OMRANIYAT

Leading Consultancy Company in the fields of Urban and Architectural Engineering. We apply the best practices and tools in our research and analyses as per the international standards. We have established collaborations agreements with many international firms to utilize their expertise according to specific projects and when needed. We also established business relations with a network of professionals around the world including those who worked in UN agencies and the World Bank

OMRANYIAT
FOR ENGINEERING CONSULTING
عمرانيـــــات
للاستــــشـــارات الهندسيـــــة

Thriving for Livable Cities is Our Vision

Mission

To achieve our vision, Omraniyat team shall work collaboratively with our clients and stakeholders to develop innovative solutions that respects the needs and aspirations of local communities through:

- Supporting the KSA's 2030 Vision through utilizing state-of-the-art planning methodologies to build safe, inclusive, and responsive communities and cities.
- Leveraging on the competitive advantages of Saudi cities to enhance their global positioning while safeguarding Saudi Arabia's cultural heritage.
- Employing the state-of-the-art technology and big data to provide innovative solutions for urban development.
- Utilizing the status of being internationally recolonized, connected and conceptualize the local content for KSA 2030 vision
- Striving for effective collaboration between the public, private, and local communities to achieve participatory planning during the urban design process and visualize the desired results.
- Working collaboratively with clients to assure knowledge building and Capacity Enhancement.

Values

- Innovation
- Inclusiveness
- Accountability
- Collaboration
- Professionalism
- Integrity
- Transparency
- Flexibility

Our Services

1-Regional and Local planning

A. On Regional Level

- Localizing Sustainable Development Goals (SDGs)
- Sustainable development strategies
- Regional strategies
- Regional development governance

B. On Local level.

- Master and local plans
- City strategies
- Urban regeneration
- Localizing sustainable development goals and objectives
- Landscape and Urban design
- Community design and design for equity

2-Planning Support Division

A. Growth scenarios

- Visualization
- Urban economies

B. Land and real estate

- Municipal finance
- Smart cities
- Resilience
- Urban observatories
- Urban Studies Lab

3-Transportation Planning Division

A. Planning of Multimodal Networks:

- Land use and Transportation Integration
- Transit Oriented Developments

B. Parking studies:

- Congestion mitigation studies

4-Spatial Analysis and Planning Support Systems

- Spatial Analysis and Statistics
- GIS Modeling and Programming
- Road Network Analysis
- Multimodal Trip Analysis

5-Capacity Building

- Implementing an Urban Code
- Improving Visual Appeal
- Increasing Citizen Satisfaction
- Facilitating Public-Private Partnership

6-Housing and Real State Division

- Affordable Housing Allocation Models
- Housing Supply and Demand Analysis
- Housing Strategies
- Policy Analysis and Recommendations
- Stakeholder Engagement

7-National Level Studies

A. Developing and Implementing National Spatial Strategies:

- Conducting Public Realm and Park Activation Studies
- Providing Environmental Impact and Design Studies

B. Conducting Policy and Regulation Gap Analyses

8-Planning Advisory and Quality Assurance Division

- Advisory Services and Quality Control for Spatial Data and Modelling
- Restructuring and Management Services

1-Regional and Local planning

Working with local boards, and their partners to jointly develop their Regional and Local Plans. Taking the Kingdom plan policy vision and goals. Development objectives are developed in collaboration with partners and Local Boards, work toward the shared vision of creating a comprehensive system that addresses poverty, promotes income mobility, and embeds equity and environmental sustainability.

A. On Regional Level

Regional planning adopts a holistic, systems-oriented perspective across natural, socioeconomic and governance systems operating at a large scale. It aims to coordinate development across multiple local jurisdictions toward shared sustainable and equitable prosperity.

- **Localizing Sustainable Development Goals (SDGs)**

Translating global sustainable development goals into targets, indicators and strategies suited to the local context. Localized SDGs aim to achieve shared high-level aims in a way that accounts for place-specific challenges, priorities, resources and opportunities. Localizing SDG also enables monitoring progress across scales and facilitate learning across locations with context-tailored solutions.

- **Sustainable development strategies**

Producing strategies specifically focused on progressing environmental, economic, social and governance sustainability. Strategies aim to decouple human well-being from resource use, build resilience in the face of global risks, and ensure that today's actions do not compromise future generations' ability to meet their own needs. Our team utilizes sustainable principles to transform systems and plan to enable thriving communities for the long run.

