



PALMA™  
DEVELOPMENT



SERENIA DISTRICT  
AT JUMEIRAH ISLANDS

VIBRANT  
BY DESIGN



EAST  
RESIDENCE

3



EXCEPTIONAL  
URBAN LIVING



## DESIGN LANGUAGE

In collaboration with Nikken Sekkei, the design's clarity and proportion set the base.

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The Fire identity of this tower shows up in atmosphere and rhythm rather than ornament: warm night lighting, robust materials and crisp lines that read modern by day and radiant by night.

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It stays refined and minimal, but with a deliberate social charge that distinguishes East Residence 3.



 EAST  
RESIDENCE 3

22  
Floors

1 & 2  
Bedroom Apartments

80 to 149 m<sup>2</sup>  
Ranges from 875 to 1,605 sq.ft



SERENIA DISTRICT  
AT JUMEIRAH ISLANDS

EAST RESIDENCE 3



## ABOUT EAST RESIDENCE 3

East Residence 3 sits on Serenia District's lively edge: lakeside calm to the front over Jumeirah Islands, urban sparkle to the back towards JLT.

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Designed by Nikken Sekkei, it carries Serenia District's clean, Japanese-informed discipline, then layers a warmer, more social character in the podium and common areas.

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The result is a tower tuned for daily momentum and evening glow, within a walkable, socially oriented community.



## VIEWS AND ORIENTATION

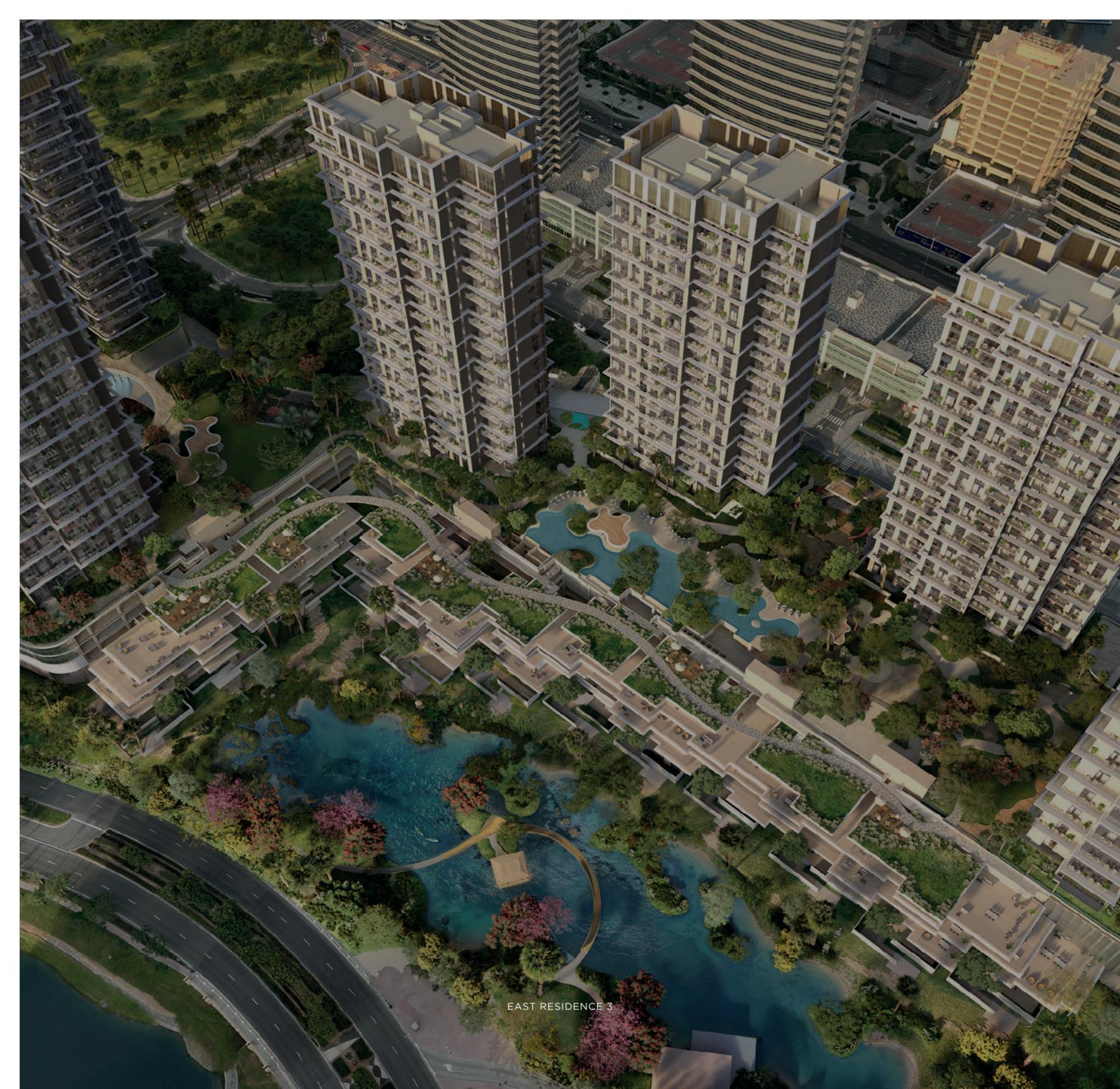
Primary views to Jumeirah Islands' lakes; secondary outlook to JLT for city vibrancy and lights.

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Thoughtful design optimises corner living rooms and broad panoramic views.

EAST RESIDENCE 3





## ANCHOR FEATURES AVAILABLE TO RESIDENTS

Expansive 100,000 sq.ft. community hub fostering social engagement

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Four levels of premium amenities, featuring one of Dubai's largest residential gyms

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Retail and F&B at your doorstep, curated for everyday convenience

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Fully equipped podium with an expansive set of amenities overlooking the Serenity Lake

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Four stunning pools, including an infinity pool, an indoor pool, a lap pool, and a shallow pool





## AMENITIES HIGHLIGHT

A focused sports and recreation zone anchored by a Multi-Use Games Area (MUGA court) along with shaded structures with an active lawn for semi-passive activities and a dedicated BBQ space.

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Set alongside the Clubhouse and pools, it supports daily outdoor training and social time, matching East Residence 3's Fire identity with energy from morning to evening.

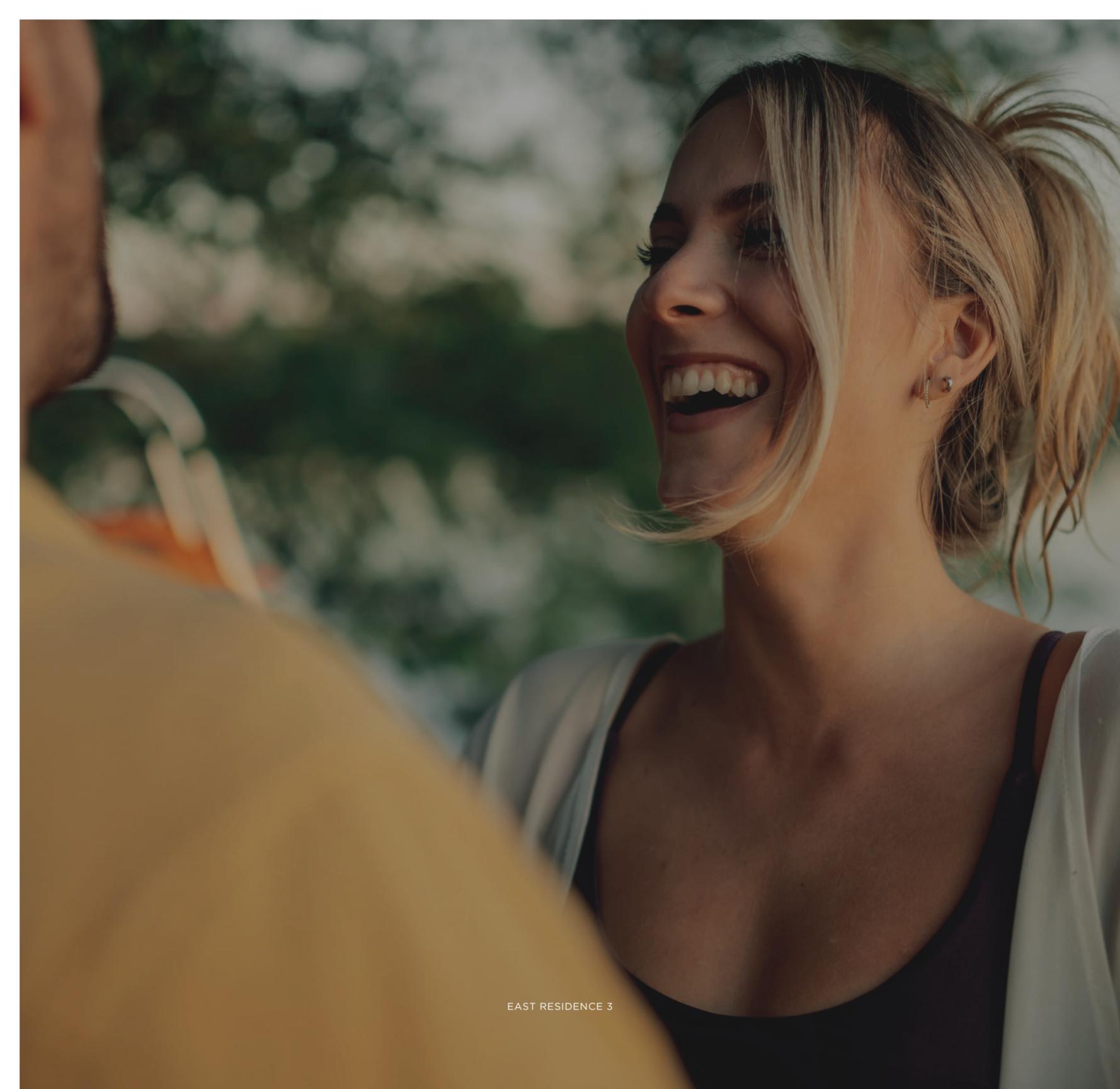


## COMMUNITY & LIFESTYLE

Palma Development has spent two decades shaping lively, well-managed neighbourhoods across Dubai. That know-how anchors Serenia District, where the philosophy of community living is designed in from day one. Designed for residents to thrive with curated amenities and daily conveniences that help creating connections and feeling at ease.

