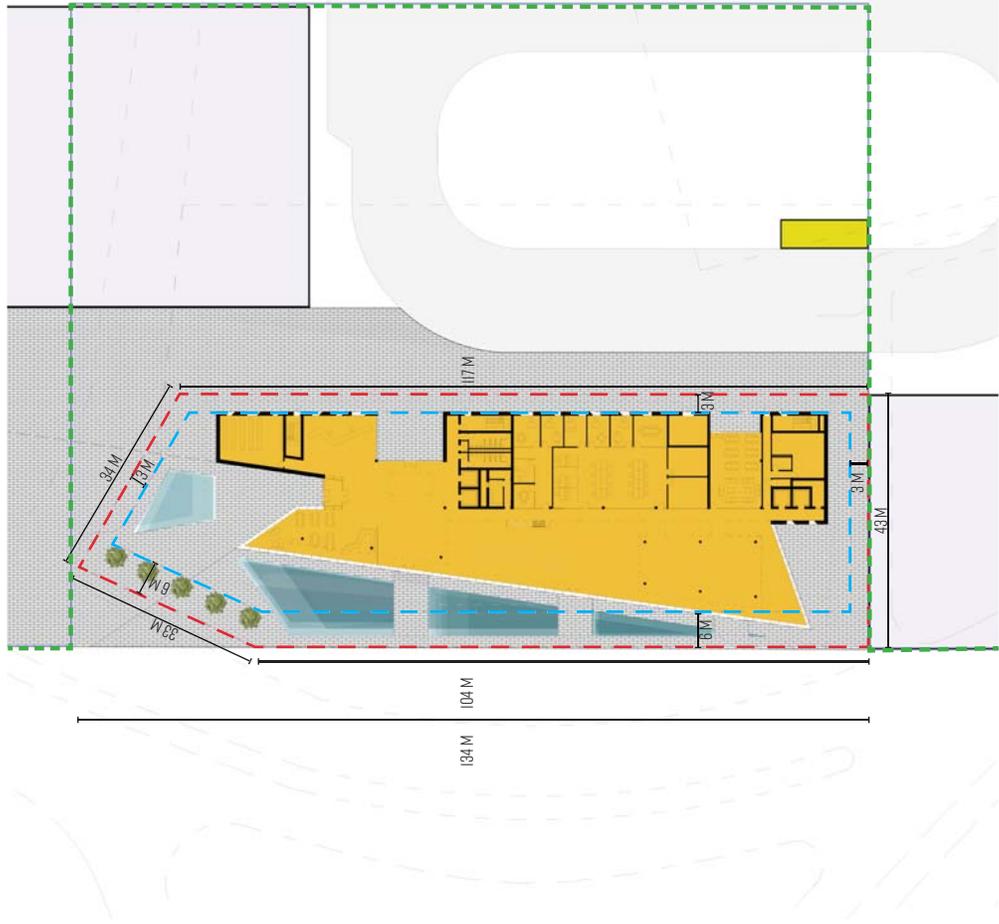
**VOLUME 2 OF 3**

**PART B – CONCEPT DESIGN**

**EMPLOYER:**

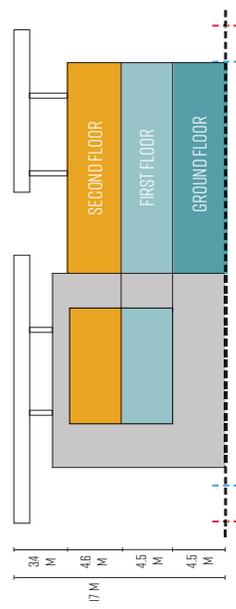
*Rua Al Madinah Holding Company (RAM-H)*  
3220 Fatima bint Hassan, Sayed As Shuhada Dist Unit 6  
Al Madinah Al Munawwarah, Madinah 42321-6122 Kingdom of  
Saudi Arabia  
Email: [k.mathbout@ruaalmadinah.com](mailto:k.mathbout@ruaalmadinah.com)

# PLOT REGULATIONS

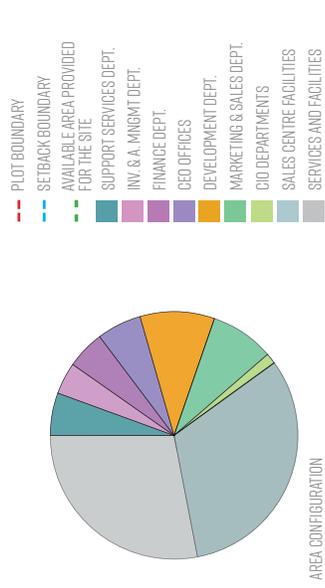


BUILDING CODES AND REGULATIONS	
APPLICABLE TO PLOTS OVER 1200 M <sup>2</sup> OF 40M BY 30M MIN	
SITE AREA	5,934 M <sup>2</sup>
DIMENSIONS	49 M X 166 M
FAR	1.25
ALLOWABLE BUA*	6,667.5 M <sup>2</sup>
* SITE AREA X FAR	
MAX FLOOR AREA COVERAGE *	50% OF LAND AREA
MAXIMUM NO. OF FLOORS	10 FLOORS
MAXIMUM ROOF ANNEX	50%
SETBACKS	3-6 M (FROM STREET SIDE) 3 M (FROM NEIGHBOUR)

