

EXPERT
EYE

BY ELLEN ROSENBAUM

Senior Association Manager
Stratum

JLT a true model of success in the city

Jumeirah Lakes Towers, popularly known as JLT, is a mixed-use 200-hectare waterfront community located adjacent to Shaikh Zayed Road between Interchange Nos. 5 and 6. It is situated in the heart of New Dubai and is serviced by two metro stations. It is located in close proximity to the Jebel Ali Free Zone, Al Maktoum International Airport and the Dubai Logistics Corridor.

The residential towers in JLT truly exemplify a metropolitan lifestyle. Most of the towers offer basement parking for tower occupants. Swimming pool and gym facilities are available in each building. While some towers in JLT cater more to families, others attract successful, young and vibrant UAE business professionals.

Since JLT is the fastest growing free zone development in the UAE, it boasts dependable customer support, modern infrastructure and industry clustering. These are big claims so we decided to ask the businesses in the area if the claims were true.

Our first discovery was that many of the business people in JLT actually live there, too. They cited the convenience of living close to home as the number one attraction to the area. For those who commute to JLT each day, they complain that the entrances/exits get a bit clogged during peak hours which is actually a normal part of urban life.

For the families in the community, it seems like new retail outlets are opening each week. There is an abundance of service outlets (restaurants, dry cleaners, salons, etc.) as well as medical, pharmacy and education establishments. Taxis familiar with the area cruise through the streets at all hours.

Our quest was to ask the residents how they enjoyed their living experience at JLT. Does the experience match the hype? The answer is always a resounding "yes." The planners, architects and developers and visionaries involved in the evolution of this exclusive waterfront community have great cause to continue celebrating the success of JLT. In this world of inflated promises, it's refreshing to see a promise made and expectations exceeded.