



PALMATM
DEVELOPMENT



SERENIA DISTRICT
AT JUMBUHAI ISLANDS

VIBRANT
BY DESIGN



EAST
RESIDENCE
3



EXCEPTIONAL
URBAN LIVING

SERENIADISTRICT.COM / EASTRESIDENCE3

DESIGN LANGUAGE

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

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.

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 m²
Ranges from 875 to 1,605 sq.ft

EAST RESIDENCE 3

7



SERENIA DISTRICT
AT JUMEIRAH ISLANDS

EAST RESIDENCE 3

W
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.

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.

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

W
3

VIEWS AND ORIENTATION

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

Thoughtful design optimises corner living rooms and broad panoramic views.

EAST RESIDENCE 3





EAST RESIDENCE 3

113

ANCHOR FEATURES
AVAILABLE TO RESIDENTS

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

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

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

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

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

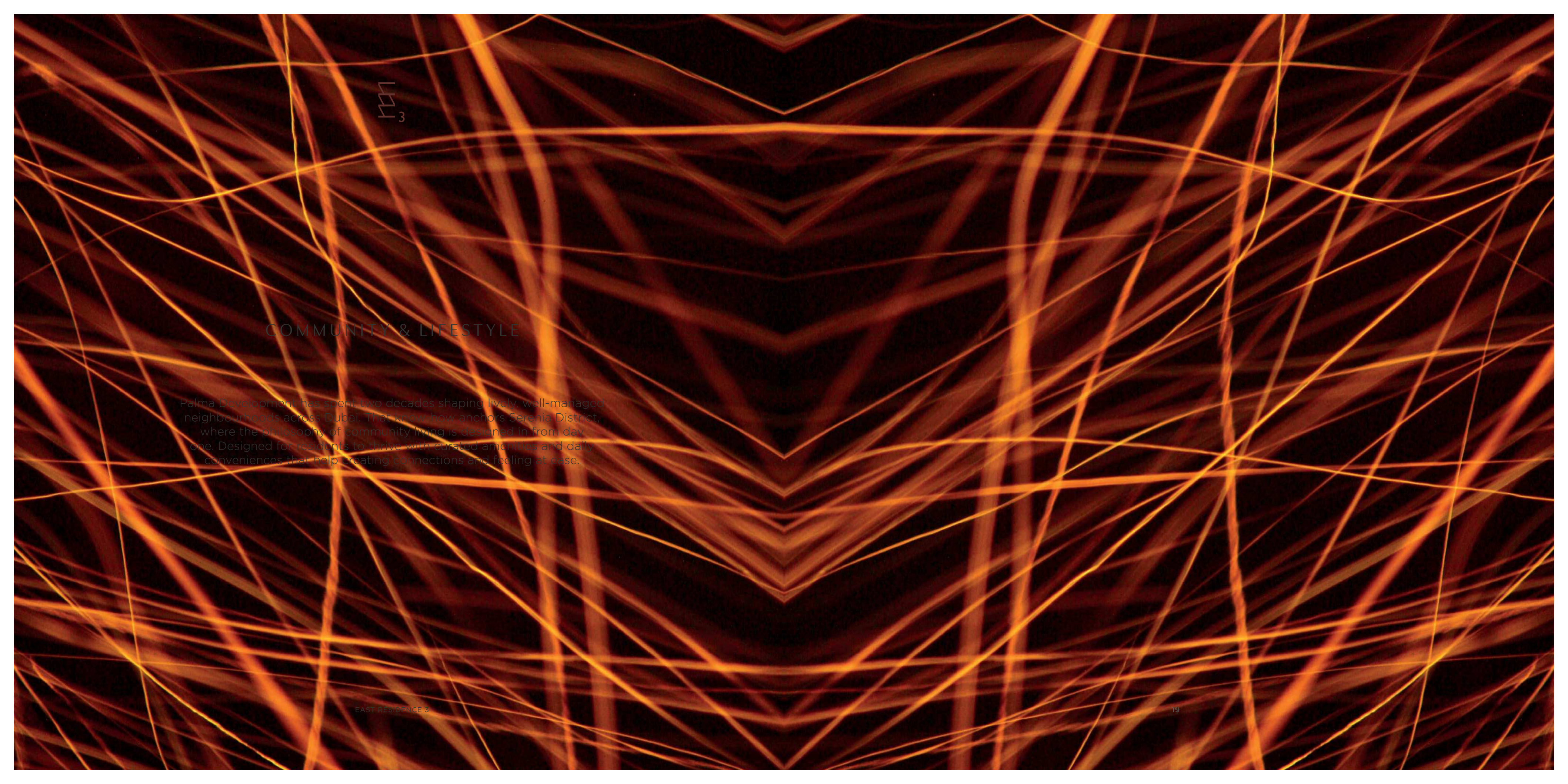




AMENITIES HIGHLIGHT

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.

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.



MM
3

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 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