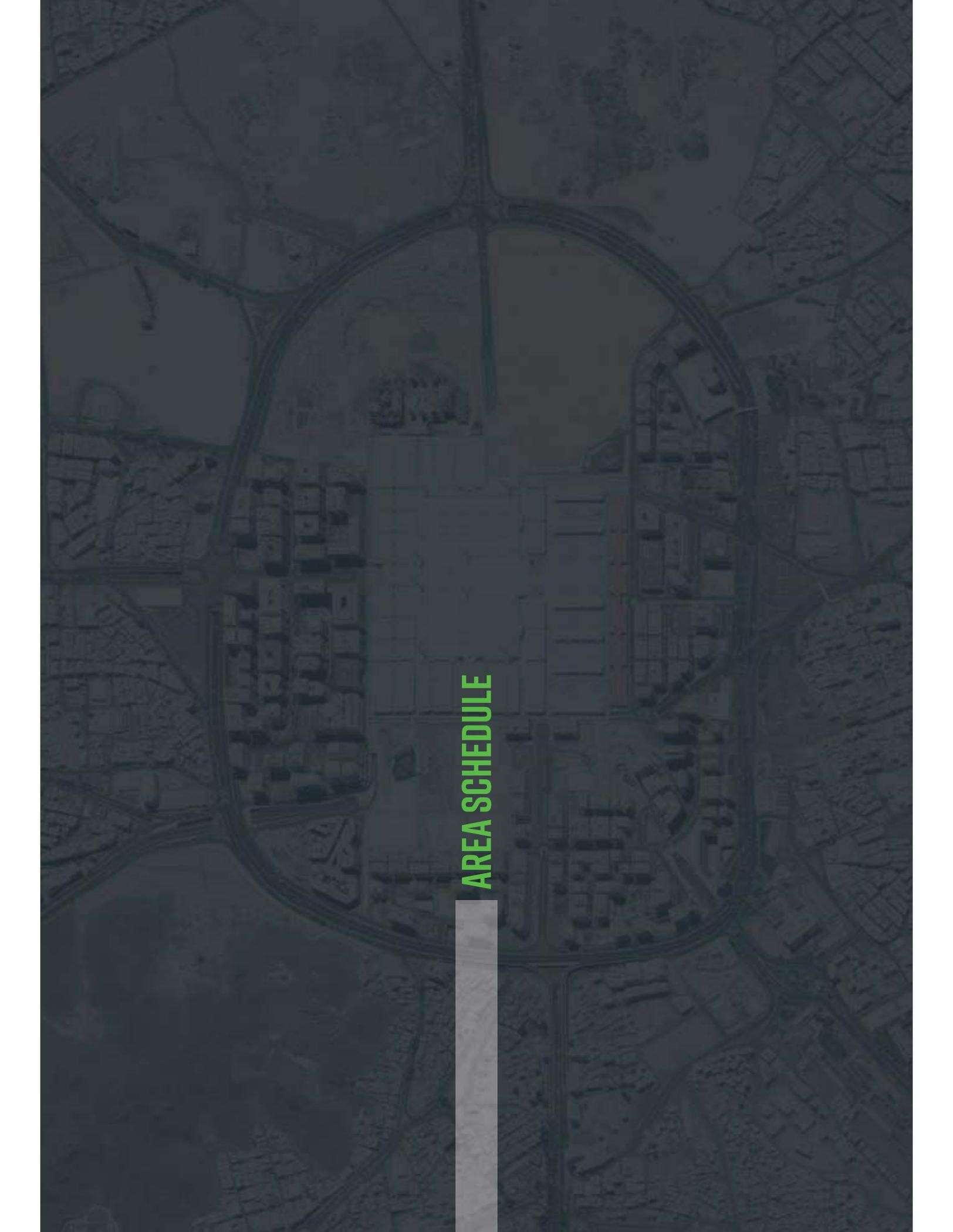
\* COVERAGE BASED ON APPROXIMATED LAND AREA, TO BE CONFIRMED UPON CONDUCTION OF TOPOGRAPHICAL SITE SURVEY



HEIGHT REGULATIONS



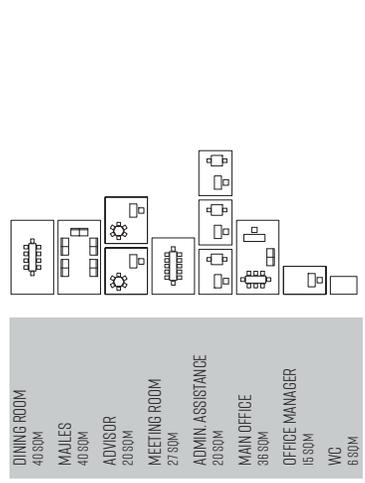
--- PLOT BOUNDARY  
--- SETBACK

An aerial photograph of a city street grid, featuring a prominent circular intersection in the center. The streets are light-colored, and the surrounding areas are filled with buildings and greenery. The image is overlaid with a dark, semi-transparent layer.

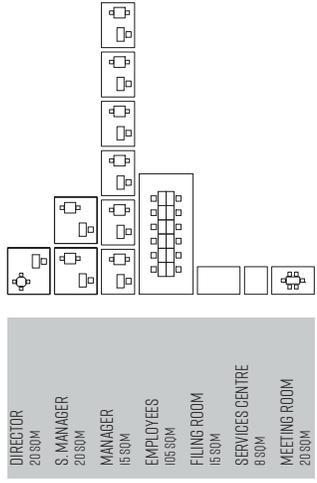
## AREA SCHEDULE

# KIT OF PARTS AND STAFF ENUMERATION

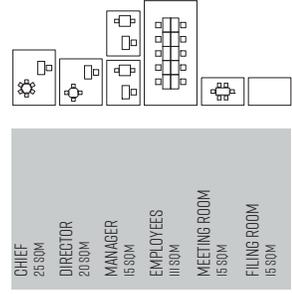
## CEO OFFICE



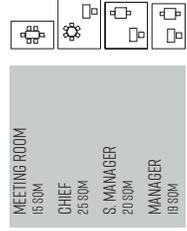
## INVESTMENT & ASSET MANAGEMENT DEPARTMENT



