

HAPTOWN
MoStakbal City

Park 226

226
Park



Ceo Message

“THERE IS NO GREATER PLEASURE THAN CRAFTING FAMILY-CENTRIC COMMUNITIES WHERE HARMONY AND EXCLUSIVITY TRANSLATE INTO EVERYDAY LIFE.”

Hassan Allam Properties takes pride in crafting exclusive communities where families come together to enjoy the finest luxuries of life. Starting with lifetime unions to new births, our handpicked communities exclusively grow in a diversity of prime locations.

Today, we unite our three flagship communities, Seasons and Parkview whilst adding to them Park 226, under one unique and fully integrated town, Haptown Mostakbal City. As a thriving center point, the town revives Hassan Allam's unique legacy of bringing together neighbors who would soon form lasting friendships, whilst creating a lifetime of cherished memories.

WELCOME TO HASSAN ALLAM PROPERTIES' FAMILY, WHERE EXCLUSIVITY, PROGRESSION AND HARMONY ARE SYNONYMOUS WITH EVERYDAY LIFE.

“
We proudly present our cohesive flagship communities: Seasons, Parkview whilst adding to them Park 226, under one unique and fully integrated town, Haptown.
”

About Hassan Allam Properties

"CHERISHING FAMILIES, ENRICHING LIVES."

Originating as a trusted family-run business in 1936, Hassan Mohamed Allam began his journey as a general contractor and achieved a series of evolutionary breakthroughs throughout the years. After being nationalized in 1961, he established Hassan Allam Sons in 1972 under the label, Hassan Allam Sons for Construction (HAC). With over eighty years of notable expertise, the empire passed down its distinct legacy to three generations; whereby, its management team has proven to build what is today celebrated as one of Egypt's top real estate leaders.

Since 2000, Hassan Allam Properties (HAP) has carved an enviable niche for itself as an exclusive boutique developer, building intimate communities where families always come first. Established by Mohamed Allam, a third generation family member, HAP has mastered the equation of private luxury and inviting hospitality, to exceed the notion of just building homes.

Our community-centric vision and passion for individuality have driven a wide portfolio of first-class well integrated residential communities, mixed-use developments, town centers and vacation resorts; thus, offering unmatched experiences throughout prestigious locations across Egypt.

"WITH YOU IN THE CITY AND BY THE SEA,
TRANSFORMING INFINITE LANDSCAPES INTO
DREAM-LIKE REALITIES."

“
*10 first-class well
integrated, mixed
use developments
and vacation
resorts.
14,884 residential
units.
6.6 million sqm
land bank.*
”



Haptown Sub-Projects



Park ²²⁶

For years, Hassan Allam Properties has developed premium residential communities where unique stories emerged. Today Hassan Allam Properties' [HAP's] flagship projects, Seasons, Parkview and Park 226 are all made to resonate and mirror their predecessors in success; elevated with a modern facelift within Haptown.

Every experience creates a chapter of narratives that collectively shape the community's future stories. Situated in a prime location within Mostakbal City, Haptown offers versatile living opportunities, picturesque open landscapes, dynamic fitness settings, integrated mixed use areas and a functional business district. Beyond its magnitude of features, the town flourishes for future generations to come.

“

Haptown is an integrated center point where communities fuse together, family-centric environments emerge and unrivaled experiences happen.

”

Proximity

HAPTOWN MOSTAKBAL CITY; THE NEW CAIRO'S NATURAL EXTENSION.

Situated within the lush and prime location of Mostakbal City, Haptown emerges with unmatched suburban convenience. The town stands out as New Cairo's latest extension, whilst exclusively overlooking south of Mostakbal Road.

Being only driving minutes away from the capital's eastern and north-eastern vicinities, Haptown's residents are in close proximity to the Cairo-Suez highway, the Cairo-Sokhna highway and Road 90.

While enjoying nearby convenience to the capital's central destinations, residents can thrive with the immediate proximity provided for their everyday errands and needs. Their surrounding neighborhoods, as well as the town's mixed-use area, commercial district and business center lie only a few minutes from their door steps. Far from the city's noise and bustle, Haptown features unparalleled proximity amidst peaceful surroundings and a vibrant community



HAPTOWN

Proximity

HAPTOWN : INTEGRATED LIVING AT THE HEART OF MOSTAKBAL CITY.



Proximity

LOCATION CHARACTERIZED BY STRONG
CONNECTIVITY WITH SURROUNDINGS

- MADINATY CITY 3km, 10min.
- EL FATTAH EL ALEEM MOSQUE 5.5km, 12min.
- NEW CAPITAL 0.12km, 5min.
- ALREHAB CITY 15km, 20min.
- FAMILY PARK 15km, 20min.
- MIVIDA 12km, 25min.
- CAIRO INTERNATIONAL AIRPORT 35km, 30min.

- AMERICAN UNIVERSITY 15km, 20min.
- SWAN LAKE RESIDENCES 18km, 22min.
- CAIRO SUEZ ROAD 7km, 10min.
- REGIONAL RING ROAD 6km, 10min.
- ROAD 90 16km, 20min.



Master Plan

PRODUCT OFFERINGS; VILLAS – TWIN VILLAS, TOWNHOMES AND APARTMENTS.

In CallisonRTKL's design, the 1,035,314 sqm development emerges into a distinct, intimate and vibrant town. The eminent design and landscape consultants are commissioned by Hassan Allam Properties, to feature full-fledged units across Haptown's thriving landscapes.

With outstanding excellence, the town offers a world-class range of contemporary elegant villas, twin villas, townhomes and sophisticated apartments.

Through HAP's internationally sounding partnerships in the real estate field, Haptown follows a suburban model that makes use of daylight, privacy and luxury.

The neighborhoods are expertly planned to make use of suburban relaxation and urban energy, where every street surfaces with pedestrian-friendly hardscapes. With private access dedicated for the residents and public access for the visitors, the town offers balanced traffic experiences from the surrounding streets to the central mixed-use area. Within absolute proximity, a mixed-use area, commercial area, community center, business district and an unrivaled sports club are all strategically positioned versus the neighborhoods.

“*Haptown spreads over
1,035,314 sqm master-planned
by CallistonRTKL.*”





HAPTOWN

Mostakbal City

Narrating Future Stories.

A LIFETIME OF EXPERIENCES

Haptown offers a lifetime of experiences to its community. By living in harmony amidst balanced topographies, thriving with momentum nearby dynamic surroundings and gathering in unison with culture and function, the community ultimately creates a unique narrative of future stories.



First Narrative:

HARMONY

THE QUALITY OF FORMING A SYNCHRONIZED
AND CONSISTENT WHOLE.