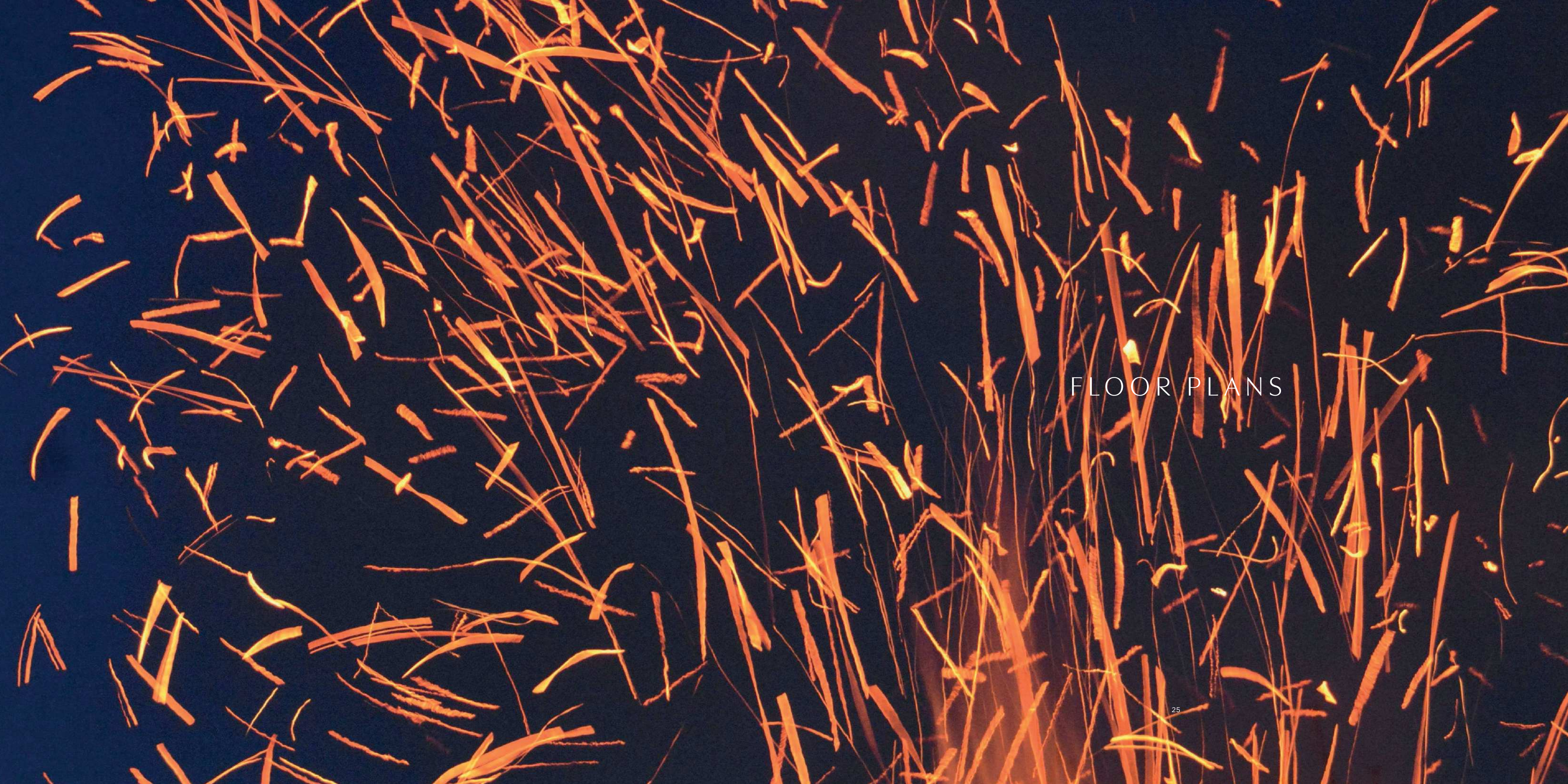
10%

6th Instalment
01 January 2029

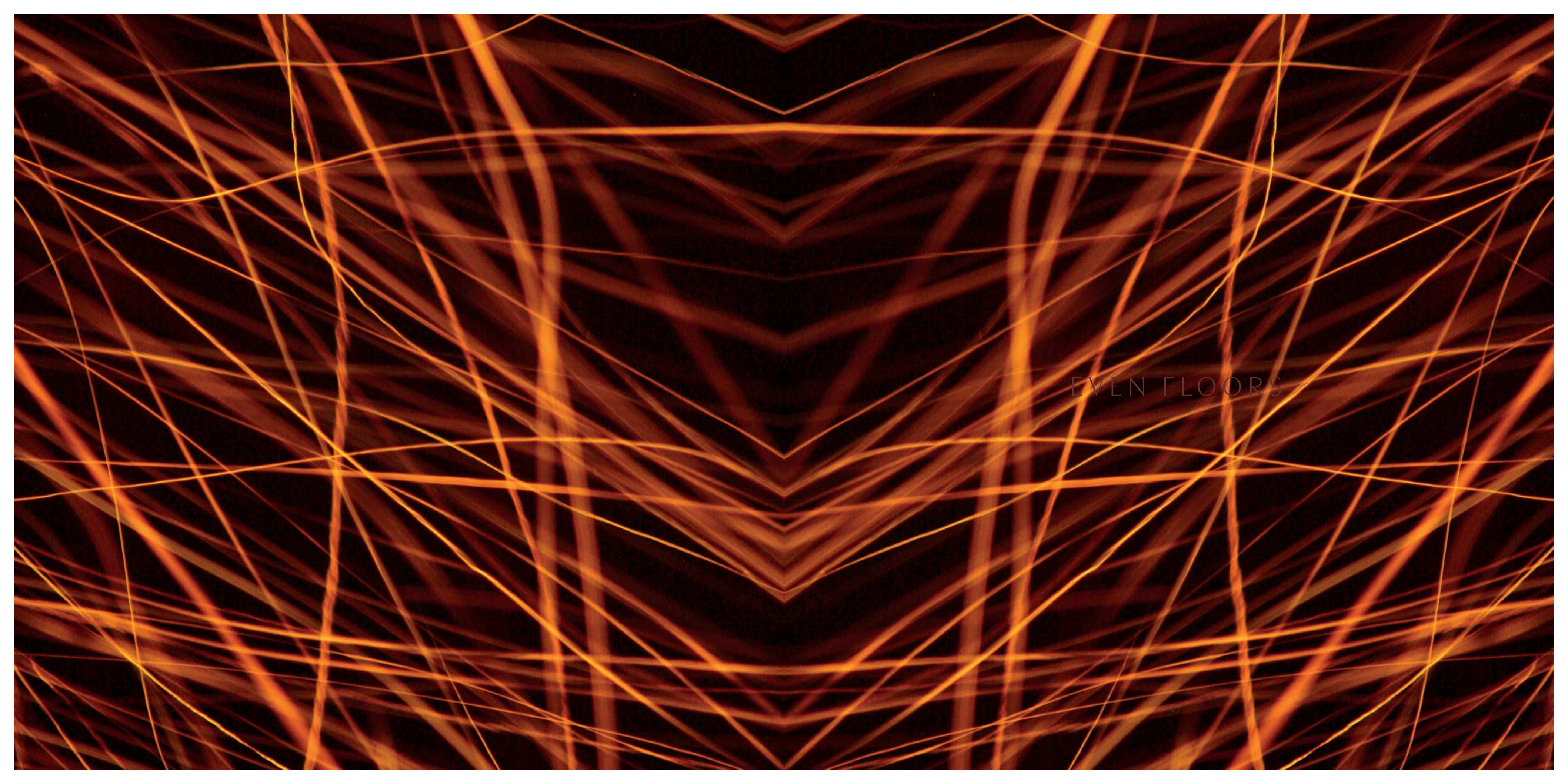
40%

Final Instalment
30 June 2030



A full-page background image featuring a dense field of tall, slender, golden-brown grasses or reeds. The plants are illuminated from below, creating a warm, glowing effect against a dark, deep blue background. The perspective is looking down into the field, with the plants appearing to grow upwards.

FLOOR PLANS



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



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



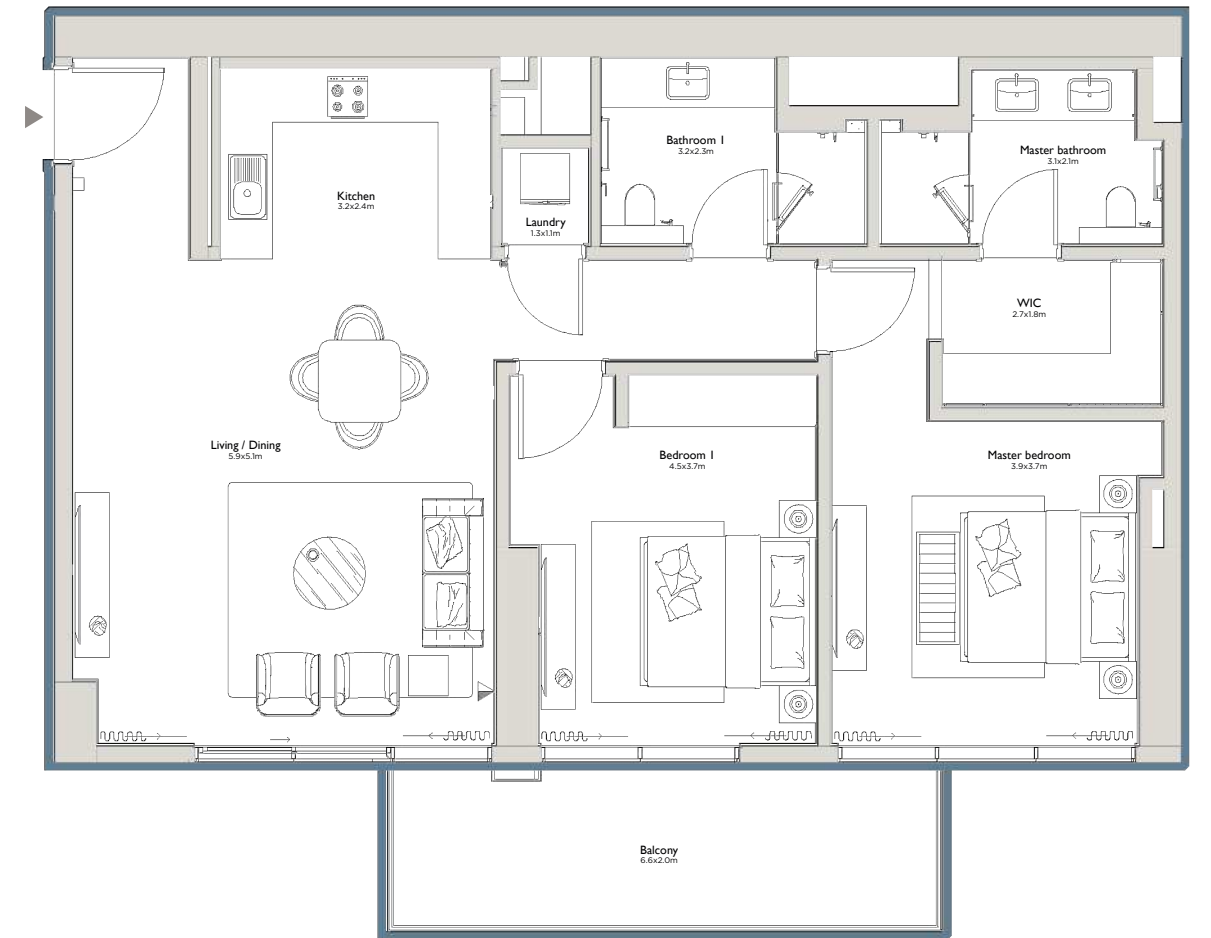
EAST RESIDENCE 3

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

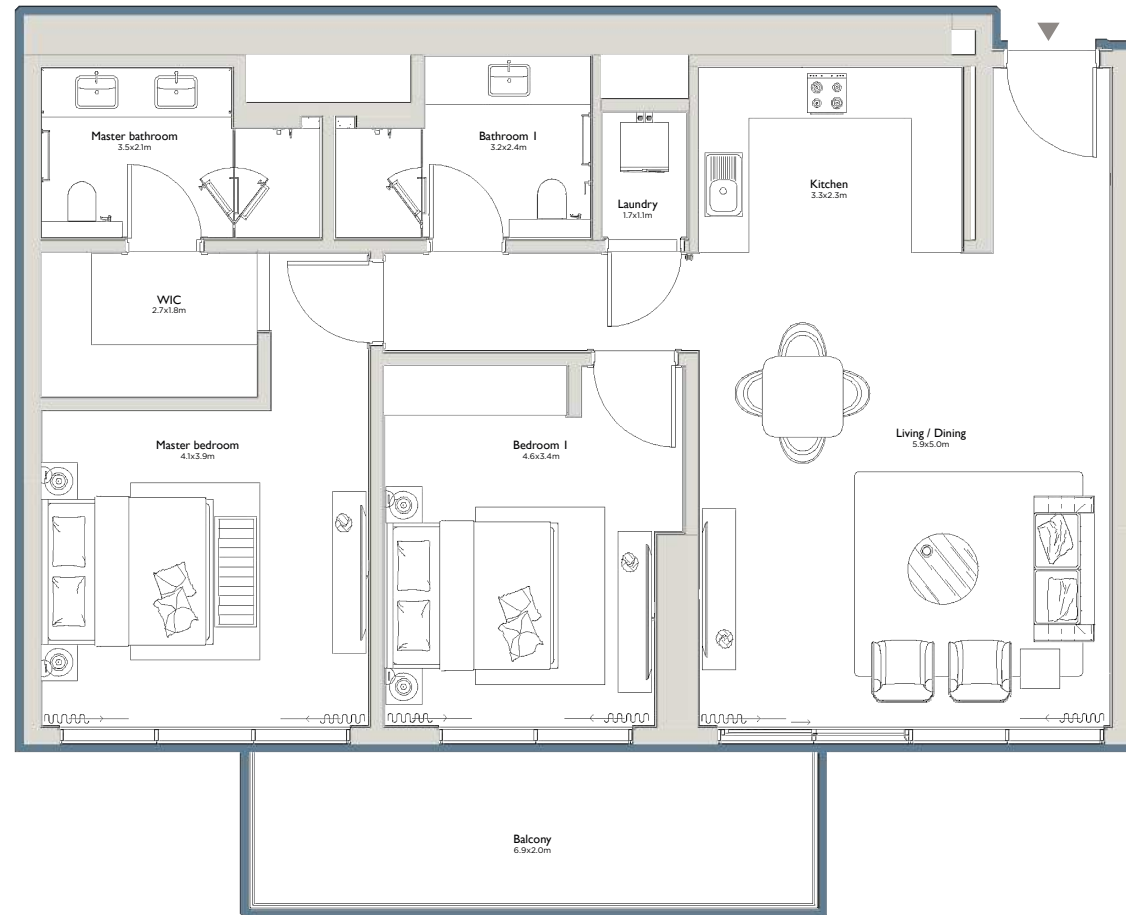
 **Internal area**
1,237 sq.ft (115 sq.m)

