



LEBDA RESORT
CITY







Welcome

Welcome to Lebda city

We feel optimistic about Libya and its future. Libya is now opening up to external investment and we believe the Country will become one of this decade's most successful investment stories. There are many examples of areas of the world which have had troubled times and have come through them to a new future – no country has been and is immune from troubles yet change does eventually arrive.

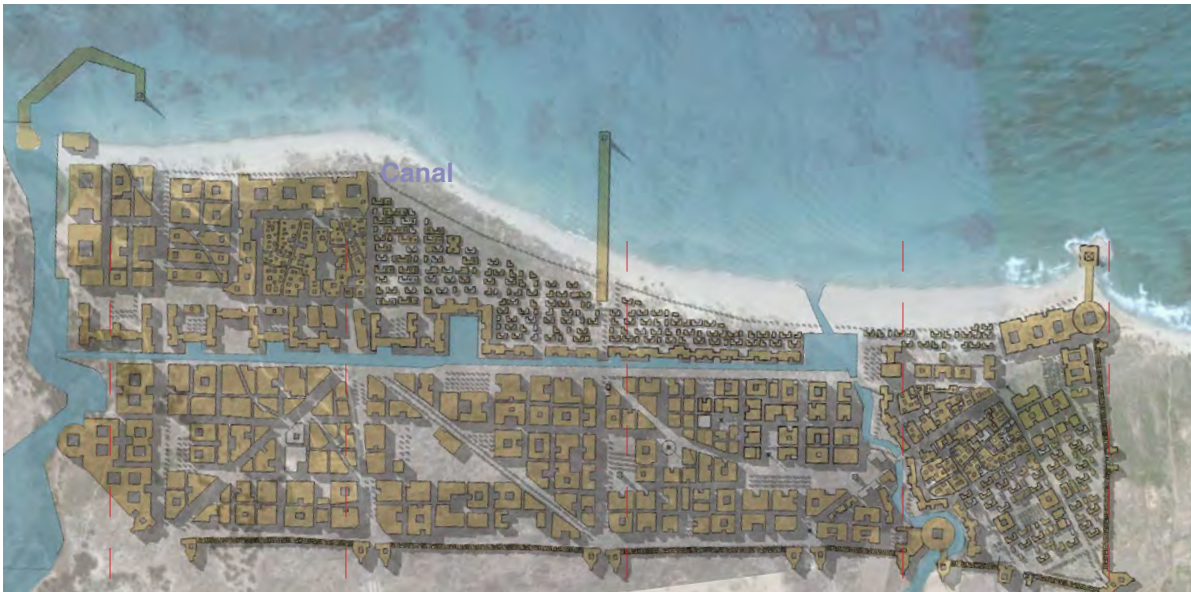
Acting with integrity at all times, we aim to play a substantial role in the metamorphosis of this deeply beautiful Northern African - Mediterranean Country into a modern and highly successful economy. We endeavour to bring equal benefits to our investors and the Libyan people by developing inspirational residential, commercial and tourist developments, creating businesses with an ethos of value and good service.

We are committed to offering our investors quality returns whilst retaining transparency in all our corporate affairs.

This brochure gives a snapshot of our current vision and capabilities for the Lebda City Project. We thank you for your involvement.

Roger Tempest

CHAIRMAN Rural Concepts Group



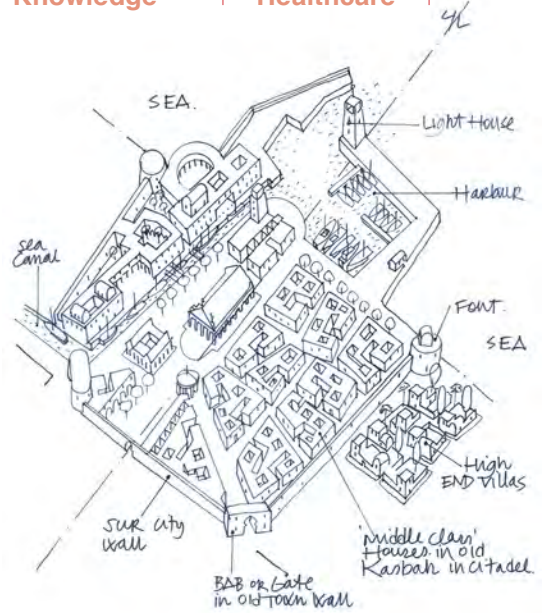
Business

Media

Knowledge

Healthcare

Principle Economic Zones
South of the Canal



Introduction to Libya

Libya has a population of approximately 6.5 million people, yet in geographical terms it is the 4th largest country in Africa, about twice the size of France and Germany combined and is the 17th largest in the world. It has a Mediterranean coastline of almost 2,000km which benefits from an excellent Mediterranean climate. The temperate weather offers long, warm summers and short, mild winters.

Despite being just a three hour flight from the UK and most European cities, Libya remains one of the great unexplored 'hidden gems' of the Mediterranean with a rich and colourful history. From an investment perspective its key attraction is its considerable hydrocarbon reserves and ample land for development.

Libya is very much a 'frontier' investment market at present rather than perhaps an emerging market. Relative to developed markets, frontier investments have much greater potential to grow their GDP. Frontier markets also have greater scope for increases to their total stock market capitalisations as a percentage share of the world's total.

Libya has the largest oil reserves in the African continent and it is likely that its reserves are considerably higher than current estimates as approximately 25% of Libya's surface has been explored to date.

Opportunities abound in all Libyan sectors, but in particular the following:

Real Estate – as well as boosting its tourism infrastructure, the Libyan Government urgently needs to provide new, higher standards of housing for all sectors of society; given the recent war and years of underinvestment, demand is very high

Oil and Gas – development, refurbishment and maintenance of refineries and pipelines

Manufacturing and Services - Libya needs to build capacity in a number of business and consumer Service sectors



SICILIAE PARS

AFRICA
PROPRIA.

MEDITERRANEA

TRIPOLIS SEV TRIPOLITANA REGIO

SINVS SYRTICVS

LIBYAE INTERIORIS
DESERTA
MUCHTHUSII

CINYPIS REGIO

Syrtis Maior

Na Samone
Pcylli

LEBDA - Project Background

The Rural Concepts Group has a number of real estate projects at different stages of development however the undoubted flagship project is Lebda Resort City. The Resort will be one of the closest to the UNESCO-listed Leptis Magna, the site of Libya's most spectacular Roman ruins.

A conceptual Masterplan has been created for the development which spreads risk over five distinct phases. Given the scale of the proposed Resort, which includes several luxury hotels, apartment blocks and villas, there is scope for the Company to sell much of the land to other developers.

The preliminary concept Masterplan yields a total built area of 1.06 million sq m. A broad recent indication on the gross development cost is \$ 2.65 Billion USD.

The Rural Concepts Group has acquired a 90 year lease on a 248 hectare site in the district of Kasar Al Gear, on Libya's Mediterranean coast, 60 km from Tripoli airport. 82 years remain on the lease, however the Company are applying to adapt this tenure.

Planning permission is already in place and the Libyan Government has further demonstrated their support through the provision of roads into the site and utilities to the edge of the site and electricity onto the site itself.

The site is located around an hour's drive from Leptis Magna (Lebda), Libya's most spectacular Roman ruins. Leptis Magna is described in its UNESCO listing as being 'one of the most beautiful cities of the Roman Empire, with its imposing public monuments, harbour, market-place, storehouses, shops and residential districts.'

Lebda Resort City will become a flagship destination for the emerging tourist market in Libya. The development will comprise high quality hotels, apartment and villa accommodation, commercial space, low income housing for workers, sporting facilities and all of the associated infrastructure and support services that would be expected in such a prestigious development.