EAST RESIDENCE 3





## EAST RESIDENCE 3 PAYMENT PLAN

60% / 40%

10%

**1st Instalment**  
Immediate

10%

**2nd Instalment**  
After 30 Days

10%

**3rd Instalment**  
01 June 2026

10%

**4th Instalment**  
01 January 2027

10%

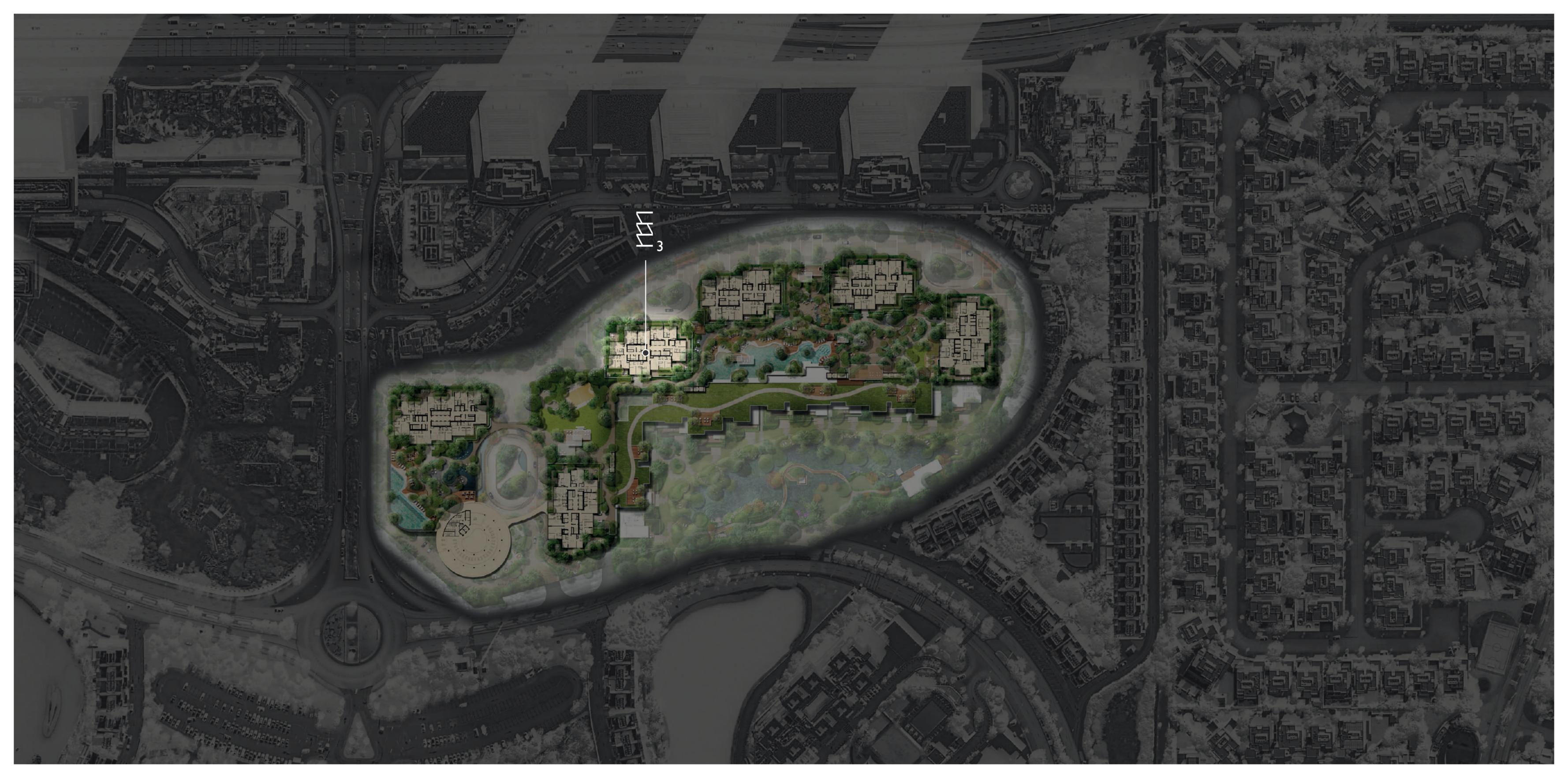
**5th Instalment**  
01 January 2028

10%

**6th Instalment**  
01 January 2029

40%

**Final Instalment**  
30 June 2030



3



## EVEN FLOORS

### EAST RESIDENCE 3

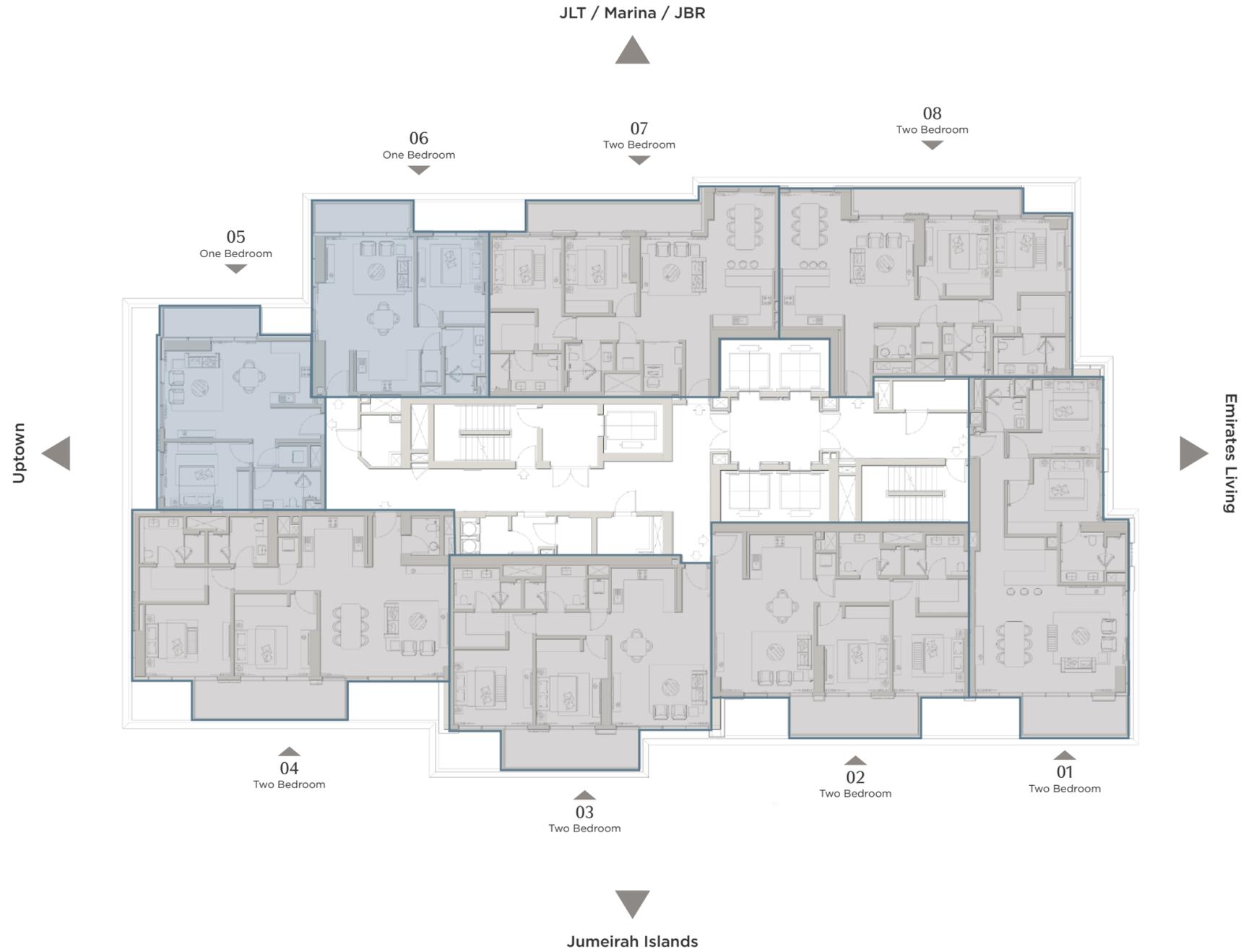
Even | Full floor

-  Internal area  
9,356 sq.ft (869 sq.m)
-  Terrace area  
1,006 sq.ft (94 sq.m)
-  Total area  
10,362 sq.ft (963 sq.m)

### FLOOR COMPOSITION

Total 8 units/floor

-  1 Bedroom  
2 Units
-  2 Bedroom  
6 Units



KEY PLAN

All drawings and dimensions are approximate. Drawings are not to scale and are subject to change without notice. The developer reserves the right to make revisions. The units are measured at typical floor in the building and columns may vary in size depending on the floor level. The furnishings and accessories shown are for representation only. The length and width of the balcony varies depending on which floor and which orientation the unit is located.