EXTRAORDINARY HOUSING CHOICES

The housing choices that Haptown offers to its residents are extraordinary. A wide-range of villas, twin villas, townhomes and apartments are nestled amidst varying landscapes of foliage and greenery. Standing out in contemporary grandeur, each home allows for versatile living experiences ranging across form and function. From standalone homes that offer exclusive privacy to appealing skyline condos boasting prestigious elevations, Haptown syncs with contemporary elegance and uninterrupted harmony.

EXQUISITE INTERIORS

Each home is strategically designed to attract flawless living experiences. From the functional spaces layouts to the inviting vistas and windows that enhance natural lighting and air circulation, Haptown guarantees exquisite indoor ambiances that effortlessly blend with outdoor settings. With access to scenic landscapes and open views to unlimited horizons, every resident is guaranteed peaceful surroundings fueled by lively experiences.

FLAGSHIP NEIGHBORHOODS

Haptown is anchored around two exclusive neighborhoods that highlight its distinct concept of integrated living. The eminent neighborhoods are flagship developments of Hassan Allam Properties, which shape the town's premium residential districts. The Seasons and Parkview neighborhoods and now Park 226 each thrive in their own unique design and function, whilst collectively attracting unparalleled privacy and tranquility.



“Haptown’s wide ranging contemporary offerings exude simplicity, modernity and elegance. Be it villas, twin villas, Townhomes or sophisticated apartments.”

Second Narrative:

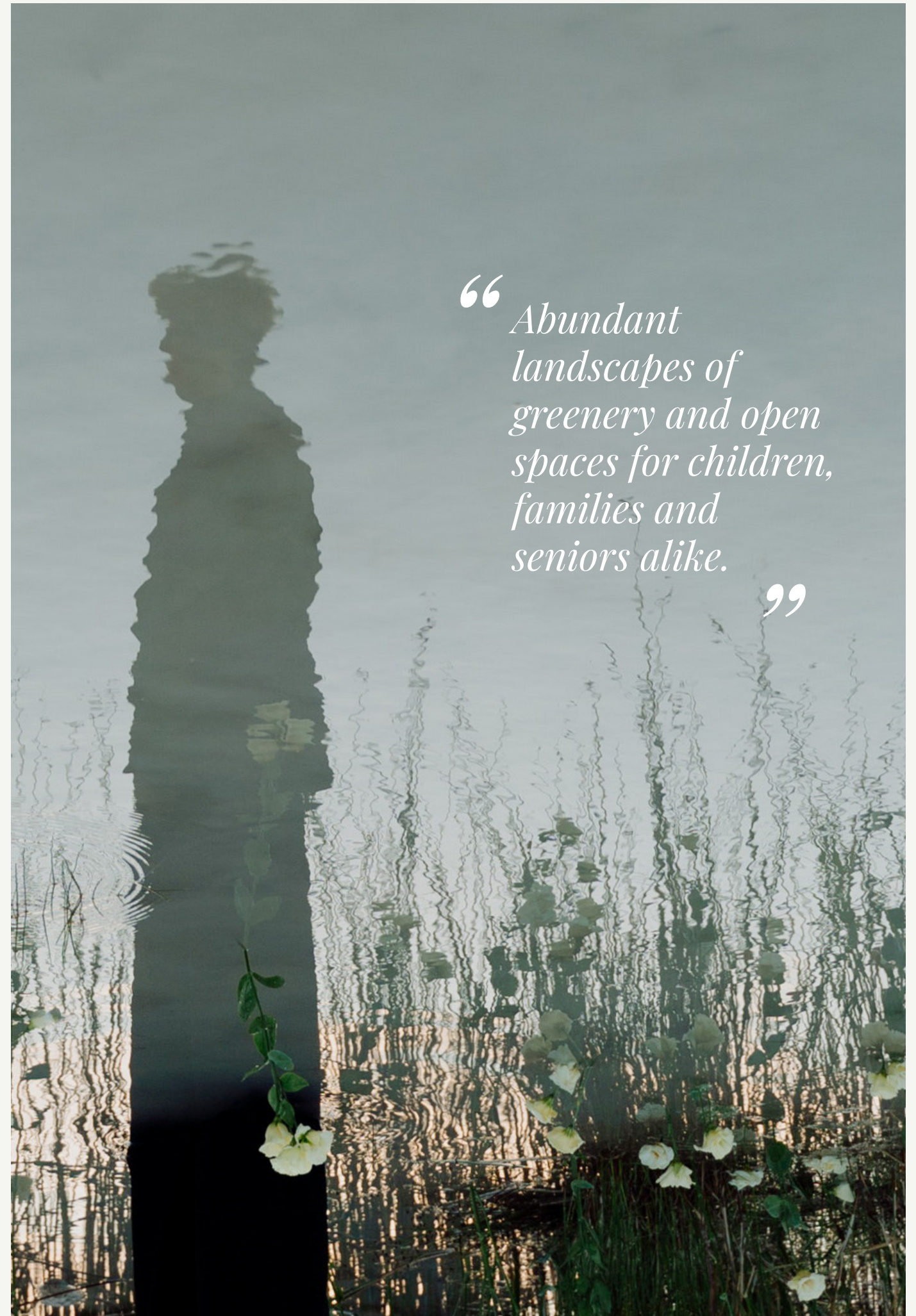
BALANCE

PICTURESQUE LANDSCAPES ALONGSIDE
OPEN SUBURBAN SPACES.

LAVISH LANDSCAPES

Haptown is expansive with landscapes that promote unlimited breathing space and luxuriant settings. Across the ground leveled terrains and uplifted skylines, residents can enjoy outstretched perspectives of public, semi-public and pocket parks. Lush courtyards and secluded gardens also offer every home direct access to scenic extravagance, providing opulent living experiences.