 **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

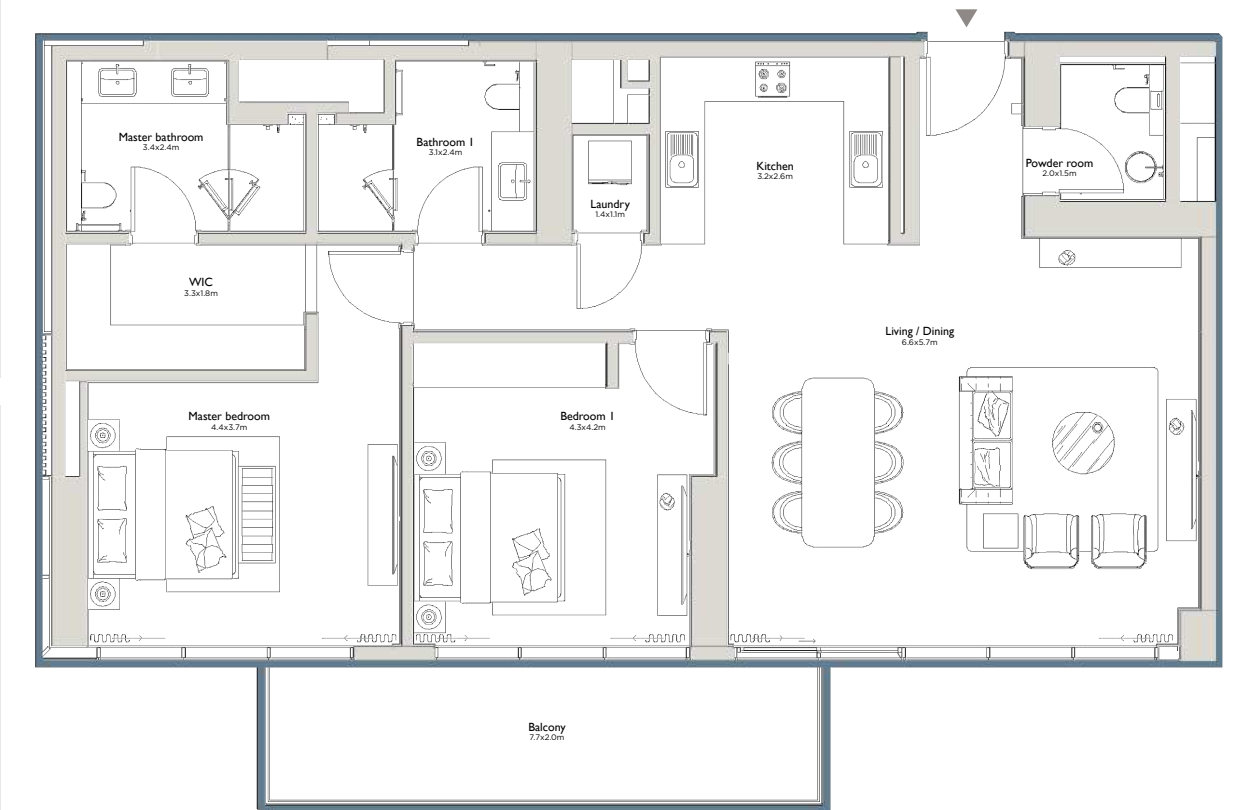
 **Internal area**
1,449 sq.ft (135 sq.m)

 **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**

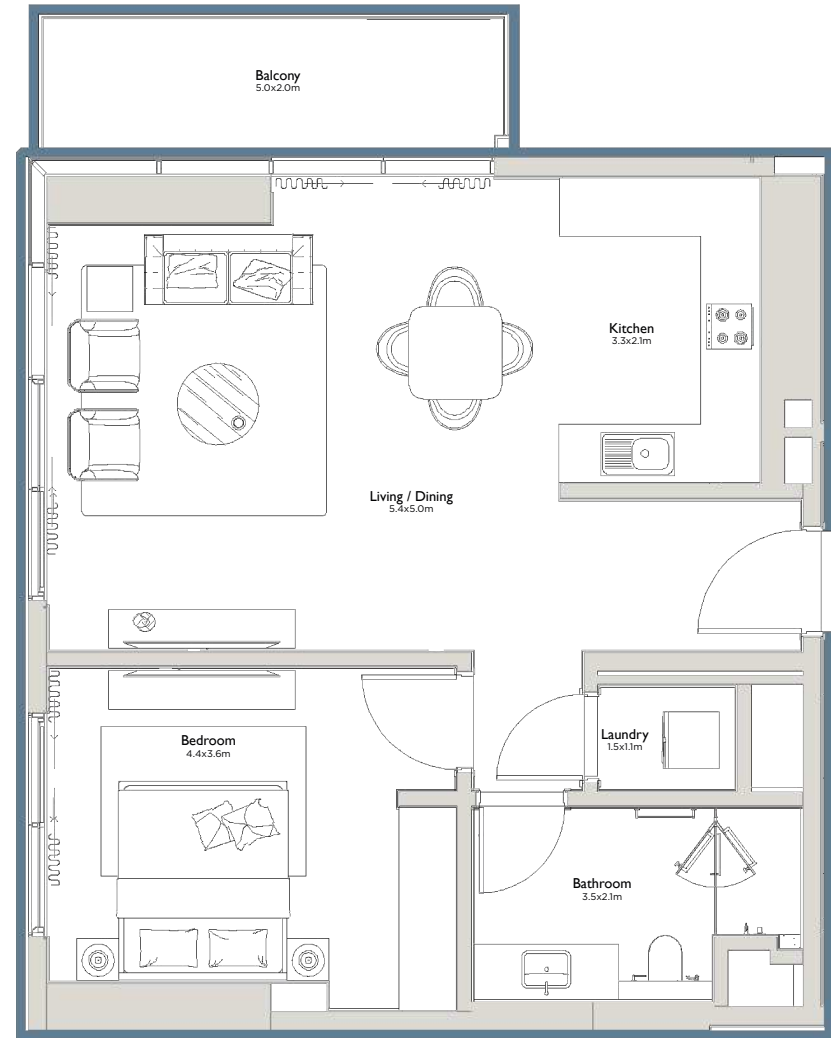
 **Internal area**
774 sq.ft (72 sq.m)

