



Master Plan Designed by: AS+P: Albert Speer + Partner GmbH



مكتبة فرق للمسجد

مكتبة فرق

NEW CITY
NIZWA

المركز الثقافي
الإسلامي و
للمدراسات



The Scale of the Opportunity

Total city area

 **2.4 km²**

Location



Nizwa, Ad Dakhliyah Governorate,
Oman

Location Advantage

Immediate proximity to the University of Nizwa, Higher Judicial Institute, Nizwa Gateway and regional highways linking Muscat, Jebel Akhdar and Salalah

Population

 **15,000**

A knowledge-driven city anchored by the University of Nizwa, integrating innovation and housing within 200 hectares, delivering 4,000–2,600 residential units.

Urban Typology

University-anchored mixed-use city integrating education, innovation, residential, commercial, cultural and civic functions.

Urban Structure

Compact, walkable campus-city organised around academic clusters, mixed-use neighbourhoods and green corridors along Wadi Al Muaidin.

Destination Focus

Higher education, research & development, innovation districts, student living, knowledge industries, culture, leisure and community.

Delivery Approach

Phased, government-led master-planned development aligned with the Greater Nizwa Structure Plan.

New City Nizwa

New City Nizwa is envisioned as a next-generation knowledge city designed to support Oman's long-term economic diversification, talent development and regional competitiveness. Anchored by the University of Nizwa, the project establishes a new urban district where education, innovation and city life are deliberately integrated to attract students, researchers, entrepreneurs and investment.

The master plan positions NCN as both a city and a campus – blending academic facilities, innovation spaces, housing and civic amenities within a compact, highly walkable urban structure. This integrated approach supports land-use efficiency, strong place activation and long-term operational performance, while creating an environment that is attractive to residents, employers and institutional partners.

Landscape and public realm are central to the city's identity and performance. The Wadi Al Muaidin corridor, green networks and shaded public spaces are embedded into the urban fabric, enhancing environmental resilience, thermal comfort and liveability. These natural assets are combined with active streets and public spaces to create a distinctive learning-led city experience rooted in Nizwa's cultural and environmental context.

Strategically aligned with the Greater Nizwa Structure Plan, New City Nizwa reinforces Nizwa's role as a national hub for education, innovation and cultural tourism. Regional road connectivity and planned mobility upgrades position NCN as an accessible, future-ready platform for knowledge-based growth at both regional and national scale.

Investment positioning

A university-anchored knowledge city designed to support talent attraction, innovation-led growth and long-term economic diversification in central Oman.

Place & performance

Compact, walkable neighbourhoods and integrated green infrastructure reduce delivery risk while enhancing land value, occupancy and long-term asset performance.

Connectivity

Direct alignment with regional highways and the Innovation Ribbon positions New City Nizwa as a central node in Oman's emerging knowledge economy.



What Sets This City Apart



A Purpose-Built Knowledge City

New City Nizwa is structured around the University of Nizwa, transforming academic presence into an urban growth engine. Education, research, living and enterprise are co-located to accelerate knowledge exchange, innovation and talent retention.

Univercity Model

Rather than a standalone campus or conventional real-estate development, NCN operates as a true “UniverCity” a blended city-campus environment where learning, working and living coexist within a cohesive urban framework. Green, Climate-Responsive Urbanism.

Wadi-led landscapes, shaded streets, courtyards and green corridors form both the identity and infrastructure of the city, enhancing environmental performance, comfort and long-term resilience.

Youth, Innovation and Entrepreneurship Focus

NCN is explicitly designed to support young people, startups and creative industries through incubators, co-working spaces, student housing and innovation districts that bridge education and enterprise.

Delivery Status

New City Nizwa is currently progressing through the baseline and master-planning phase, led by the Ministry of Housing and Urban Planning in alignment with the Greater Nizwa Structure Plan. Clear governance, phased delivery and defined action areas provide a strong foundation for long-term implementation.

The project is structured for phased delivery, enabling infrastructure investment, land release and development to respond to market demand and funding availability. Early phases focus on university-adjacent activation and innovation-led development, with subsequent phases expanding residential, commercial and civic components.

This staged approach reduces delivery risk, supports controlled growth and creates multiple entry points for private-sector participation over the life of the project.

Investment Proposition

New City Nizwa presents a strategic investment opportunity anchored in education-led growth, demographic demand and strong public-sector leadership. Its university-centric model supports stable long-term occupancy, diversified demand and resilience against market volatility.

The phased delivery structure enables flexible capital deployment, with opportunities across education-related real estate, innovation spaces, student and workforce housing, mixed-use development and civic-anchored assets. Government leadership in planning and primary infrastructure provision underpins delivery certainty and investor confidence.

Strong alignment with Oman Vision 2040 and national spatial development priorities positions New City Nizwa as a scalable, institutionally credible opportunity within Oman’s central growth corridor.



Investment Model

New City Nizwa is structured to accommodate multiple investment pathways across its phased development, supporting a mix of development-led and long-term operational strategies.



Each district is planned as a mixed-use, self-supporting neighbourhood anchored by education, innovation, residential and community uses. The public sector leads on master planning, zoning and primary infrastructure, while private-sector partners participate through land development partnerships, joint ventures, long-term leases and concession-based models.

Revenue streams span residential and commercial sales and leasing, education-adjacent real estate, innovation facilities and long-term income-generating civic and mixed-use assets.

Project Team

The New City Nizwa Master Plan is being delivered by a multidisciplinary international consortium combining global expertise with local delivery capability:

- ◇ AS+P – Lead Consultant
- ◇ GRID + Urban Design and Planning
- ◇ Engineering Consultant – Market Analysis & Business Modelling
- ◇ SPRINT – Stakeholder engagement
- ◇ MYELIN – Stakeholder management.