- **Regional strategies**

Plans and policies developed by governments or other stakeholders that aim to promote economic, social, and environmental development across a specific geographic region. Our team supports the development of regional strategies at different levels of government, from local to national and even international, and may address a range of issues, including economic development, infrastructure, transportation, land use, and environmental sustainability.

- **Regional development governance**

Establishing or refining institutions, roles, responsibilities, coordination mechanisms, funding sources, regulations, data systems and other framework conditions needed for governance of regional development. Omraniyat team supports the use of effective regional governance system. This system enables collective action across administrative boundaries toward shared priorities in an accountable, transparent, equitable and impactful manner.

B. On Local level

Local planning has a narrower focus on issues most directly influencing a local community such as development and implementation of land use plans and policies guided by local governments, such as cities, towns and villages.

- **Master and local plans**

Developing statutory land use, transportation, infrastructure, housing, environment, economic or comprehensive growth management plans to guide development at local or neighborhood scales. Our team implements the broader vision and strategies through policies, designations, incentives, requirements and phasing aimed at shaping the community in a sustainable, affordable and livable way.

- **City strategies**

Omraniyat team supports the development of long-term strategic frameworks to guide sustainable and equitable development at a city, metro area or regional scale. Strategies align policies, investments, partnerships, data, technology, regulatory frameworks and other tools needed to advance the collective vision in an integrated manner while remaining responsive to diverse local needs and priorities. Applying these strategies promote for balanced growth, livability and innovation.

- **Urban regeneration**

Omraniyat is expertized in producing strategies for renewing and revitalizing built environments, communities or districts that suffer from decline, underinvestment or other challenges. Strategies aim to enhance quality of life, economic opportunity, cultural vitality, environmental quality, social cohesion and resilience through targeted interventions, partnerships, policy changes, design improvements, adaptive reuse, cultural preservation, infrastructure upgrades, affordable housing, poverty alleviation, job creation or other means aligned with an equitable and sustainable place making vision.

- **Localizing sustainable development goals and objectives**

Omraniyat team works on localizing the SDGs involves identifying the specific development challenges and opportunities in a particular community or region and developing strategies to achieve the SDGs in that context. This may involve setting targets and indicators that reflect the local context, engaging with local stakeholders to identify priorities and develop solutions, and aligning local policies and plans with the SDGs.

- **Landscape and Urban design**

At Omraniyat, we apply design expertise to improve the functionality, attractiveness, sustainability, livability and experience of public and private spaces. Designs that supports placemaking, quality of life, economic opportunity, health, safety and community cohesion through elements like streetscaping, signage, lighting, wayfinding, public art, historic preservation, access management, mixed use, walkability, open space and environmental integration.

- **Community design and design for equity**

Our team intentionally incorporates equitable principles and practices into the planning process and resulting strategies, policies, investments, programs and design interventions. This aims to remedy systemic inequities, distribute resources and opportunities fairly, prevent displacement of marginalized groups and promote just outcomes, especially for those who have long suffered discrimination or lacked access/support. Equity frameworks evaluate how proposals might differently and disproportionately impact groups to make needed adjustments.

2-Planning Support Division

Omraniyat is a leader in using modern technology in geospatial analysis, artificial intelligence, automated models and new state of the art methods. The services contain but not limited to the following areas

A.Growth scenarios

Developing alternative plausible scenarios for how a city, region or country might develop over time based on different policies, investments, partnerships or other variables. Scenarios enable exploring consequences of choices, identifying unintended impacts, pinpointing tipping points or trade-offs and determining the robustness of strategies under uncertainty. They provide structured "what if" analysis to support adaptive planning and management.

- **Visualization**
  Applying visualization techniques to convey planning concepts, data, strategies, proposals, processes, relationships, trends or scenarios in an intuitive and impactful manner for both technical experts and non-expert stakeholders. Visualization facilitates understanding, engagement, evaluation, persuasion and improved cognition/decision making. Tools include maps, diagrams, graphics, virtual reality, etc.

- **Urban economies**

Analyzing the economic systems, industries, jobs, finances, opportunities and impacts within cities to develop evidence-based strategies for driving prosperity, equity, sustainability, resilience and livability. Analysis evaluates economic base, competitive advantages, industry clusters, workforce needs, fiscal flows, costs of living/doing business and distribution of benefits across groups. It informs policy, investment, partnership and design decisions with economic rationale.

B. Land and real estate

Developing a realistic investment strategy and roadmap with clear milestones and timeframes. This could include goals for number of properties acquired, rental income generated, equity buildup, capital gains, etc. The team also reviews and revise the strategy periodically based on market conditions.