 **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**

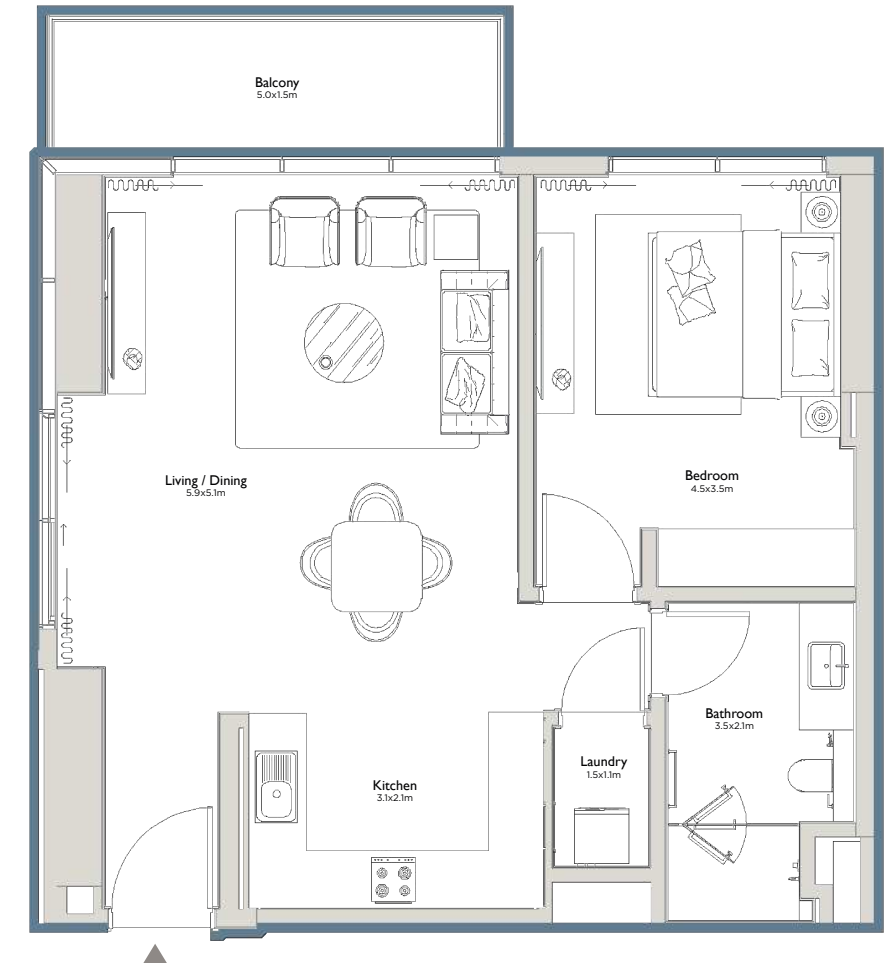
 **Internal area**
777 sq.ft (72 sq.m)

 **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**

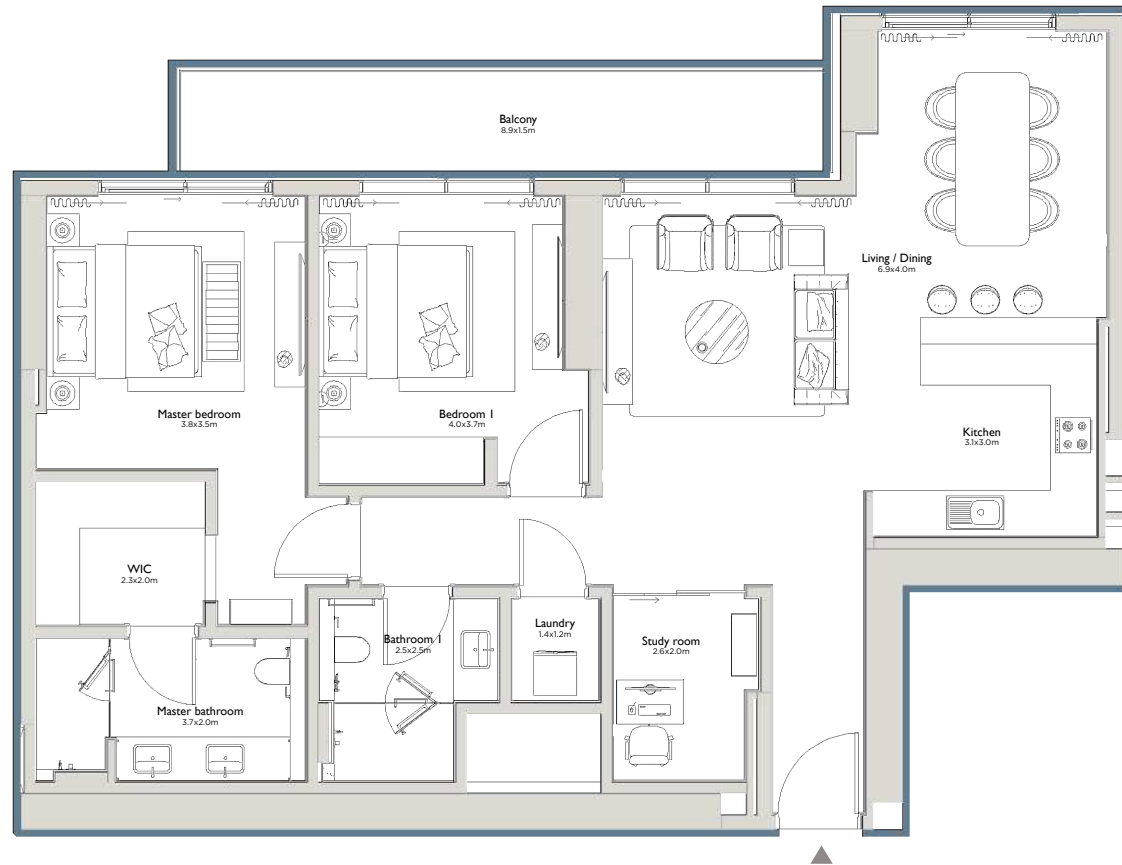
 **Internal area**
1,329 sq.ft (124 sq.m)

 **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**

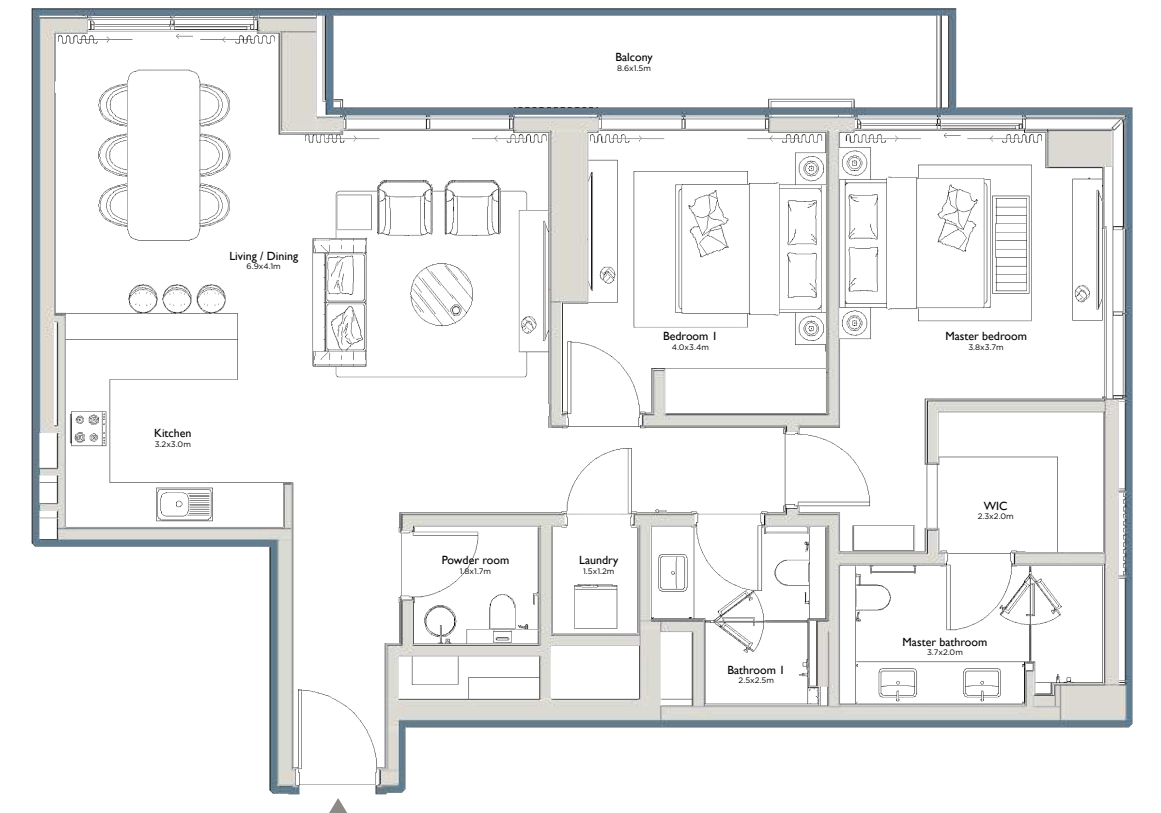
 **Internal area**
1,302 sq.ft (121 sq.m)

