

Rotana Signs

Burj Rafal
Overview

Burj Rafal

King Fahad Road, As Sahafah District, Riyadh

Facades:	2	Total Dimension:	62.716 meters x 135 meters (W x H)
Installation:	North & South Façade	Total Façade Space:	8,466.6m ² per facade
Orientation:	Portrait	Location Map:	Click Here

Since its inauguration in 2014, **Burj Rafal** has emerged as one of Riyadh's most prestigious real estate developments. Rising 70 floors, it features 440 luxurious residential units and is home to the upscale JW Marriott Hotel, making it a prominent landmark in the city's northern region.

Situated in As Sahafah district, a newly developed area in northern Riyadh, Burj Rafal is widely recognized by both residents and visitors for its architectural beauty and significance within the urban landscape.

In a strategic move to enhance its visibility, two digital screens are set to be installed on the northern and southern facades of the tower. These screens will provide brands with unmatched exposure, ensuring maximum visibility in the heart of the region's largest capital city.

Burj Rafal's prime location, approximately 2.5 kilometers north of the King Abdullah Financial District (KAFD) along King Fahad Road, and its positioning between two major east/west city routes—Northern Ring Road and King Salman Road—further underscores its importance as a key landmark in Riyadh's dynamic urban environment.



The Surrounding Vicinity

Burj Rafal | Northern Facade

Exceptional Visibility

Clearly visible from the King Fahad Road x King Salman Road junction (≈4.2 kilometers away), Burj Rafal's northern façade enjoys an incredibly powerful form of exposure across all new and upcoming northern vicinities and seen from significant distances.

In line with Burj Rafal, key places of interest include:

Hotels and Residences

- Msharef Almoden Hotel
- Freesia Hotel
- Ayan Hotel & Suites
- Swiss International Royal Hotel
- Anan hotel
- Crown Rose Hotel & Resorts
- Ascott Rafal Olaya Riyadh
- Fairmont Ramla Serviced Residences

Upcoming Developments

Areas directly north of Burj Rafal are under a tremendous amount of development. One of the most high-profile developments is **The Avenues – Riyadh**; an upcoming mixed-use project with a land area of 390,000 sqm to be home to commercial offices, residential complexes, retail stores, hotel suites and medical services. It is set to be a beacon of entertainment and tourism.

Commercial, Medical and Sporting Places

- Saudi Press Agency
- Al-Jazirah Newspaper Publishing House
- Al Riyadh Newspaper Publishing House
- Burj Tamkeen
- SAB Tower – Head Office
- Saudi German Hospital – Riyadh
- Al-Shabab Football Club

Surrounding Vicinities

Burj Rafal's exposure to northern vicinities is notable. Such areas include:

East Side:

- As Sahafah
- Alyasmin
- Al Aarid

West Side:

- Al Malqa
- Al Qirawan

The Surrounding Vicinity

Burj Rafal | Southern Facade

Exceptional Visibility

Burj Rafal's southern façade is strategically oriented to maximize visibility towards the highly developed and densely populated areas along King Fahad Road and Olaya Street, just north of the Northern Ring Road. Its commanding presence is reinforced by its ability to be seen from considerable distances along one of the city's busiest routes. Notable points of interest in direct line of the southern façade include:

Hotels and Residences

An ever-growing number of hotels and residential complexes are and continue to be developed. They include:

- HDB Financial District
- Grand Plaza Hotel - KAFD Riyadh
- Executives Hotel - KAFD
- Mabaat - Suitey Al Aqiq
- Tajreed Hotel
- Courtyard Riyadh Northern Ring Road
- Celine Home Hotel Al Sahafa

Other Entities:

- Riyadh Labor Court
- Ministry of Justice Riyadh Region Branch
- Al Borg Diagnostics Reference Lab
- Riyadh Season - Winter Wonderland

Commercial & Financial Complexes

Similarly, the entire surrounding vicinity is bursting with large, medium and small business located within commercial complexes or standalone buildings. Some include:

- Al Nakhl Tower
- King Abdullah Financial District (KAFD)
- The Saudi Investment Bank
- Spimaco Addwaeih Office Tower
- Ministry of Media
- Saudi Red Crescent Authority – HQ
- Najm for insurance services – HQ
- ANM-Metro

Surrounding Vicinities

Burj Rafal's exposure to southern vicinities is notable. Such areas include:

East Side:

- As Sahafah
- Ar Rabi

West Side:

- Al Aqiq

Burj Rafal Visibility

King Fahad Road, Al Olaya, Riyadh | 5KM Radius

Location Map:

[Click Here](#)

Optimal Visibility

General Visibility

Partial Visibility



Thank you