“*Abundant
landscapes of
greenery and open
spaces for children,
families and
seniors alike.*”



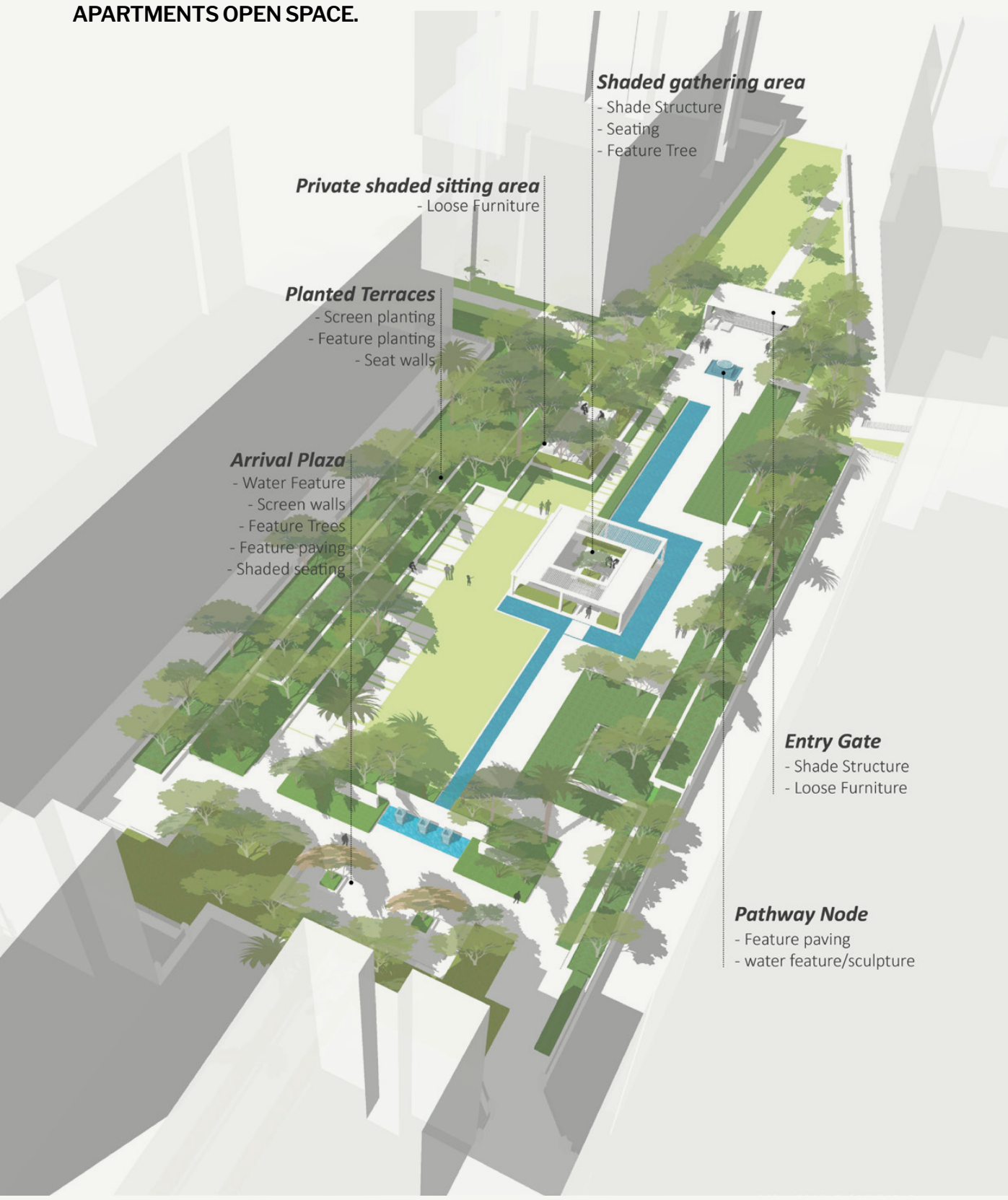
HAPTOWN LANDSCAPE ELEMENTS AND CIRCULATION.

VILLAS OPEN SPACE.



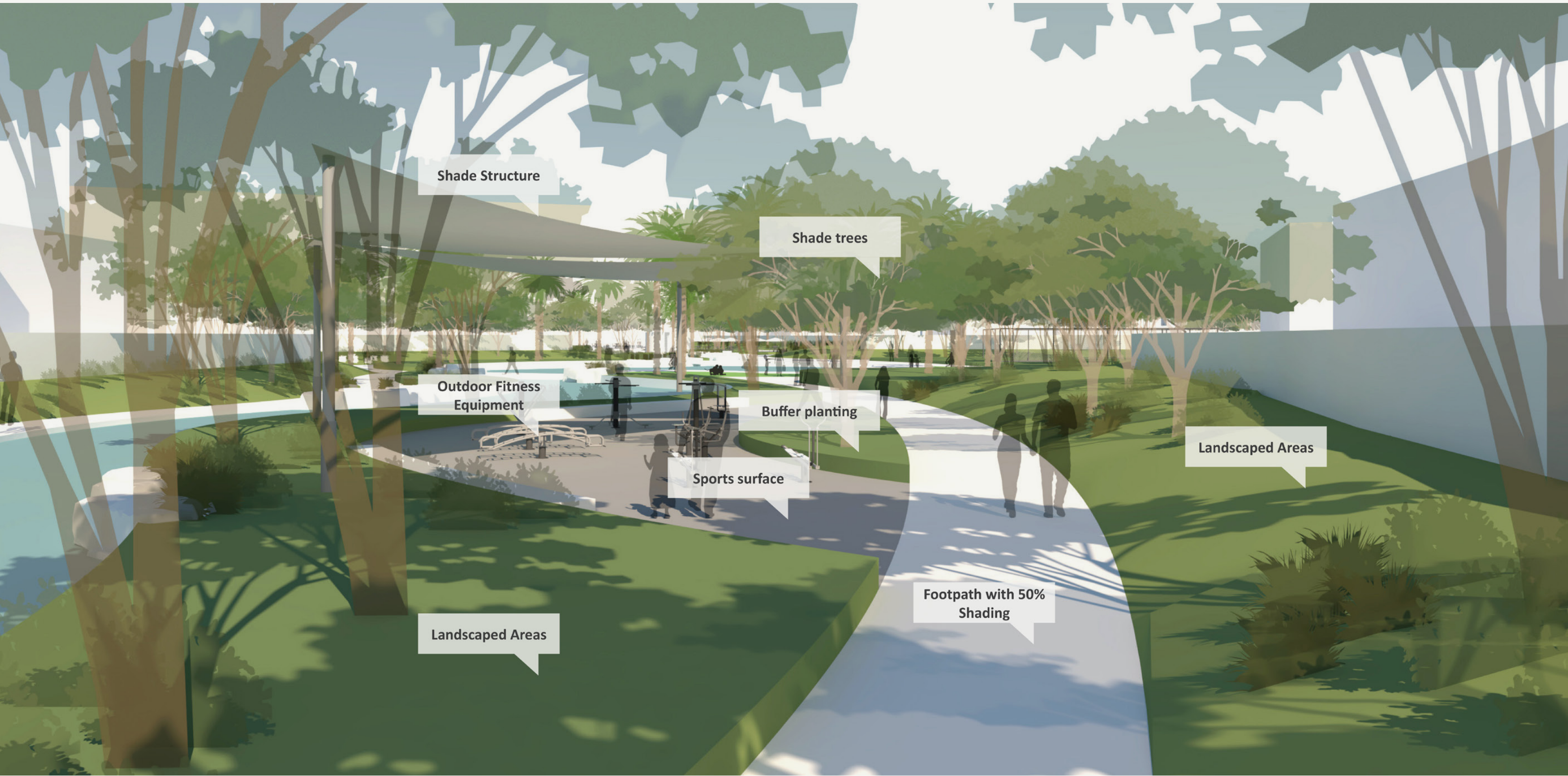
*Greenery and public open breathing spaces
represent 34%.*

APARTMENTS OPEN SPACE.