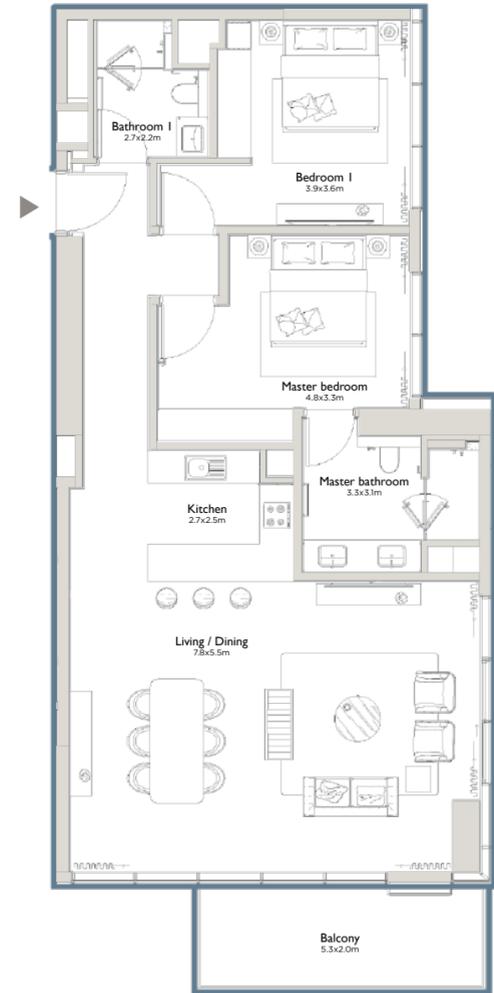
### EAST RESIDENCE 3

#### Type 01A | Two bedrooms

- Internal area**  
1,280 sq.ft (119 sq.m)
- Terrace area**  
115 sq.ft (11 sq.m)
- Total area**  
1,395 sq.ft (130 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



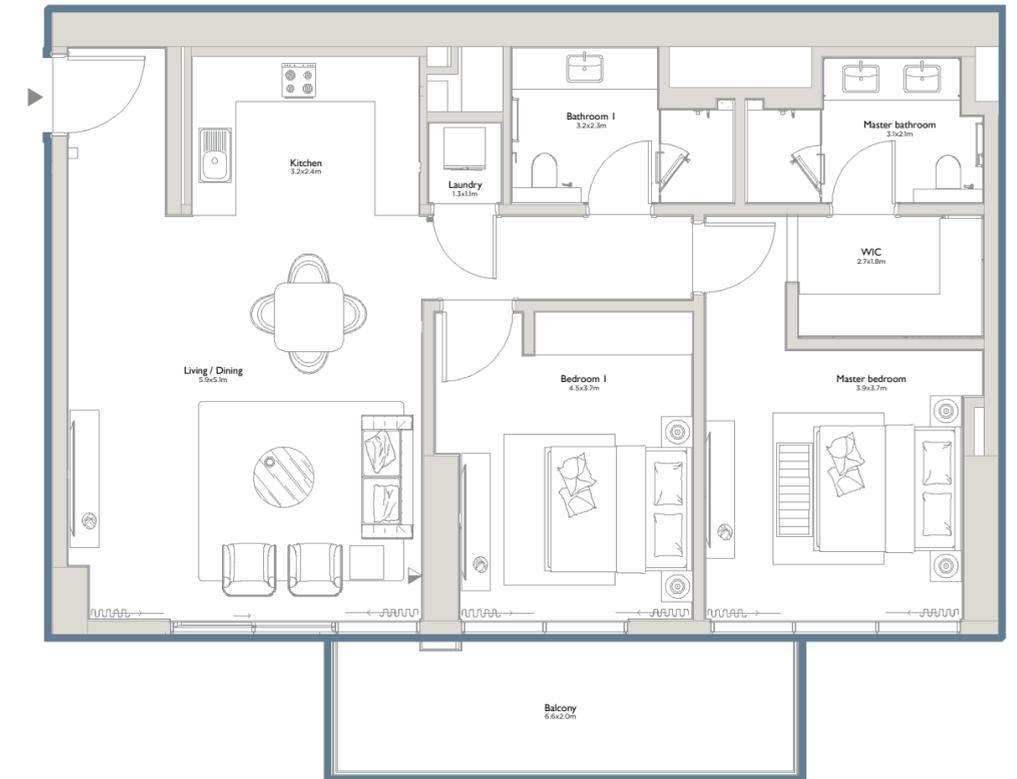
### EAST RESIDENCE 3

#### Type 02A | Two bedrooms

- Internal area**  
1,210 sq.ft (112 sq.m)
- Terrace area**  
154 sq.ft (14 sq.m)
- Total area**  
1,364 sq.ft (127 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



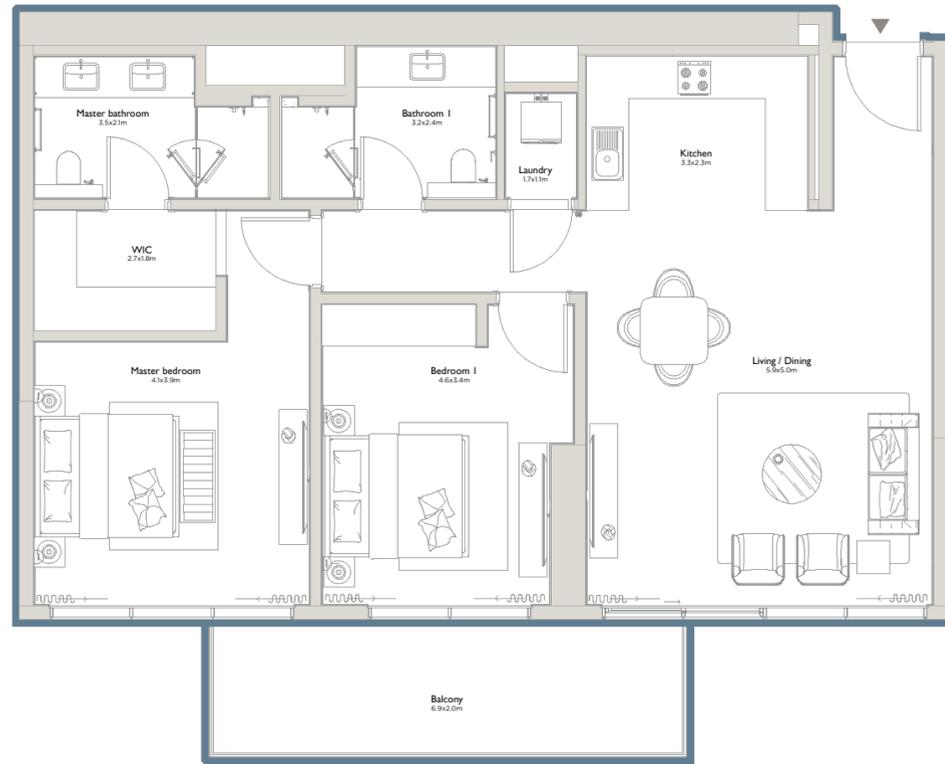
**EAST RESIDENCE 3**

Type 03A | Two bedrooms

- Internal area 1,237 sq.ft (115 sq.m)
- Terrace area 148 sq.ft (14 sq.m)
- Total area 1,385 sq.ft (129 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



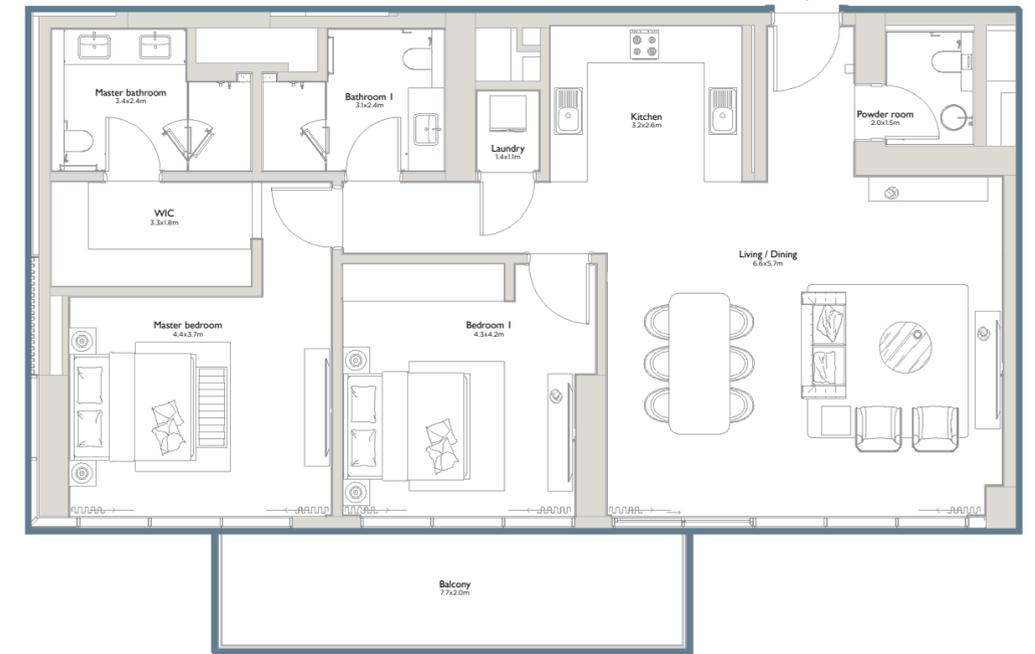
**EAST RESIDENCE 3**

Type 04A | Two bedrooms

- Internal area 1,449 sq.ft (135 sq.m)
- Terrace area 160 sq.ft (15 sq.m)
- Total area 1,609 sq.ft (150 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