Access to the resort is by a 32 metre wide dual carriageway which branches off the main coastal road from Tunisia

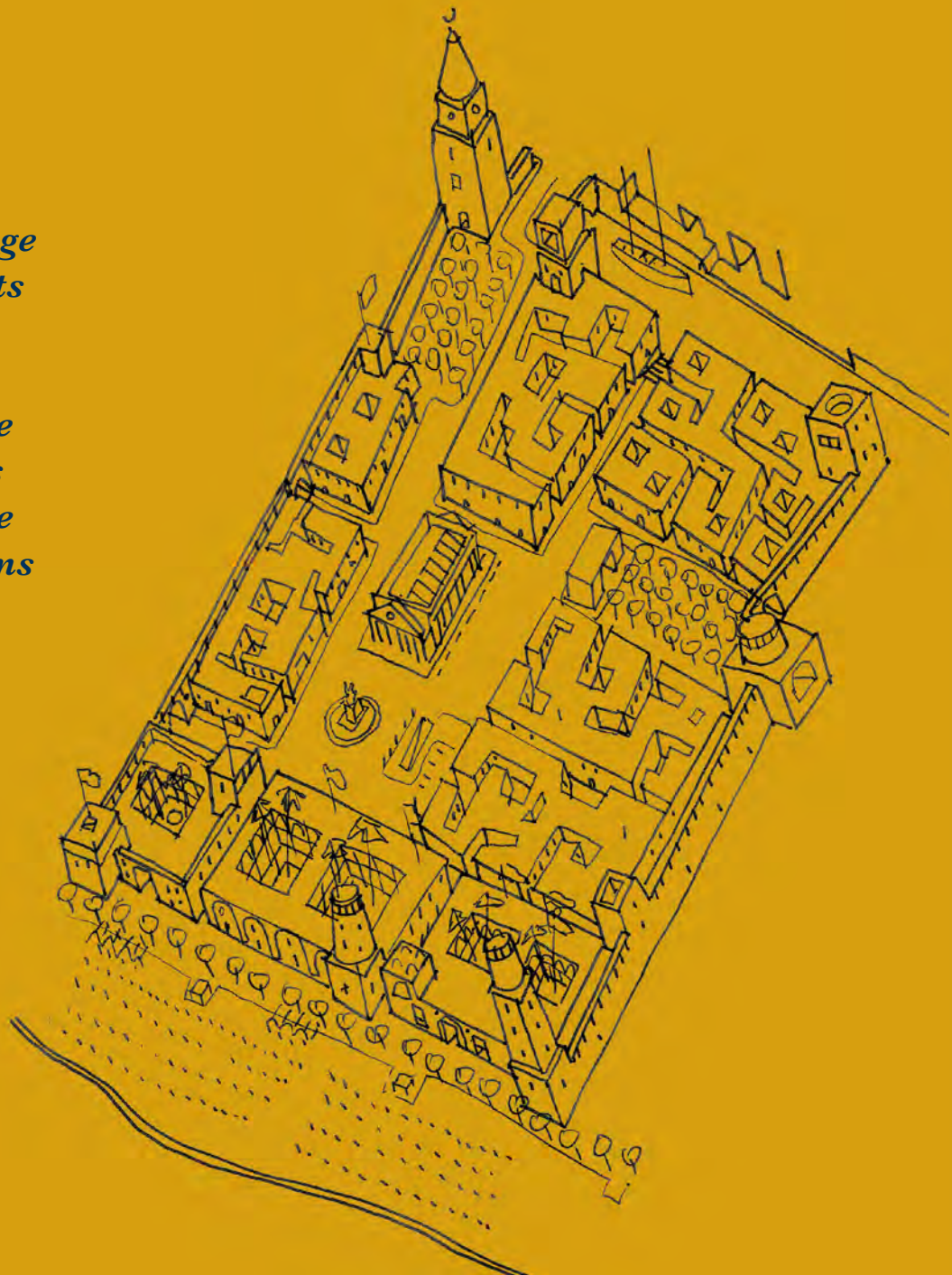
to Egypt. The international airport which is being developed in Tripoli will provide a modern and comfortable transit experience for visitors.

Due to be completed within 10 to 15 years, Lebda Resort City will be a multi-faceted leisure and residential resort that will make a major contribution to Libya's anticipated burgeoning tourism industry as well as meeting the leisure needs of the local population. Significant Local and Regional employment opportunities will be created in both the short and long term.

A mixture of classical and vernacular architectural concepts will be incorporated with modern building techniques over the five phases outlined in the following pages.

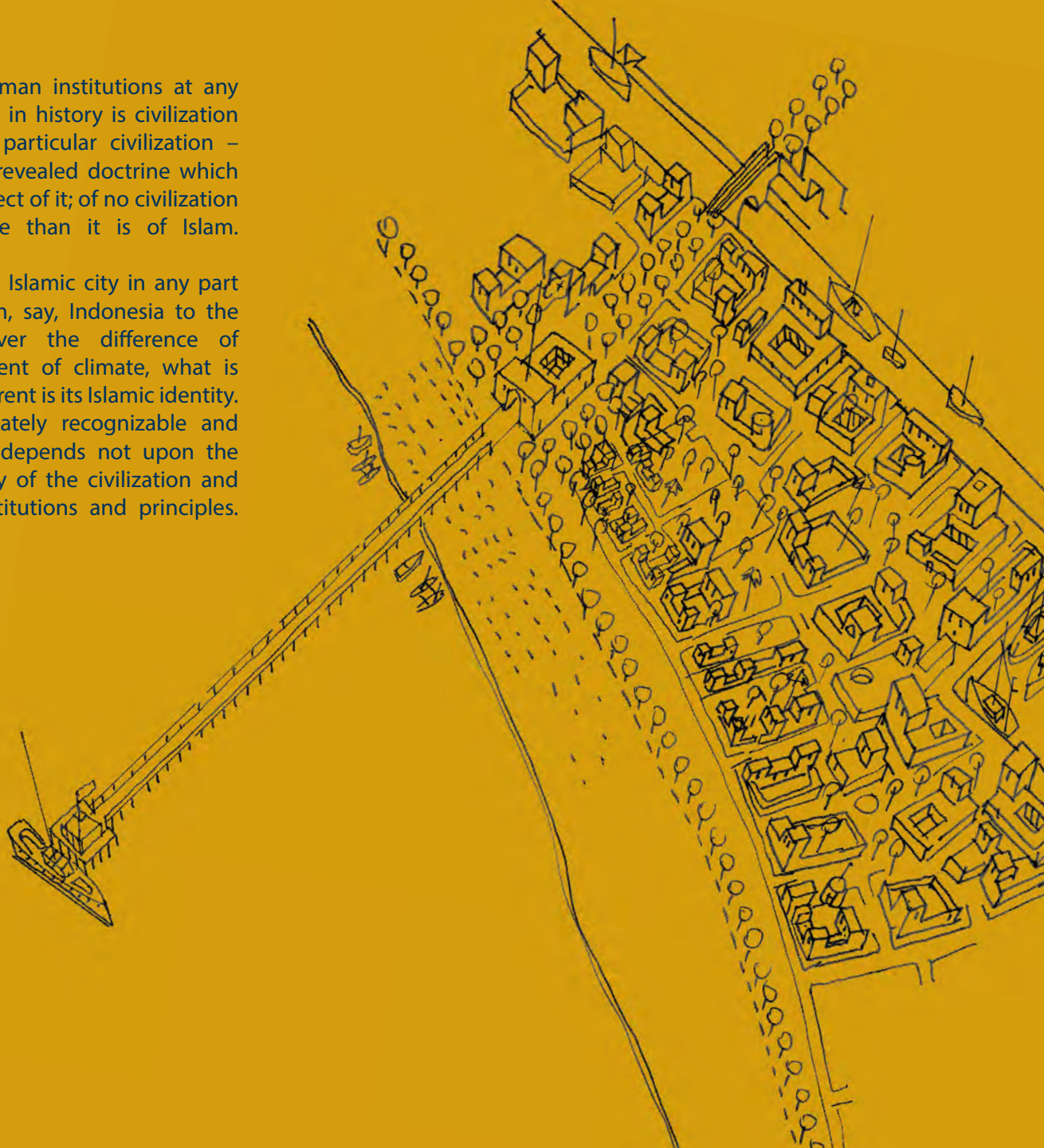


*'A vital yet
unconscious language
of physical elements
cutting across all
scales of the city
making up an agile
set of components
are highly versatile
in their combinations
and structuring
capabilities.'*



The sum of human institutions at any given moment in history is civilization – or let's say, a particular civilization – founded upon a revealed doctrine which informs every aspect of it; of no civilization is this more true than it is of Islam.