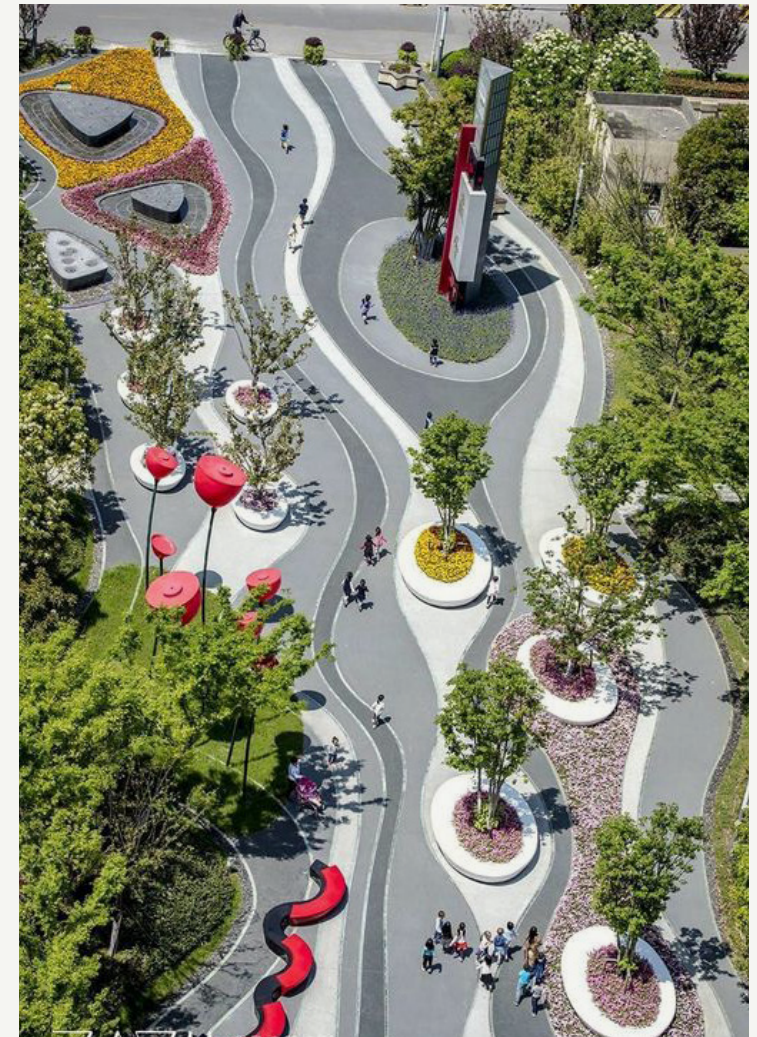
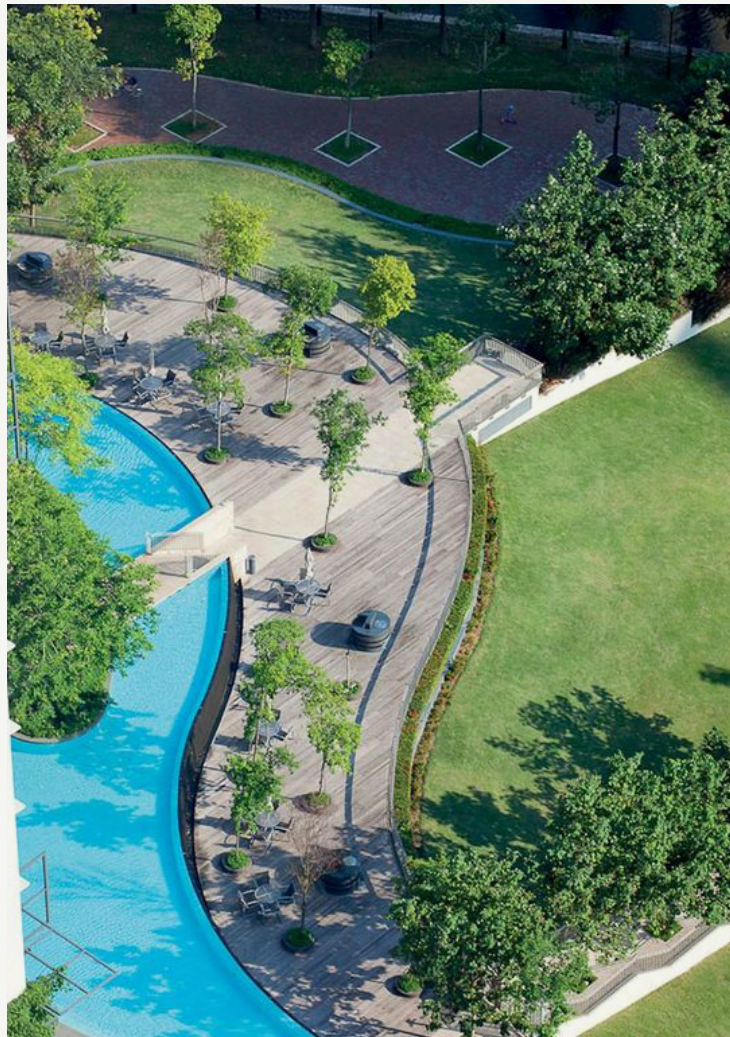
**HAPTOWN OPEN SPACE LINEAR PARK
ELEMENTS AND OUTDOOR WORKOUT AREA.**

*Enjoy the spacious lush outdoors, breathing
in wellness and enjoying nature.*



HAPTOWN HARD-SCAPE STRATEGY.