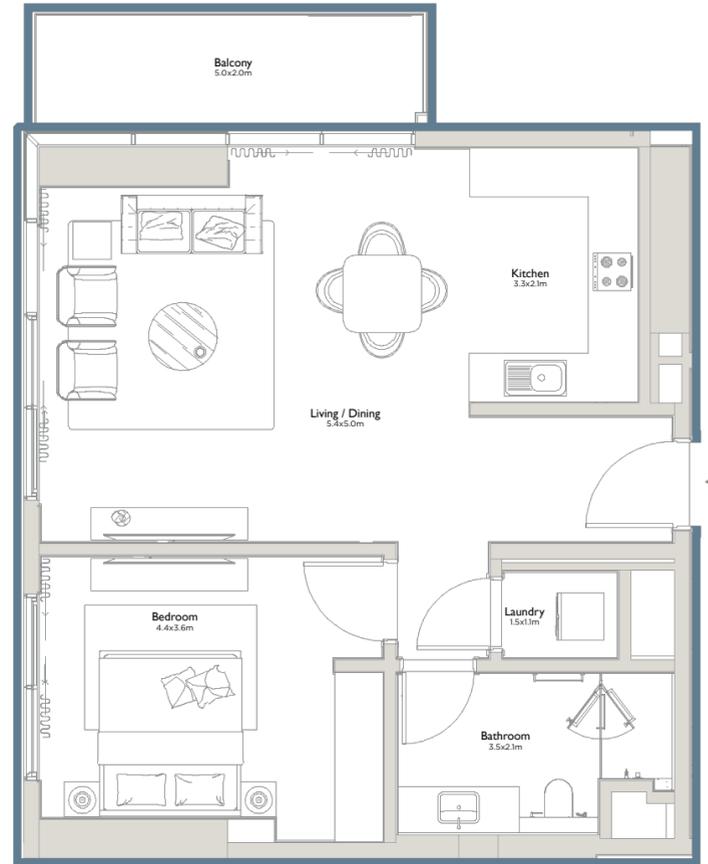
**EAST RESIDENCE 3**

Type 05A | One bedroom

- Internal area  
774 sq.ft (72 sq.m)
- Terrace area  
96 sq.ft (9 sq.m)
- Total area  
870 sq.ft (81 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



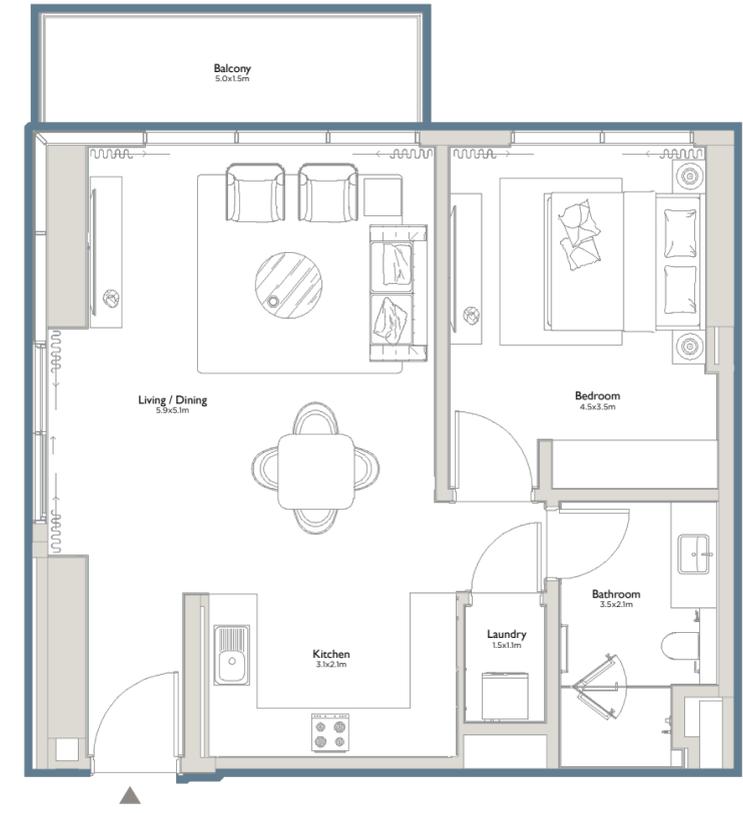
**EAST RESIDENCE 3**

Type 06A | One bedroom

- Internal area  
777 sq.ft (72 sq.m)
- Terrace area  
78 sq.ft (7 sq.m)
- Total area  
855 sq.ft (79 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



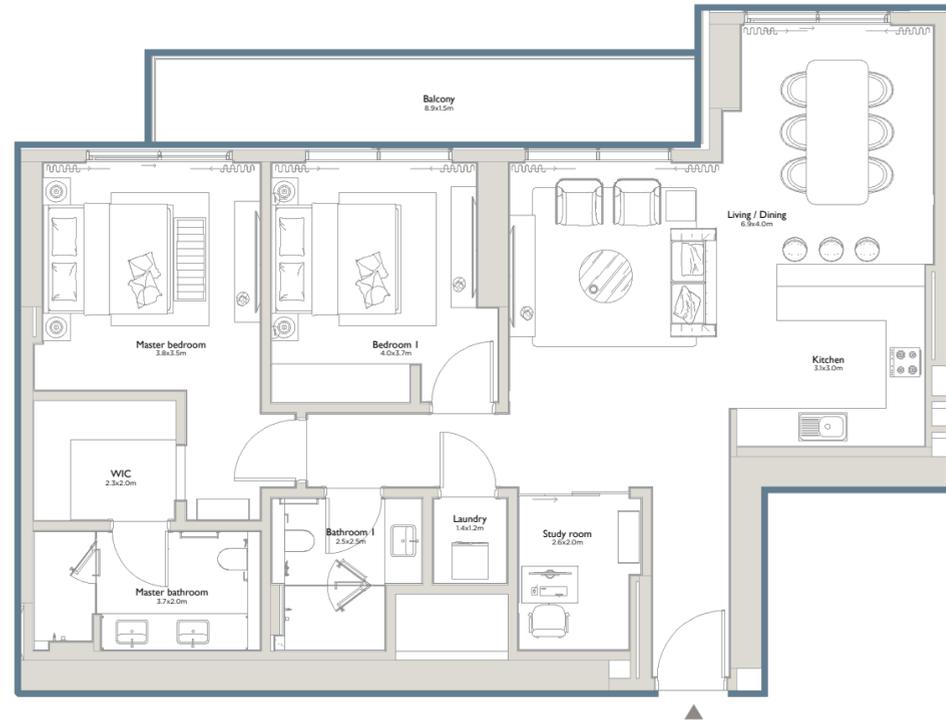
**EAST RESIDENCE 3**

Type 07A | Two bedrooms

- Internal area  
1,329 sq.ft (124 sq.m)
- Terrace area  
128 sq.ft (12 sq.m)
- Total area  
1,457 sq.ft (136 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



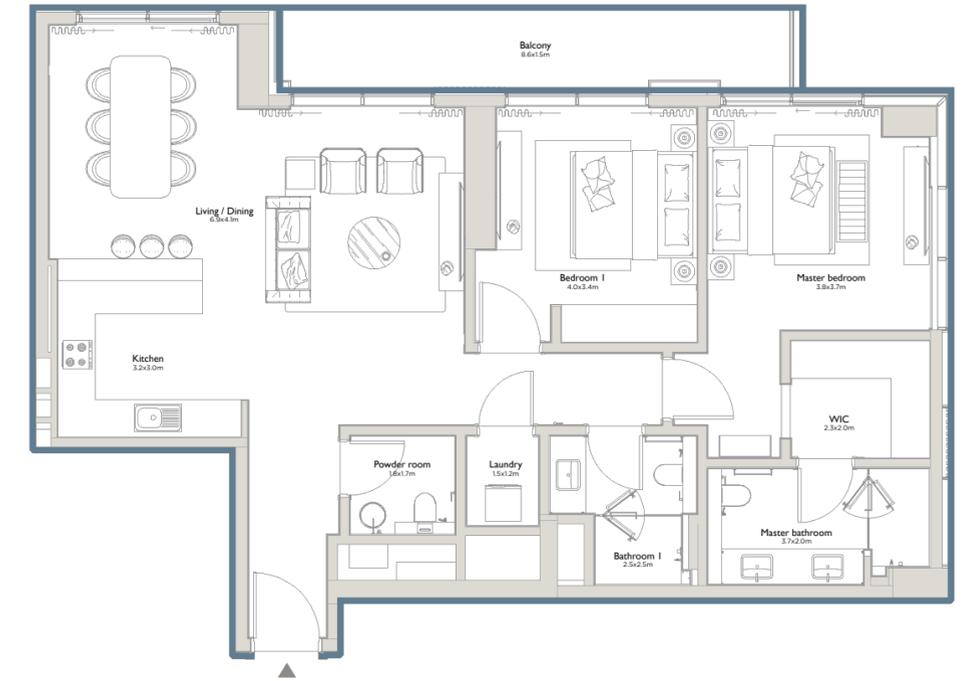
**EAST RESIDENCE 3**

Type 08A | Two bedrooms

- Internal area  
1,302 sq.ft (121 sq.m)
- Terrace area  
127 sq.ft (12 sq.m)
- Total area  
1,429 sq.ft (133 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