Walk through any Islamic city in any part of the world from, say, Indonesia to the Maghreb; whatever the difference of natural environment of climate, what is immediately apparent is its Islamic identity. And this immediately recognizable and tangible identity depends not upon the fundamental unity of the civilization and its traditional institutions and principles.





What has to be realized is this: change is not synonymous with what is today called 'progress.' Change, sanctioned by tradition, has never destroyed the unity of Islamic civilization but the notion of 'progress' has not only begun to destroy the unity, and integrity of Islamic architecture, but also to imply what is the parody of unity, namely, uniformity. This comes about through the fact that 'progress' believes that everything is bound to get better and better as time moves forward – implying a progress is uniform as time's passing – and resulting, in fact, in the almost uniform adoption by everyone of the 'International Style' which, advocating the functional and utilitarian,



has established itself with global monotony and with varying degrees of ethnic cosmetics Islamic or otherwise.

Thus both tradition and identity are lost. If it is the role of tradition to safeguard an identifiable art, or architecture, it is the role of art, and above all of architecture, to safeguard the environment in which tradition can survive. Once this symbiosis is negated by novelty, or by simple egotism on the part of the artist and architects, then a vicious cycle ensues; what was mutually supportive gives way to what is mutually destructive.

To abandon tradition, to disregard the achievements and models of the past and to be caught up in the trauma of change means to be incapable of handling the new; it is therefore no accident that the 'search for new identity' will probably become the dominant theme in architectural thinking..

The Masterplan

The masterplan is strongly informed by traditional North African urban principles. Elements such as the city wall, the souk, the harbour and the canal are arranged around a series of armatures that move from the south towards the coastal front. Traditional elements that can be found in historic centres such as Tunis and Tripoli are balanced with the contemporary requirements of a modern development catering for tourism and commerce.

The city relationship with the coast is a fundamental generator in the layout of the urban framework. It is expected that there will be a mixture of residential occupants and day tourists occupying the development therefore the boulevards that form the main axial thoroughfares are organised around these two user groups.

The Phase 1 Citadel acts as the core of the development and is bound by the sea to the north and the proposed canal to the south. The Canal cuts through the site on the east/west axis creating a cool shaded area in the centre of the development.

The architecture will be typical of the local formal and vernacular utilizing deep walls and small apertures in order to create pleasant cool interiors and courtyards. The entire development will be low rise with buildings not exceeding four storeys. This will produce an intimate human scale that can be found in the historic North African centres that attract so many tourists today.





Harbour View
LEBDA.





- Apartments
269 000 sq m
- Hotel & Hotel Apartments
161 000 sq m
- Living Wall
100 000 sq m
- Commercial & Leisure
122 000 sq m
- Villas
349 200 sq m
- Hospital
26 700 sq m
- Green & Planting
- Sea & Canal





Program Distribution

Total Development

Oct' 14

Lebda City Summary

Phasing the Masterplan

A significant investment has been made in the development of the concept for Lebda City in order for the project to be founded upon a deliverable concept. Moreover; it will ensure that it will be commercially, environmentally and culturally sustainable in the long term. Every element of the Lebda City offers benefits to the investors and the Libyan government . It is, however, critically important to be aware that the whole is more than just the sum of its parts. The seamless integration of these elements is of paramount importance because: (i) it maximizes each element's individual benefit, and (ii) the integrated whole of the Lebda City provides its own set of benefits.

Rural Concepts Construction Ltd will align the phases with national development policy. The Libyan context is highly complex and rapidly changing therefore it is important that the masterplan can accommodate shifts in market demand while retaining a unified vision.

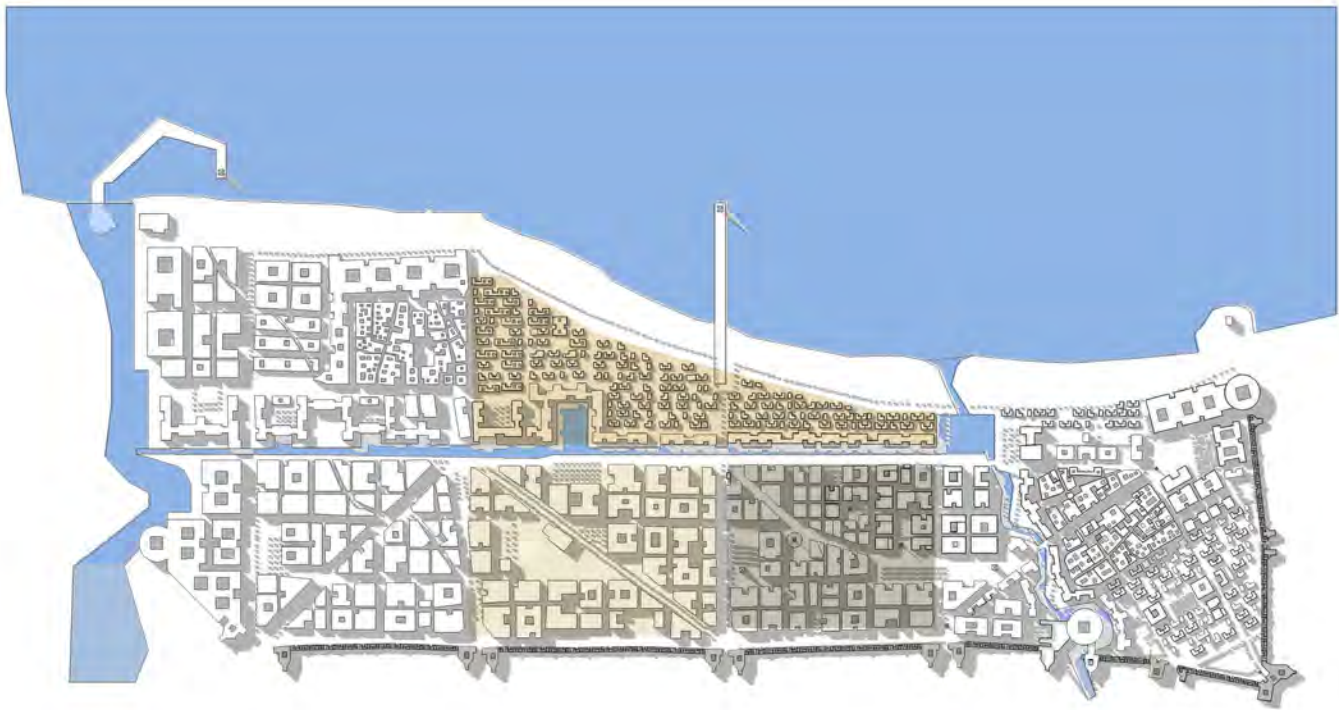





	Apartments	39 000 sq m (30% occupied area)
	Hotel & Hotel Apartments	50 000 sq m
	Living Wall	35 000 sq m
	Commercial & Leisure	10 000 sq m
	Villas	
	Hospital	
	Green & Planting	
	Sea & Canal	