*A matrimony of seamless fluidity of design
and elevated hard-scape strategy.*

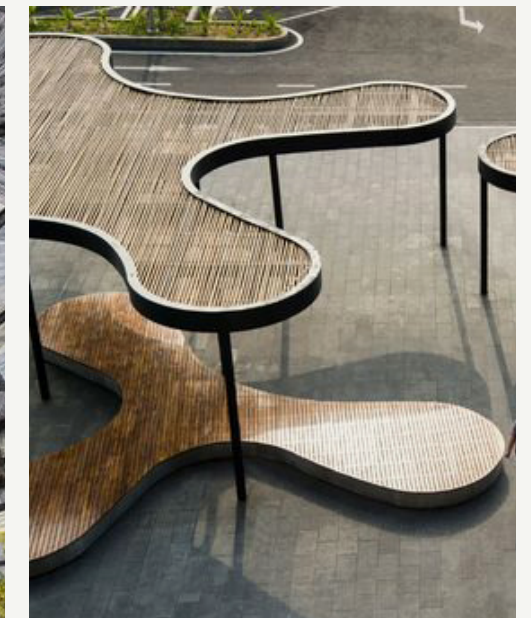
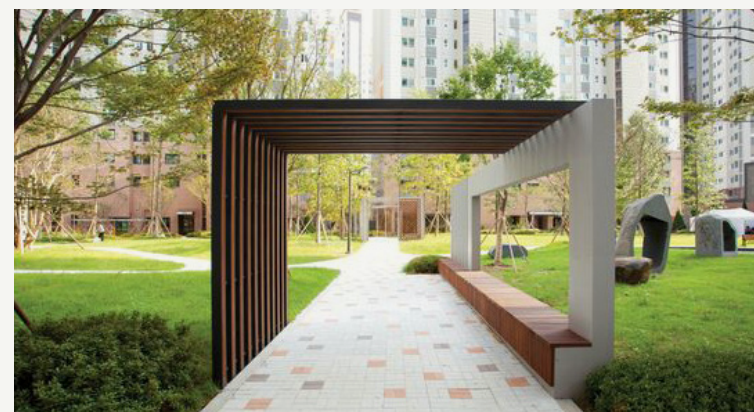
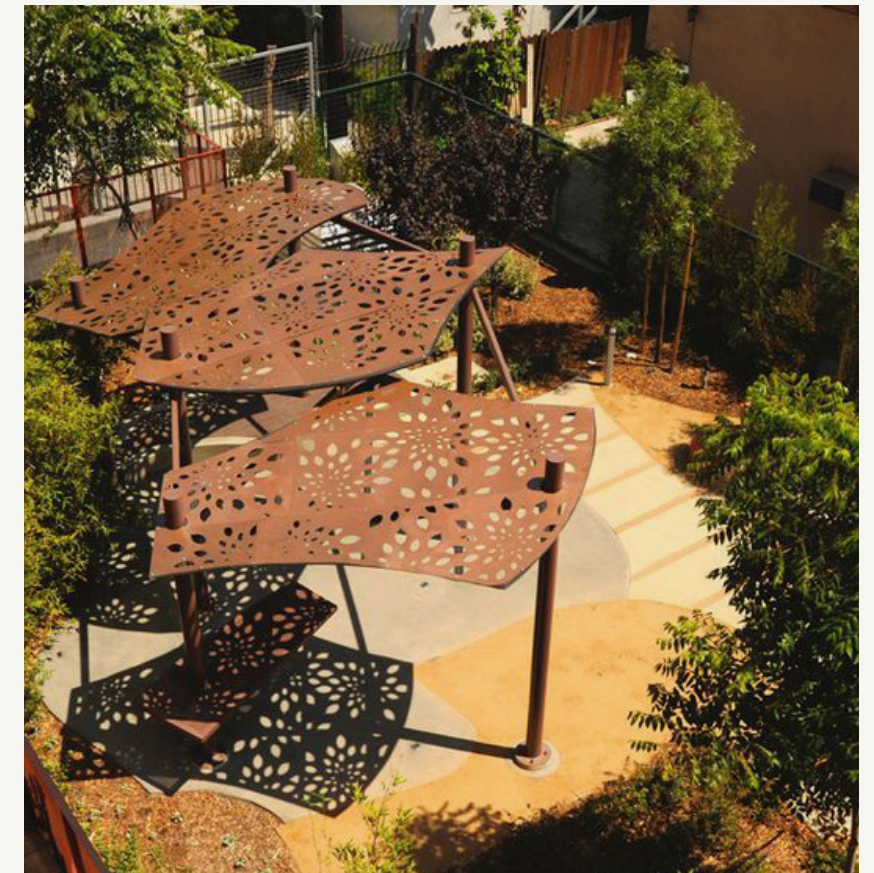


HAPTOWN OPEN SPACE LINEAR PARK ELEMENTS AND OUTDOOR WORKOUT AREA.

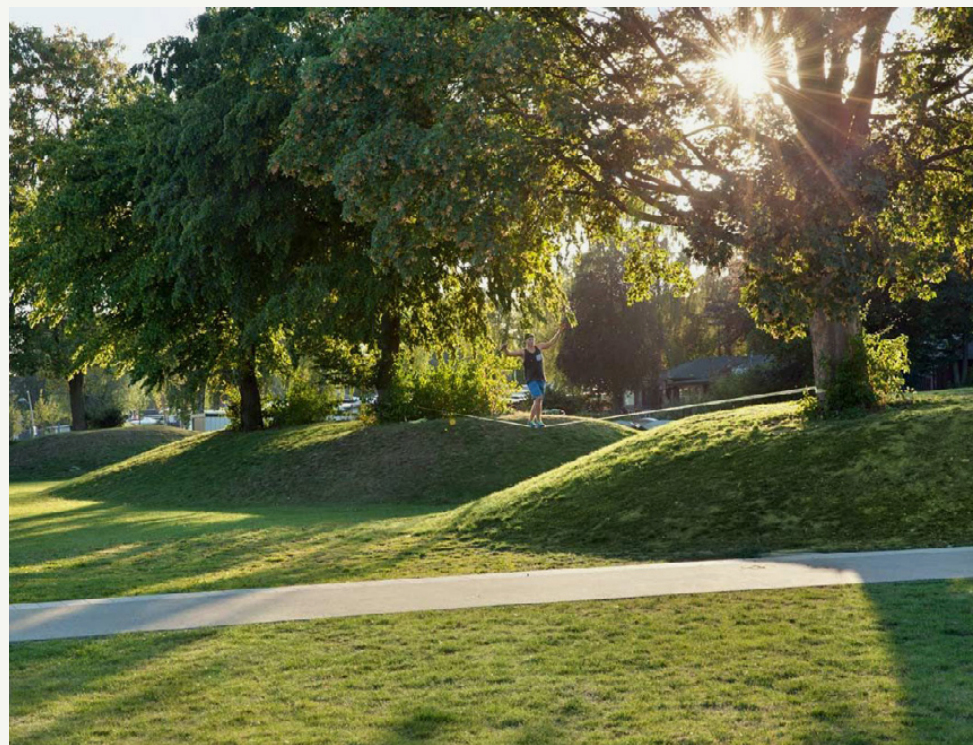
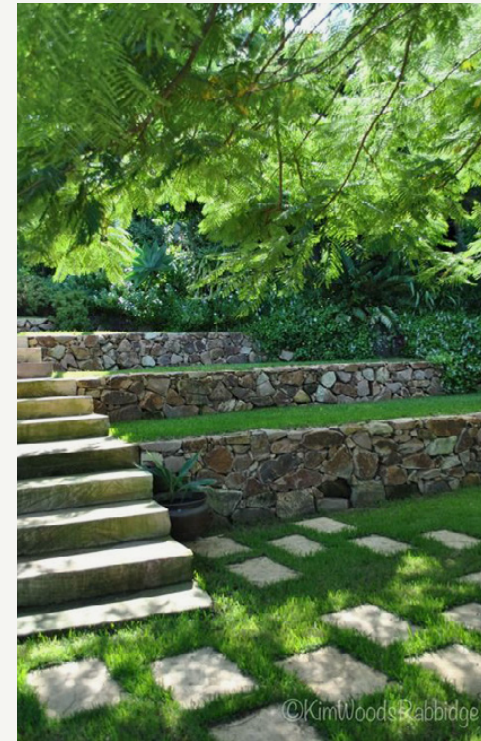
The main aim of the shade structure is to provide shade to facilitate the movement of the users throughout the development. The shade structure appears in two main landscape zones:

- Apartment open space (rectilinear forms)
- Villa open space and linear park (organic forms).

Rectilinear form will be the design language informing the geometry of the apartment open space, while organic forms will mark the fluid landscape design character.



HAPTOWN COMMUNAL AND PRIVATE GARDENS INTERFACE.



Third Narrative:

MOMENTUM

THE REFRESHING ENERGY GAINED THROUGH
WALKING, CYCLING AND JOGGING.

PEDESTRIAN CULTURE

Haptown's pedestrian-friendly terrains are especially designed to offer a vibrant living environment for its residents. Contemporary parks and pathways stimulate a culture where people can walk, jog, run and bike with every passing day. Sustainable paving materials are used to accommodate the town's thriving energy and momentum. Walking amidst lake-view bridges and strolling along the pedestrian and cycling lanes are just simple glimpses of everyday experiences that boost active lifestyle and undisturbed momentum.

WORLD-CLASS CONVENIENCE

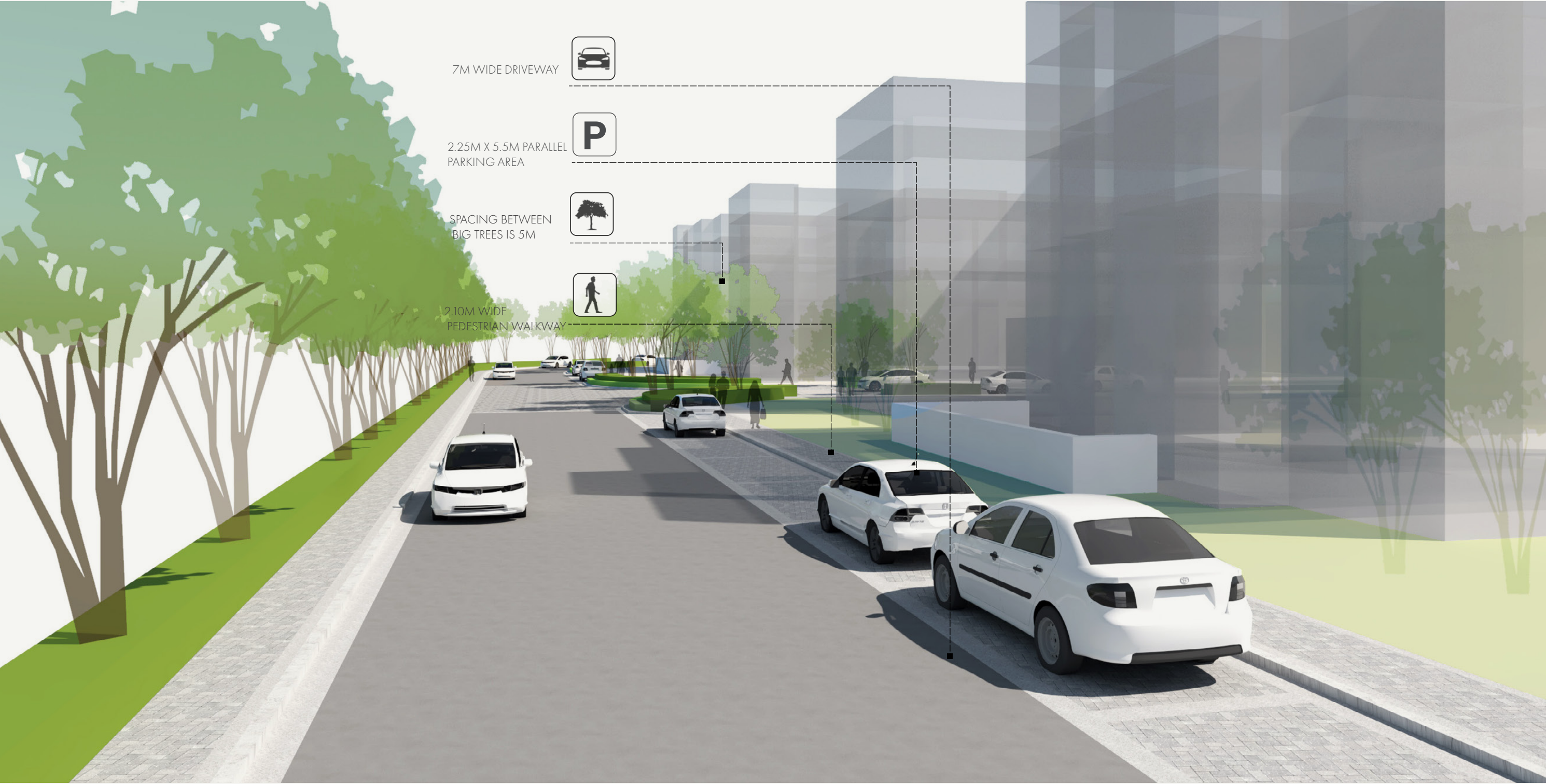
Commuting inside Haptown is a luxury comprised of convenience. The town boasts vast uninterrupted open spaces, offering its community the premium option of strolling along lavish pedestrian pathways and cycling lanes.