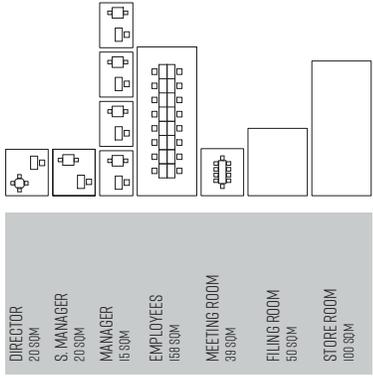
## FINANCE DEPARTMENT



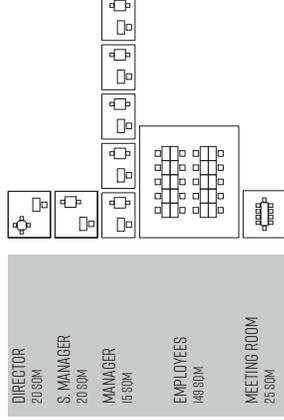
## CIO DEPARTMENT



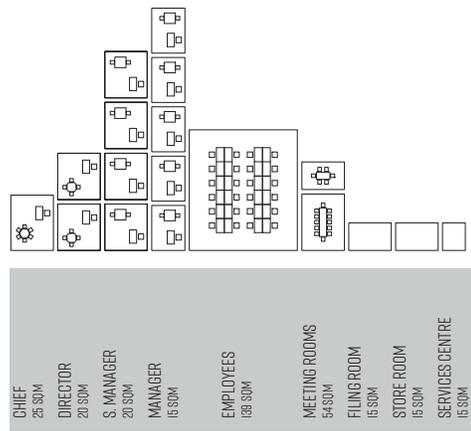
## MARKETING & SALES DEPARTMENT



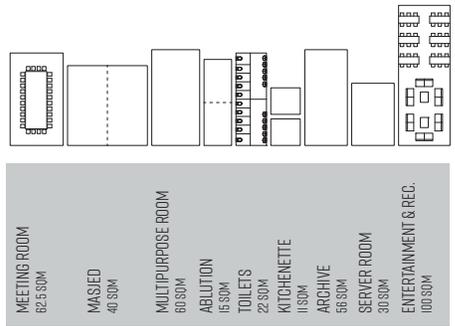
## SUPPORT SERVICES DEPARTMENT



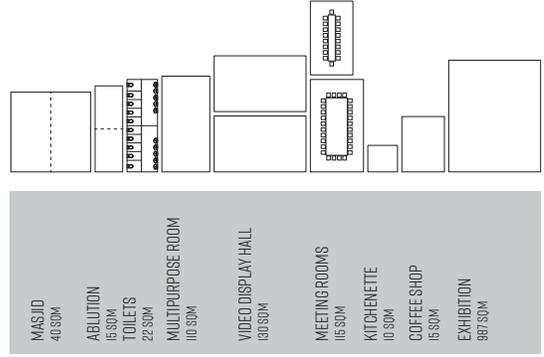
## DEVELOPMENT DEPARTMENT



## SERVICES AND FACILITIES



## SALES CENTRE FACILITIES



DEPARTMENT	MANAGER LEVEL-D	CHIEF LEVEL-C	DIRECTOR LEVEL-D	S. MANAGER LEVEL-M	MANAGER LEVEL-M	SPECIALIST LEVEL-E	EMPLOYEE LEVEL-E	TOTAL
CEO	2	-	-	-	-	1	3	6
DEVELOPMENT	-	-	1	1	1	-	-	3
FINANCE	-	-	2	4	5	6	1	28
MARKETING & SALES	-	-	1	1	5	7	13	27
FINANCIAL	-	-	1	1	4	4	11	22
<b>TOTAL NUMBER OF STAFF INCLUDING GROWTH BUDGET</b>								<b>129</b>

MINISTRY OF CIVIL SERVICE STANDARD	AREA	SSH LEVEL ESTIMATION	SSH AREA ALLOCATED
UPPER MANAGEMENT	40 SQM	A	40 SQM
SENIOR MANAGEMENT	33 SQM	C,D	30 SQM, 25 SQM
SUPERVISOR	18 SQM	M	18 SQM
EMPLOYEE	7-10 SQM	S,E	75 SQM
MEETING ROOM	2.5 SQM		
RECEPTION	3.5 SQM		

## AREA SCHEDULE

### GROUND FLOOR

MARKETING & SALES DEPARTMENT	NUMBER OF SPACES	AREA
DIRECTOR'S OFFICE	1	20
S. MANAGERS	1	20
MANAGERS	4	65
EMPLOYEES	16	200
MEETING ROOM	1	45
FILEING ROOM	1	35
STORE ROOM	1	35
<b>AREA OF MARKETING &amp; SALES DEPARTMENT</b>		<b>420 SQM</b>
<b>GROSS FLOOR AREA MARKETING &amp; SALES DEPARTMENT</b>		<b>478 SQM</b>

SALES CENTRE	NUMBER OF SPACES	AREA
RECEPTION	1	95
VIDEO DISPLAY HALL	1	80
COFFEE SHOP	1	147
SALES AND EXHIBITION SPACE		1053
<b>AREA OF SALES CENTRE</b>		<b>1885 SQM</b>
<b>GROSS FLOOR AREA SALES CENTRE</b>		<b>1500 SQM</b>

FACILITIES & CIRCULATION	NUMBER OF SPACES	AREA
ENTERTAINMENT & RECREATION	1	114
LOBBIES		47
CIRCULATION		123
FIRE ESCAPE STAIRS	3	58
TOILETS	2	44
PRAYER ROOMS & ABLUTION	1	56
SWITCH ROOM	1	35
KITCHENETTE	1	11
STORE ROOM	1	6
<b>AREA OF CORES &amp; CIRCULATION</b>		<b>494 SQM</b>
<b>GROSS FLOOR AREA CORES &amp; CIRCULATION</b>		<b>545 SQM</b>

<b>GROSS FLOOR AREA OF GROUND FLOOR</b>		<b>2529 SQM</b>
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### FIRST FLOOR

DEVELOPMENT DEPARTMENT	NUMBER OF SPACES	AREA
CHIEF OFFICE	1	25
DIRECTORS	2	40
S. MANAGERS	4	80
MANAGERS	5	72
EMPLOYEES	24	139
MEETING ROOM	2	54
SERVICE CENTRE - COPIER BAY	1	15
FILEING ROOM	1	15
STORE ROOM	1	15
<b>AREA OF DEVELOPMENT DEPARTMENT</b>		<b>528 SQM</b>
<b>GROSS FLOOR AREA DEVELOPMENT DEPARTMENT</b>		<b>600 SQM</b>

SUPPORT SERVICES (IT, HR, ADMIN, LEGAL) DEPARTMENT	NUMBER OF SPACES	AREA
DIRECTORS	1	25
S. MANAGERS	1	20
MANAGERS	5	95
EMPLOYEES	20	149
MEETING ROOM	1	25
<b>AREA FOR SUPPORT SERVICES DEPARTMENT</b>		<b>314 SQM</b>
<b>GROSS FLOOR AREA SUPPORT SERVICES DEPARTMENT</b>		<b>372 SQM</b>

SALES CENTRE	NUMBER OF SPACES	AREA
MULTIPURPOSE HALL	1	110
MEETING ROOMS	2	171
<b>AREA OF SALES CENTRE</b>		<b>281 SQM</b>
<b>GROSS FLOOR AREA SALES CENTRE</b>		<b>318 SQM</b>