Program Distribution

Phase 1

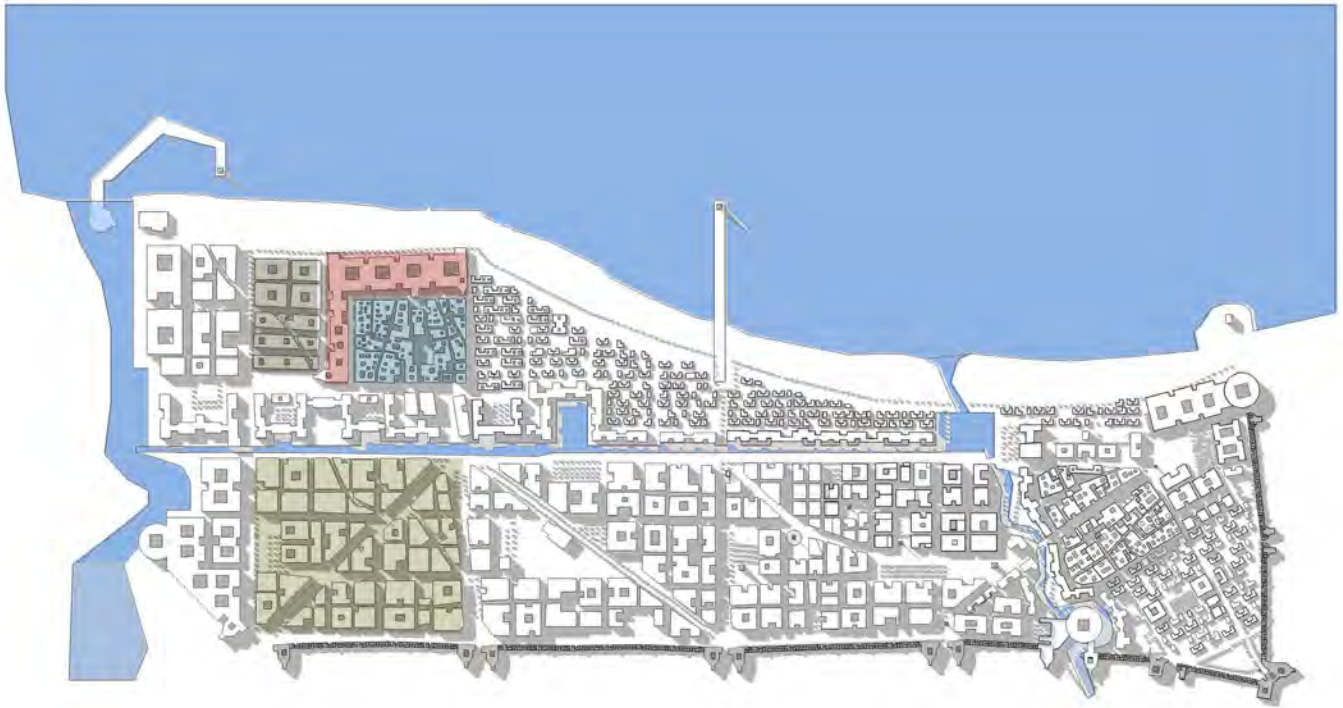










	Apartments	76 000 sq m (30% occupied area)
	Hotel & Hotel Apartments	87 000 sq m
	Living Wall	17 000 sq m
	Commercial & Leisure	41 000 sq m
	Villas	
	Hospital	
	Green & Planting	
	Sea & Canal	









	Apartments	60 000 sq m
	Hotel & Hotel Apartments	
	Living Wall	15 000 sq m
	Commercial & Leisure	19 000 sq m
	Villas	100 200 sq m
	Hospital	
	Green & Planting	
	Sea & Canal	

Program Distribution

Phase 2 & 3

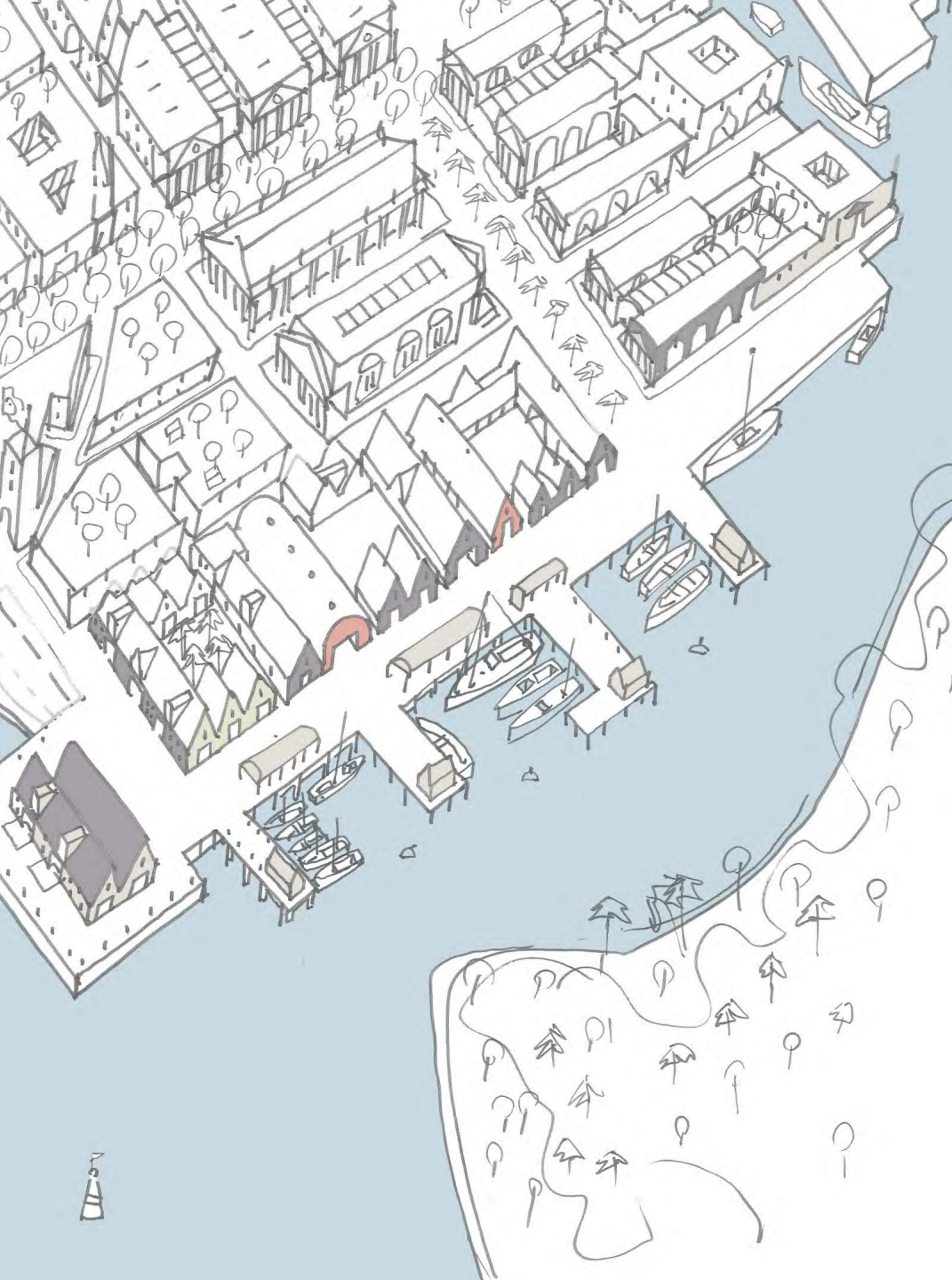


	Apartments	50 000 sq m
	Hotel & Hotel Apartments	
	Living Wall	
	Commercial & Leisure	42 000 sq m
	Villas	66 000 sq m
	Hospital	
	Green & Planting	
	Sea & Canal	

	Apartments	44 000 sq m
	Hotel & Hotel Apartments	24 000 sq m
	Living Wall	
	Commercial & Leisure	10 000 sq m
	Villas	183 000 sq m
	Hospital	26 700 sq m
	Green & Planting	
	Sea & Canal	