The town's transportation systems aim to provide a car-free environment, to guarantee ecological and sustainable lifestyles for its community, where surrounding ambiances of tranquility encourage momentum and vibrant energy.

“43% of
Uninterrupted
open public space,
lavish pedestrian
pathways and
cycling lanes.”



HAPTOWN STREET SCAPE.



Fifth Narrative:

FUSION

THE MERGING OF ACTIVITIES TO FORM
A CONNECTED LIFESTYLE.

SUBURBAN CORE

Amidst a living environment where people come together through dynamic settings, functions and activities, extraordinary experiences take place. In the mixed-use area of Haptown, people come together to engage, share and indulge in everyday luxuries. Beginning with their uninterrupted desires to shop and dine in the commercial district, Haptown residents thrive in empirical recreation.

RETAIL AND LEISURE

A multitude of brands, boutique stores and world-class entertainment hubs thrive at Haptown's commercial hub. With ultramodern architectural layouts, the premium destination is a buzzing center point, allowing for experiential lifestyles. Contemporary facades highlight pedestrian-friendly experience, where families, friends and individuals come together.

Central plazas encourage the fusion of cultures and ideologies within vibrant surroundings, abundant landscapes and open spaces. Additionally, retail shops overlook comfortable seating areas that are strategically furnished along the sidewalks for absolute comfort. While in the upper floors, internationally designed office spaces oversee the commercial area's outstretched boulevard, to offer a unique mix of creative settings and dynamic environments. Within Haptown, this center point of social leisure and retail luxury, narrates unparalleled stories of harmony, fusion and function.



“The commercial district attracts a huge variety of retail and dining experiences.”

Sixth Narrative:

FUNCTION

GEOGRAPHIC PROXIMITY THAT GENERATES
PROFESSIONAL INNOVATION.

BUSINESS DISTRICT

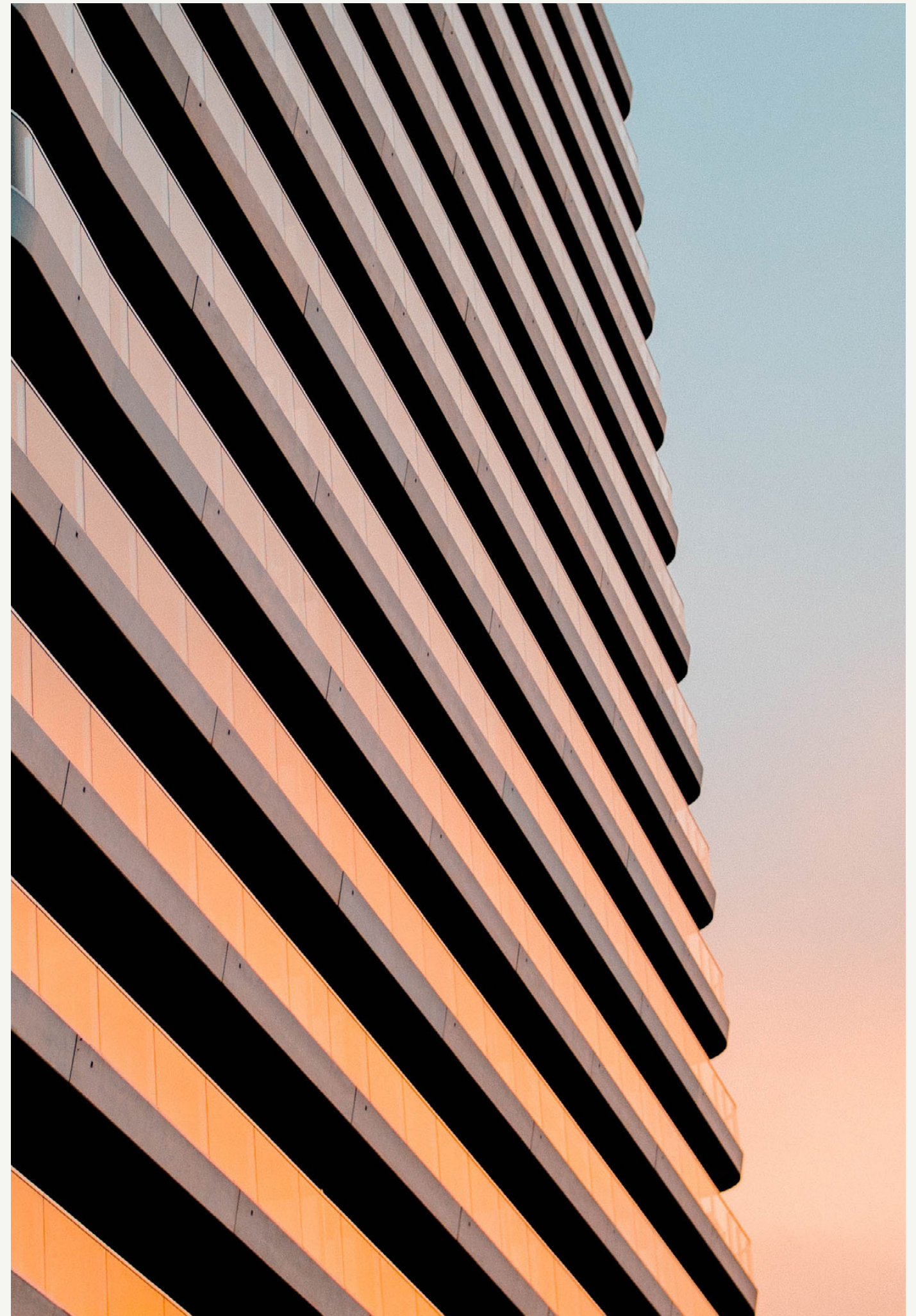
Situated in close proximity to Haptown's residential neighborhoods and in the upper floors of the commercial area, the Business District is a center point for excellence; comprising ultramodern office spaces.

Each bureau is designed with a futuristic mindset, where businesses and entrepreneurs can ambitiously plan, innovate and prosper. With outstanding layout, the spaces offer brilliant opportunities. Teams can grow together in creative setups and strategic masterminds can compete across different fields and sectors. Within close proximity to the town's buzzing hub, Haptown's business area is a central function that fuses with communal culture, hence, surging with purpose, evolution and success.

“

*A futuristic Business park, where
businesses and entrepreneurs can
ambitiously plan, innovate and prosper.*

”



Park 226

WHERE LIMITLESS RECREATION & NATURE ABOUND.

Step into a green oasis of calm and allow breathing landscapes and flowing lagoons to teleport you into an enriching lifestyle. Immaculately master-planned by SITES, Park 226 rolls out on an impressive 32.5 feddans equivalent to 135.5k sqm of land to introduce a contemporary outlook on integrated living in a prime location at the South West corner of Haptown Mostakbal City.