FACILITIES & CIRCULATION	NUMBER OF SPACES	AREA
SERVER ROOM		30
CIRCULATION		292
FIRE ESCAPE STAIRS	3	58
TOILETS	2	44
PRAYER ROOMS & ABLUTION	1	56
KITCHENETTE	1	11
FM MANAGEMENT	1	9
ELECTRICAL CONTROL BOARD	1	3
FILEING ROOM	1	50
STORE ROOM	1	38
<b>AREA OF CORES &amp; CIRCULATION</b>		<b>591 SQM</b>
<b>GROSS FLOOR AREA CORES &amp; CIRCULATION</b>		<b>745 SQM</b>

<b>GROSS FLOOR AREA OF FIRST FLOOR</b>		<b>2036 SQM</b>
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## AREA SCHEDULE

### SECOND FLOOR

CEO OFFICE	NUMBER OF SPACES	AREA
MAIN OFFICE	1	80
OFFICE MANAGER	1	15
ADMINISTRATION ASSISTANCE	3	65
BATHROOM	1	6
MEETING ROOM	1	25
MAILS	1	40
DINING ROOM	1	40
ADVISOR OFFICES	2	41
<b>AREA OF CEO OFFICE</b>		<b>292 SQM</b>
<b>GROSS FLOOR AREA CEO OFFICE</b>		<b>346 SQM</b>

CEO DEPARTMENT	NUMBER OF SPACES	AREA
CHIEF'S OFFICE	1	35
S. MANAGER	1	23
MANAGERS	1	15
EMPLOYEES	67	67
MEETING ROOM	1	15
<b>AREA OF CEO DEPARTMENT</b>		<b>165 SQM</b>
<b>GROSS FLOOR AREA CEO DEPARTMENT</b>		<b>179 SQM</b>

FINANCE DEPARTMENT	NUMBER OF SPACES	AREA
CHIEF OFFICE	1	25
DIRECTORS	1	20
MANAGERS	2	30
EMPLOYEES	10	111
MEETING ROOM	1	15
FILING ROOM	1	15
<b>AREA OF FINANCE DEPARTMENT</b>		<b>216 SQM</b>
<b>GROSS FLOOR AREA FINANCE DEPARTMENT</b>		<b>227 SQM</b>

INVESTMENT & ASSET MANAGEMENT DEPARTMENT	NUMBER OF SPACES	AREA
DIRECTORS	1	20
S. MANAGERS	2	40
MANAGERS	6	90
EMPLOYEES	12	105
MEETING ROOM	1	20
SERVICE CENTRE	1	8
FILING ROOM	1	15
<b>AREA OF INVESTMENT &amp; ASSET MANAGEMENT DEPARTMENT</b>		<b>288 SQM</b>
<b>GROSS FLOOR AREA INVESTMENT &amp; ASSET MANAGEMENT DEPARTMENT</b>		<b>324 SQM</b>

SALES CENTRE	NUMBER OF SPACES	AREA
VIDEO DISPLAY HALL	1	110
<b>AREA OF SALES CENTRE</b>		<b>110 SQM</b>
<b>GROSS FLOOR AREA OF SALES CENTRE</b>		<b>123 SQM</b>

FACILITIES & CIRCULATION	NUMBER OF SPACES	AREA
ARCHIVE ROOM	1	65
MEETING ROOM	1	53
TOILETS	2	44
MULTIPURPOSE HALL	1	75
CIRCULATION	1	324
FIRE ESCAPE STAIRS	3	58
KITCHENETTE	1	11
ELECTRICAL CONTROL BOARD	1	3
STORE ROOM	1	6
<b>AREA OF CORES &amp; CIRCULATION</b>		<b>639 SQM</b>
<b>GROSS FLOOR AREA CORES &amp; CIRCULATION</b>		<b>840 SQM</b>

GROSS FLOOR AREA OF SECOND FLOOR	AREA
	<b>2036 SQM</b>

### TOTAL

	AREA
GROUND FLOOR GFA	2523
FIRST FLOOR GFA	2036
SECOND FLOOR GFA	2036
<b>TOTAL BUILDING GROSS FLOOR AREA</b>	<b>6595 SQM</b>