Program Distribution

Phase 4 & 5



The Harbour

The Harbour will initially be located at the Wadi opening in order to create a soft junction between the hard landscaping of the town and the periphery of the Wadi. The Harbour will be initially constructed from timber piles driven into the sand sea-bed and tied above the water level to support a strong timber deck allowing heavy vehicular access up to the water edge and making provision for boats to tie up to the jetty. This will provide two functions: Firstly it will allow local leisure craft, fishermen and tourists to use the Harbour and provide access to maritime activity from Phase 1. Secondly, the timber pilings will allow the Wadi to seasonally expand and flow beneath the timber but still define a threshold between the development and the sea. Longer term the Harbour may extend out into the sea with a formal rubble breakwater if more leisure craft begin to occupy the development but at this stage the Harbour and entrance into the canal can be created informally. If there is rock to be excavated at the canal point then this material can be used to form the initial Harbour breakwater during later





The Souk

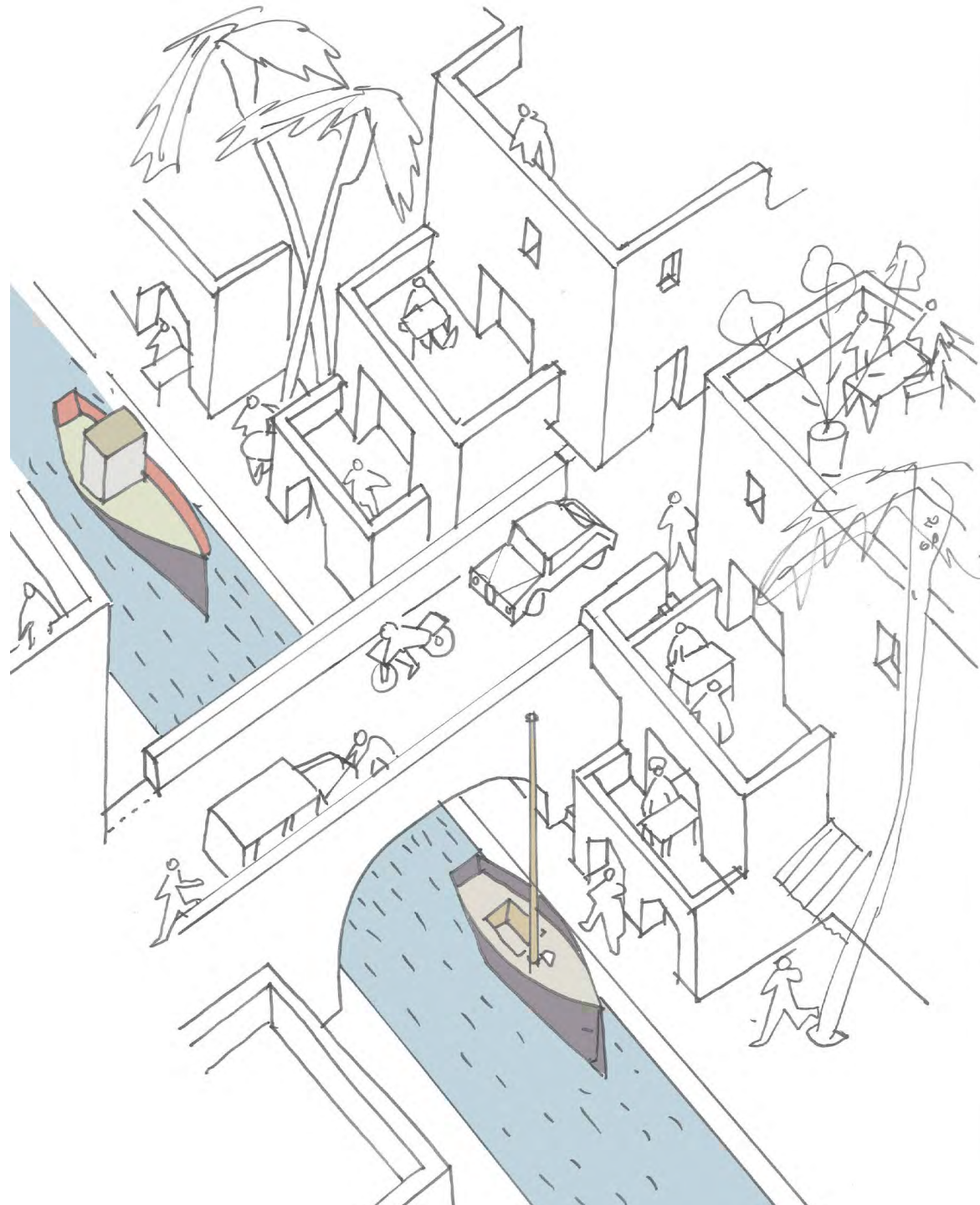


The covered Souk is based on the traditional Arabic typology and contains three storeys divided into retail on the Ground Floor, other Commercial operations and offices on the Second Floor and the potentially of residential development above. The aspiration is that at a mixture of live/work units would provide a vibrant and diverse commercial quarter that can be found across the Maghreb.

The covered roof would not provide a thermal barrier and therefore allow the air to move through the ground floor streets serving the storefronts. The architecture would remain simple and traditional in character but contemporary technologies would be embedded into the buildings providing an environment expected

The Canal

The Canal will be at sea level and will have a simple sea gate at each end to stop mud and other flood debris from spreading into the canal at times of flooding in the Wadis as well as allowing boats to pass from East to West through the town. The introduction of water into the centre of the town presents the opportunity to develop a recreational area alongside the canal bank as the cool air and abundant shadow will produce one of the most desirable locations during the heat of the day. The Canal will also orchestrate the change in program from the central Commercial and Residential areas of the North-East and the lower-density urbanism

