ELLINGTON
PROPERTIES

MERCER
HOUSE

PROJECT BRIEF
SOUTH TOWER

ENERGISED

URBAN LIVING

At the gateway to Dubai's urban playground, Ellington's first Uptown District development complex features two residential towers standing on a podium dedicated to wellness, retail, sport, and hospitality.

WELCOME TO

MERCER HOUSE

Mercer House is home to residents who will bring new energy to Uptown Dubai. It is a place of belonging for everyone, where the boundaries between shared and resident-only experiences begin to overlap. Lives are enhanced through creativity, design, wellness, and entertainment.


BURJ AL ARAB
PALM JUMEIRAH
DUBAI HARBOUR
DUBAI INTERNET CITY
TO DOWNTOWN DUBAI
SHEIKH ZAYED RD
SHEIKH ZAYED RD
BLUEWATERS ISLAND
JUMEIRAH GOLF ESTATE
DUBAI MARINA
JUMEIRAH LAKES TOWERS
EMIRATES HILLS
FIRST AL KHAIL ST
MERCER HOUSE
GARN AL SABKHA ST
SHEIKH ZAYED RD
AL SARAYAT ST
FIRST AL KHAIL ST
FIRST AL KHAIL ST
GARN AL SABKHA ST
SHEIKH ZAYED RD
GARN AL SABKHA ST
TO ABU DHABI
JUMEIRAH ISLANDS
JUMEIRAH PARK

DRIVING DISTANCES

01
MINUTE
Uptown Plaza

05
MINUTES
DMCC Metro Station

06
MINUTES
Marina Mall

08
MINUTES
Ain Dubai

08
MINUTES
Montgomerie Golf Club

10
MINUTES
Emirates Golf Club

11
MINUTES
Jumeirah Islands Clubhouse

15
MINUTES
Mall of the Emirates

12
MINUTES
Ibn Battuta Mall

17
MINUTES
Palm Jumeirah

18
MINUTES
Burj Al Arab

22
MINUTES
Dubai Mall & Burj Khalifa

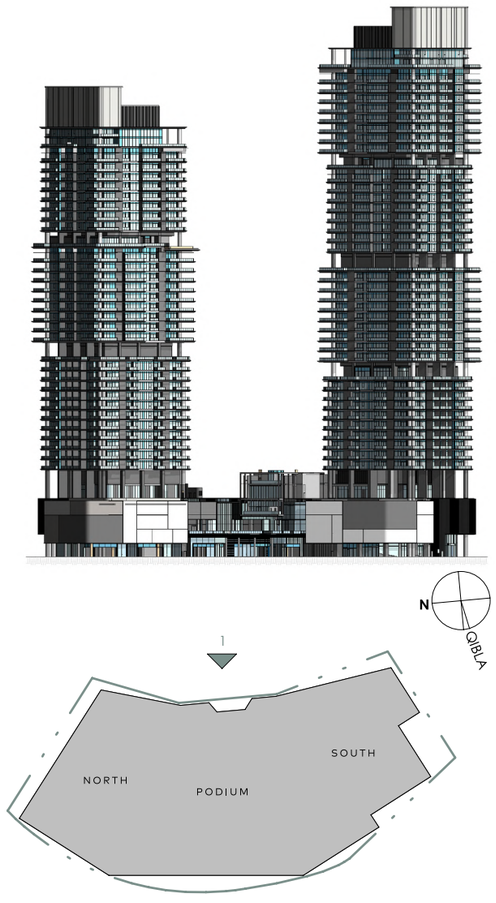
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MINUTES
Dubai International Financial Centre

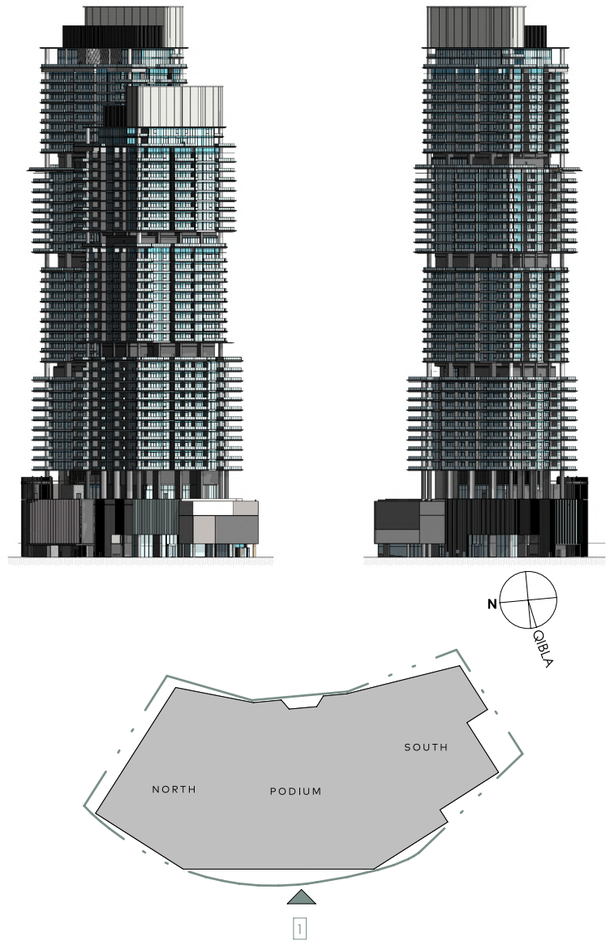
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MINUTES
Al Maktoum International Airport

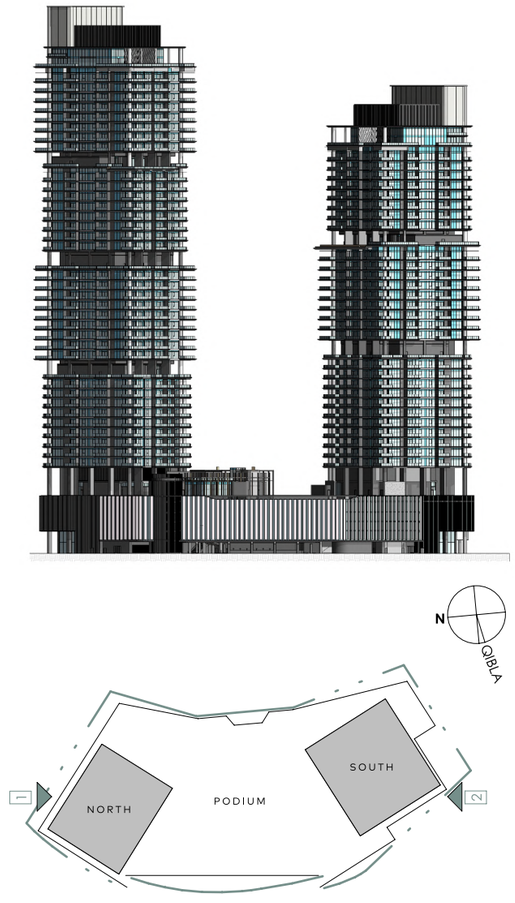
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MINUTES
Dubai International Airport