Park 226 launched parcel spreads over 58,850 sqm, offering both young couples and families an exclusive opportunity to keep their well-being in check at the neighboring Sports Club from the East side while enjoying vibrant retail space and unique dining experiences, powered by a futuristic office park, located only 200 meters away.

Park 226 is enveloped by a lush valley-stretching from 20 to 25 meters wide from the North and East sides - to invite scenic views of the outdoors inside almost every apartment while enjoying direct access to Mostakbal City's main roads from the South and West, guaranteeing seamless connectivity, day long. The parcel's Northern orientation overlooks Seasons Villas and Parkview Apartments from the East, surrounding the community with like-minded neighbors who soon turn into lifetime friends.



“The parcel's Northern orientation overlooks Seasons Villas and Parkview Apartments from the East, surrounding the community with like-minded neighbors who soon turn into lifetime friends.”

THE INSPIRATION BEHIND PARK 226 — WHERE NUMBERS LINE UP IN YOUR FAVOR.

If well-being is your number one priority, connecting with the outdoors is second nature or if you simply believe the whole is more than the sum of all parts, Park 226 is where it all adds up, thanks to 6 layers of uninterrupted beauty where the outdoors are an extension of your home.

The numerical digits 226 pay tribute to a colorful variety of building heights, ranging in their elevations from G+2 to G+6 to reflect a contemporary symphony of various altitudes, blending in absolute harmony with lush landscapes, flowing lakes and inviting communal parks.

Expertly designed by PROFILZER, each building adopts a versatile nature of timeless functionality to directly open onto sweeping views of a lush park, as well as get together functions that revolve around well-being and family connection. From BBQ spaces, jogging and walking trails to safe playgrounds, Park 226 is an innovative address, re-imagining space from a fresh perspective that puts social interaction at the heart of everyday.





*Everything you can
possibly imagine comes
alive at your door.*

Disclaimer *All renderings and landscaping visuals, materials, facades are for indicative purposes only and are subject to changes.



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A NATURALLY-INVITING LIFESTYLE WHERE GREEN AND BLUE REIGN SUPREME.

At Park 226, it's hard to tell where greenery begins and recreation ends. The elemental edge of the parcel lies in a naturally-inspired landscape design that surrounds residents with two sizeable tranquil lakes, circled by an expansive walking track, as well as two bridges that allow for easy and pleasurable meandering, anytime of the day.

Designed with the community's well-being in mind, Park 226 boasts a manicured variety of pocket parks, lined with shaded pergolas, as well as seating areas along mesmerizing lake views for daily reflection and ultimate peace of mind. For the little ones, safe playgrounds and communal landscape areas are welcome both families and children to connect while enjoying a delicious bite at the snack bar.



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*A harmonious
balance of modern-
day comfort &
evergreen beauty.*





AN AESTHETIC UNION OF FUNCTION & FORM INSPIRED ARCHITECTURAL DESIGN.

Inspiring the modern mind, Park 226 reflects a contemporary outlook on simple yet dynamic design, thanks to elegantly choreographed apartment clusters that break free from the conventional in every form. Be greeted by colorful facades that are perfectly finished with textures of off-white, copper and grey varying accents paint to rise with your aspirations to varied graded heights.

Every apartment marvels at beauty from a double perspective; from the outside maximized views over majestic landscapes and the adjacent club and from the inside a direct connection with a verdant park and lake views to inspire your inner calm. Crisp, contemporary and more than meets the eye, all buildings boast modern aluminum windows to welcome natural daylight into your living room, in addition to metal handrails and louvers masking outdoor AC units, evoking a sleek architectural style.



*A contemporary vision
for convenience at its
best with you at heart.*



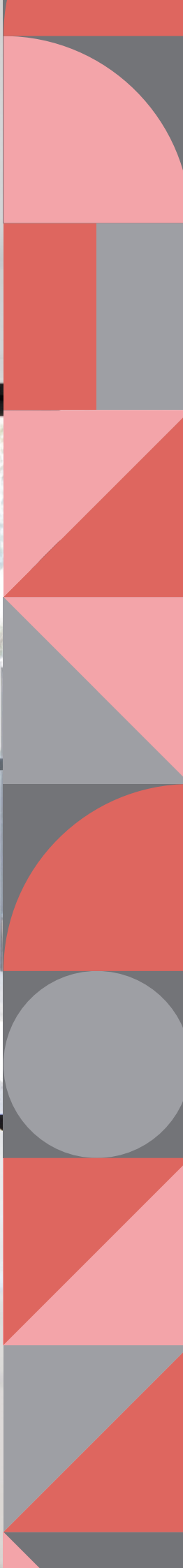
MODERN-DAY CONVENIENCE AT ITS BEST.

Park 226 opens residents' eyes on a contemporary vision of modern-day convenience where every detail is carefully crafted around uninterrupted comfort. **Each building boasts two spacious entrances - from the street and park side- which are easily accessible by stairs or a ramp, in addition to two elevators and a garbage room.** At the entrance, **large and manicured private gardens come alive for ground floor apartments' enjoyment while adding a breath of fresh air** to blend in with the overall architecture style.

Buildings at Park 226 vary from G+2 to G+6, all enjoying inviting terraces that welcome natural daylight and green views inside which can be used as an outdoor living room for those wishing to forge an unobscured connection with nature, day in, day out. Some apartments also include a Nany's room for ultimate peace of mind.



*Home is where
Exceptional details
belong.*



A GRAND WELCOME, A TIMELESS FIRST IMPRESSION.

Arriving at Park 226 is to come home to expansive style, thanks to fine details that complement the parcel's overall elegant feel. All **apartment buildings' main entrances and public corridors boast chic porcelain flooring with modern staircases using marble finishes to add a touch of timeless finesse.** Park 226 invites residents to set their imagination wild and free, guaranteeing to impress in every detail.



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BREATHING SPACES FOR EVERY LIFESTYLE.

Phase One at Park 226 boasts 277 apartments spread across 5 distinct clusters, evoking an expansive air of contemporary grandeur. Each cluster is home to two elegantly-appointed buildings, following a dynamic and layered structure, lending the buildings their modern and fresh appeal — all seamlessly choreographed to highlight an Park 226 introduces a unique melange of 21 distinct designs, varying between 1 to 3 bedrooms with spaces ranging from a minimum of 102 sqm to a maximum of 195 sqm.





226
Park

*Where numbers line
up in your favor.*



HASSAN ALLAM
PROPERTIES