



AL BARARI

# THE WELL

RETAIL

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# FAQ

## FREQUENTLY ASKED QUESTIONS

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What is the population in the surrounding area/expected footfall within Seventh Heaven?

The total population within a 5km radius around Al Barari is estimated at 30,000 residents, split as follows:

- Al Barari – 5,000
- Living Legends – 1,600
- Arabian Ranches – 11,000
- The Villa – 2,800
- Nad Al Sheba – 6,000
- Falconcity – 2,000
- Majaan – 1,000

Number of residential units in the complex and how many are sold?

There are 459 apartments ranging from 1 – 4 bedrooms in addition to penthouses. 70% of these apartments are sold with an expected sale of the remainder stock in 2019.

Future projects planned within the masterplan

Our future projects include a wellness resort, residential tower consisting of 400 apartments, rehabilitation centre, and school as well as 112 three-bedroom townhouses.

Retail mix planned for Seventh Heaven

THE WELL is a niche wellness destination which brings leading brands in F&B, retail, and essential amenities. It will showcase the most desirable regional and international names from the wellness industry.

A First For Dubai - THE WELL will be a unique open-air retail concept which is designed to fuse entertainment and socialisation with lush greenery. External seating surrounded by beautiful landscaped gardens and waterways makes this a destination to eat, shop, play, engage, and spend the day.

Confirmed tenants/anchors so far within the project

Some of the confirmed tenants at THE WELL are:

**The Edit:** the first wellness department concept store of its kind in Dubai. The brands on offer will include different categories including homegrown and healthy F&B brands, sustainable and ethical clothing, natural make up and essential oils, health and wellness supplements, wooden and educational toys, etc.

**The Slow:** a health centric cafe offering eco, organic, raw, edible beauty, simplicity, nutritionally paired, salads, and conscious cocktails.

**Commune:** cuisine inspired by tribal practices and rituals from Asia – Thailand and Malaysian.

**Mez Me:** encapsulating the best of Mediterranean cuisine including: Levantine cuisines (Syria, Lebanon, and Palestine), Greece, and Turkey. Offering the rich flavours of the Mediterranean region with a vibrant modern twist.

**Waitrose:** supermarket

**Poke & Co:** offering authentic classic Hawaiian poke with a modern and creative twist.

**Champion Cleaners:** dry cleaning and washing services

**Ibn Sina Pharmacy:** pharmacy

Sizes available for lease - can we combine 2 spaces together or make an existing one smaller based on our requirements?

Retailers can choose to lease stand-alone units with areas that range from 300-3,000 square feet. Alternatively, they can choose to lease kiosks inside The Edit, our department concept store, with sizes ranging from 15-80 square feet.

How many offices are available for sale and what has been sold and to what companies?

There will be 25 boutique offices occupying 40,000 square feet.

When will the offices in Seventh Heaven be handed over?

Offices will be handed over in March 2019 in shell and core and ready for fit out.

What are the Handover dates for retail units?

Handover for retail units on the Upper Ground floor will be on November 2018 and handover for retail units on Lower Ground floor on March 2019.

What is the Marketing strategy for 2019 that has been approved by the landlord?

Al Barari is actively marketed and known as the region's premier lifestyle destination and wellness hub. The community is positioned to UAE residents as an escape from the region's typical scenery and activities with a unique outdoor experience and dynamic year-long calendar of activities, ultimately driving footfall to retail.

Al Barari central marketing team has strong media relations and partnerships with key titles and social media influencers resulting in consistent coverage and media support for retailers.

Al Barari also has access to exclusive, targeted, and growing databases covering its residents, visitors to subsidiaries. We also have relationships with neighbouring community managers which enable us to cross promote to each other. The team will have a strong email marketing campaign to create awareness about the overall retail offering with specific retailer activations and promotions on an ongoing basis.

Al Barari also has an in-house digital marketing team who will run community-wide promotional campaigns on social media to drive traffic to the community including its retail offering.

#### Rental rates / service charges / escalation / any other charges for the retailer?

- Rental rates for stand-alone units range from AED 120-160 per square foot depending on location and retail type.
- Rental rates for kiosks inside The Edit vary according to size. For a minimum of 6 months, rental fees are as follows:
  - For large kiosk: AED 50,000
  - For medium size: AED 15,000
  - For small size: AED 4,500
- Escalation rate 5% as per market standard.
- Service fees charged to stand alone retailers is AED 30 per square foot.
- Pop up retail - We can tailor a package suited to your specific needs and then follow up with specialists on the ground to guide you through the process. This is an affordable, low-risk option that's perfect for businesses looking to trial a new product or service with a quick turnaround.