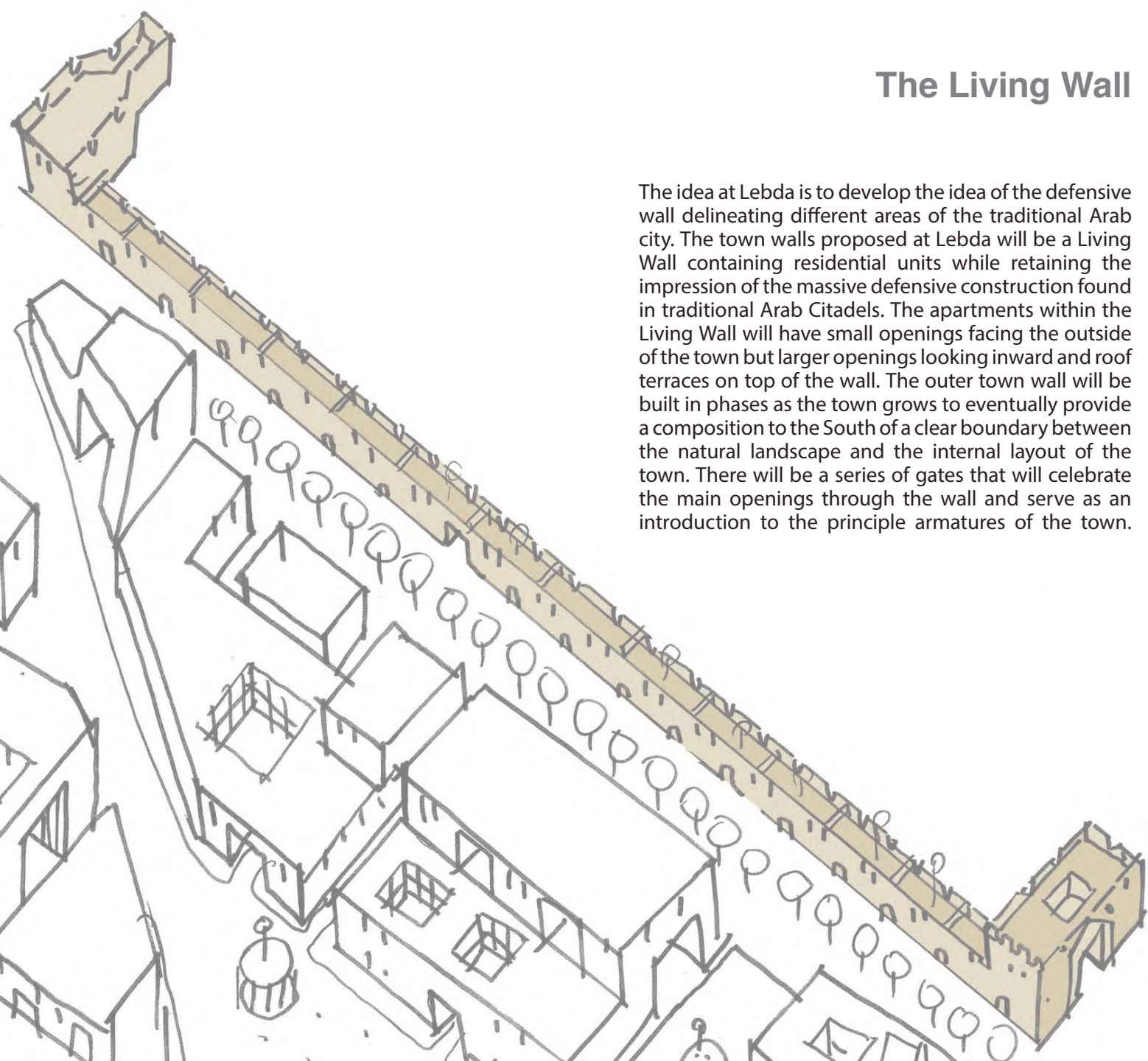




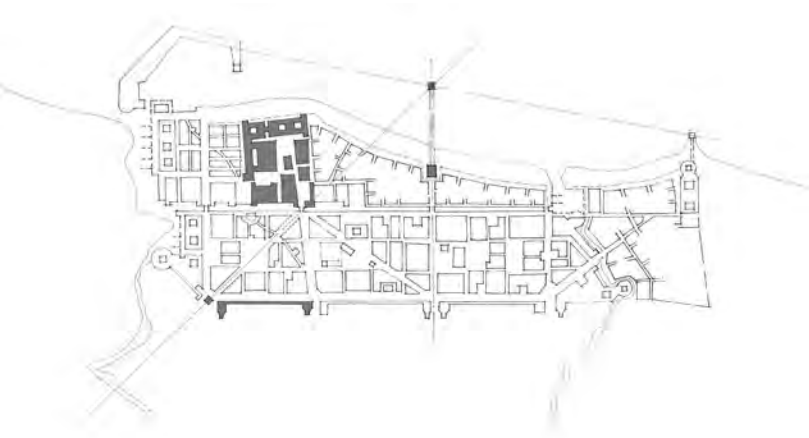
FONDAZIONE BENVENUTA

The Living Wall

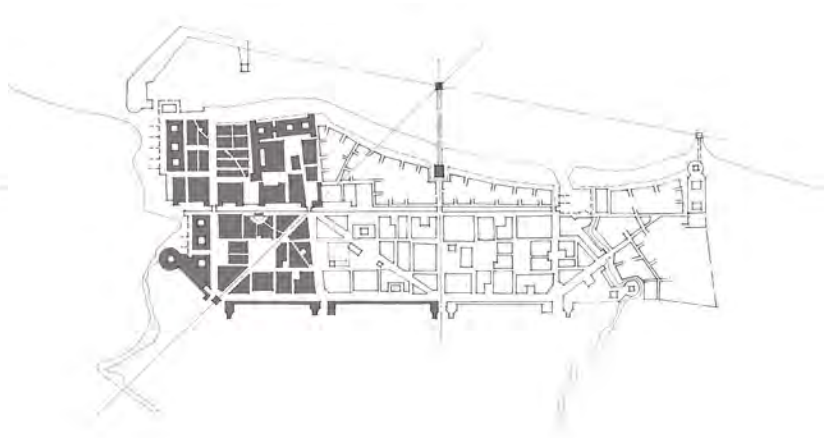
The idea at Lebda is to develop the idea of the defensive wall delineating different areas of the traditional Arab city. The town walls proposed at Lebda will be a Living Wall containing residential units while retaining the impression of the massive defensive construction found in traditional Arab Citadels. The apartments within the Living Wall will have small openings facing the outside of the town but larger openings looking inward and roof terraces on top of the wall. The outer town wall will be built in phases as the town grows to eventually provide a composition to the South of a clear boundary between the natural landscape and the internal layout of the town. There will be a series of gates that will celebrate the main openings through the wall and serve as an introduction to the principle armatures of the town.