CREATING
A RHYTHM

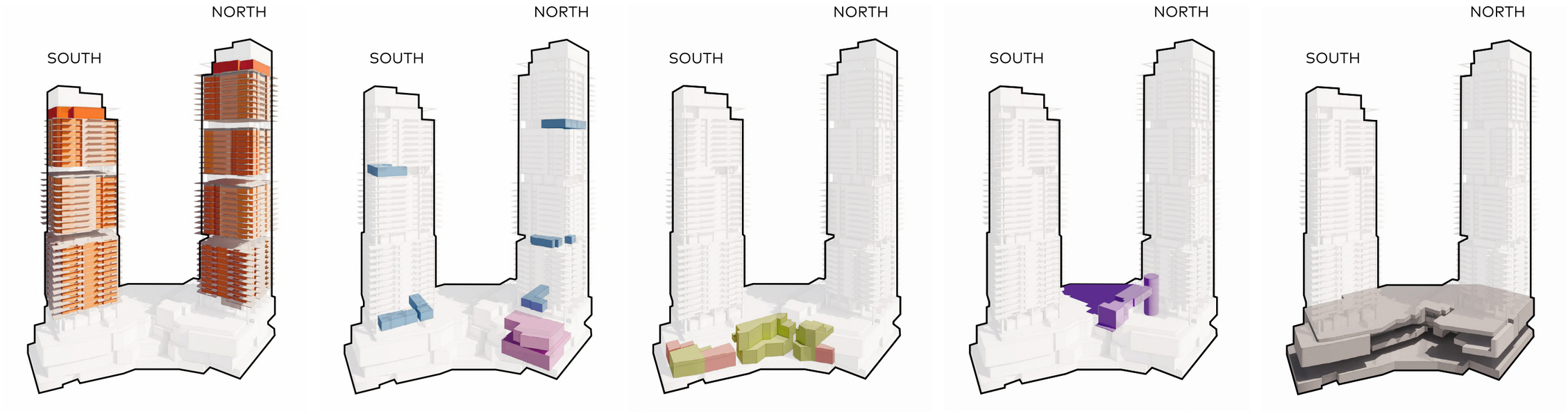






Public access points are carved into the form responding to the rhythm and language of the wider context, and forming a backdrop to the entertainment plaza. Arrival points further enhance the arrival experience and allow for key linkages to commercial offers at the ground floor and upper levels, as well as creating an activated experience for visitors and residents alike.

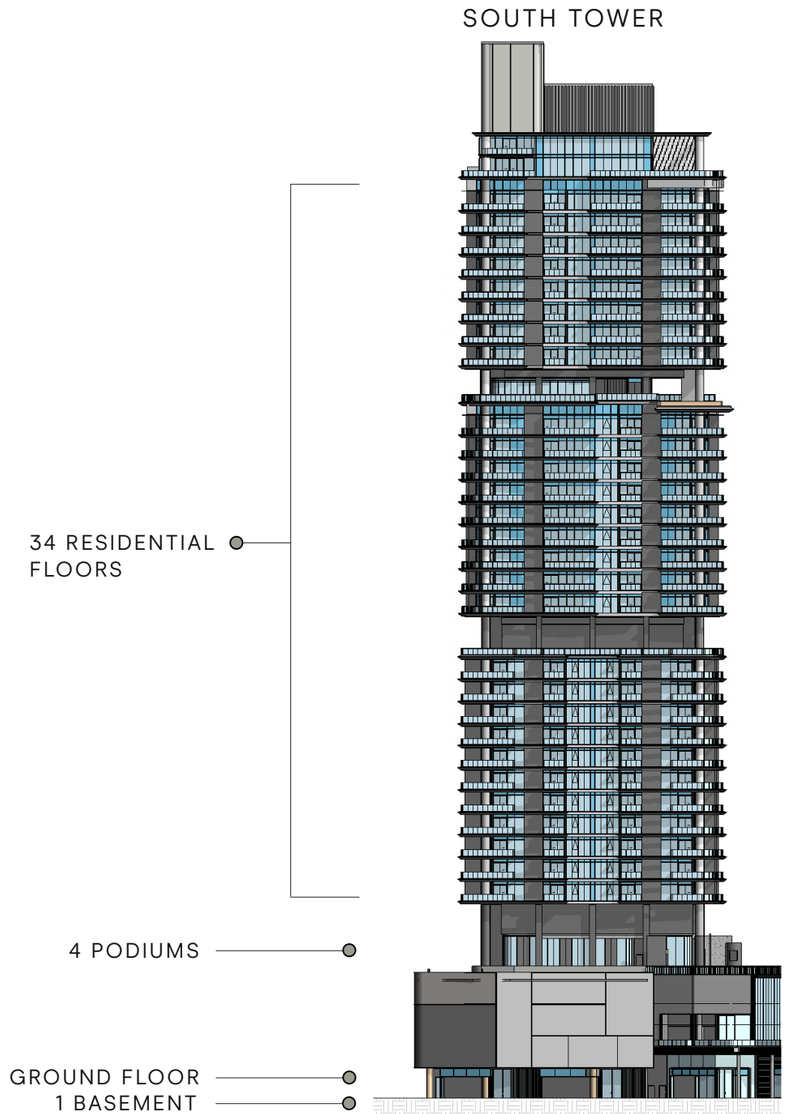
DESIGN
STRATEGY



UNIT MIX | AMENITIES & SPORTS | RETAIL/ F&B | BEACH CLUB | PARKING

At the heart of the design concept is the idea of seamless integration – uniting modern urban living, immersive retail experiences, and exceptional dining offerings. The project is driven by the principle of enhancing the quality of life for both residents and visitors, providing a multi-dimensional environment that caters to their diverse needs.

BUILDING CONFIGURATION



ELEVATORS

19 passenger elevators
6 service elevators
1 escalator (podium level)
*This applies to the entire residential development

ANTICIPATED SERVICE CHARGE

AED 22 per sq.ft

ANTICIPATED COMPLETION DATE

Q3 2027

PARKING

Studio, 1 and 2-bedroom: 1 car parking space
3 and 4-bedroom: 2 car parking spaces