- **Municipal finance**

Advising on allocation of limited financial resources to fund competing priorities, ensuring fiscal sustainability, evaluating costs/benefits of investments, finding efficiencies, reducing waste and improving financial management. Finance guidance helps maximize impact, leverage diverse funding sources, build resilience to economic shocks, fund priority actions and maintain essential services despite constraints.

- **Smart cities**

Exploring and implementing technologies that enhance data-driven, participatory and collaborative approaches to planning and governance. This includes sensors, IoT, AI, mobility data, social media, engagement platforms, open data policies, interoperable systems and partnerships with tech companies. Smart city initiatives aim to gain deeper insights, improve responsiveness, enhance transparency/accountability, optimize operations and facilitate innovation through the innovative use of technology.

- **Resilience**

Conducting risk/vulnerability assessments, scenario planning and developing strategies/policies/programs aimed at addressing imminent and future challenges while maintaining essential functions. A resilience lens prepares communities for impacts of disasters, economic crises, public health issues, climate change and other threats to prosperity, equity, sustainability, health/safety and quality of life, with a focus on anticipating risks, absorbing shocks and rapidly adapting/recovering to continue progressing toward shared aims.

- **Urban observatories**

Developing systems to collect, integrate, analyze and share data/information to monitor progress, gain evidence-based insights, evaluate policies/programs/projects and inform data-driven/ adaptive planning and management. Omraniyat team can support local and national observatories in taking an integrated, outcome-focused approach, using visualization, metrics, feedback loops, scenario analysis and participatory methods to facilitate learning, partnership, policy response and continuous improvement over the long run based on a multidimensional understanding of progress, issues and opportunities.

- **Urban Studies Lab**
Our Team has extensive experience in designing, establishing and operating urban labs including partnering with benchmark studies and innovations design solutions. The team integrates planning issues with design components. The Team employs approaches of inclusion of potential partners, stakeholders, local communities and funding strategies in designing and implementing local projects.

3-Transportation Planning Division

The team used modern geospatial and advanced methods in transportation and land use planning including planning for mobility and accessibility. The work includes and not limited to:

A.Planning of Multimodal Networks:

Developing an integrated multimodal network of transportation options including roads, public transit, rail, pedestrian facilities, bike lanes, etc. Omraniyat team works toward introducing connected multimodal systems that provide mobility for all and reduces over-reliance on any one mode. It considers connections between modes and enabling infrastructure.

- **Land use and Transportation Integration:**

Omraniyat has a wide experience in coordinating land use and transportation, The location choice and design of housing, jobs, services, and amenities has a significant impact on transportation needs and options. Land use transportation integration results in more walkable communities with viable public transit connections and reduced traffic burdens.

- **Transit Oriented Developments:**

Planning communities and districts focused around high-capacity public transit hubs like rail stations, bus rapid transit stops or ferry ports. Our approach encourages the mix of residential, commercial, retail and office space to be concentrated within walking distance of transit, reducing auto-dependence and enabling sustainable mobility for residents, workers and visitors.

B. Parking studies:

Evaluating the supply, pricing, management, impacts and opportunities of off-street and on-street parking availability. Parking studies guide policies and investments that strike a balance between adequate supply to support local businesses and mobility needs while promoting alternative modes of transportation and efficient use of limited land resources.

- **Congestion mitigation studies:**

Analyzing transportation networks to determine causes of traffic congestion like bottlenecks, limited capacity or excessive demand. Studies evaluate potential solutions for reducing delays and improving flow, such as expanding infrastructure, implementing demand management, investing in public transit, promoting ride-sharing or restricting certain types of vehicles. Omraniyat works towards congestion mitigation innovations while enabling sustainable and equitable transportation access for all.

4-Spatial Analysis and Planning Support Systems

Our team uses disaggregated approach to SDGs or UMF indicators and analyzing sustainable development goals and other high-level metrics at progressively more disaggregated levels down to neighborhoods, blocks or even individual parcels. This enables deeper understanding of spatial inequities, concentration of challenges or opportunities and targeting of resources/interventions. It allows monitoring progress toward large-scale goals at a granular level.

A.Neighborhood Typology Analysis:

Grouping neighborhoods with similar characteristics, needs, issues or opportunities into typologies. Typologies facilitate tailored strategies, policies, programs, investments or regulations for different parts of a city based on nuanced understandings of place. They make complex cities more manageable and help build effective locally-responsive solutions.

