



برموک یارد

YARMOUK YARD

STRIP MALL

Marketing & Rental
Management

NAILIA®

Why Riyadh?

And why East Riyadh in particular?

Riyadh is a young city
economically strong & rapidly
evolving in urban development.

The eastern part of the city — especially
along the Dammam Road corridor — is witnessing
accelerated residential and commercial growth driven by:

Large-scale housing
projects.

Expansion of road networks
& public transportation.

High consumer spending
on experiences, dining &
services..

This makes the project an ideal
opportunity for brands seeking
growth & expansion in a market
that is ready & rapidly developing.

شرق الرياض

Site Catchment Area

According to the site suitability study the project benefits from a wide service catchment area that includes:



Strong purchasing power with notable spending on restaurants and dining experiences



A high percentage of employees and individuals seeking flexible workspace options



A demographic dominated by young & family-oriented consumers



A large population base within a 1–4–7 km radius

Current Market Gaps



High demand for coworking spaces in East Riyadh



Lack of family entertainment and experiential destinations



Limited availability of premium experiences
(Steakhouse / Japanese / Fusion)



Clear need for upscale family-oriented retail concepts



For The Project



Number of floors

Basement parking 2+1



Covered area

16,505,36 m²



Land area

8,396,88 m²



Services

Main retail stores
restaurants - offices



Parking

241



Leasable area

8,414 m²

The Project's Strategic Location

The project is located directly on Dammam Road, providing tenants with unique operational and commercial advantages:



Easy Accessibility



Connected to major supporting roads & nearby commercial corridors



Direct entry and exit to Dammam Road



Proximity to Key Landmarks



Convenient access for employees, customers & visitors



High-density residential neighborhoods



Educational, healthcare and service facilities



Nearby business hubs with continuous traffic flow along the corridor



Future public transport and metro stations



increased visitor traffic



higher bookings



Easier customer acquisition

These features translate into:

Project Design

A Fully Integrated Lifestyle Experience

Here . . .



Expansive glass façades and
distinctive interior heights



Outdoor terraces ideal for
premium restaurants and cafés



A central courtyard, pedestrian-friendly
walkways, and smooth circulation



Clear separation between
pedestrian & vehicle movement
to ensure an optimal experience



Spacious parking areas with a
total of 241 parking spaces

"Destination" is more than just a commercial complex
It is a place designed for meeting, working, shopping and dining

Project Components

Offices and flexible coworking spaces designed for companies and specialized operators

10 carefully curated retail units

Dedicated areas for premium restaurants and cafés



Full installations supporting restaurant operations (ventilation, services, loading areas, kitchens)

2 anchor units with large spaces suitable for entertainment, fashion concepts & family experiences

A flexible layout that allows coworking operators to utilize the first floor with independent access



سنتر بوينت

إيف ستايلز

مكتبة

سبراش

محل الزفاف

NAIIA

Leasing Strategy

A Smart and Precise Tenant Mix

The leasing strategy has been developed based on digital analysis and identified market gaps, and includes:



Priority Targets

- Coworking space operator (Office Anchor)
- Fine Dining / Premium Casual restaurants
- Entertainment concepts & family experiences
- Fashion and lifestyle concept stores
- A premium café (with very limited allocation)



Proposed Use Distribution

35 – 40%
Offices / Flexible Workspaces

25 – 30%
Premium dining and elevated food experiences

30 – 35%
Curated retail + family services

Available Units Include:



220–120 m

High-end cafés
Offices / Flexible Workspaces



120 m

Premium restaurants
with areas starting from



935 m

anchor unit suitable for an
entertainment center



120 m

Retail units starting
from 120 m²



8,400 m

Estimated total leasable area



1200 m

An office/flex block with
a total area of

برموک یارد

YARMOUK YARD

STRIP MALL

منطقة الرياض



Click to view
location



برموک یارد
YARMOUK YARD
STRIP MALL

NALIA

Nearby Destinations & Services

51

Al Yamamah University

10

Imam Muhammad ibn
Saud Islamic University



5

Al-Qadisiyah District

3

Ishbiliya District



81

King Khalid Military College

10

Al-Hamra District

7

Al-Moonesa District

51

Al-Nakheel Mall

10

Granada Mall &
Business Complex



7

SMS King Fahad
Specialist Hospital

10

Dr. Sulaiman Al
Habib Hospital



20

King Khalid International
Airport



2

Al-Yarmouk Metro
Station, Line 6



Designs





Homecenter

Centerpoint





Commercial Office Building Al Yarmouk - Dammam

Office

OF1	258	First
OF2	174	First
OF3	174	First
OF4	276	First
OF5	107	First
OF6	160	First
OF7	155	First
OF8	140	First
OF9	135	First
OF10	130	First

Anchor Shop

Rented	AG1	ستافو هیت	2158	Ground
	AG2		983	Ground
Rented	AF1	ستافو هیت	2110	Ground

Retail Shop

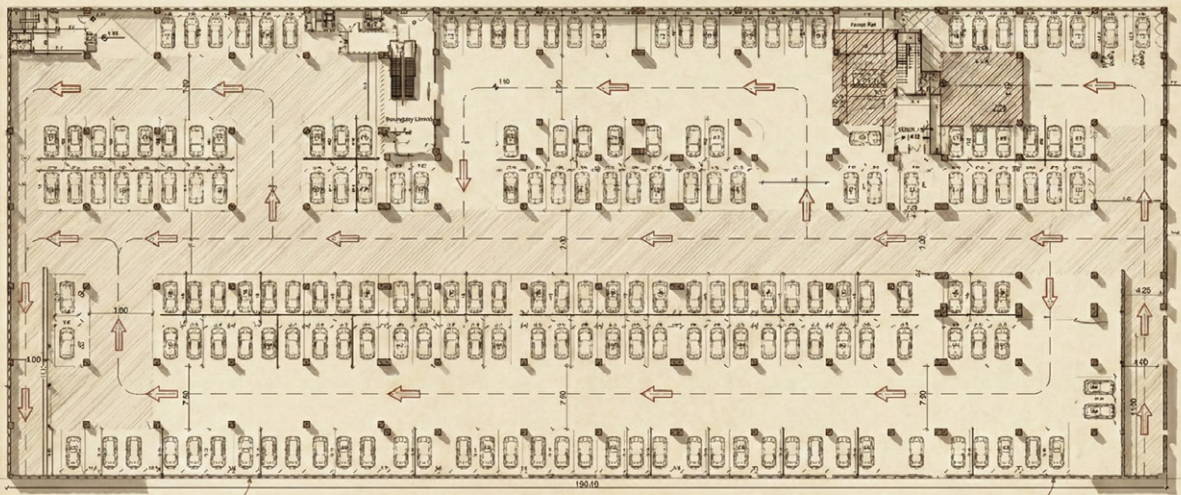
SG1	118	Ground
SG2	102	Ground
SG3	102	Ground
SG4	102	Ground
SG5	102	Ground
SG6	102	Ground
SG7	102	Ground
SG8	102	Ground
SG9	124	Ground