OWNERSHIP

Freehold

KEY VIEWS

Jumeirah Island, Dubai Marina skyline, Ain Dubai, Arabian Gulf



SIZE RANGE
PER UNIT TYPE

SOUTH TOWER

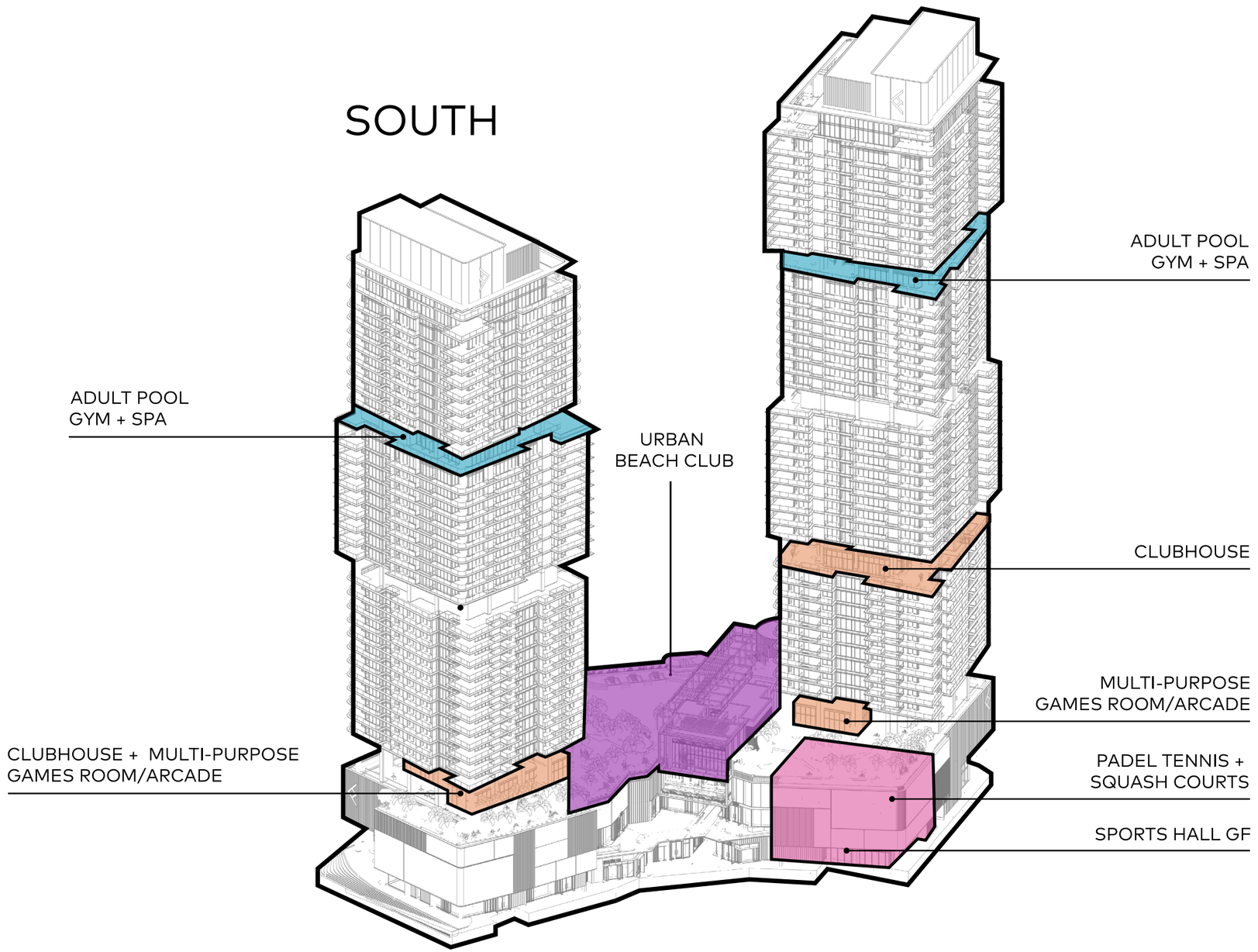
Studio	From 513 sq. ft to 590 sq. ft
1 Bedroom	From 931 sq. ft to 972 sq. ft
2 Bedrooms	From 1,375 sq. ft to 1,495 sq. ft
2 Bedrooms + Study	From 1,589 sq. ft to 1,680 sq. ft
3 Bedrooms	From 2,135 sq. ft to 2,597 sq. ft
4 Bedrooms Penthouse	From 9,455 sq. ft to 9,456 sq. ft

NUMBER OF UNITS
PER TYPE

SOUTH TOWER

Studio	55 units
1 Bedroom	78 units
2 Bedrooms	56 units
2 Bedrooms + Study	45 units
3 Bedrooms	39 units
4 Bedrooms Penthouse	2 units

AMENITIES
BREAKDOWN



RETAIL AND F&B COMPLEX



GROUND FLOOR
AMENITIES

ARRIVAL AREA

3 drop-off areas and experiential escalators from the Ground Floor to the Podium 2 retail area

LOBBY

LOBBY RECEPTION

More than just a welcome

UNWIND IN ELEGANCE
AT THE SERENITY LOUNGE

The Serenity Lounge is a cozy retreat promoting relaxation and comfort. A large bookcase takes center stage, stocked with a diverse collection of board games and books.



LIFT LOBBY

It is not just a transition; it's an ascent to elevated experiences

GROUND FLOOR
RETAIL

Explore sophistication with a curated selection of premier brands and experiences



MULTI-SPORTS
HALL

Offering various ball games from football, netball, basketball, tennis, volleyball, and badminton

TENNIS HALL

9.2-meter clear ceiling height sports hall that accommodates a full-size tennis court



GROUND FLOOR AMENITIES PLAN

1. VEHICLE ENTRANCE
2. DROP-OFF AREA
3. LOBBY ENTRANCE
4. LOBBY RECEPTION
5. SERENITY LOUNGE
6. LOBBY WORKSTATION
7. RESIDENTS LIFTS LOBBY
8. RESIDENTS SERVICE LIFTS
9. RESIDENTS MOVE-IN TRUCK ZONE
10. VISITORS F&B/RETAIL LIFT
11. F&B/RETAIL SERVICE LIFTS
12. F&B SERVICE YARD/DELIVERIES
13. URBAN BEACH CLUB LIFT
14. ESCALATORS
15. WAITING AREA
16. VIP VALET PARKING
17. ENTRANCE WATER FEATURE
18. BASEMENT ENTRANCE/EXIT
19. PODIUM ENTRANCE/EXIT
20. BICYCLE PARKING
21. ACCESS TO UPTOWN PLAZA
22. SPORTS HALL LIFT
23. MALE CHANGE ROOM
24. FEMALE CHANGE ROOM
25. MULTI-SPORTS HALL

MULTI-SPORTS HALL SECTION

- FOOTBALL
- NETBALL
- BASKETBALL
- TENNIS
- VOLLEYBALL
- BADMINTON

PODIUM 2 FLOOR
AMENITIES

RESTAURANT
OUTDOOR TERRACE

Culinary delights with Uptown Dubai view

RETAIL CENTER

Shop beyond boundaries and immerse in a journey of discovery

UPTOWN PLAZA

RETAIL

RETAIL

RETAIL

N

SOUTH

NORTH

SOUTH

NORTH

PODIUM 2 FLOOR AMENITIES PLAN

1. RESTAURANT OUTDOOR TERRACE
2. ACCESS TO F&B/RETAIL
3. VISITOR F&B/RETAIL LIFTS
4. F&B/RETAIL SERVICE LIFTS
5. ESCALATORS
6. SPORTS HALL LIFT
7. RESIDENTS SERVICE LIFTS
8. RESIDENTS LIFTS LOBBY

PODIUM 3 AND 4 FLOOR
AMENITIES

PADEL COURTS

Double-volume indoor padel tennis courts

SQUASH
COURTS

Double-volume squash courts

UPTOWN PLAZA

N

SOUTH

NORTH

SOUTH

NORTH

PODIUM 3 FLOOR AMENITIES PLAN

1 PADEL COURTS
2 SQUASH COURTS
3 SPORTS HALL LIFT
4 RESIDENTS SERVICE LIFTS
5 RESIDENTS LIFTS LOBBY

UPTOWN PLAZA

RETAIL BAR

N

SOUTH

NORTH

SOUTH

NORTH

PODIUM 4 FLOOR AMENITIES PLAN

1. VISITORS F&B/RETAIL LIFTS
2. F&B/RETAIL SERVICE LIFTS
3. RESIDENTS SERVICE LIFTS
4. RESIDENTS LIFTS LOBBY

FIRST FLOOR
URBAN BEACH CLUB
AMENITIES

BEACH
BEACH
POOL

45,000 sq.ft of fully landscaped man-made beach with natural sand

INTEGRATED POOL BAR

Dive into a unique experience where you can sip, swim, and savor

BEACH CLUBHOUSE

3-floor level beach clubhouse to provide a variety of dining options, with an upper floor club terrace