- **Spatial Analysis and Statistics:**

Applying analytical techniques to spatial data to gain quantitative and qualitative insights to support planning and decision making. This includes things like spatial clustering, hot spot analysis, correlation analysis, overlay analysis, buffering, network analysis, density analysis, etc. Statistics provide evidence for prioritizing efforts and evaluating impact.

- **GIS Modeling and Programming:**

Developing customized models, scripts, tools, workflows and automation using geographic information system (GIS) software and programming languages. This help analyze data, run complex spatial queries and processing, integrate information from various systems, simulate scenarios, generate insights and reports, and streamline routine planning tasks for efficiency, consistency and scalability.

- **Road Network Analysis:**

Evaluating road networks to determine needed improvements, optimize access and flow, reduce congestion or improve safety/multimodal mobility. Analysis includes measuring level of service, identifying bottlenecks, simulating traffic under various conditions (including disasters), calculating road diet potential and prioritizing investments based on impact. It enables data-driven road planning and management.

- **Multimodal Trip Analysis:**

Modeling end-to-end trips across various transportation modes (vehicle, public transit, bike, pedestrian, etc.) to understand how people get around a city or region. Trip analysis provides origin-destination insights, identifies barriers to mode shift, pinpoints opportunities to integrate modes or reduce transit gaps, and helps evaluate the potential impacts of planning interventions on mobility options and related outcomes like emissions, health, equity or congestion.

5-Capacity Building

In central and local government, there are institutional level requirements, such as the elaboration of processes for planning coordination, how to allow for effective community involvement in planning, and how to link planning with budgeting. The team has the capacity to support central and local governments by training programs and other capacity building activities which is not limited to the following:

A.Implementation of Regional and Local Plans:

Providing guidance, resources and oversight to ensure plans are implemented as adopted with appropriate timelines, sequencing of initiatives and alignment of policies, investments, partnerships and other actions needed. Implementation determines the actual impact of planning efforts.

- **Implementing an Urban Code:**
  Developing or refining zoning ordinances, subdivision regulations, design guidelines and other codes that regulate land use and development in a legally defensible yet flexible and progressive manner. Codes implement the policy direction set by adopted plans and influence how places are shaped.

- **Improving Visual Appeal:**

Applying design principles that foster attractive, vibrant and welcoming public spaces, streetscapes, recreation areas, facilities, signage, lighting, wayfinding, public art, historic preservation and architecture. An appealing visual environment positively impacts livability, economic opportunity, tourism and civic pride.

- **Increasing Citizen Satisfaction:**

Conducting surveys, focus groups, public hearings, design workshops and other means of engaging residents and evaluating the perceived quality, responsiveness and value of government planning, land use decisions and service delivery from the community perspective. Satisfaction shows the degree to which planning aligns with and benefits citizens.

- **Facilitating Public-Private Partnerships:**

Bringing together government agencies, community groups, non-profits, businesses, developers, philanthropic organizations and other stakeholders to collaborate on planning, development, redevelopment, infrastructure or service delivery initiatives. Partnerships leverage combined resources, expertise and innovation to achieve more than any single entity could alone

6-Housing and Real State Division

Because providing affordable housing and increasing the housing ownership. The team has the capacity to perform housing research using economic, environmental, physical and social pillars to insure sustainability in housing project. The teams cover the following areas

- **Affordable Housing Allocation Models:**
Developing evidence-based models to determine how limited affordable housing resources can be allocated most effectively to meet local needs and priorities. Models consider factors like income levels, family sizes, special needs populations, geographic distributions, and existing affordable housing stock.

- **Housing Supply and Demand Analysis:**
Regularly analyzing housing market data to evaluate the balance of available and needed housing options at different price points, types (rental vs ownership), sizes and locations. Gaps in supply can inform investment priorities while oversupply highlights opportunities for redevelopment.