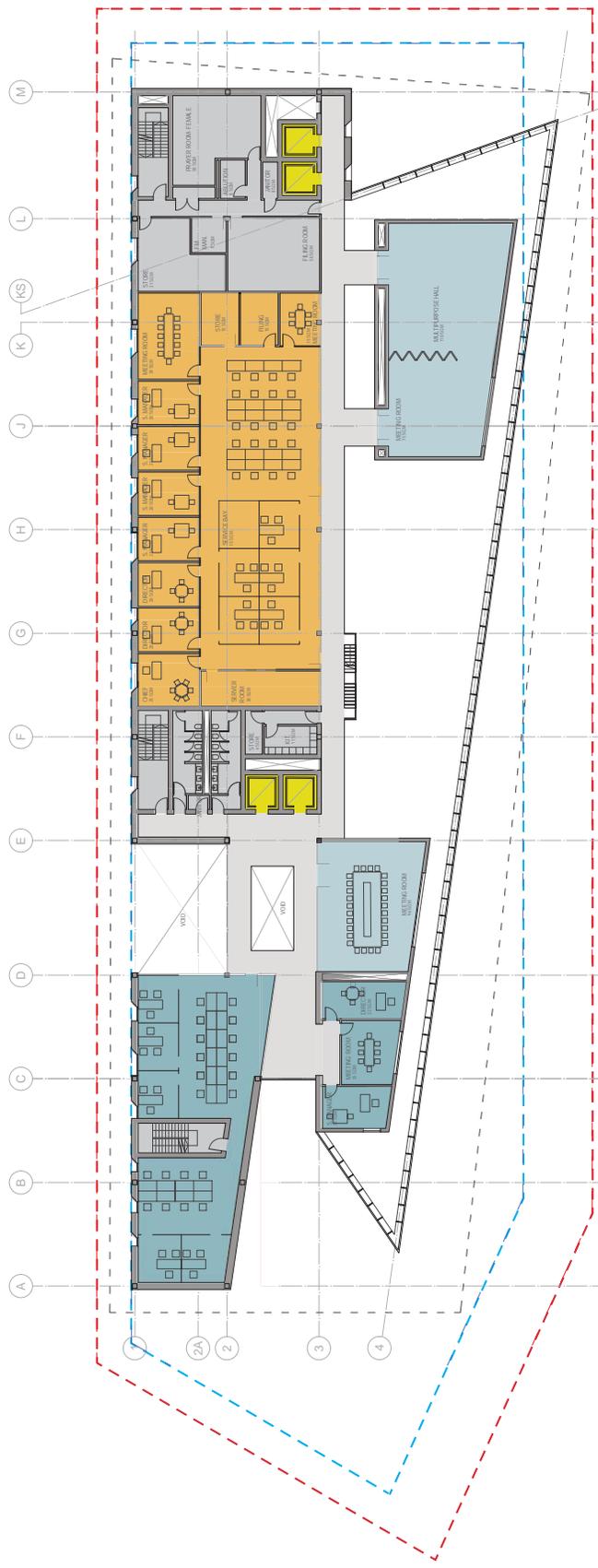


INTERIOR RENDER



INTERIOR RENDER - ALTERNATIVE MATERIAL ASSESSMENT





- PLOT BOUNDARY
- - - SETBACK BOUNDARY
- SALES CENTRE FACILITIES
- LIFTS & LOBBIES
- SERVICES AND FACILITIES
- SUPPORT SERVICES DEPT.
- DEVELOPMENT DEPT.
- CIRCULATION

FIRST FLOOR PLAN

INTERIOR RENDER

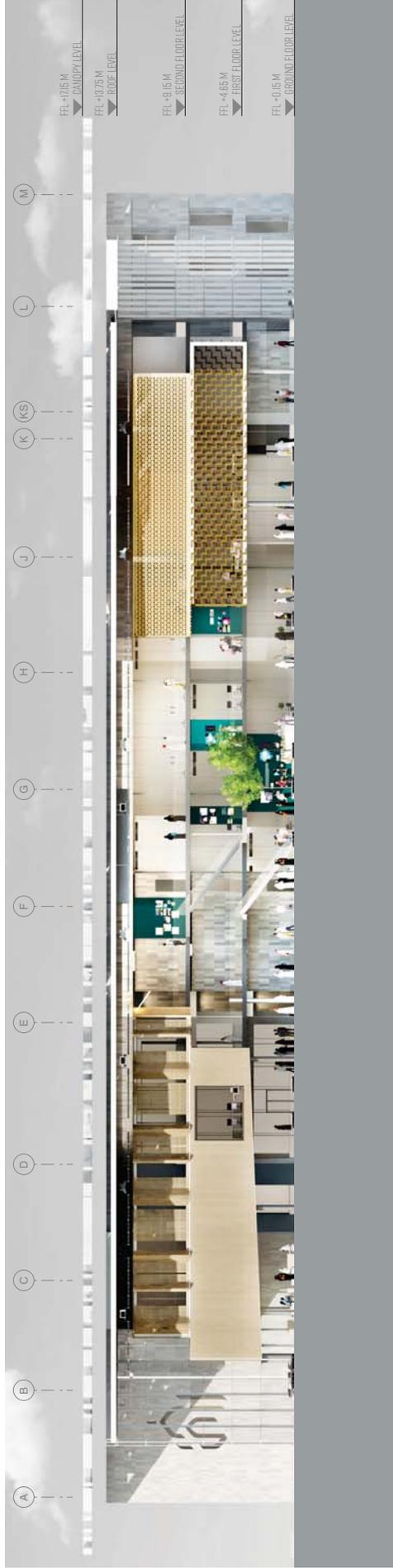
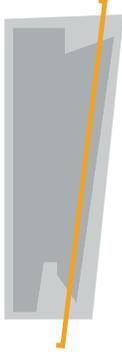