BEACH
CLUB LIFT

Your journey from ground to beach sanctuary

FIRST FLOOR
EXCLUSIVE RESIDENT AMENITIES

FAMILY
POOL

27M x 6M family pool with sun lounger and cabanas

INDOOR
KIDS PLAY

Submarine themed kids play area with an outdoor playground

GAME ROOM

Arcade zone with sing and dance revolution area

UPTOWN PLAZA



1ST FLOOR AMENITIES PLAN

URBAN BEACH CLUB

1. BEACH POOL
2. BUBBLE POOL
3. BEACH LOUNGERS AREA
4. SUN LOUNGERS AREA
5. BEACH CABANAS
6. POOL BAR
7. DJ BOOTH
8. ISLAND PODIUM
9. FIRE PIT
10. BEACH BAR
11. BEACH CLUB CHANGE ROOMS
12. BEACH CLUB LIFT
13. BEACH CLUB ARRIVAL AREA
14. CLUBHOUSE F&B
15. OUTDOOR DINING AREA

EXCLUSIVE RESIDENT AMENITIES

16. FAMILY POOL
17. POOL DECK
18. MALE/FEMALE CHANGE ROOMS
19. RESIDENTS LIFTS LOBBY
20. RESIDENTS SERVICE LIFTS
21. OUTDOOR SEATING
22. OUTDOOR BARBEQUE AREA
23. OUTDOOR DINING
24. OUTDOOR GAMES AREA
25. OUTDOOR KIDS PLAY AREA
26. KIDS WET PLAY AREA
27. INDOOR KIDS PLAY AREA
28. SING & DANCE REVOLUTION AREA
29. ARCADE ZONE
30. RESIDENTS CLUBHOUSE (SOUTH TOWER)

24TH FLOOR
AMENITIES

CLUBHOUSE
PRIVATE DINING & MEETING AREA

Where culinary craftsmanship meets community

CLUBHOUSE
KITCHEN & DINING

SKYLINE
POOL

30M x 6M infinity-edge swimming pool overlooking the Uptown Dubai DIstrict



FITNESS STUDIO

Featuring an interactive bike area with a pedal-powered lighting ring

SCENIC SAUNA AND ICE ROOM

Scenic sauna with relaxing short clips of nature for meditation

24TH FLOOR AMENITIES PLAN

1. INFINITY-EDGE POOL
2. POOL LOUNGE AREA
3. CABANAS
4. SUN LOUNGERS AREA
5. OUTDOOR LOUNGE AREA
6. YOGA AREA
7. PEDAL-POWERED CYCLING AREA
8. CARDIO, WEIGHTS AND LIFT AREA
9. MALE CHANGE ROOM
10. SCENIC SAUNA
11. ICE ROOM
12. FEMALE CHANGE ROOM
13. SHOWER AREA
14. RESIDENTS LIFTS LOBBY
15. RESIDENTS SERVICE LIFTS