- **Housing Strategies:**
Support in developing comprehensive strategies and roadmaps for enhancing housing accessibility, affordability, quality, sustainability and resilience. Strategies aim to increase overall supply, establish dedicated funding sources, provide incentives for affordable housing development, prevent displacement, address homelessness and support age-in-place opportunities.
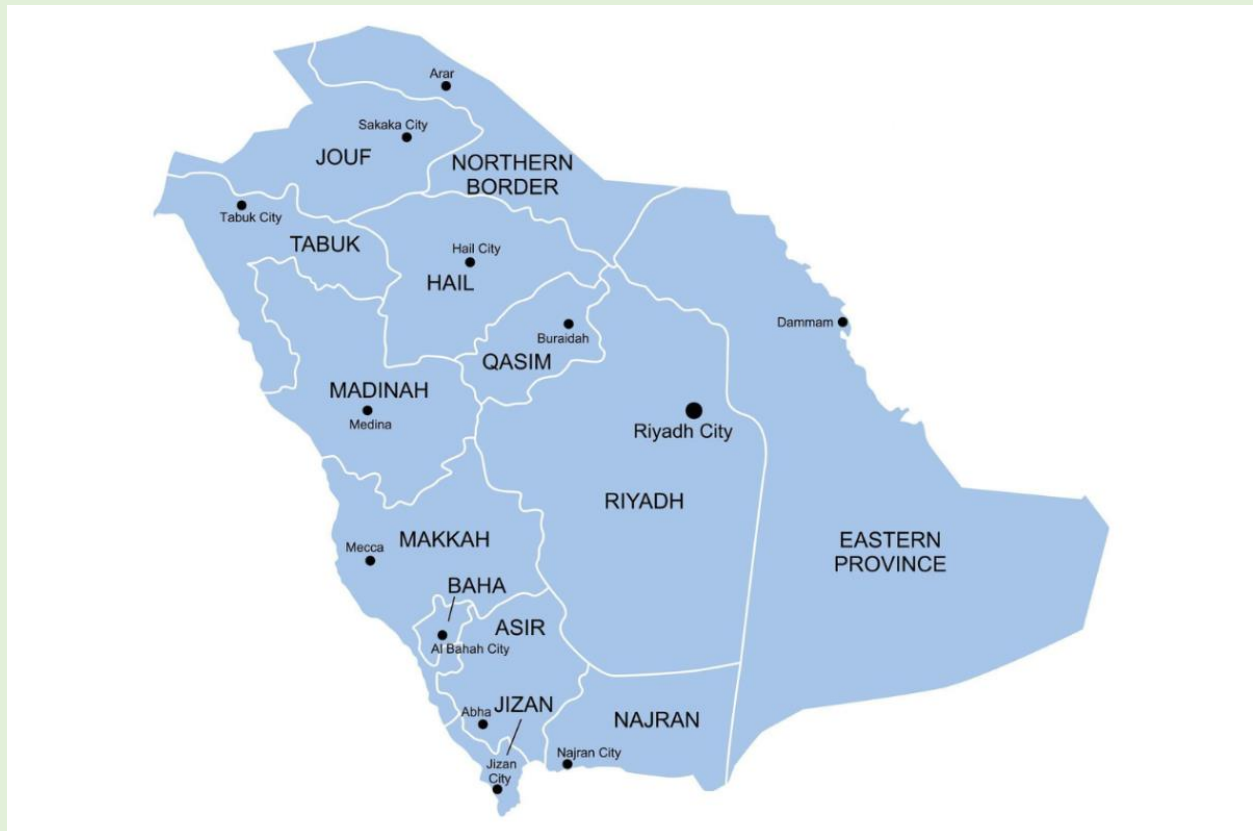
- **Policy Analysis and Recommendations:**

Support in evaluating existing housing, land use, zoning and building policies, codes, programs and initiatives. Analysis determines obstacles to achieving goals as well as opportunities for refinement, improvement and addressing new issues. Evidence-based recommendations aim for policies that are feasible, strategic, equitable, inclusive and effective.

- **Stakeholder Engagement:**

Facilitating collaborative partnerships and participation of stakeholders including community groups, non-profits, advocacy organizations, academics, businesses, developers, lenders and residents in housing and real estate planning, implementation, feedback, and continuous improvement. Engagement benefits informed, resilient and impactful strategies.

7-National Level Studies

Derived from the Kingdom vision 2030, sustainability goals, SDGs and national urban indicators the team can support the decision makers in planning at the national level. Areas include and not limited to:

A. Developing and Implementing National Spatial Strategies:

Producing long-term strategic framework

s to guide spatial development across a country in a coordinated, sustainable and equitable manner. Strategies consider economic, social, environmental and governance objectives together. They establish a shared vision and objectives, priorities spatial allocation of resources/activities and policies needed to progress toward goals in an integrated way.

- **Conducting Public Realm and Park Activation Studies:**

Analyzing existing public spaces, recreational facilities, open spaces, trails, parks, plazas and right-of-way areas to determine how to better activate and leverage them. Studies evaluate access, distribution, condition, programming, partnerships, management models and funding/investment needs. The analysis aim ensure working towards vital public spaces that enhance livability, health, community cohesion, environment, economy, safety and more.