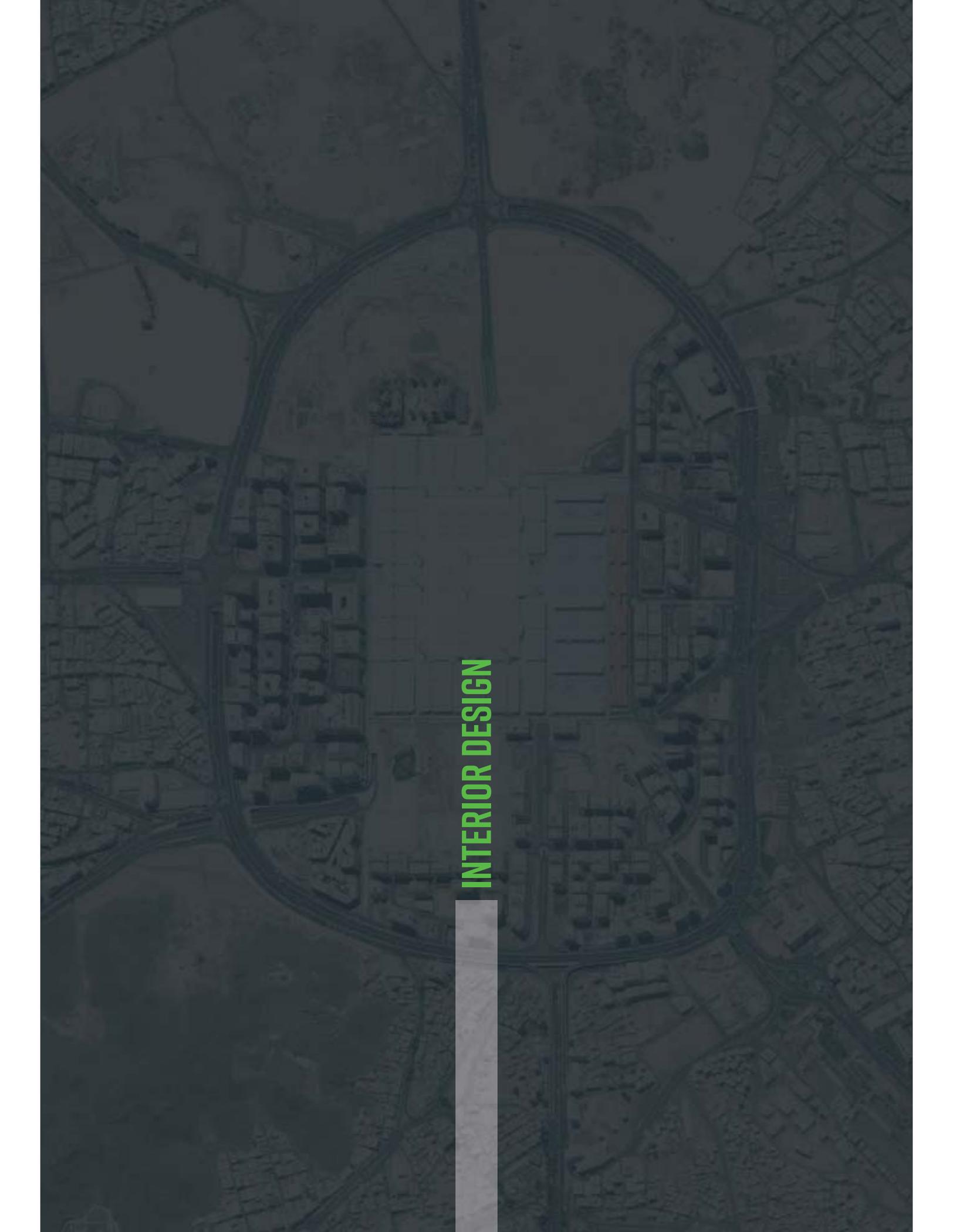
INTERIOR RENDER - ALTERNATIVE MATERIAL ASSESSMENT





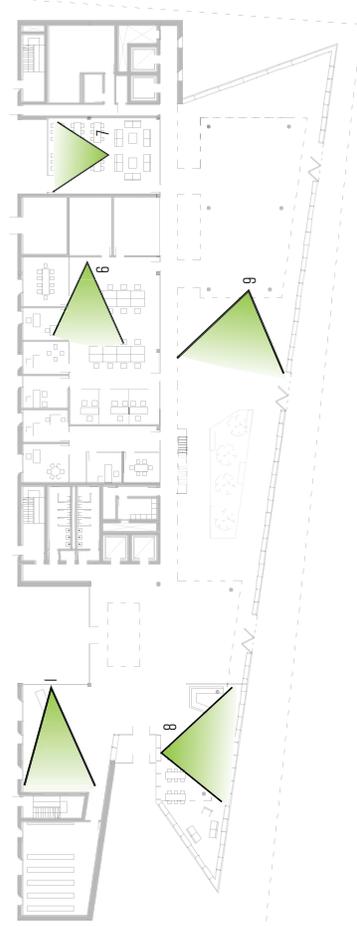
# SECTION



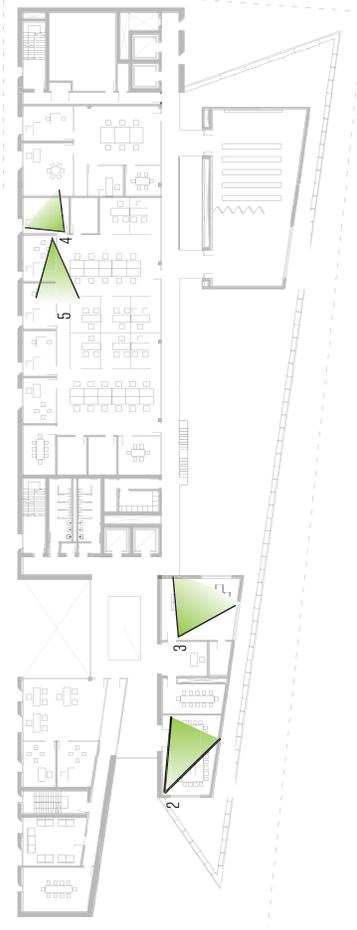
An aerial photograph of a city street grid, featuring a prominent circular intersection in the center. The streets are light-colored, and the surrounding urban area is visible in a darker tone. The overall image is dimly lit, serving as a background for the text.

**INTERIOR DESIGN**

# VIEWS



GROUND FLOOR PLAN



SECOND FLOOR PLAN

- LEGEND
- 1 RECEPTION
  - 2 MEETING ROOM
  - 3 CEO OFFICE
  - 4 TYPICAL OFFICE
  - 5 CLOSED OFFICE
  - 6 OPEN OFFICE SPACE
  - 7 ENTERTAINMENT AND RECREATION
  - 8 CAFE
  - 9 ATRIUM



# RECEPTION



RECEPTION DESK  
MARBLE OR LOCAL VOLCANIC STONE



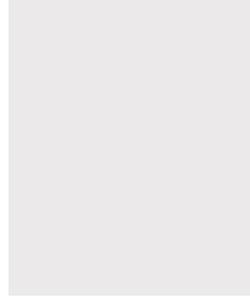
PENDANT LIGHT  
ARTEMIDE - MOLETTE SYMME TRIC



FLOOR FINISH  
PORCELANTILE



CEILING FINISH  
STRIP CEILING



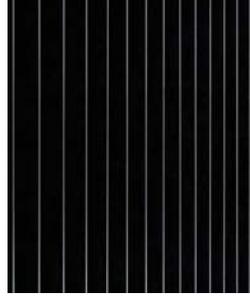
WALL FINISH  
PAINT



FEATURED WALL  
WOOD

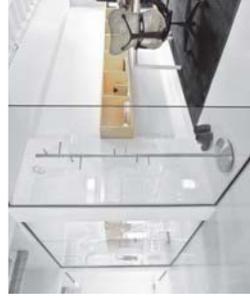
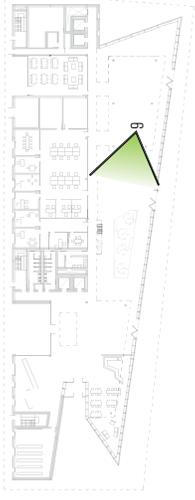