TYPICAL
APARTMENTS



TYPICAL
TYPICAL
LIVING & DINING

TYPICAL
KITCHEN



TYPICAL
TYPICAL BEDROOM

TYPICAL BATHROOM

BALCONY
VIEW

PENTHOUSE
APARTMENTS

PENTHOUSE

PENTHOUSE
LIVING & DINING

PENTHOUSE
KITCHEN

PENTHOUSE
BEDROOM

PENTHOUSE
PENTHOUSE
BATHROOM

PENTHOUSE
POOL



HOME
HOME
AUTOMATION

3 AND 4 BEDROOM UNITS
KITCHEN FEATURES



Integrated drop-in kitchen sinks in
Gunmetal Grey Stainless Steel

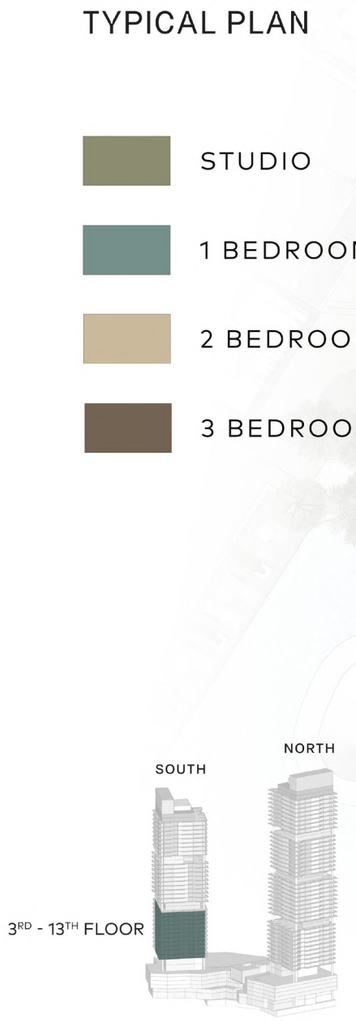


Integrated pop-up Downdraft Hood Slider
with touch control and charcoal filter

FLOOR PLANS

3RD - 13TH FLOOR
TYPICAL PLAN

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM





15TH - 22ND FLOOR TYPICAL PLAN

1 BEDROOM

2 BEDROOM

3 BEDROOM



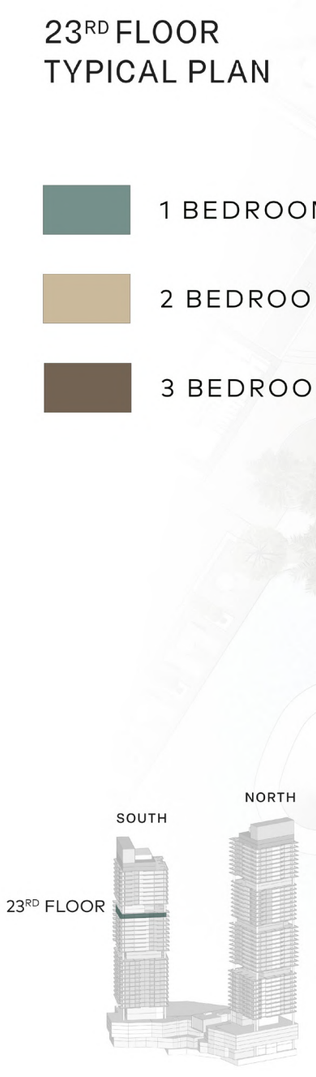


23RD FLOOR
TYPICAL PLAN

1 BEDROOM

2 BEDROOM

3 BEDROOM



25TH - 32ND FLOOR
TYPICAL PLAN

1 BEDROOM

2 BEDROOM

3 BEDROOM



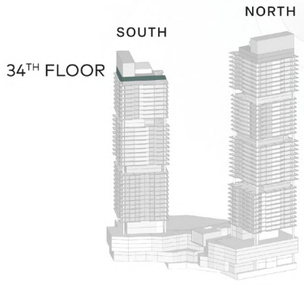
33RD FLOOR
TYPICAL PLAN

4 BEDROOM
PENTHOUSE
DUPLEX LOWER LEVEL



34TH FLOOR
TYPICAL PLAN

4 BEDROOM
PENTHOUSE
DUPLEX UPPER LEVEL



4 BR
PENTHOUSE
UPPER LEVEL
01

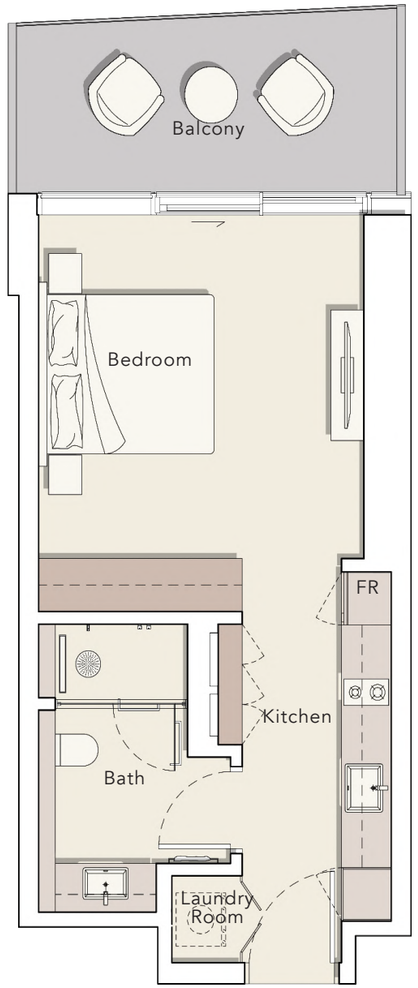
4 BR
PENTHOUSE
UPPER LEVEL
02

N

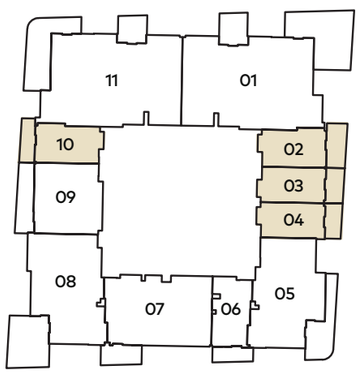
SOUTH

STUDIO
TYPE A

Internal Living Area	:	**408.06 Sq. Ft**
Outdoor Living Area	:	**105.81 Sq. Ft**
Total Living Area	:	**513.87 Sq. Ft**



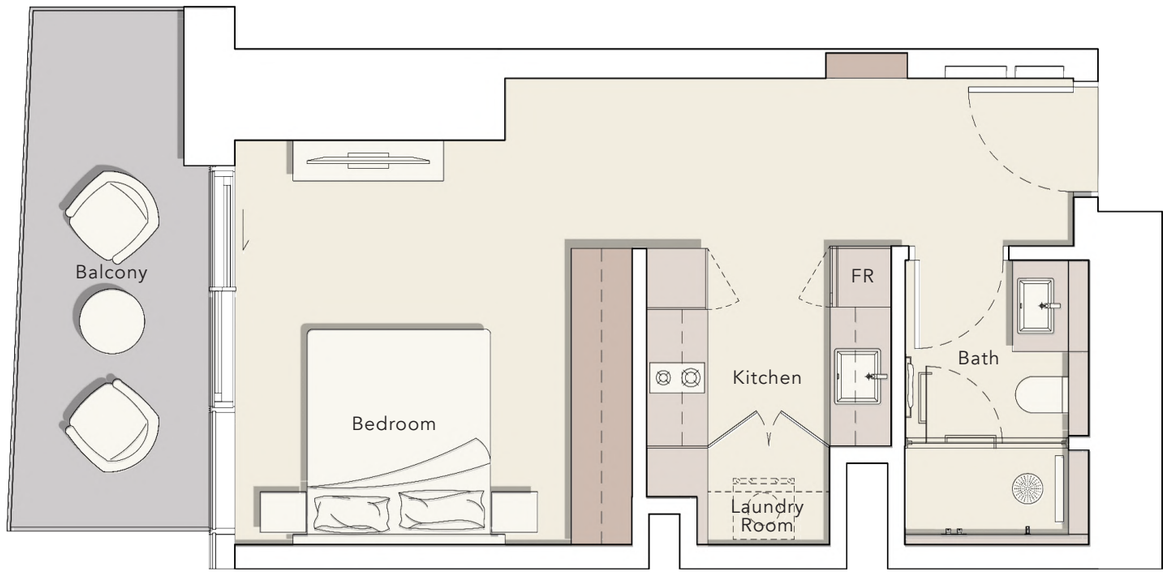
3rd - 13th FLOOR



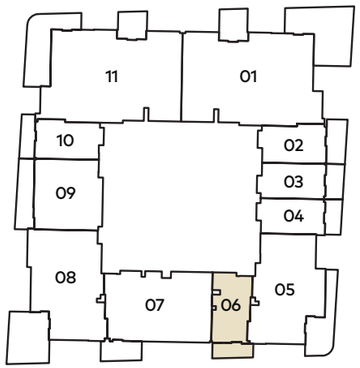
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STUDIO
TYPE B

Internal Living Area	:	**446.81 Sq. Ft**
Outdoor Living Area	:	**110.44 Sq. Ft**
Total Living Area	:	**557.25 Sq. Ft**