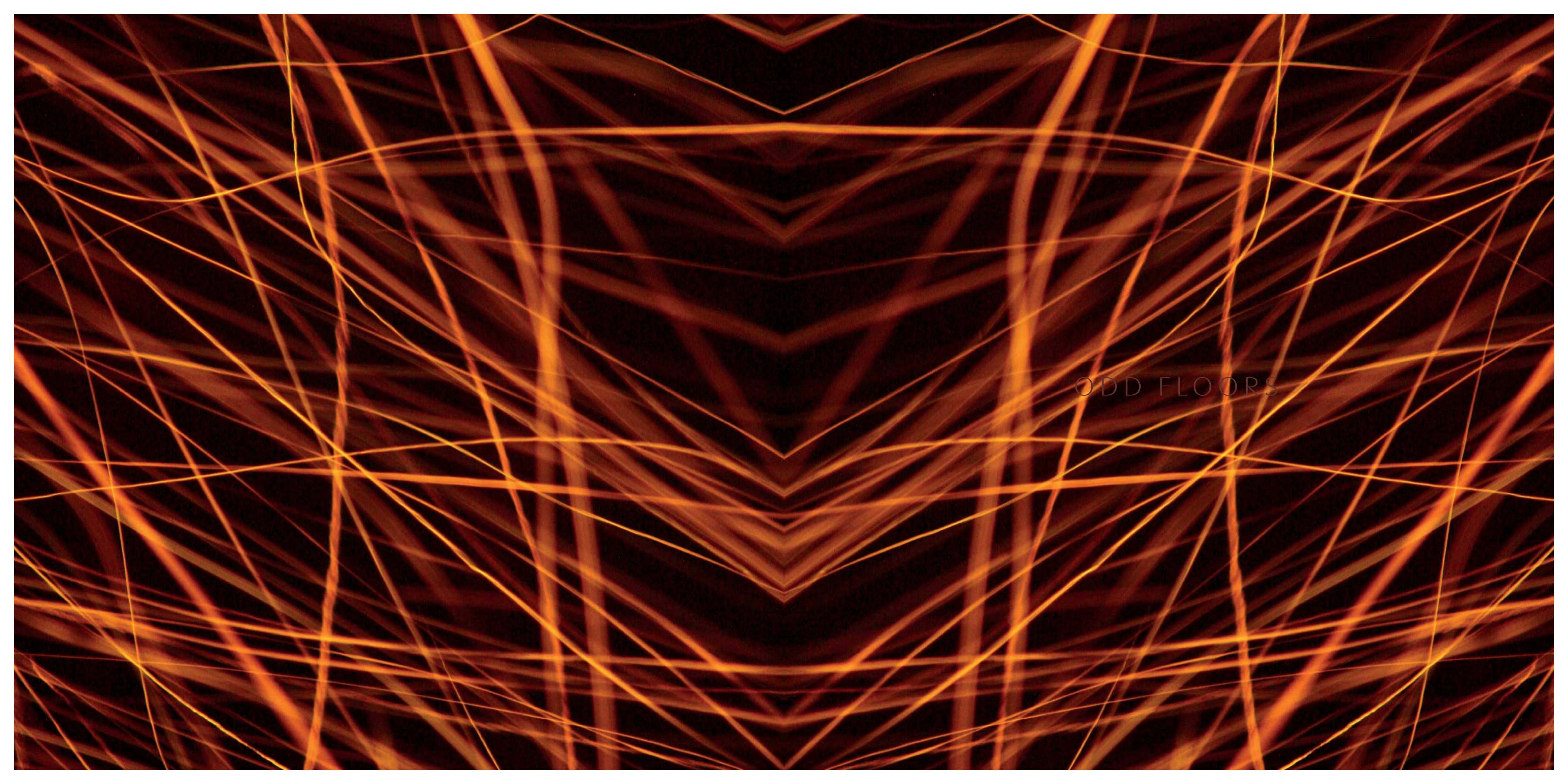
 **Terrace area**
127 sq.ft (12 sq.m)

 **Total area**
1,429 sq.ft (133 sq.m)

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

KEY PLAN



The image features a dark, textured background with a complex, abstract pattern of orange and yellow lines. These lines are arranged in a way that creates a central, symmetrical V-shaped or chevron-like pattern. The lines vary in thickness and brightness, giving the impression of a dense, woven fabric or a complex network of fibers. The overall effect is one of depth and movement, with the central pattern drawing the viewer's eye towards the center of the frame.

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

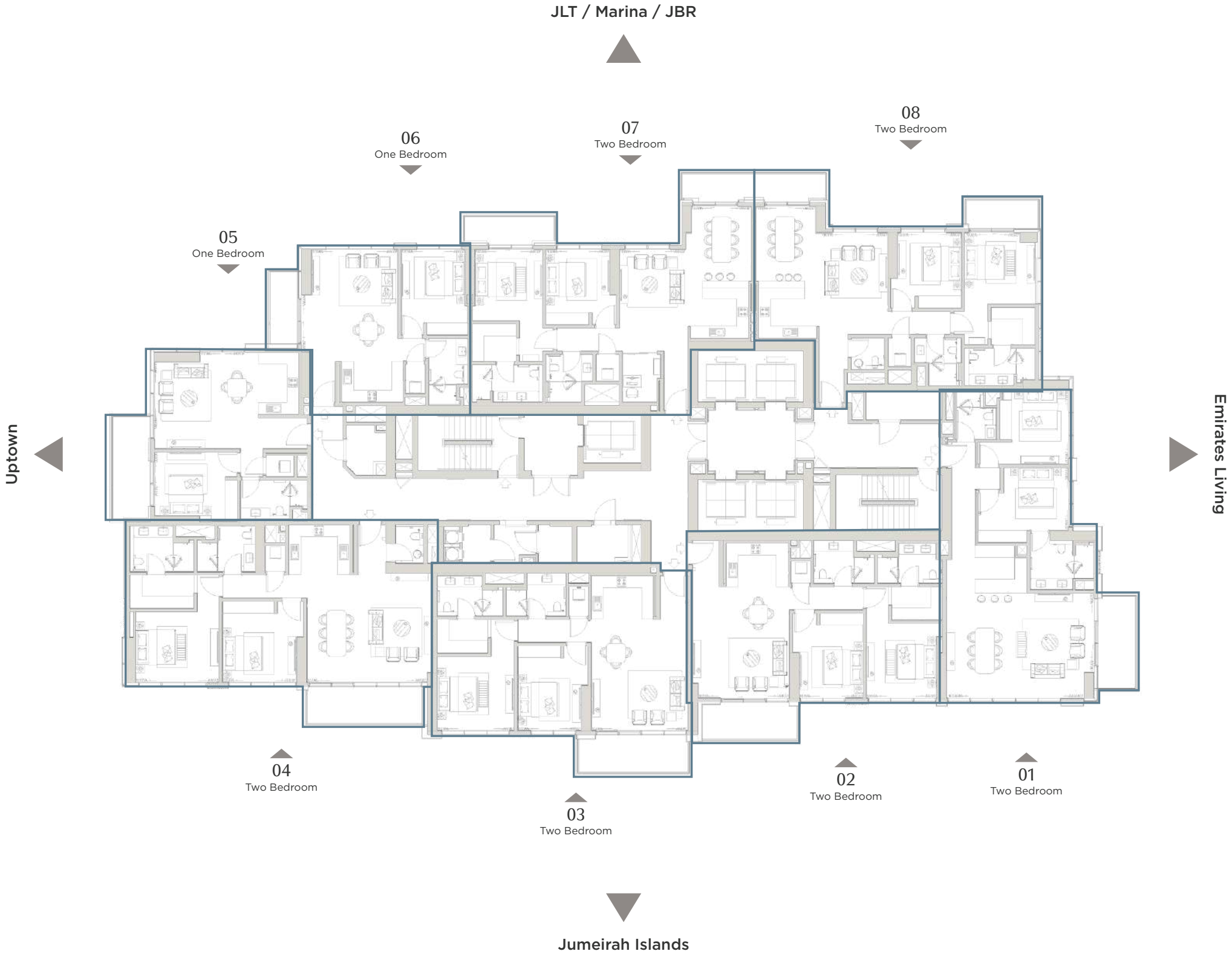
10,283 sq.ft (955 sq.m)

FLOOR COMPOSITION

Total 8 units/floor

1 Bedroom
2 Units

2 Bedroom
6 Units



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 01B | Two bedrooms

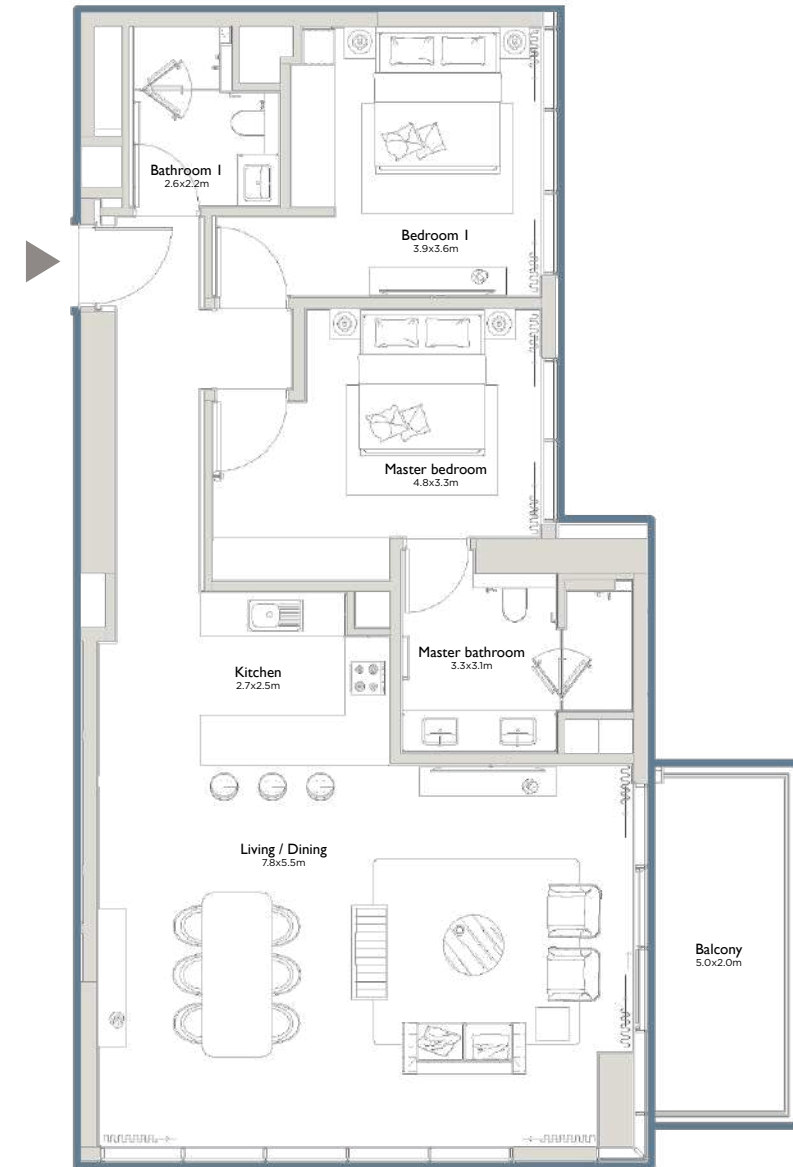
Internal area
1,288 sq.ft (120 sq.m)