#### Lease terms available?

Lease terms available start from 6 months up to 10 years

#### What Break clause options are available?

Once a tenant commits to a lease term period, there will be no break clause options, unless otherwise specified in their lease agreement as an exception approved by management.

#### Use of external outdoor area? What are the restrictions, if any?

There are no restrictions on external use of outdoor areas allocated to the units leased as long as branding and design sit within agreed guidelines. Any public events and activations will need to be shared with the landlord and in line with Dubai rules and regulations.

#### Will the mall have free WIFI?

Yes, the mall will have free WIFI.

#### Utility charges – what will be passed on to us if any and on what basis will that be calculated?

For stand-alone units, each leased unit has provision for one IMS meter. Tenants occupying a space with more than one unit will need to pay against the power consumption in each space separately. The Tenant is responsible for application and connection charges paid directly to DEWA. Each unit will also be provided with a water supply connection and will be responsible for the application and connection with DEWA. All F&B retail units will be provided with a gas connection point and the tenant has to deal directly with the designated gas supplier - ENOC. All details will be shared in the tenants' handbook once the lease agreement is signed.

For brands taking kiosks inside The Edit, they will contribute to the department store's utility fees and their contribution will be calculated on a square foot basis as per the standard rates of the Dubai Electricity and Water Authority.

#### Unit plans – PDF & AutoCAD

Unit plans in PDF & AutoCAD are available upon request

#### MEP details available for each space inside the department store(KW power, drainage, exhaust etc)

MEP details will be shared upon request

#### Operation hours - can we have deliveries 24-7?

THE WELL will be open from 8am to 10pm, 7 days a week, however, please note that timings may vary depending on every retailer. No parcels will be accepted out of hours unless prior notice is given to the building management team in the form of a memo or email. Al Barari will hold no liability for loss or theft while the parcel is held out of

hours in the security control room. All details will be shared in the tenants' handbook once the lease agreement is signed.

Are there any parking spaces which will be allocated for us if we take a space in the department store?

Parking space will be allocated to retailers with stand-alone units. Retailers who are leasing kiosk spaces within The Edit can park in the parking allocated to visitors.

How many car parking spaces are assigned for visitors of the retail

There will be 167 parking slots.

How does the circulation work within the mall (how many lifts, is it direct to the parking, etc)?

There are 3 retail lobbies with 2 elevators in each lobby. The elevators directly go to the parking area in the Lower Ground floor.

How many different loading bays? Is there specific times goods can be delivered? What is the height of the car park roof?

There is one large double loading situated at the Lower Ground level on the West side of the building. All Tenants who have furniture, equipment, and materials requiring to be moved in or out, must complete the Move In - Move Out Form and share with the community management team. All details will be shared in the tenants' handbook once the lease agreement is signed.

How do we get from the loading bays to our units? Are there services corridors to each unit?

Yes, there is a service corridor running through the whole scheme which retailers can use for goods delivery as well as waste disposal. All details will be shared in the tenants' handbook once the lease agreement is signed.

Where do we put our waste disposal?

All Tenants' office rubbish is to be taken down to the designated Waste Collection rooms (see Appendix G) in sealed bags or bins and emptied into the 2.5m skip bins provided, via the service lift. It is strictly prohibited for any type of refuse to be

transported in the passenger lifts at any time. All details will be shared in the tenants' handbook once the lease agreement is signed.

Licensing of the area – is Al Barari a free zone?

Al Barari is not a free zone, but foreign retailers are no longer confined to free zones. The UAE now allows for 100% foreign ownership in line with the new UAE investment law.

Do we need an import license into the country or will you as a department store have a license which we will use?

For stand-alone retailers importing goods into their country, you will need to issue an import license with the relevant authorities.

For brands leasing a space within THE WELL, they will be able to use THE WELL's import license to bring their goods into the country.

Can we get exclusivity within the department store if we take a large enough space?

Exclusivity can be discussed on a case by case basis.

What are the branding guidelines for us as a brand within the store?

Each brand will submit concept plans based on the space being rented for approval. No restrictions are placed on branding so long as it's within the overall brand guidelines for public spaces in THE WELL.

Wayfinding within the project - will the landlord have signage and advertisements to encourage footfall to explore the mall?

Yes, there will be signage and advertisements within the scheme to encourage footfall.

Number of toilets in the scheme?

There are three toilet sets in each one of the 3 lobbies, each consisting of a dedicated male toilet (with 2 WCs, 2 urinals, and 4 washing basins) and another for females (with 3 WCs and 4 washing basins). All toilets are disabled-friendly.



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