ODD FLOORS

### EAST RESIDENCE 3

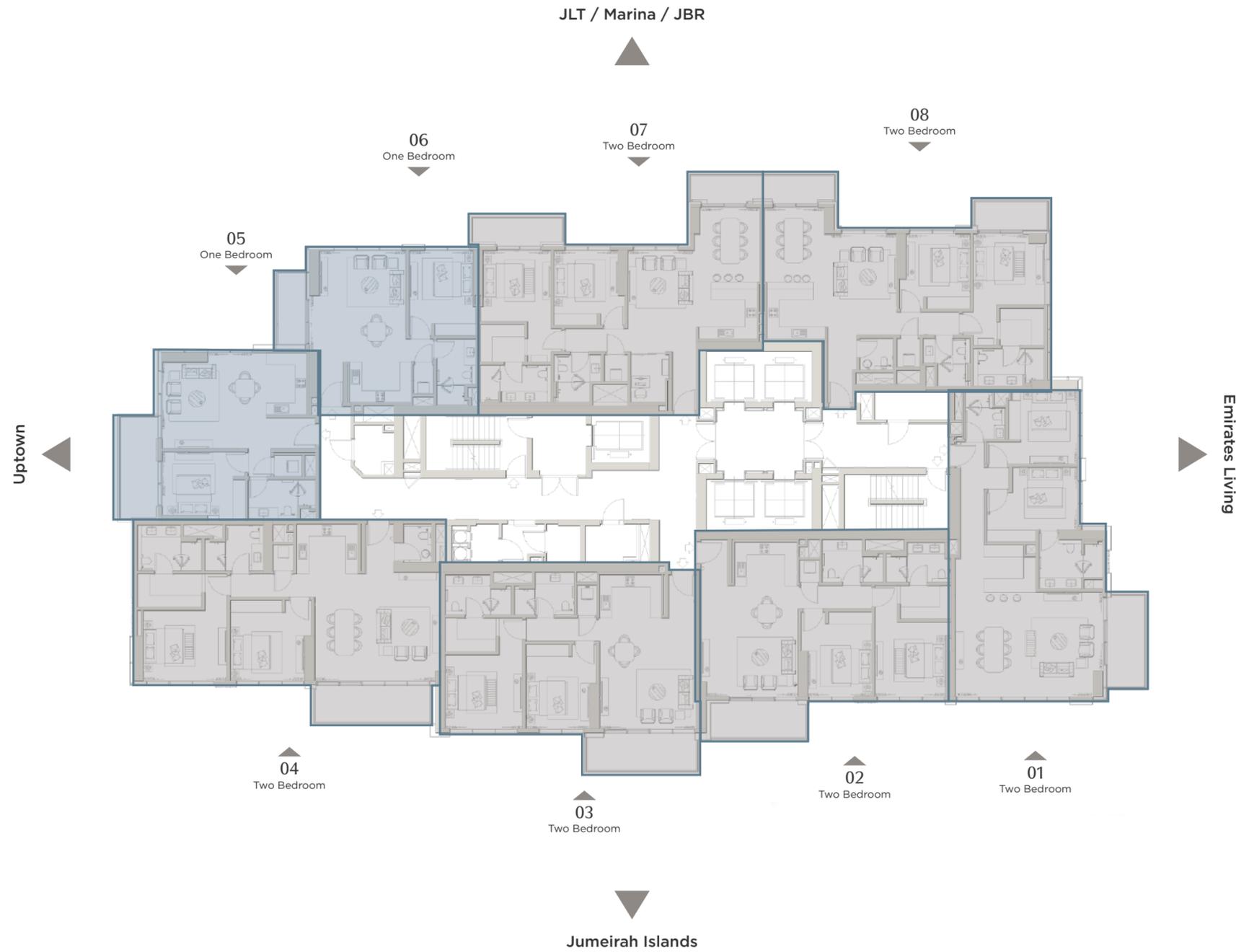
Odd | Full floor

-  Internal area  
9,365 sq.ft (870 sq.m)
-  Terrace area  
918 sq.ft (85 sq.m)
-  Total area  
10,283 sq.ft (955 sq.m)

### FLOOR COMPOSITION

Total 8 units/floor

-  1 Bedroom  
2 Units
-  2 Bedroom  
6 Units



KEY PLAN

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### EAST RESIDENCE 3

Type 01B | Two bedrooms

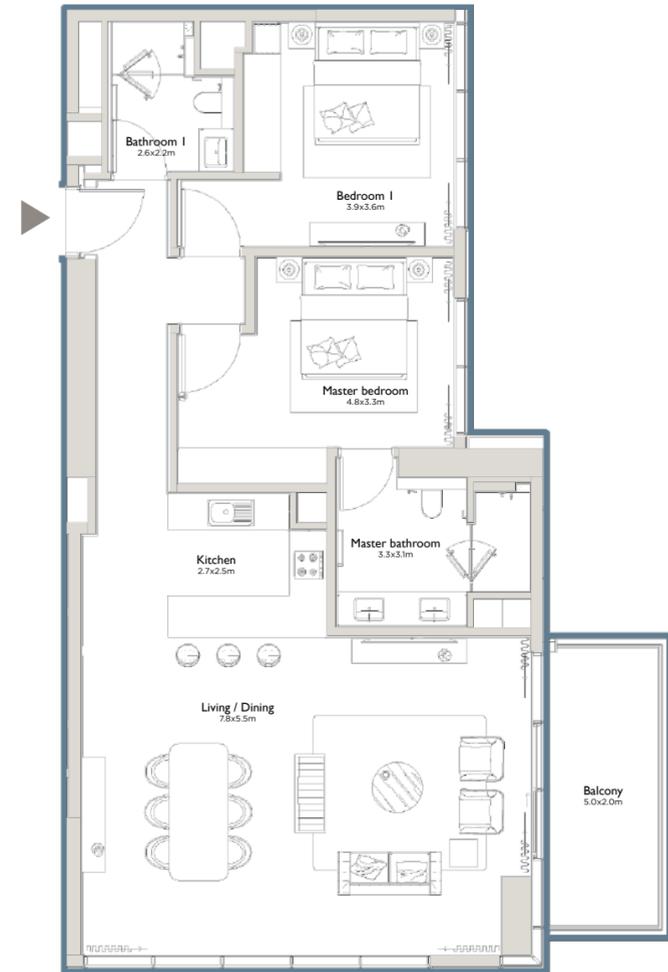
Internal area  
1,288 sq.ft (120 sq.m)

Terrace area  
103 sq.ft (10 sq.m)

Total area  
1,391 sq.ft (130 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



### EAST RESIDENCE 3

Type 02B | Two bedrooms

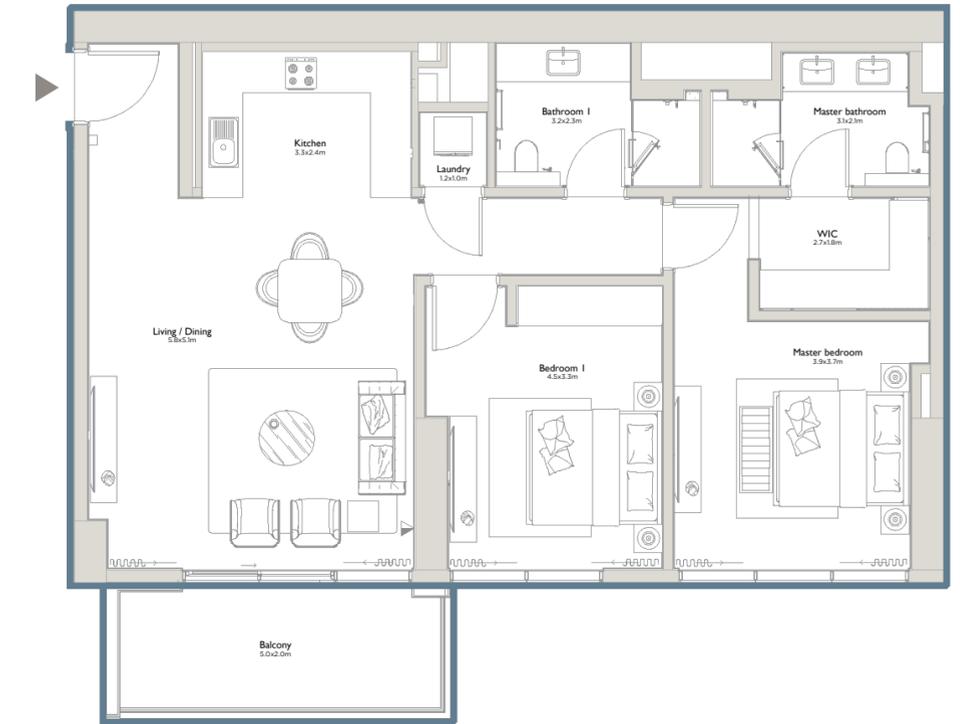
Internal area  
1,212 sq.ft (113 sq.m)

Terrace area  
125 sq.ft (12 sq.m)

Total area  
1,337 sq.ft (125 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



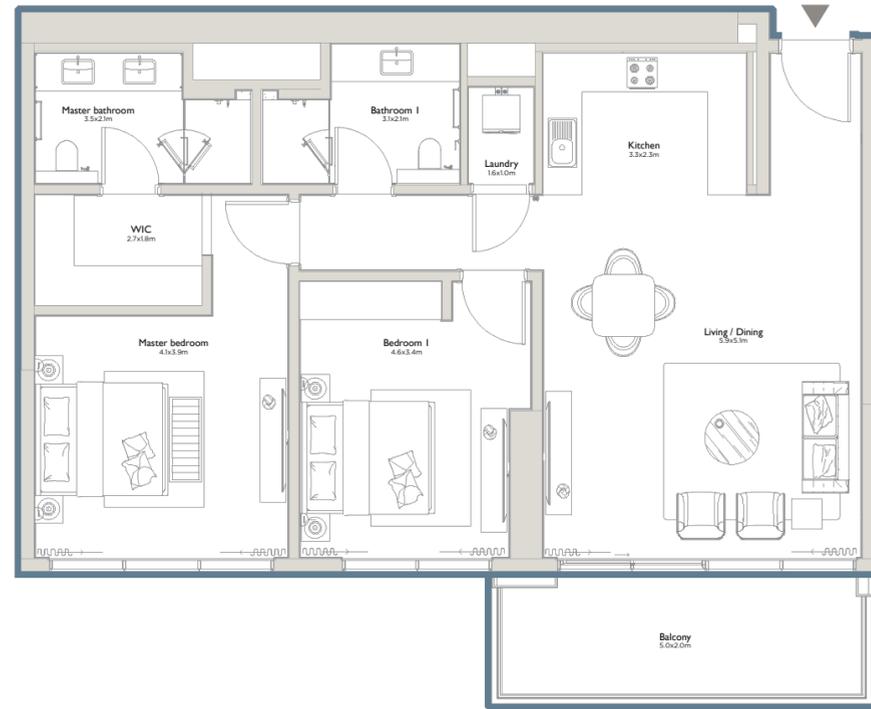
### EAST RESIDENCE 3

Type 03B | Two bedrooms

- Internal area 1,237 sq.ft (115 sq.m)
- Terrace area 125 sq.ft (12 sq.m)
- Total area 1,362 sq.ft (127 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