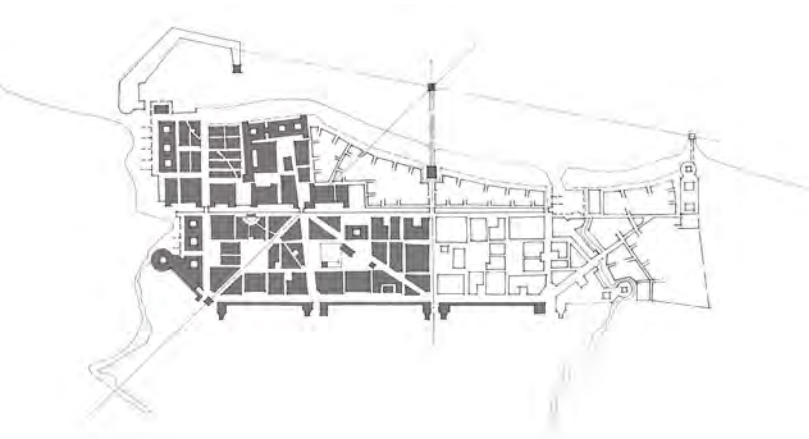




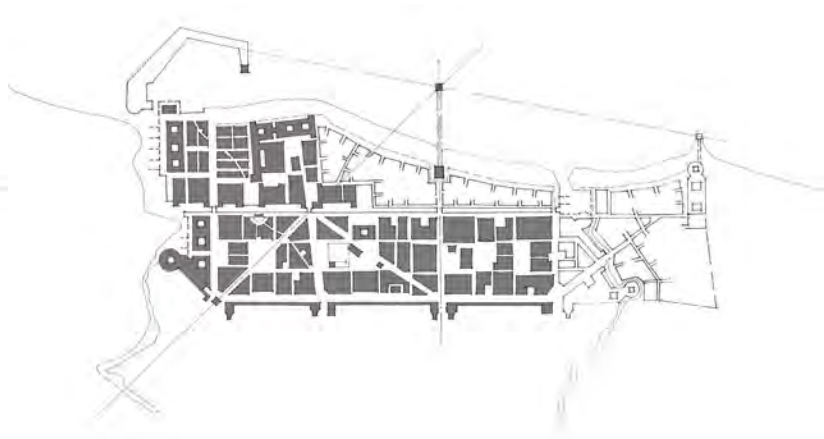
PHASE 1



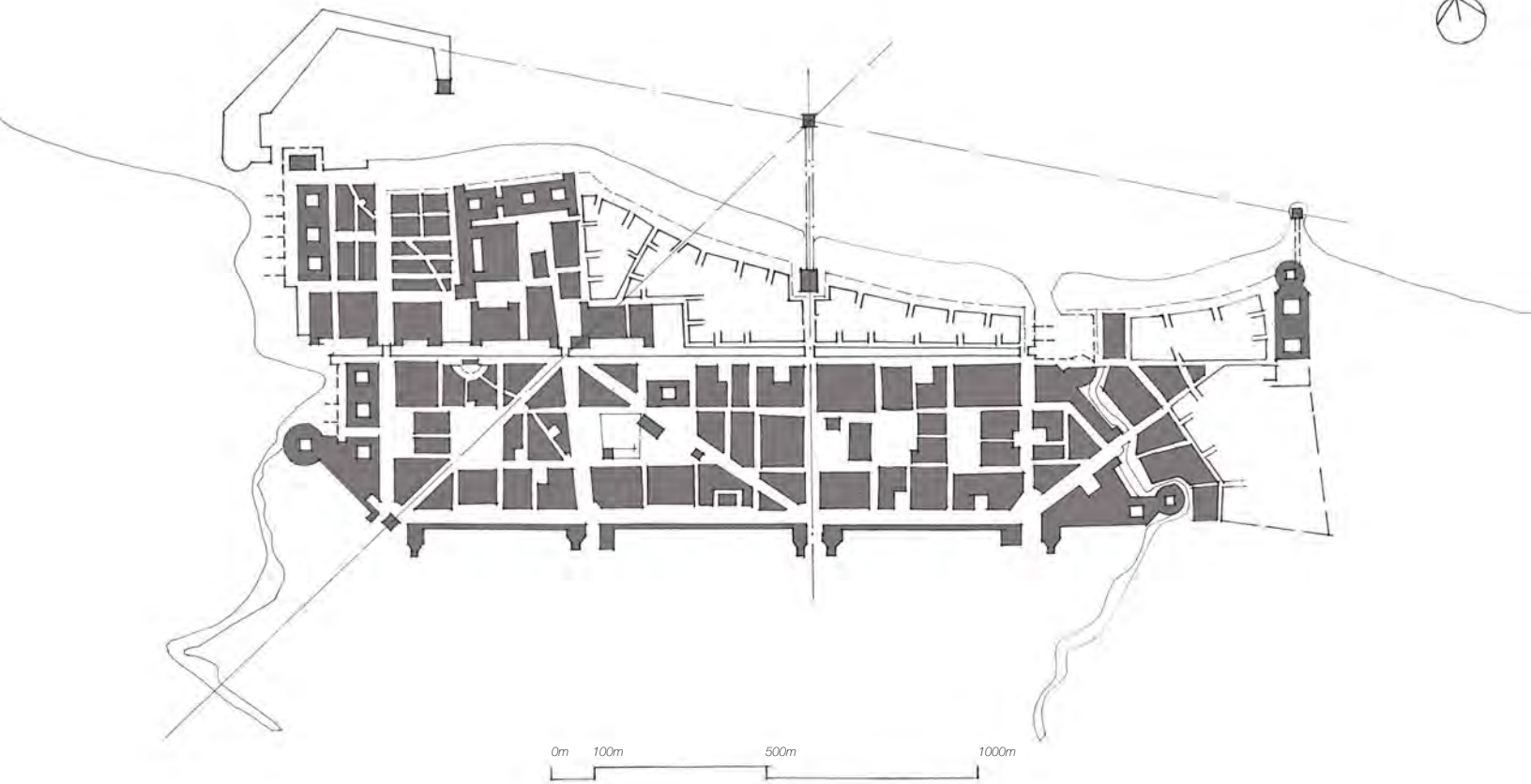
PHASE 2



PHASE 3



PHASE 4



PHASE 5

ELEMENTS OF ARAB CITIES

Grain within the Urban Block



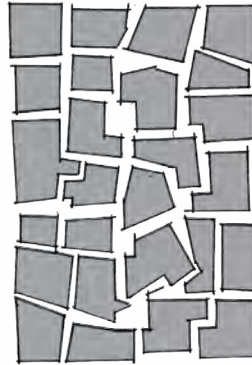
Urban Grain
Tripoli

ELEMENTS OF ARAB CITIES

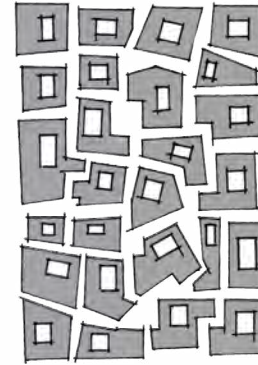
Hierarchy of Negative Space



**Urban
Block**



**Public
Space**



**Private
Courtyards**

ELEMENTS OF ARAB CITIES

Residential Fabric in Urban Context

The Danish architect Jan Gehl has written extensively about the importance of the residual space between buildings. He concludes with 12 points that contribute to enjoyable public spaces:

Protection against

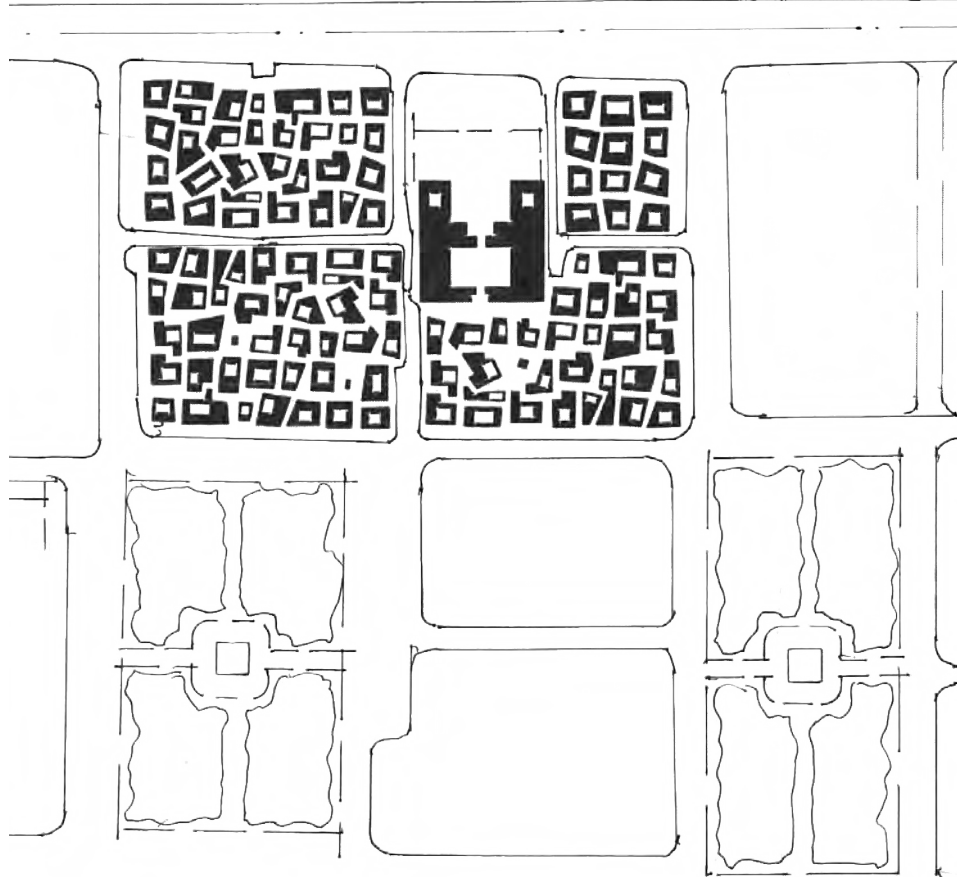
traffic and accidents,
crime and violence – a feeling of safety, and
unpleasant sense experience;

Comfort - possibilities for:

walking, standing around, sitting, seeing and
looking, hearing and talking, and play and
unfolding activities;