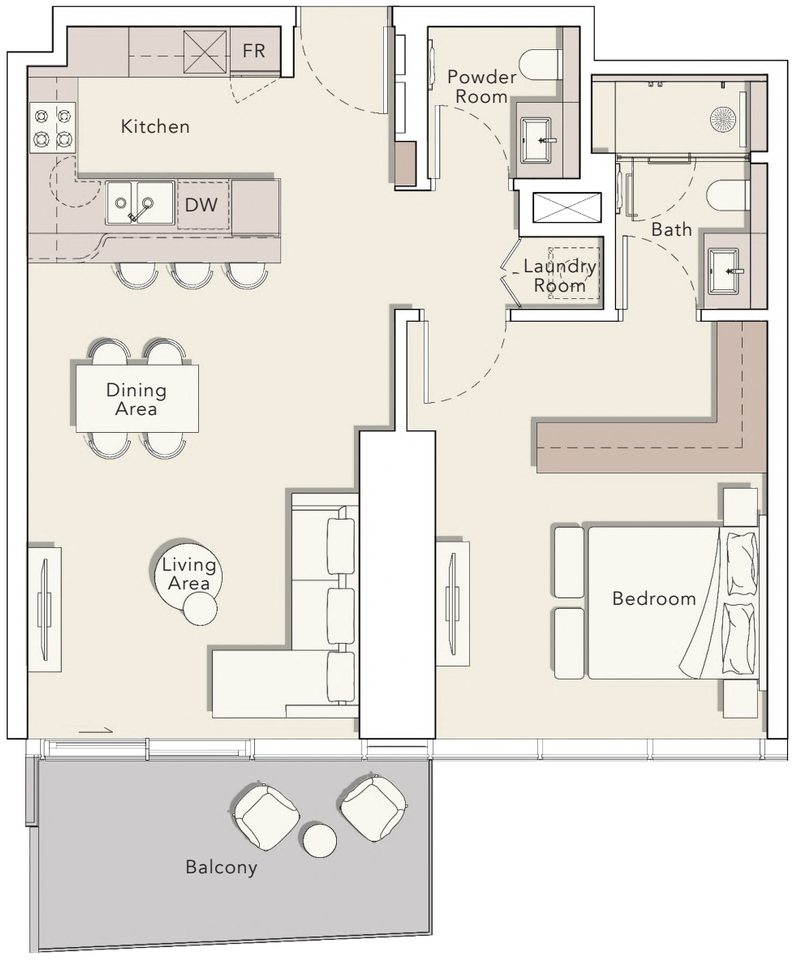
3rd - 13th FLOOR



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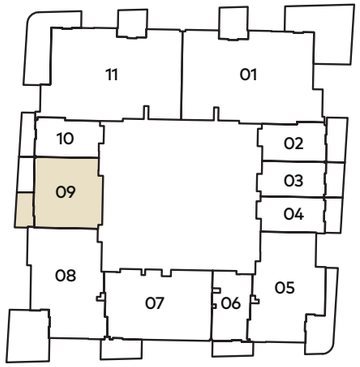
1 BEDROOM

TYPE A



Internal Living Area : **824.41 Sq. Ft**
Outdoor Living Area : **115.28 Sq. Ft**
Total Living Area : **939.69 Sq. Ft**

3rd - 13th FLOOR

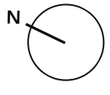


3rd - 13th FLOOR
309

15th - 22nd FLOOR
1503

23th FLOOR
2303

25th - 32nd FLOOR
2502
2507



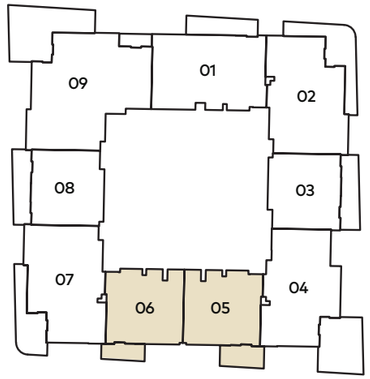
1 BEDROOM

TYPE B

Internal Living Area	:	**862.08 Sq. Ft**
Outdoor Living Area	:	**109.36 Sq. Ft**
Total Living Area	:	**971.44 Sq. Ft**



15th - 22nd FLOOR



15th - 22nd FLOOR

1505
1506

23th FLOOR

2305
2306

25th - 32nd FLOOR

2504
2505

N

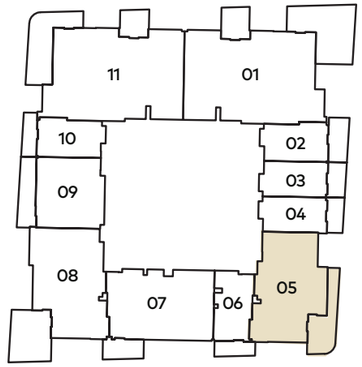
2 BEDROOM

TYPE A



Internal Living Area	:	**1221.27 Sq. Ft**
Outdoor Living Area	:	**273.94 Sq. Ft**
Total Living Area	:	**1495.21 Sq. Ft**

3rd - 13th FLOOR



3rd - 13th FLOOR

305

15th - 22nd FLOOR

1504

23th FLOOR

2304

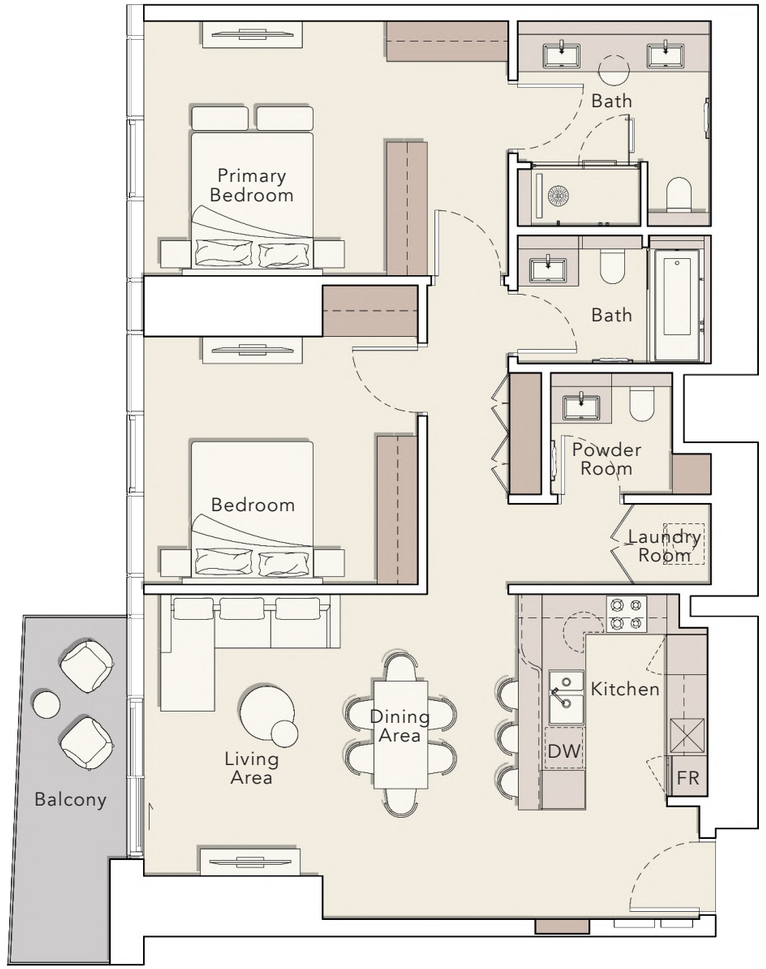
25th - 32nd FLOOR

2503

N

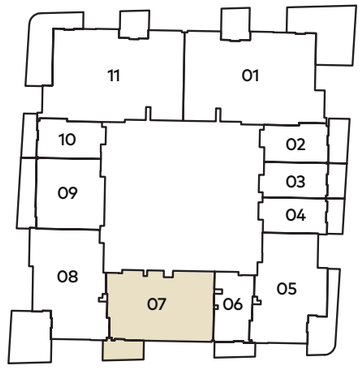
2 BEDROOM

TYPE B



Internal Living Area	:	**1278.11 Sq. Ft**
Outdoor Living Area	:	**97.09 Sq. Ft**
Total Living Area	:	**1375.20 Sq. Ft**

3rd - 13th FLOOR



3rd - 13th FLOOR

307

15th - 22nd FLOOR

1501

23th FLOOR

2301

25th - 32nd FLOOR

2509

N

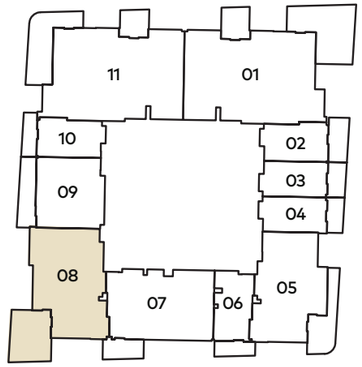
2 BEDROOM + S

TYPE A



Internal Living Area	:	**1329.45 Sq. Ft**
Outdoor Living Area	:	**260.49 Sq. Ft**
Total Living Area	:	**1589.94 Sq. Ft**