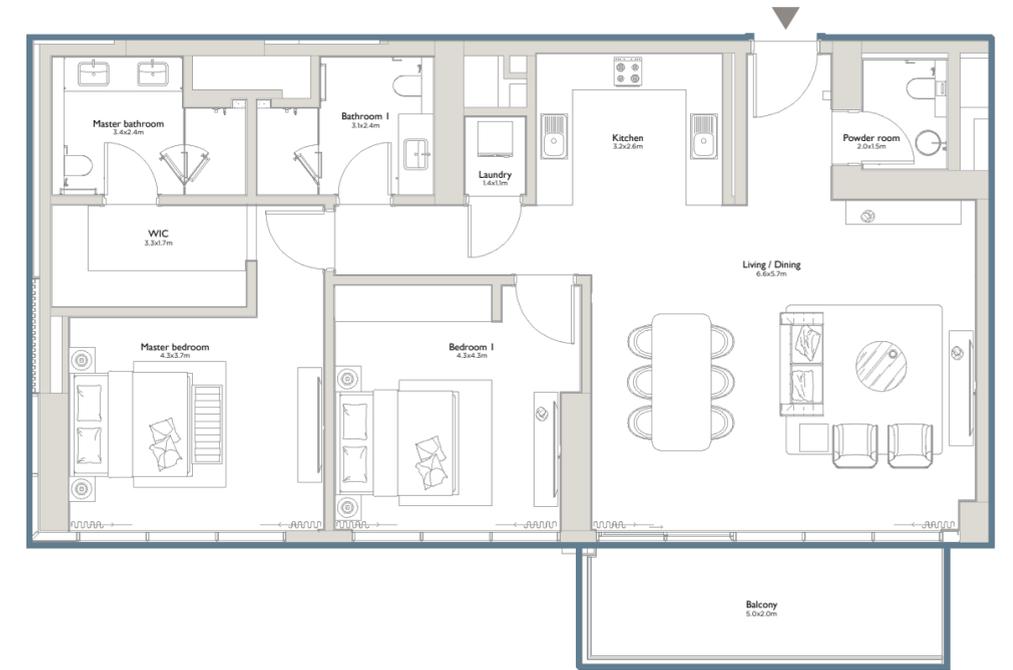
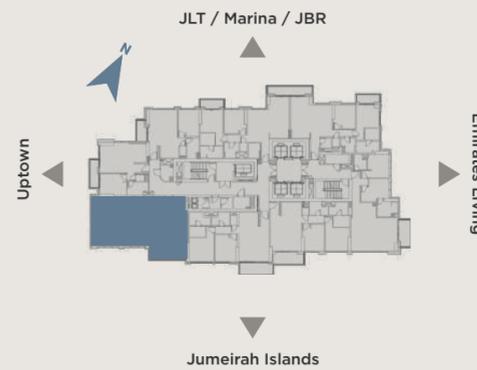
### EAST RESIDENCE 3

Type 04B | Two bedrooms

- Internal area 1,449 sq.ft (135 sq.m)
- Terrace area 143 sq.ft (13 sq.m)
- Total area 1,592 sq.ft (148 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



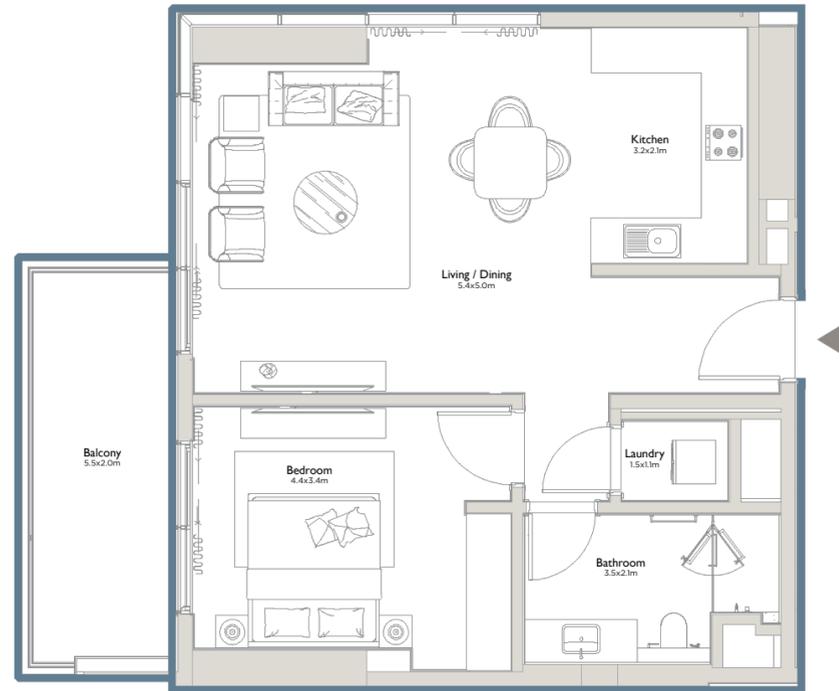
**EAST RESIDENCE 3**

Type 05B | One bedroom

- Internal area  
770 sq.ft (72 sq.m)
- Terrace area  
81 sq.ft (8 sq.m)
- Total area  
851 sq.ft (79 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



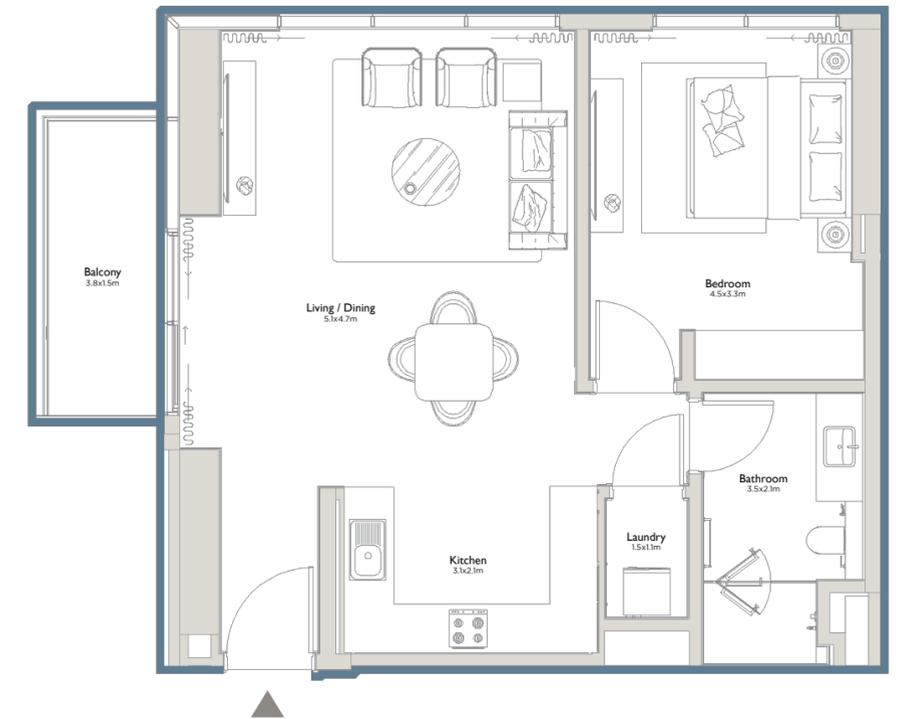
**EAST RESIDENCE 3**

Type 06B | One bedroom

- Internal area  
777 sq.ft (72 sq.m)
- Terrace area  
75 sq.ft (8 sq.m)
- Total area  
851 sq.ft (79 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



**EAST RESIDENCE 3**

Type 07B | Two bedrooms

- Internal area  
1,331 sq.ft (124 sq.m)
- Terrace area  
133 sq.ft (12 sq.m)
- Total area  
1,464 sq.ft (136 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



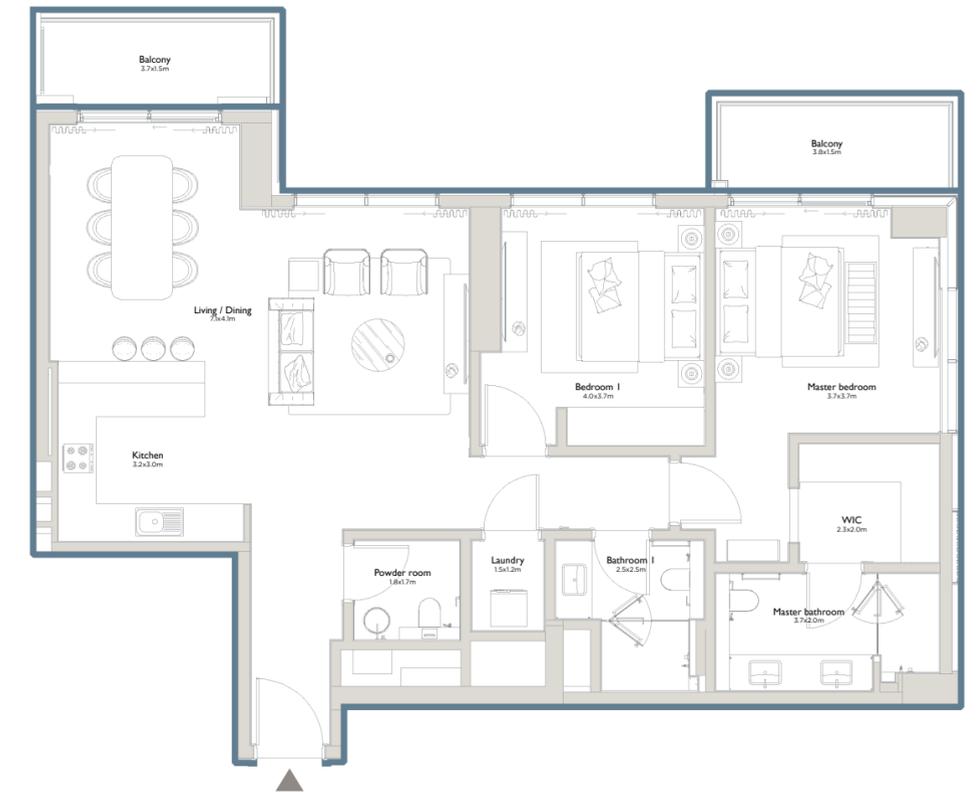
**EAST RESIDENCE 3**

Type 08B | Two bedrooms

- Internal area  
1,303 sq.ft (121 sq.m)
- Terrace area  
133 sq.ft (12 sq.m)
- Total area  
1,436 sq.ft (133 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**



