

SEDRA

Article

3Min. Reading.



SEDRA is a modern residential community embracing a modern character, aligned with the notion of improved [quality of life](#). It fosters inclusivity among its residents, as well as greater communication and interaction among them. Located north of [Riyadh](#), near [King Khalid International Airport](#), it is developed by [ROSHN](#), a subsidiary of the [Public Investment Fund \(PIF\)](#). Its establishment was announced on August 4, 2021.

SEDRA is the first advanced community project by ROSHN in Riyadh. Its name, SEDRA, is derived from the Sidr tree (*Ziziphus spina-christi*) that thrives in its land, symbolizing strength and resilience, and reflecting the company's goals of creating a sustainable environment that preserves nature.

SEDRA location

SEDRA is located north of Riyadh, near [Princess Nourah Bint Abdulrahman University](#), and south of King Khalid International Airport. It is close to the city's prominent destinations, providing greater accessibility to main roads and modern transportation. Its strategic location distinguishes SEDRA as it provides easy access options to main roads, such as the airport road and al-Thumama road.

SEDRA design

SEDRA design is derived from [Salmani architecture](#) that reflects the local architecture, inspired by the authentic Saudi heritage. Salmani architecture embodies the values emphasized by King Salman bin Abdulaziz al-Saud, the Custodian of the Two Holy Mosques, during his rule for the development of Riyadh's architecture. [The Architecture and Design Commission](#) launched an initiative called [King Salman Charter for Architecture and Urbanism](#) to preserve these values and define the identity of Riyadh.

SEDRA masterplan

SEDRA covers an area of 20 million m and comprises approximately thirty thousand residential units. It is being implemented in eight phases, with the first phase involving the construction of 4,500 residential units. Off-plan units for the first phase were launched on October 7, 2021. In addition to residential units, the community includes a range of essential facilities, such as hospitals and health centers, schools, mosques, and markets, as well as secondary facilities like public parks, playgrounds, entertainment areas, restaurants, and cafes.

In November 2022, ROSHN started handing over the residential units in the first phase of SEDRA project. New owners received the keys and ownership deeds for villas and houses, becoming among the first property owners in SEDRA.

SEDRA Phase 2



In October 2022, ROSHN announced the launch of sales for the second phase of its first project in Riyadh, SEDRA, following the completion of the first phase. In March 2023, ROSHN signed an agreement for the conditional sale of land with an area of over 96,000 km² to develop over 1,500 integrated residential units as part of the second phase of SEDRA, which includes the construction of approximately 2,100 residential units.



SEDRA planning pillars

SEDRA planning is based on key pillars, including the quality of housing in terms of shape and size and a focus on the model of work, living, and leisure in the community. SEDRA relies on smart city technology and promotes healthy lifestyles through outdoor recreational facilities. It also emphasizes ease of access to a range of amenities located near h



omes.

The community design is based on fostering inclusivity among its residents by providing community centers and open spaces that enhance communication and interaction. It also prioritizes environmental quality and ease of movement between community facilities by providing dedicated paths for non-motorized light vehicles, along with an integrated system of internal public transportation.

ROSHN aims to establish modern, integrated residential communities to provide a contemporary lifestyle and increase the rate of homeownership to 70 percent in line with the goals of [Saudi Vision 2030](#).