3rd - 13th FLOOR



3rd - 13th FLOOR

308

15th - 22nd FLOOR

1502
1507

23th FLOOR

2302
2307

25th - 32nd FLOOR

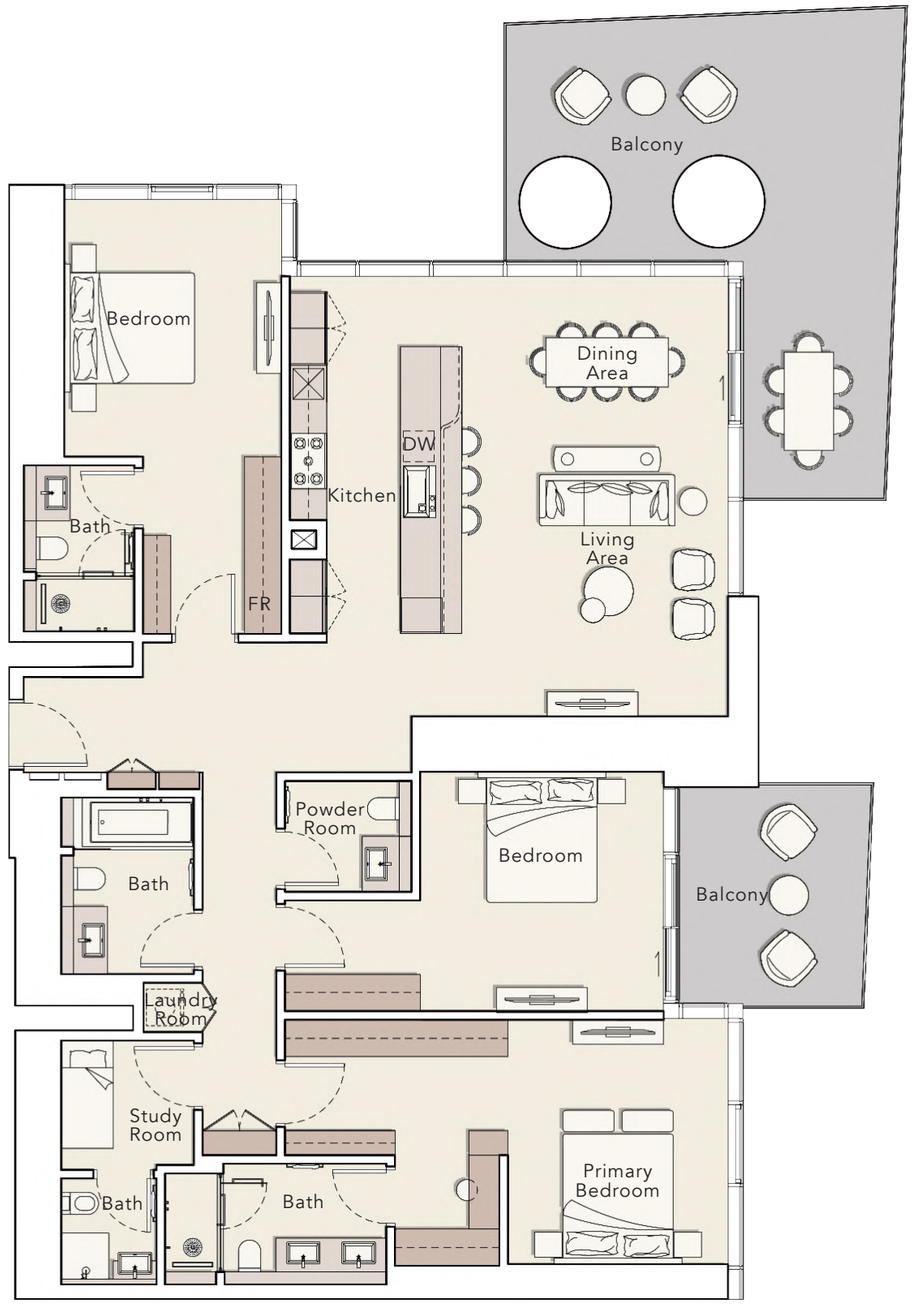
2506
2508

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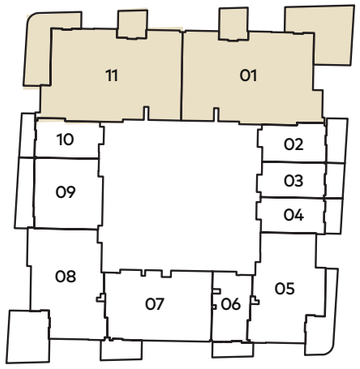
3 BEDROOM + S

TYPE A

Internal Living Area	:	**2070.22 Sq. Ft**
Outdoor Living Area	:	**506.98 Sq. Ft**
Total Living Area	:	**2577.20 Sq. Ft**



3rd - 13th FLOOR



N

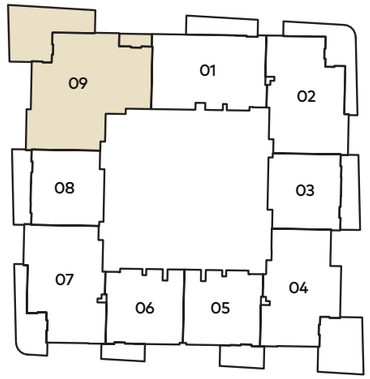
3 BEDROOM + S

TYPE B

Internal Living Area : **1740.74 Sq. Ft**
Outdoor Living Area : **394.39 Sq. Ft**
Total Living Area : **2135.13 Sq. Ft**