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

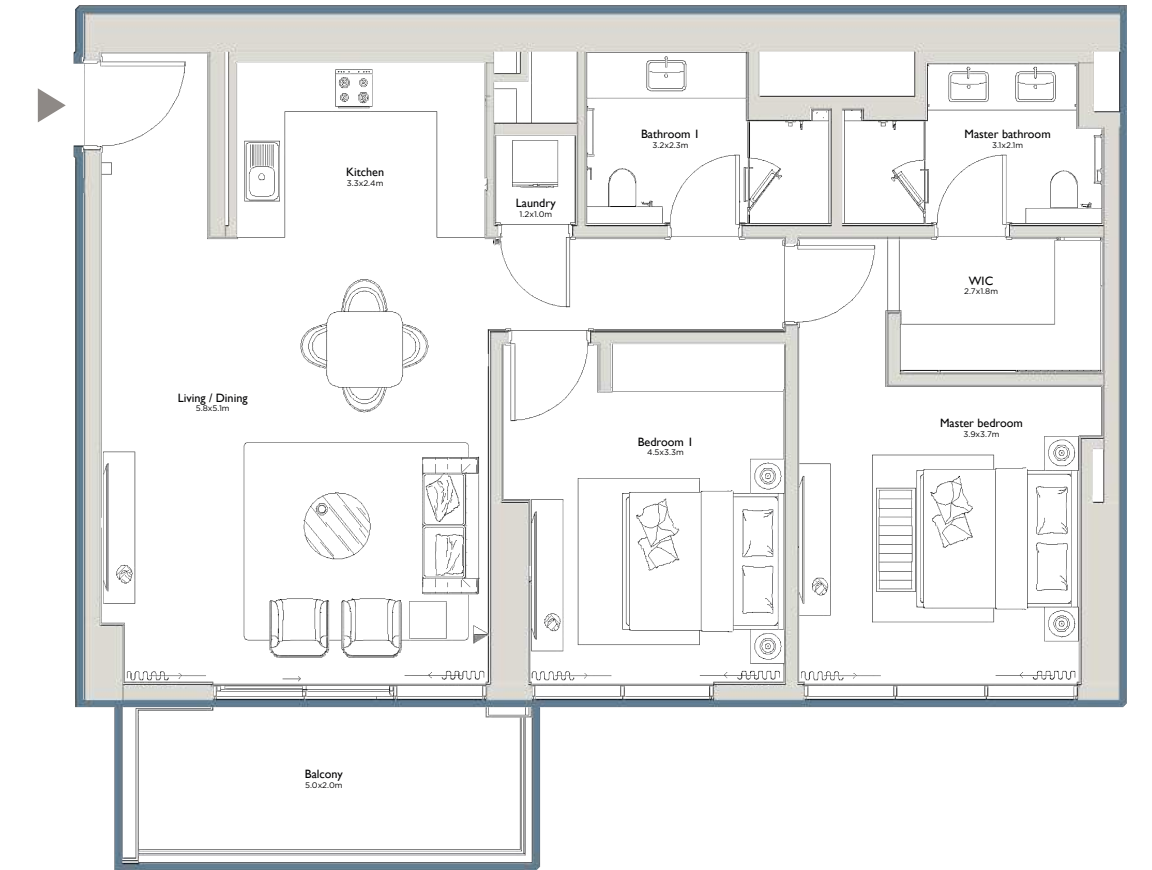
Internal area
1,212 sq.ft (113 sq.m)

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**

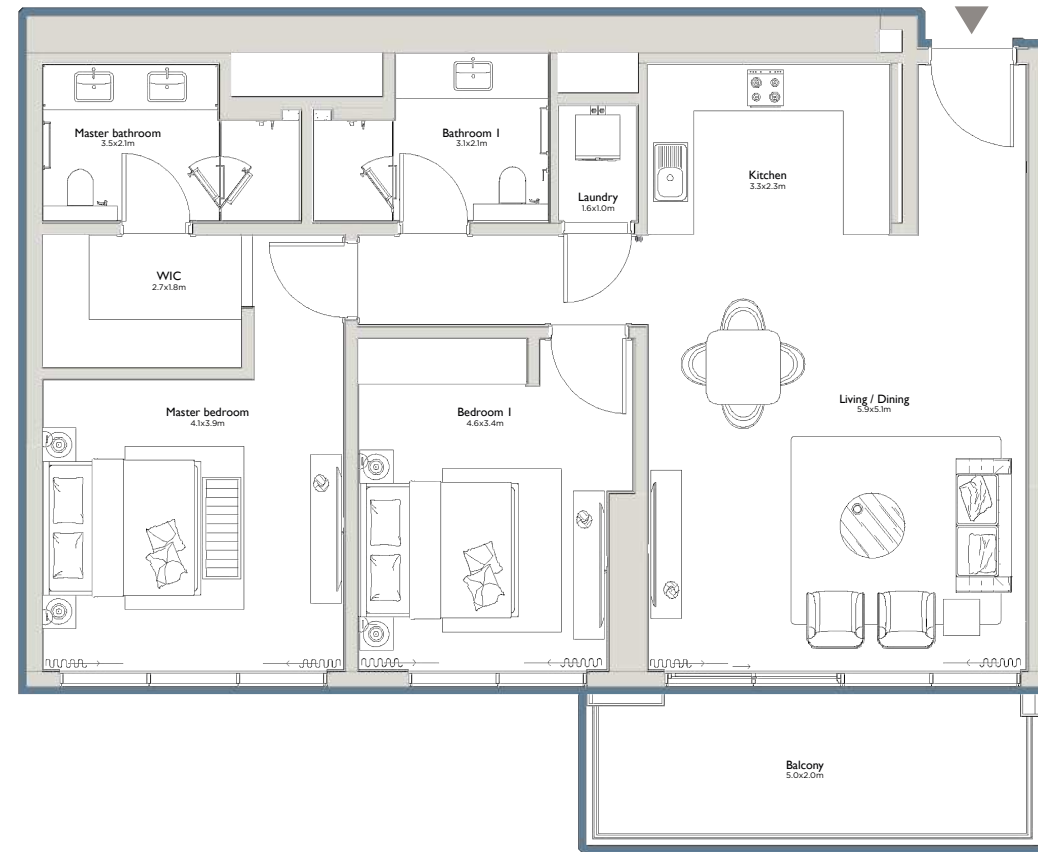
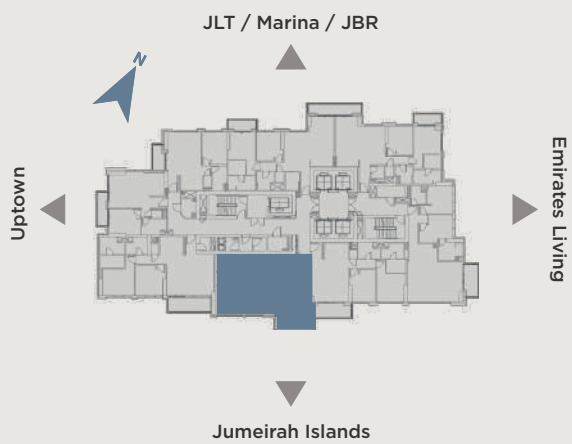
 **Internal area**
1,237 sq.ft (115 sq.m)