- **Providing Environmental Impact and Design Studies:**

Analyzing the potential impacts of major developments, policies, plans or projects on the environment including natural resources, ecosystems, climate risks, pollution and human well-being. Studies inform siting decisions, mitigation measures, policy modifications, project redesigns or alternative proposals needed to develop sustainably while enabling national progress. The impact analysis promote balanced growth that does not compromise future generations' abilities to meet their own needs.

B. Conducting Policy and Regulation Gap Analyses:

Comparing existing frameworks against sustainability goals, latest practices, peer examples or evaluation findings to identify obstacles, limitations, inefficiencies or gaps that hinder more strategic, impactful and coordinated approach. Analyses determine policies/regulations that can be strengthened, replaced, integrated or adopted new to close gaps, enable interoperability across scales/sectors and regulate in a progressive yet feasible manner. Recommendations maximize benefits of policies while reducing burdens on implementers and communities.

8-Planning Advisory and Quality Assurance Division

Through the highly qualified researchers, the team can support institutions through the advisory and quality control unit which includes:

A. Advisory Services and Quality Control in Urban and Regional Planning:

Providing guidance, recommendations and review for plans, strategies, policies, programs, projects, codes, ordinances and other planning work products under development. Reviews ensure proposals align with goals, best practices, evidence, legal requirements and sustainability principles before adoption and aid in refining as needed. Advisory support also helps address planning challenges, evaluate options or pursue innovative approaches.

- **Advisory Services and Quality Control for Spatial Data and Modelling:**

Consulting on acquisition, management, analysis, visualization and sharing of spatial data and development/application of spatial analysis models and modelling tools. Reviews verify data integrity, consistency, interoperability and suitability for intended uses. They also help streamline workflows, leverage emerging technologies, integrate systems and implement automated processing where feasible to enhance efficiency, accuracy, insights and responsiveness.

- **Restructuring and Management Services:**

Evaluating existing institutional structures, roles, processes, budgets, systems, partnerships and resources relative to current and future priorities and recommending reconfigurations as needed to improve effectiveness, responsiveness, integration or strategic focus. Restructuring aims to maximize benefits of planning staff and funding while streamlining complexity and enabling agility in the face of changing conditions, issues, technologies or other factors impacting mandates and operations.

Our Team

Leadership

Omraniyat is led by a group of internationally recognized planners in the fields that covers the services provided.

Research Team

Omraniyat has distinguished researchers that worked in Saudi Arabia and internationally. Here are Bio's for some of the research team

Grazyna Wiejak-Roy

Senior Lecturer in Urban Economics and Real Estate, UWE Bristol

Grazyna is a Senior Lecturer in Urban Economics and Real Estate in the Department of Architecture and Built Environment at the University of the West of England. Her teaching centres

around real estate finance, investment, and strategy. Her research is on investment strategies, transaction risk, the changing nature of the retail real estate market and land management. She carries nearly 20 years of experience in real estate consultancy gained at EY, PwC, and KPMG in the UK, Europe and Australia. She is a Fellow of the Royal Institution of Chartered Surveyors, Chartered Valuation Surveyor, RICS assessor, past member of RICS governing bodies in Poland and Australia, and a Senior Fellow of the Higher Education Academy. She holds MA in Economics, MSc in Property Appraisal and Management and PGCert in Academic Practice.

Dr. Alma Azzouni

urban planning and design

Dr. Alma is an architect and urban designer with over 10 years of experience in the field. She received her PhD of urban planning degree from the University of Florida. Dr. Alma is passionate about using her skills to create sustainable and socially-responsible design solutions. She believes that architecture can play a vital role in improving the quality of life for people all over the world. In her previous roles, Dr. Alma has led projects on a variety of scales, from small-scale renovations to large-scale master plans. She has a deep understanding of the challenges and opportunities facing urban communities, and is committed to working with stakeholders to create projects that meet the needs of all users. Dr. Alma is also a strong advocate for sustainability, and believes that architects have a responsibility to design buildings that are environmentally friendly and efficient.

International *Collaboraters*

PIVOT partnerships Space Syntax *sprint* ///

Let's work together

OMRANIYAT
Engineering Consultancy

Email: Info@omraniyat.com
Phone: +966 50 526 9499
Address
Saudi Arabia Riyadh - 4034 Muhammadiyah district
The intersection of King Abdullah Road with Al-Takhasusi Road