PODIUM FLOORS

### EAST RESIDENCE 3

Podium | Full floor

Internal area  
8,119 sq.ft (754 sq.m)

Terrace area  
6,042 sq.ft (561 sq.m)

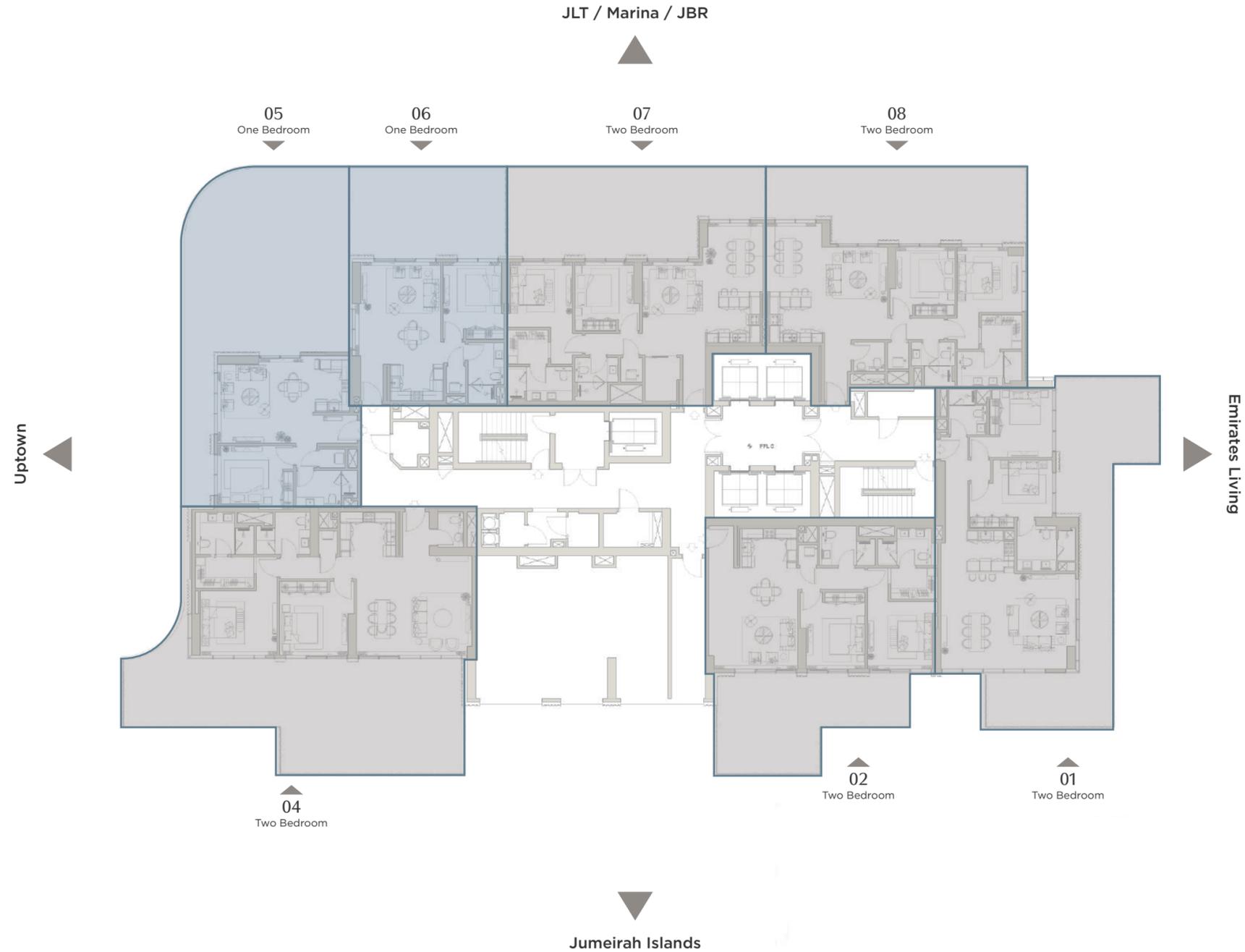
Total area  
14,161 sq.ft (1,315 sq.m)

### FLOOR COMPOSITION

Total 8 units/floor

1 Bedroom  
2 Units

2 Bedroom  
5 Units



KEY PLAN

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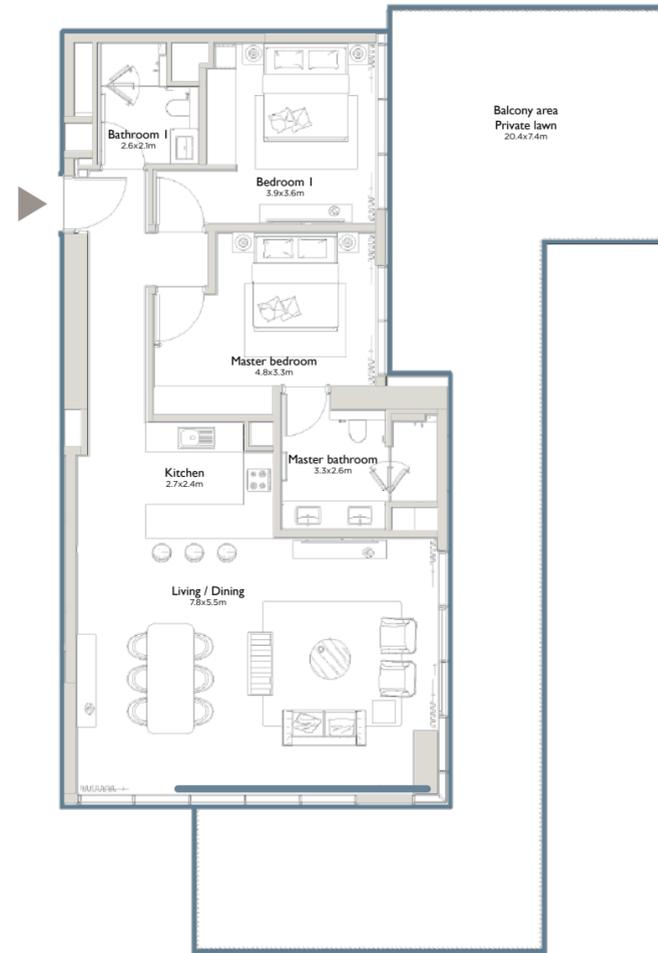
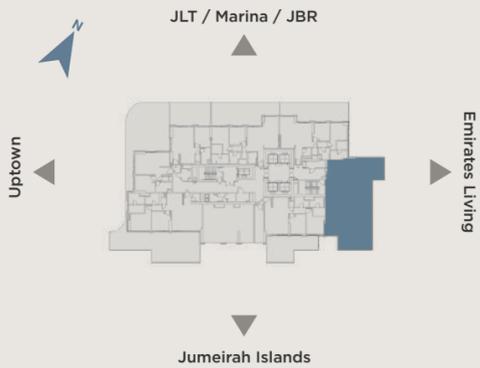
### EAST RESIDENCE 3

#### Type 01C | Two bedrooms

- Internal area**  
1,283 sq.ft (119 sq.m)
- Terrace area**  
902 sq.ft (84 sq.m)
- Total area**  
2,186 sq.ft (203 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



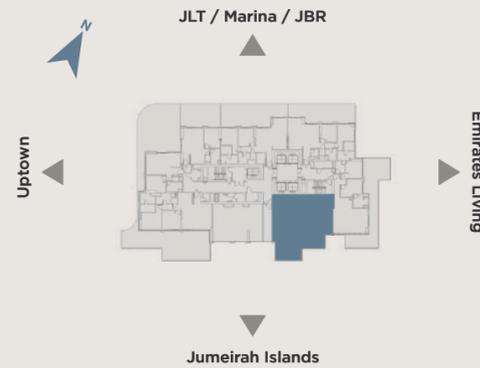
### EAST RESIDENCE 3

#### Type 02C | Two bedrooms

- Internal area**  
1,207 sq.ft (112 sq.m)
- Terrace area**  
577 sq.ft (54 sq.m)
- Total area**  
1,784 sq.ft (166 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