FEATURED WALL  
TEAK



ACOUSTIC PANEL  
SAS DABEELS

ATRIUM



CEILING FINISH  
WOOD OR TEXTURED WOOD GRAIN FINISH ALUMINIUM BA-

FLOOR FINISH  
POLISHED BRAND NAMIBIA MARBLE

FEATURED WALL  
WOOD TEXTURED WOOD GRAIN FINISH ALUMINIUM BA-

# MEETING ROOM

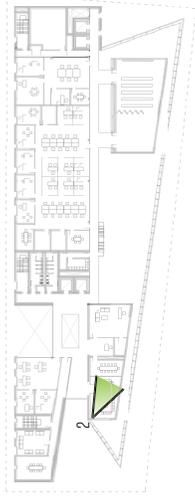
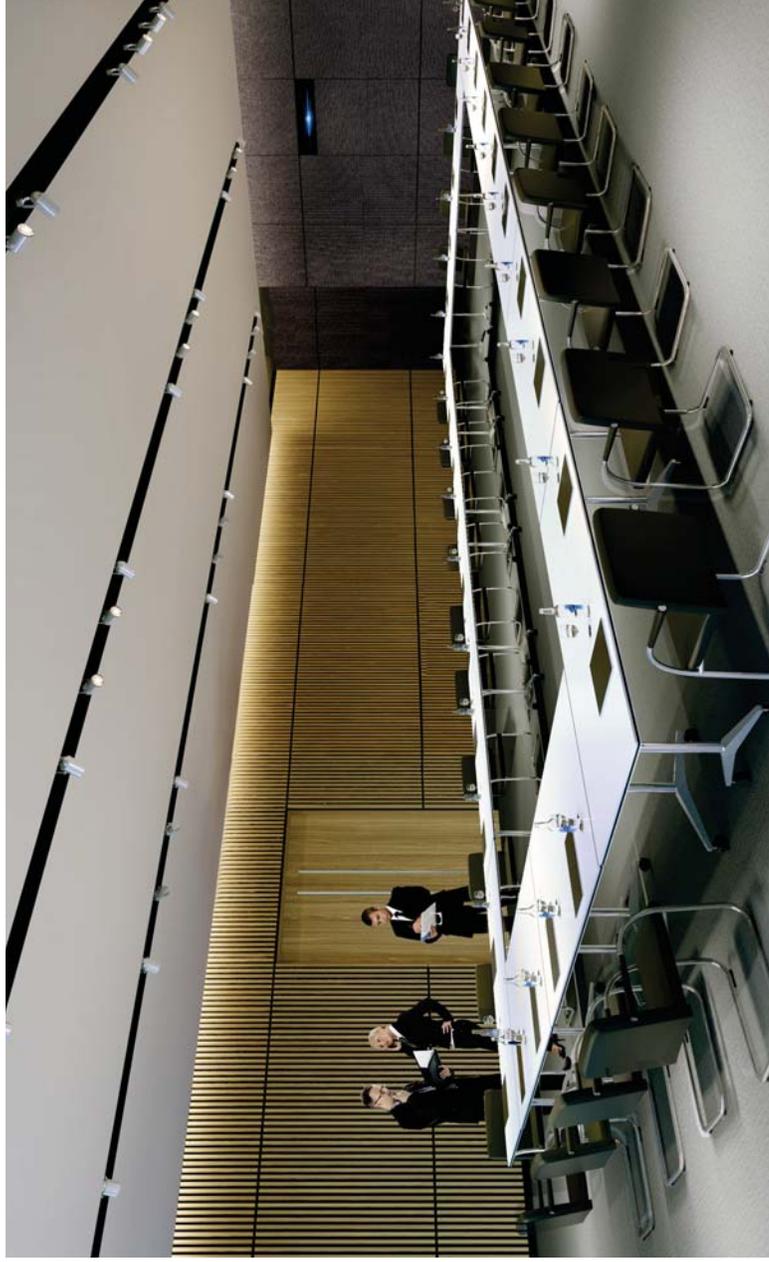


TABLE  
STEELCASE - FRAME ONE



CEILING FINISH  
STRIP CEILING



CHAIR  
HERMANN MILLER - EAMES SOFT PAD



ACOUSTIC PANELS  
SOUNDWAVE EFFECT



FEATURED WALL  
WOOD

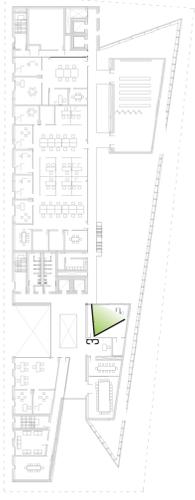


ACOUSTIC PANEL  
OFFICE



FLOOR FINISH  
CARPET

# CEO OFFICE



FREE STANDING DESK  
WALTER KNOLL - CEOO



MEETING CHAIR  
HERMAN MILLER - GAMES SOFT PAD



VISITORS CHAIR  
HERMAN MILLER - EAMES



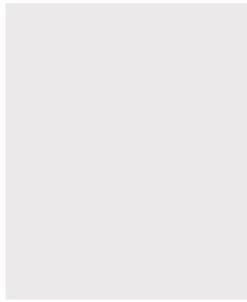
FLOOR FINISH  
CARPET TILES



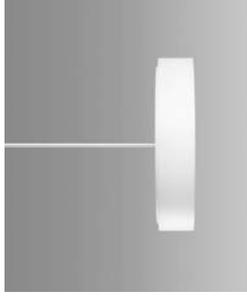
GLAZING



FEATURED WALL  
WOOD



WALL FINISH  
PAINT



PENDANT LUMINAIRE  
REBERT - MIDANDED

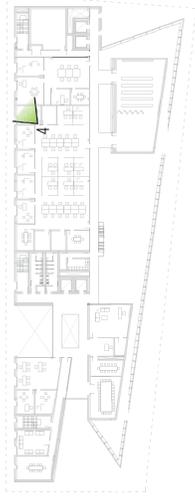


CEILING FINISH  
SPOT LIGHT CEILING

RUA AL MADINAH HEADQUARTER AND SALES CENTRE  
KINGDOM OF SAUDI ARABIA

SSH

TYPICAL OFFICE



WORKSTATION  
BENE - CLASSIC



TABLE  
ARPER - FRED H 74



CHAIR  
HERMAN MILLER - EAMES



FEATURED WALL  
WOOD



FLOOR FINISH  
CARPETILES



CEILING FINISH  
SPOTLIGHT CEILING



CREDEZA  
BENE - ALX STORAGE

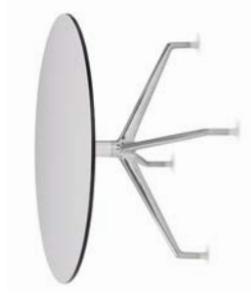
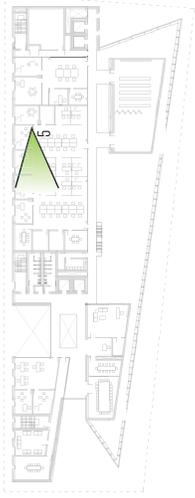