15th - 22nd FLOOR



15th - 22nd FLOOR
1509

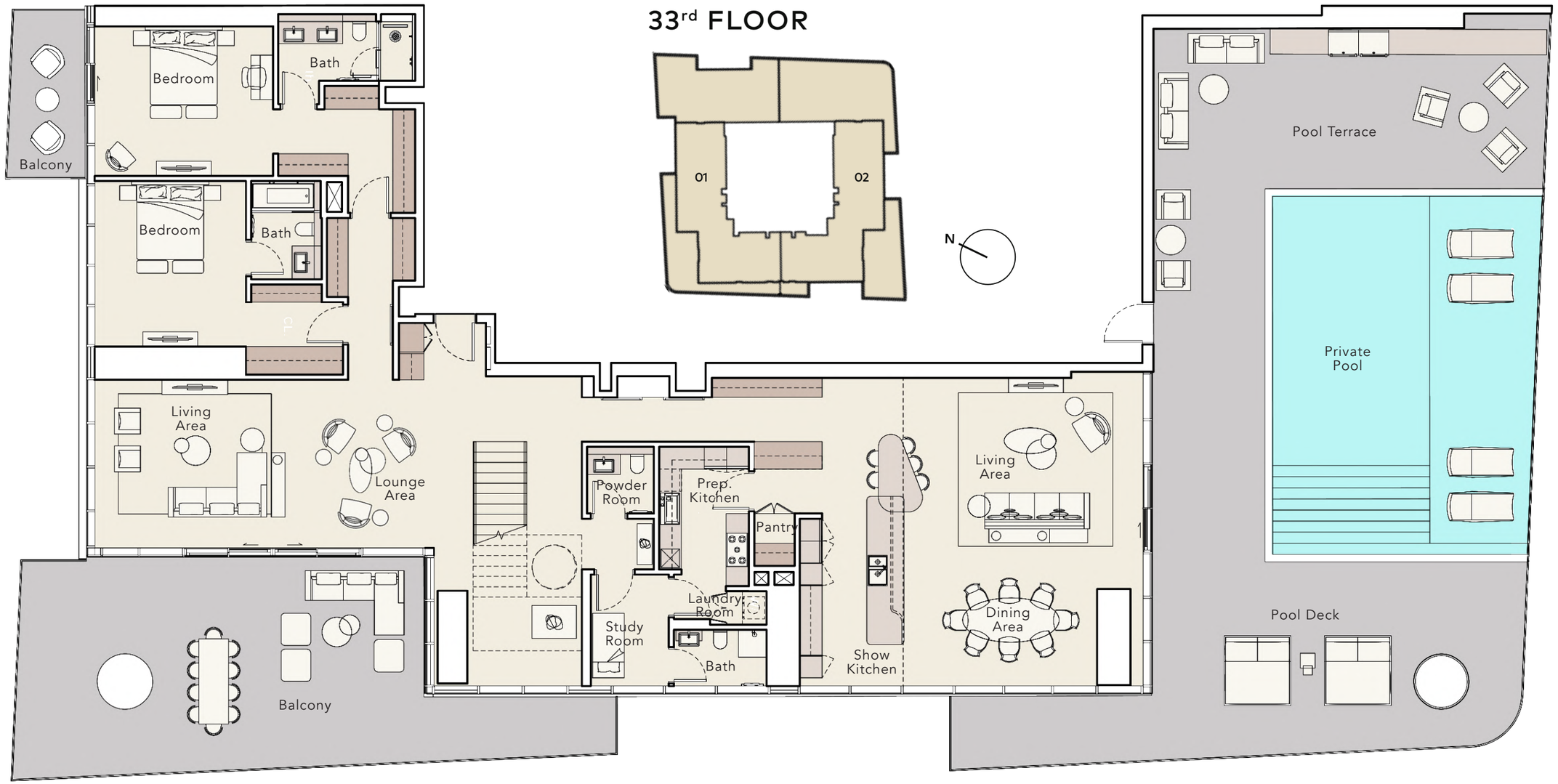
23th FLOOR
2309

25th - 32nd FLOOR
2501

N

PENTHOUSE

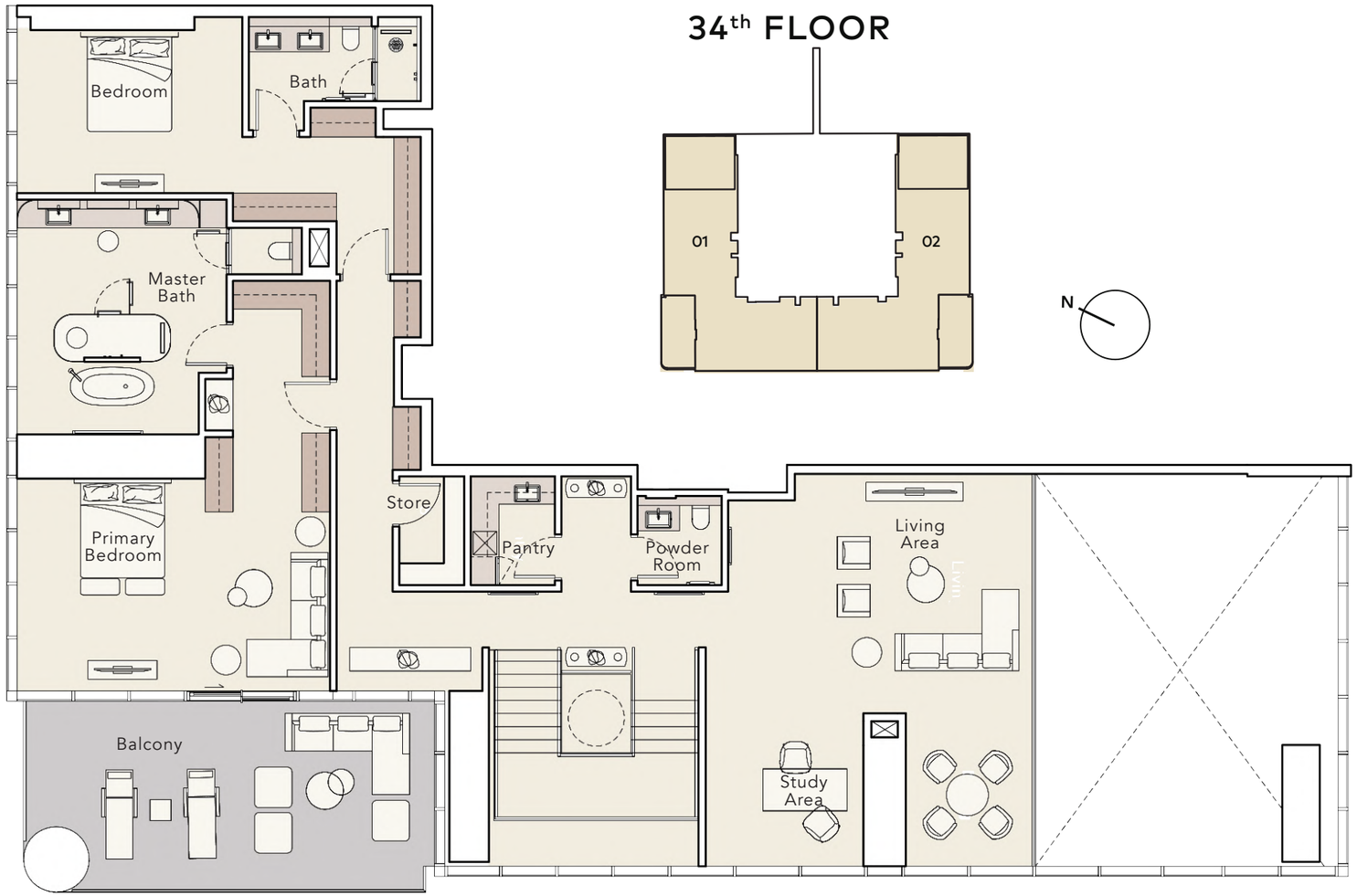
DUPLEX LOWER LEVEL



Internal Living Area	:	**5903.68 Sq. Ft**
Outdoor Living Area	:	**3552.20 Sq. Ft**
Total Living Area	:	**9455.88 Sq. Ft**

PENTHOUSE

DUPLEX UPPER LEVEL



Internal Living Area	:	**5903.68 Sq. Ft**
Outdoor Living Area	:	**3552.20 Sq. Ft**
Total Living Area	:	**9455.88 Sq. Ft**

PAYMENT PLAN

20%
At the time of booking

10%
60 days after the reservation date

10%
120 days after the reservation date

5%
240 days after the reservation date

5%
360 days after the reservation date

5%
On completion of 30% construction of the project

5%
On completion of 40% construction of the project

5%
On completion of 50% construction of the project

5%
On completion of 60% construction of the project

30%
On completion