GLA 7916

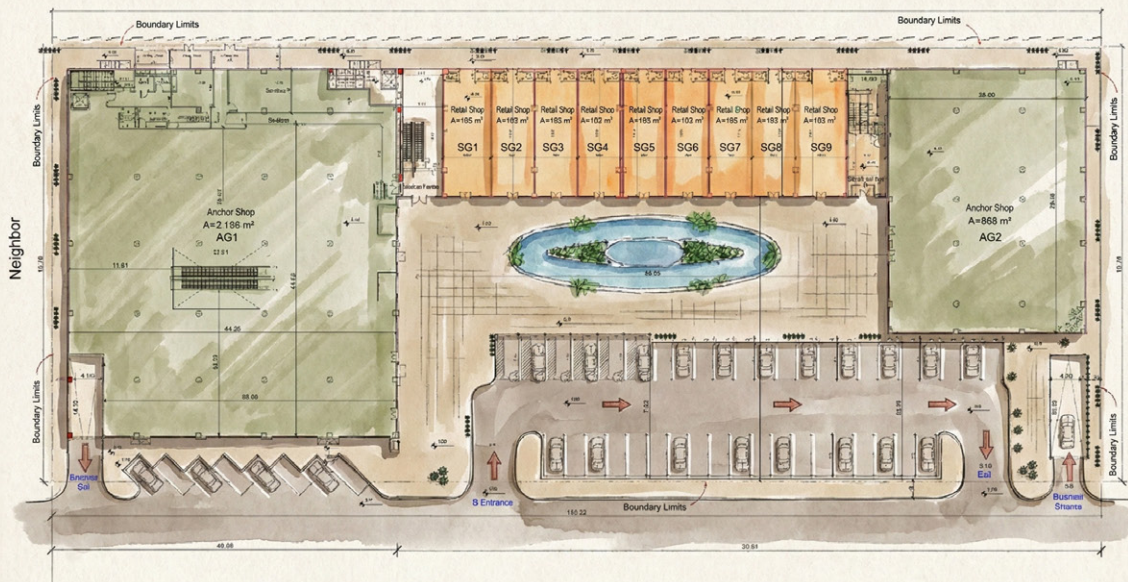
Area Schedule

Basement Floor BUA	7719.01 Sqm
Ground Floor BUA	4319.85 Sqm
First Floor BUA	4371.55 Sqm
Upper Annex	94.95 Sqm
Plot Area	8396.88 Sqm
No. of Parking	241 Slot's

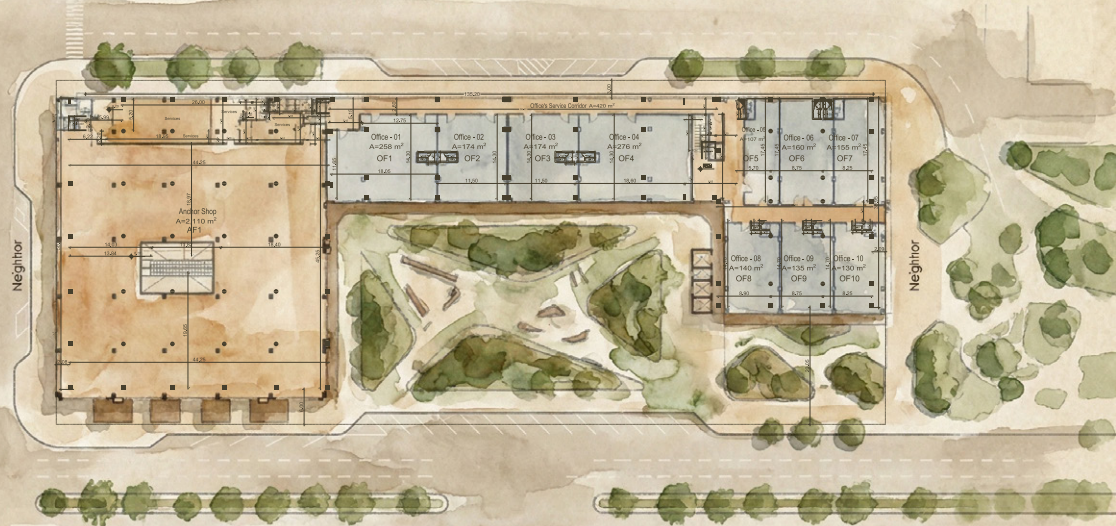
Parking Plan



Ground Floor Plan



First Floor Plan



Owner and Developer



شركة محمد الرشيد وابناءه القابضة
Mohammed Alrasheed & Sons Holding

Marketing & Leasing
Management

NALIA®
نـاـليـا

For Contact



www.nama-re.com

info@nama-re.com

+ 966 5757 57 108