

Up close: Sobha Hartland in Dubai's MBR City

Hina Navin
Special to Property Weekly

Sobha Hartland is part of the Mohammed Bin Rashid City (MBR City), the largest mixed-use and freehold area in Dubai with remaining golf courses, the world's largest man-made lakes, parks and community centres all in easy reach. The community is built from best city planning practices and excellent connectivity. Hina Navin, founder and CEO of Luxury Properties, says, "MBR City is perfectly located within the growing new heart of Dubai. It is roughly 4km from Downtown Dubai, 8km from the International Airport and 10km from the Dubai International Airport. Some of Dubai's most popular attractions are located very close to the land, including the starting line of the Burj Khalifa, Dubai Mall and Dubai Opera. There is no shortage of options to entertain yourself and the whole family."

Apart from Sobha Hartland, MBR City contains several popular developments offering premium residential choices like District One and Dubai Hills.

Sobha Hartland is a luxury residential community developed by Sobha Realty and spread across 4 million sq ft with 30 per cent of its space dedicated to green spaces, featuring over 300 species of trees and plants. A family-friendly community, its leading schools will range from one-bedroom apartments to six-bedroom houses set in contemporary villas and "one of the best" residential communities that have been situated directly alongside the Dubai Canal, offering a view of an abundance of parks and open landscapes. The 1.4 million sq ft Hartland Green is a 10-acre park and sports area. The community has two international schools and North London Collegiate School. It is also the process of developing the Hartland Mall.

The different projects within Sobha Hartland include:



- **Sobha Creek Vista** - one and two-bedroom flats ranging from over Dubai Creek and Dubai Canal. Price from Dhs5,000.
- **Creek Vista Reserve** - six-bedrooms starting at Dhs1.39 million.
- **Canal Villas** - six-bedrooms Dhs4.4 million.
- **Hartland Independent Houses** - four-bedrooms Dhs3.1 million.
- **Hartland Green** - one-, two- and three-bedroom apartments overlooking the buildings. From Dhs1.3 million.
- **One Park Avenue** - two-, three- and four-bedroom apartments starting at Dhs1.54 million.
- **Sobha Creek Vista** - one and two-bedroom flats ranging from over Dubai Creek and Dubai Canal. Price from Dhs5,000.
- **Creek Vista Reserve** - six-bedrooms starting at Dhs1.39 million.
- **Canal Villas** - six-bedrooms Dhs4.4 million.
- **Hartland Independent Houses** - four-bedrooms Dhs3.1 million.
- **Hartland Green** - one-, two- and three-bedroom apartments overlooking the buildings. From Dhs1.3 million.
- **One Park Avenue** - two-, three- and four-bedroom apartments starting at Dhs1.54 million.

SOBHA HARTLAND

- **Sobha Hartland** is a luxury freehold community developed by Sobha Realty.
- **The development is spread across 4 million sq ft.**
- **It is located within Mohammed Bin Rashid City (MBR City).**
- **Five minutes away from Burj Khalifa.**
- **Five minutes away from Dubai Mall.**
- **20 minutes to Dubai International Airport.**
- **20 minutes away from Palm Jumeirah.**
- **Turnkey-use development to home two international schools.**

Despite the pandemic, Sobha is on track to achieve 2020 targets

Esha Nag
Property Weekly Editor

While it has been a challenging period for all, Esha Nag, Founder, CEO of Sobha Group, says the crisis has reinforced the importance of innovative thinking and the need to be solution-driven. She shares about the company's plans and what it has in store for homebuyers.

When did Sobha Hartland start?
We launched Sobha Hartland in 2014. From a vacant land plot 20 years ago to over 8 million sq ft of built-up area, it is a landmark in the heart of Dubai. Our chairman PVC Khosla always had a very clear vision to redefine the art of living, through exquisite craftsmanship, immense attention to detail and smartest construction.

How is the global Covid-19 pandemic impacting industries across countries? It is heartening to see companies and organisations striving to navigate these challenges and continue on their path to success. Over the past few months, we have prioritised safety, health and well-being of our staff as we continue to work.

What measures have you taken to ensure business continuity in times of crisis? Although a pandemic may seem like the most uncertain of times for large businesses, it has, in fact, served as an ideal time to explore real estate investment. The cooperation around real estate in Dubai continues to be attractive, and recently the government made mortgage more lucrative, where you can finance up to 80 per cent of your unit (85 per cent if you are an Emirati).



Esha Nag
Founder, CEO of Sobha Group

How do you differentiate yourself in the market?

At Sobha Realty, we have always placed ourselves as family handovers, without compromising on quality. Sobha Hartland offers more than just a home. We have created a community surrounded by lush greenery, vast landscapes, world-class amenities and a unique living environment in the heart of the city.

For a family with kids, what does Hartland have to offer?
On school fees at one of the most renowned educational institutes in Dubai, the community offers a haven for families and a place for children to explore outdoor living and immerse themselves in nature. The vast green spaces within Sobha Hartland are a perfect place for families and children to enjoy. Along with the amenities, including a cycling track, play areas and much more, it is one of the highest workable.

What is the need for space and social distancing in the pandemic? There is a need for space and social distancing in the pandemic. A trend that has been noticed in the UAE real estate market is how more buyers are looking to purchase town houses and villas with a plot of open space, such as a garden or backyard. This is likely due to the uncertainty in the market of the last few months where the value people place on their home and space has increased. Our Sobha Hartland community of 400 apartment high rises as well as a vast selection of villas and town houses, therefore, buyers have the option of choosing the villa and garden most convenient to them. Many of our apartments are also equipped with a separate study, which we see as a developing trend and will be beneficial for those working from home.

As a developer, how do you ensure that you are offering the best value for money? We are always working closely and collaboratively with our clients and partners and have so far seen positive results through our long-term relationships with them. What value adds are there when purchasing a unit in Hartland? Buyers can benefit from a number of added values the community has to offer. For one, Sobha Hartland is strategically located in the heart of the city, a few minutes away from key attractions.