WALL FINISH  
PAINT

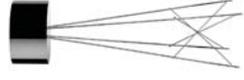


CHAIR  
HERMAN MILLER - EAMES

**CLOSED OFFICE**



BOFFEETABLE  
STUDIO TK - LOW



FLOOR LAMP  
FLDS - RAW FLOOR



LOUNGE SEATING  
BEE ITALIAK - HOLLOW SOFA



CHAIR  
HERMAN MILLER - EAMES



CEILING FINISH  
CEILING TILES WITH INTEGRATED LIGHTING



FLOOR FINISH  
CARPET



INTERNAL GLAZING



PARTITION SYSTEM  
OAK VENEER

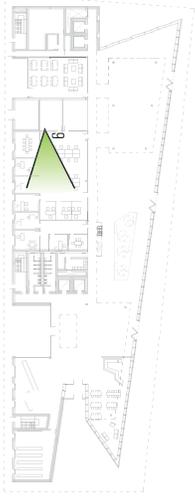


FEJURED WALL  
WOOD



CHAIR  
HERMAN MILLER - EAMES

**OPEN OFFICE SPACE**



CONFERENCE TABLE  
BENE - AL CONFERENCE



OFFICE DESK  
STEELCASE - FIRM ONE



TASK CHAIR  
HUMAN SCALE - SMART OCEAN



CHAIR  
HERMAN MILLER - EAMES



CEILING FINISH  
CEILING TILES WITH INTEGRATED LIGHTING



FLOOR FINISH  
CARPET



INTERNAL GLAZING



PARTITION SYSTEM  
DANKVEER

RUA AL MADINAH HEADQUARTER AND SALES CENTRE  
KINGDOM OF SAUDI ARABIA

SSH

ENTERTAINMENT AND RECREATION



TABLE  
ANDREU WORLD - PROGRAMMA EXTRA TABLE



CHAIR  
ANDREU WORLD - CARLOTTA



TABLE  
ANDREU WORLD - REVERSE LOUNGE



ARMCHAIR  
ANDREU WORLD - CAROLA



CEILING FINISH  
TIMBER SLATTED CEILING



FLOOR FINISH  
POLISHED GRIS DE SAVOIE MARBLE EFFECT



WALL FINISH  
LIGHT WALNUT

RUA AL MADINAH HEADQUARTER AND SALES CENTRE  
KINGDOM OF SAUDI ARABIA

SSH

# CAFE

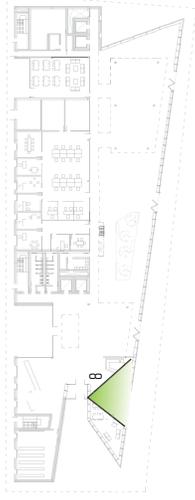
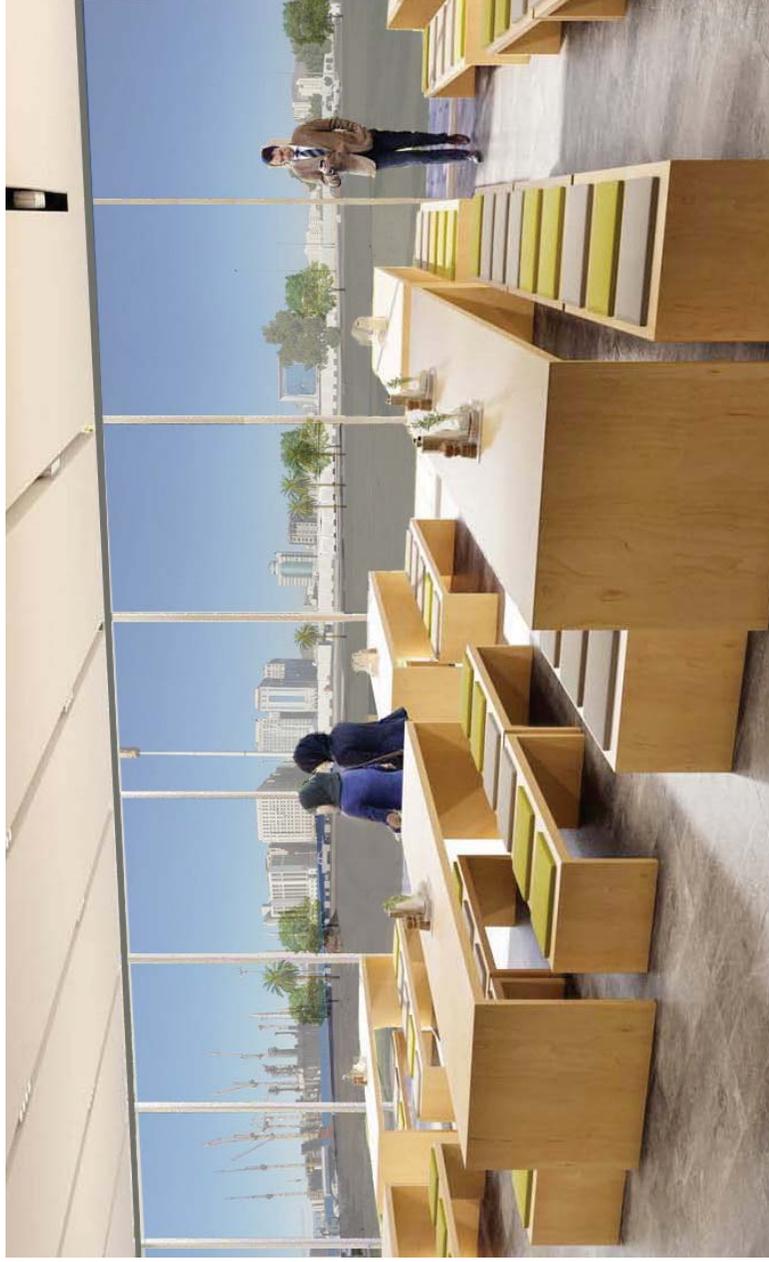


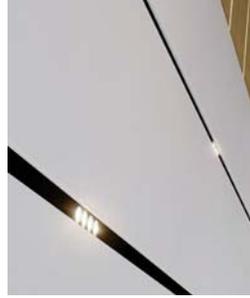
TABLE  
ANDREU WORLD - CLOSED TABLE



WOOD



FLOOR FINISH  
PORCELANTILE



CEILING FINISH  
STRIP CEILING



SEATING CUSHIONS