 **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**

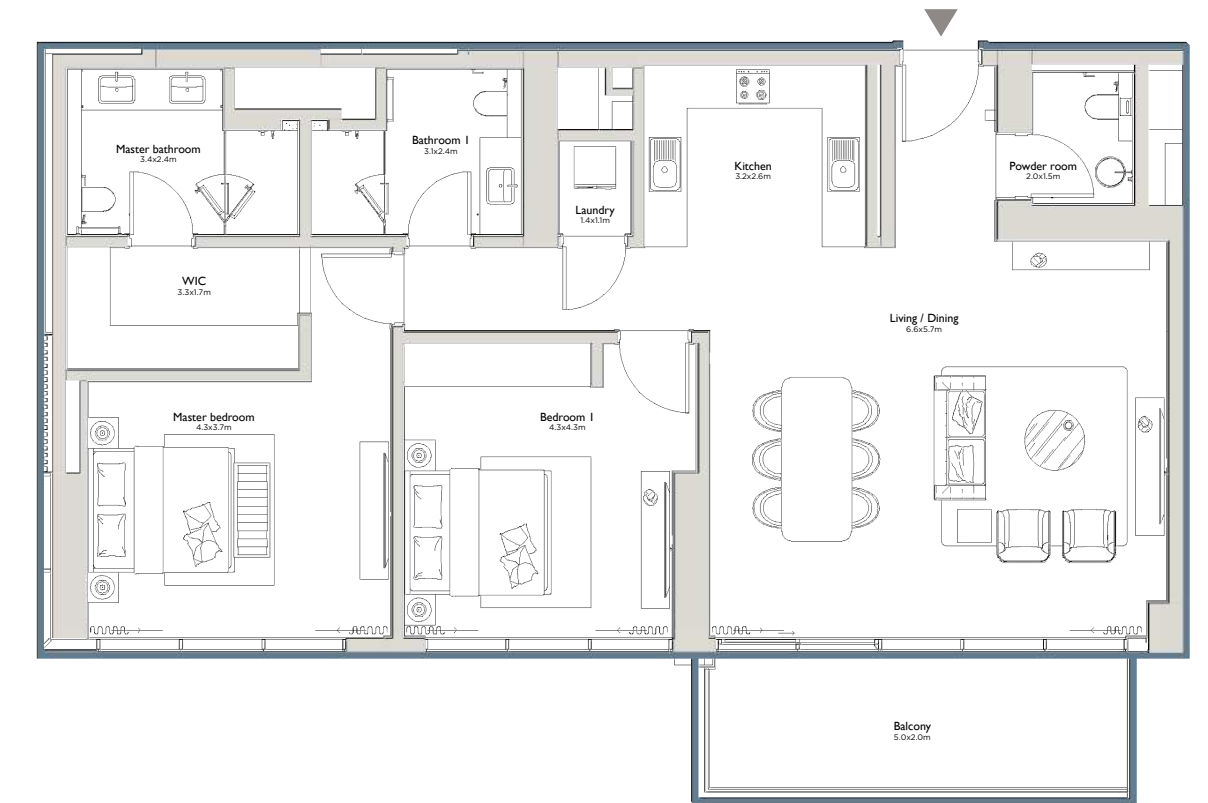
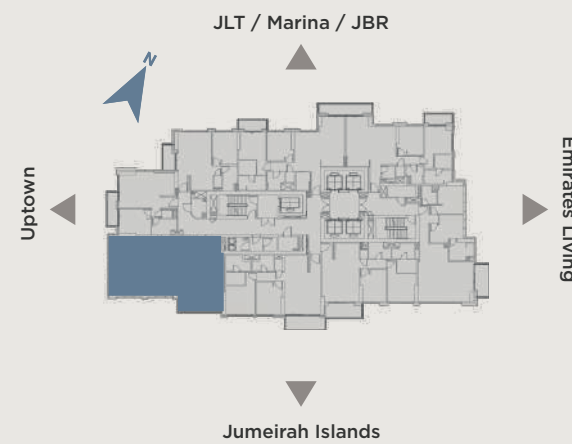
 **Internal area**
1,449 sq.ft (135 sq.m)

 **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**

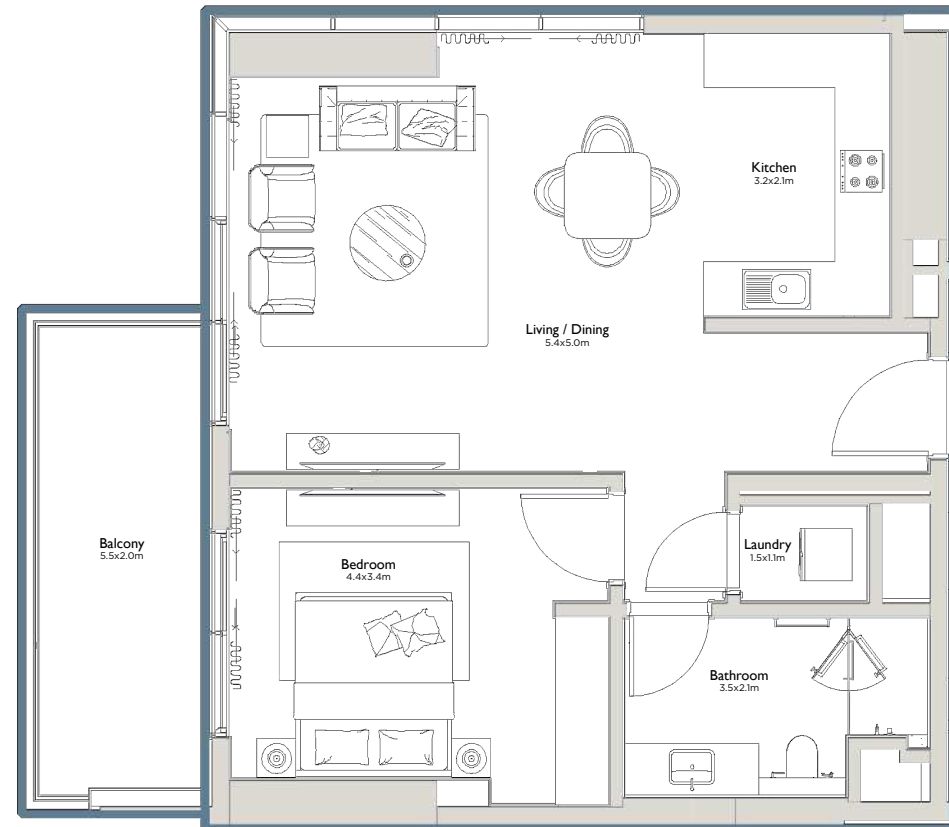
 **Internal area**
770 sq.ft (72 sq.m)

 **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**

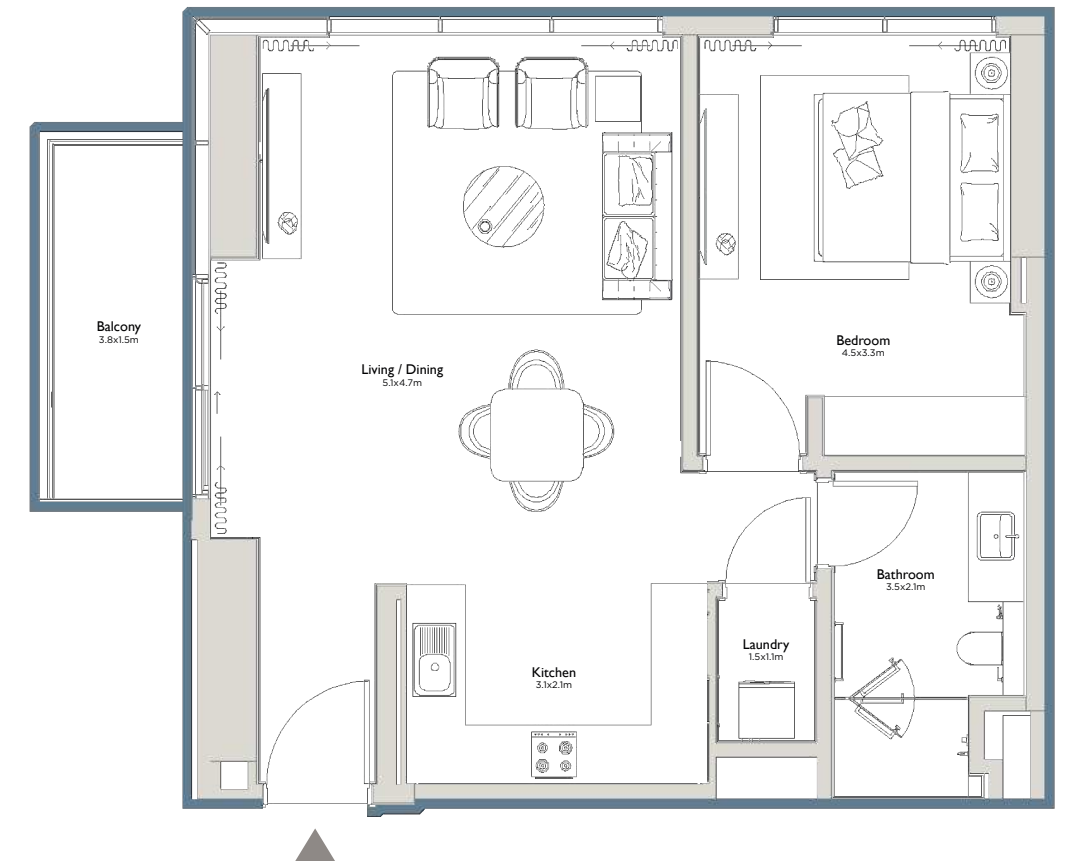
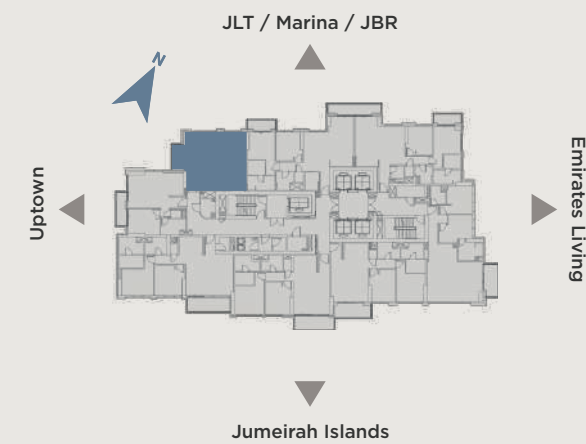
 **Internal area**
777 sq.ft (72 sq.m)