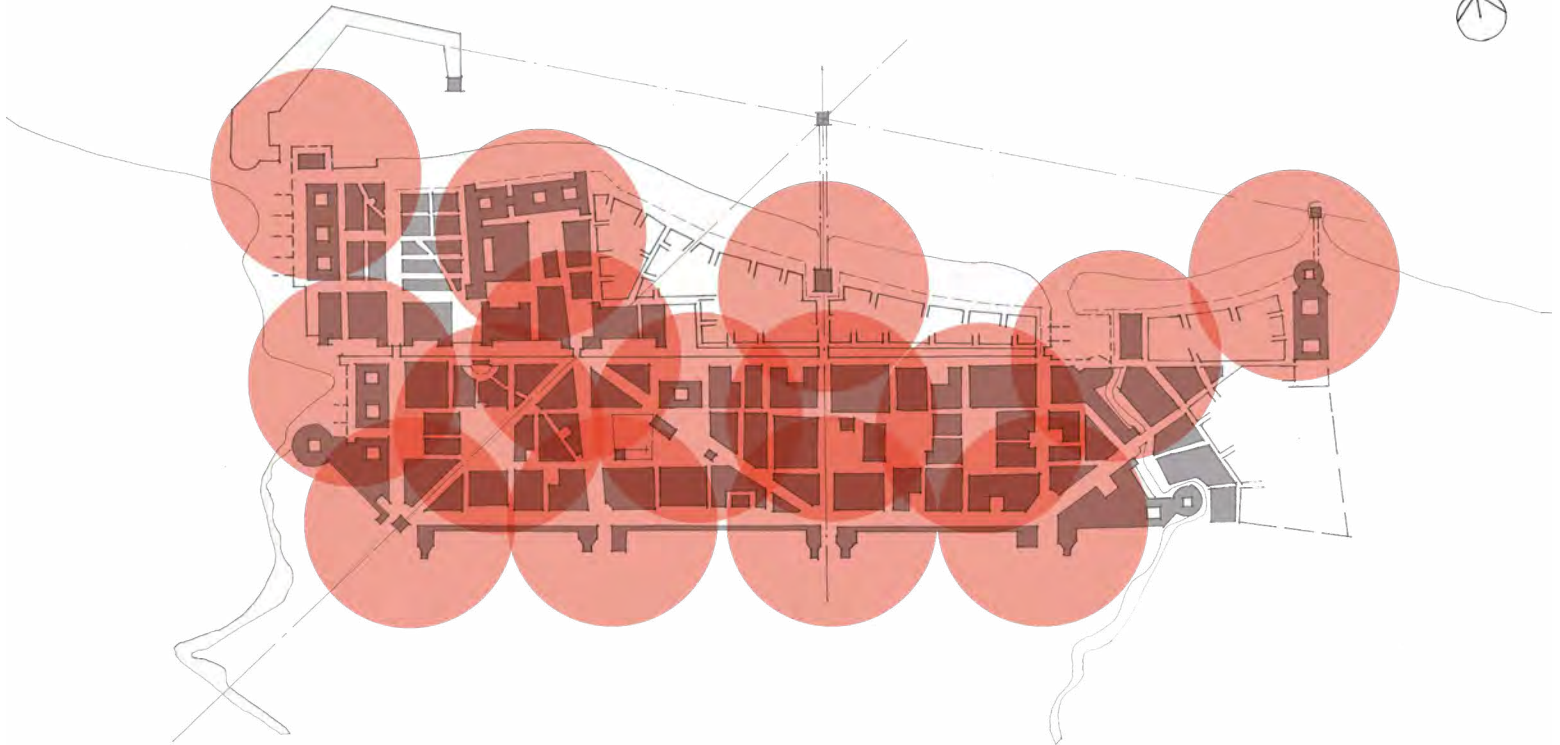
Environmental

of scale, possibilities for enjoying positive aspects
the climate, and aesthetic quality
and positive sense experience.



Walkable Neighbourhoods

500m Pedestrian Sheds



The centers of the 500m nodes present a potential public transportation layout. The 4 gates to the South would contain the main mass transit points as day visitors coming to the city would park along the Living Wall before transit to the Harbour, Beaches and Hotels.



ELEMENTS OF ARAB CITIES

Urban and Architectural Elements

1 Medina (early towns)

- i) a mesjid al-Jami (Friday prayers)
- ii) Kadi (governor gives jurisdiction)
- iii) Suq (trade for people of the city and surrounding countryside)
- iv) Hamman (public bath)

2 Kashah (citadel)

- i) Has sea frontage for escape
- ii) Palace
- iii) Single gate to Town

3 R abad (had a name of its own)

4 Suk (wall)

5 Bab (gates)

6 Burj (towers)

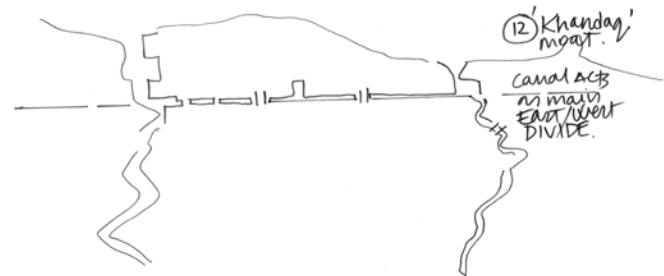
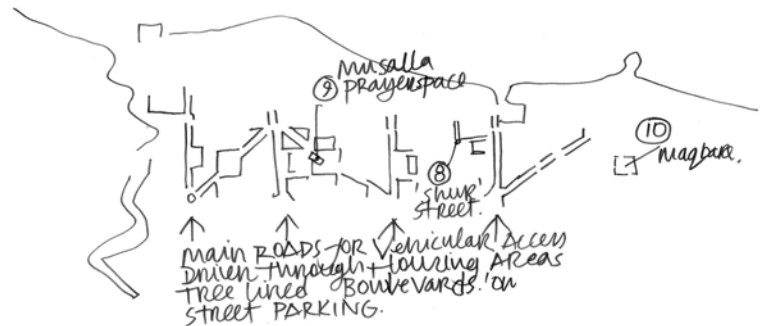
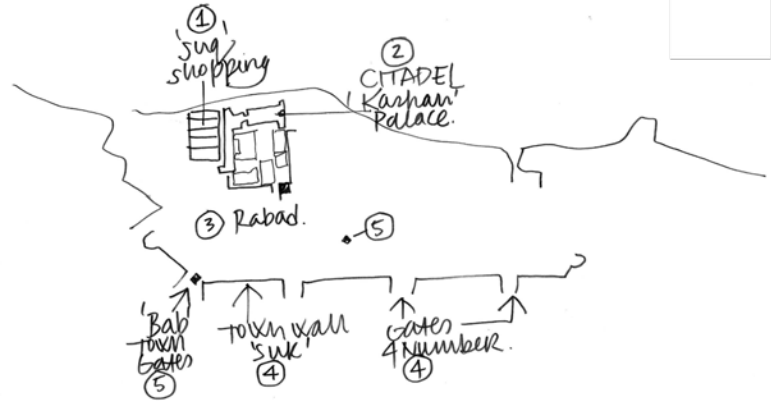
7 Bat'ha (public square used for weekly markets)

8 Tarik Nafid (through way)

9 Shur (street)

10 Musalla (prayer space – large enough for male population)

11 Maqbara (public cemetery) facing Mecca (Quibla)



Rural Concepts Group

Rural Concepts construction Ltd is part of the Rural Concepts Group of companies, specifically in existence to work on developments in Libya and the Middle East. The Chairman of the company is Roger Tempest whose family have lived in and around the Broughton Hall Estate in Yorkshire (England) for thirty one generations since 1097. The Broughton Hall Estate is well known for its innovation and enterprise and covers nearly 3000 acres. www.broughtonhall.co.uk

In terms of Capital and expertise the company has a network of partners, investors and experts interested in realising the Lebda City Resort.



Development Team - Key Personnel

The Chairman of the company is Roger Tempest, a UK national with a track record of substantial, design led real estate projects. Roger has a deep appreciation for Libya's cultural heritage and recognises that good design has commercial as well as aesthetic value.

Rogers' local partner is Muftah Benomran, a Libyan national and native Arabic speaker. Muftah has executed several real estate and commercial projects in Libya, Oman and the UK, and has a number of senior business and political contacts in Libya.

Roger Torriero is the CEO and founder of Griffin Holdings Inc. He is a qualified architect and town planner and has been responsible for many large developments in the USA and Europe.



Roger Tempest



Muftah Benonman



Roger Torriero



**RURAL
CONCEPTS
GROUP**

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Rural Concepts Group
Broughton Hall
Skipton
Yorkshire
BD23 3AE
T: 0844 880 1190
www.ruralconcepts.co.uk
info@ruralconcepts.co.uk