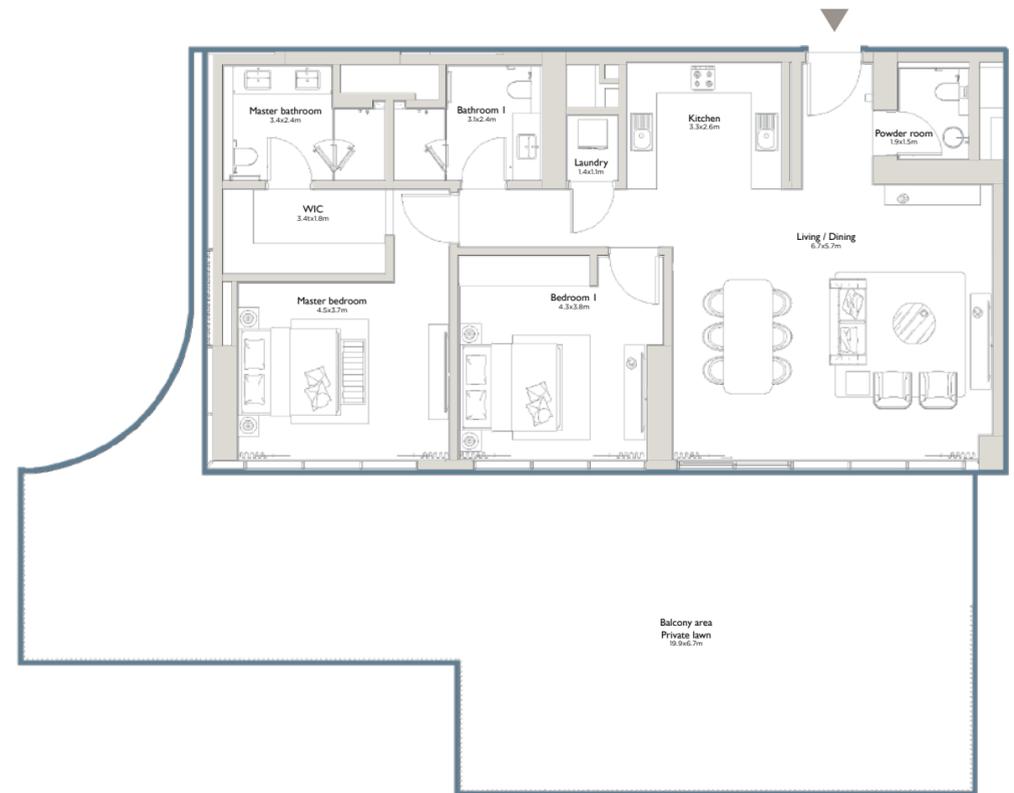
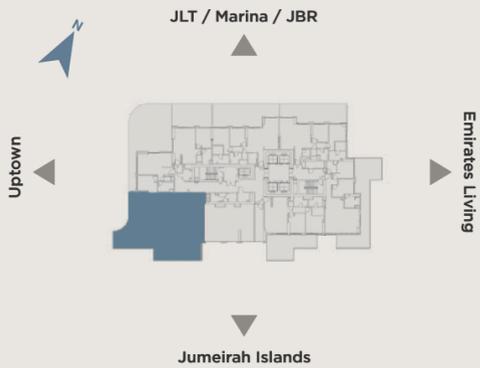
### EAST RESIDENCE 3

Type 04C | Two bedrooms

- Internal area 1,449 sq.ft (135 sq.m)
- Terrace area 1,239 sq.ft (115 sq.m)
- Total area 2,688 sq.ft (250 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



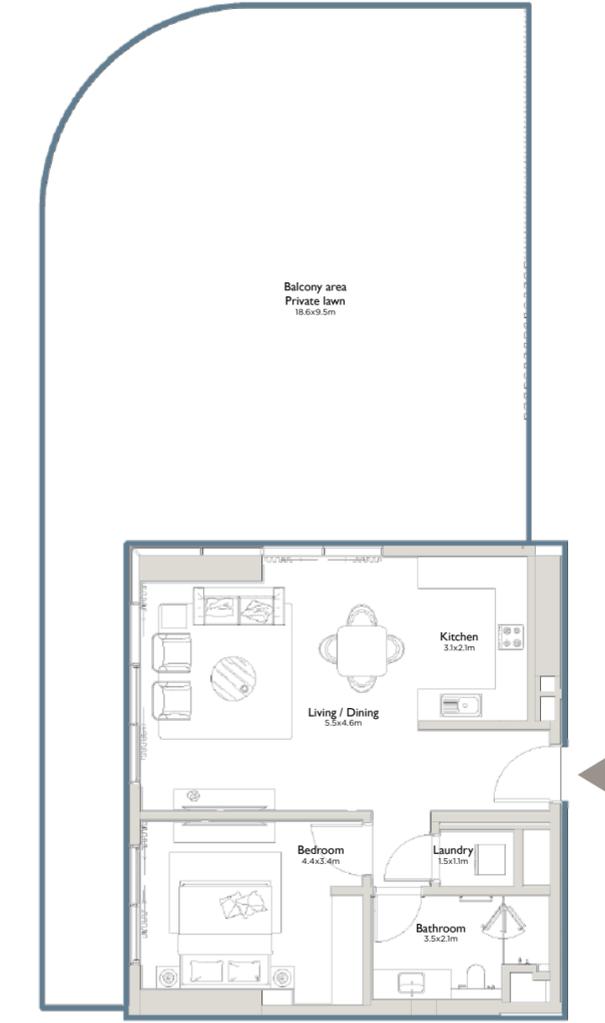
### EAST RESIDENCE 3

Type 05C | One bedroom

- Internal area 772 sq.ft (72 sq.m)
- Terrace area 1,310 sq.ft (122 sq.m)
- Total area 2,082 sq.ft (193 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

#### KEY PLAN



### EAST RESIDENCE 3

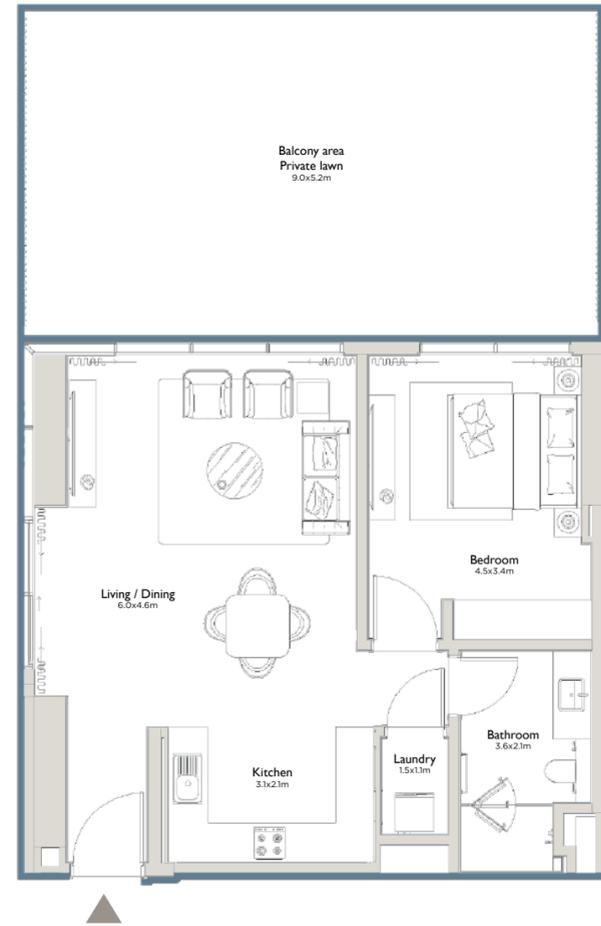
Type 06C | One bedroom

Internal area  
777 sq.ft (72 sq.m)

Terrace area  
531 sq.ft (49 sq.m)

Total area  
1,307 sq.ft (121 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden



### KEY PLAN



### EAST RESIDENCE 3

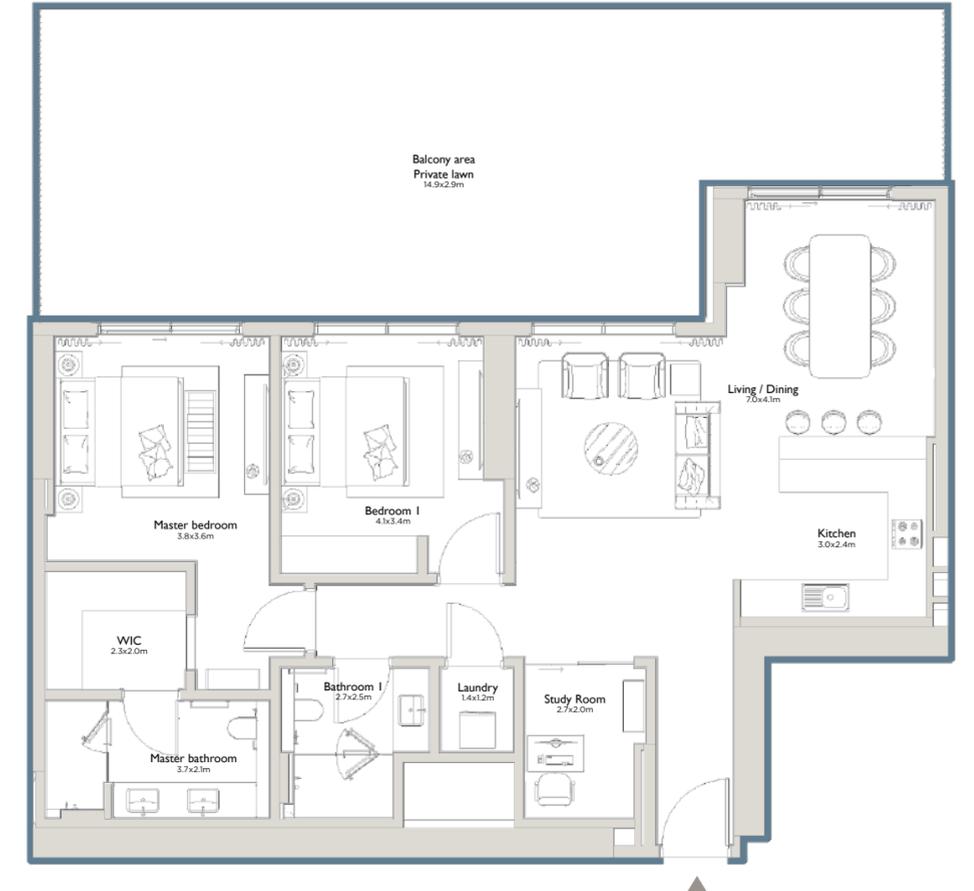
Type 07C | Two bedrooms

Internal area  
1,329 sq.ft (124 sq.m)

Terrace area  
793 sq.ft (74 sq.m)

Total area  
2,122 sq.ft (197 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden



### KEY PLAN



**EAST RESIDENCE 3**

Type 08C | Two bedrooms

Internal area  
1,302 sq.ft (121 sq.m)

Terrace area  
689 sq.ft (64 sq.m)

Total area  
1,991 sq.ft (185 sq.m)

Type A - Even floors | Type B - Odd floors | Type C - Garden

**KEY PLAN**