 **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**

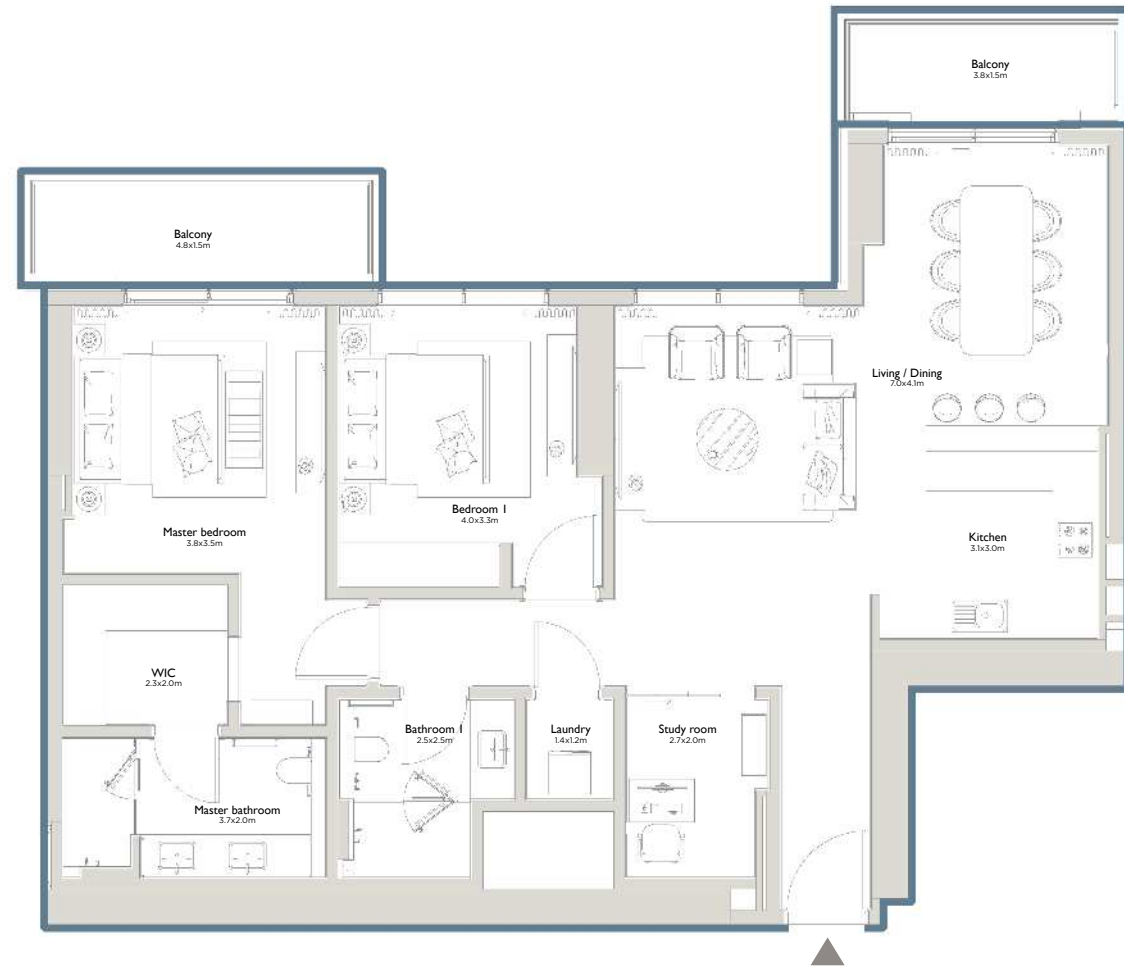
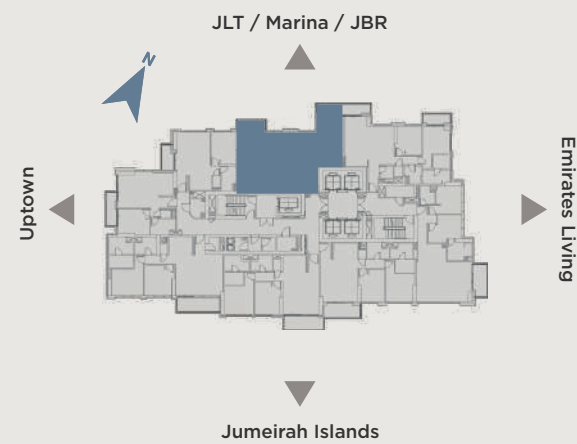
 **Internal area**
1,331 sq.ft (124 sq.m)

 **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**

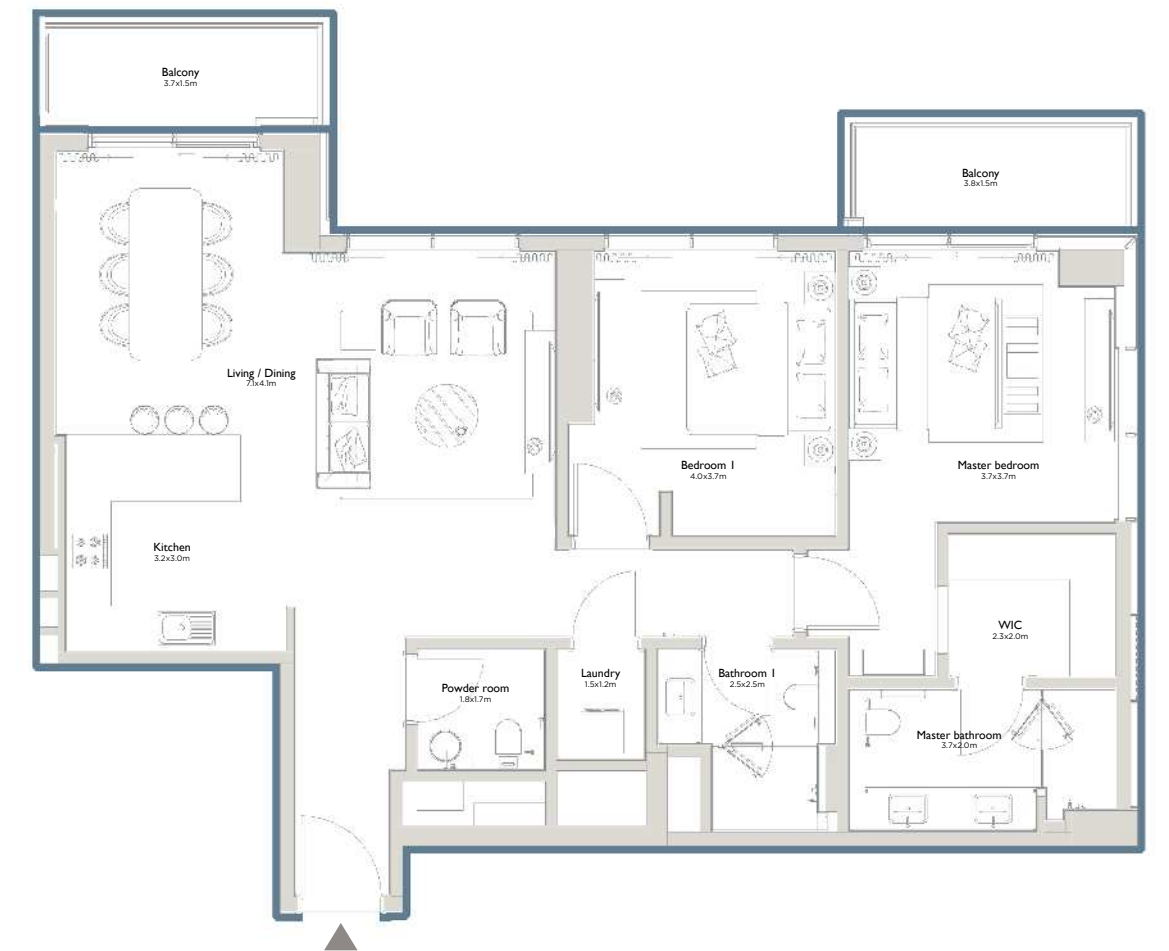
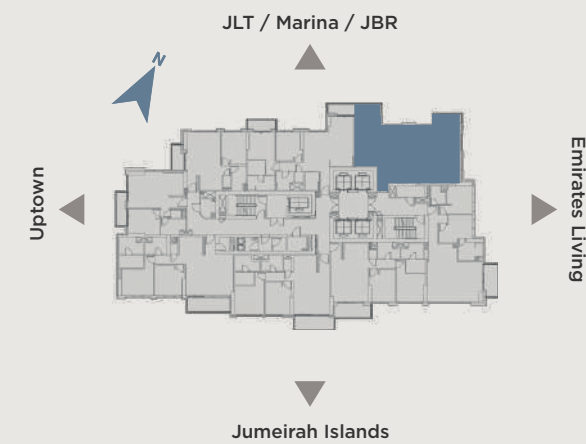
 **Internal area**
1,303 sq.ft (121 sq.m)

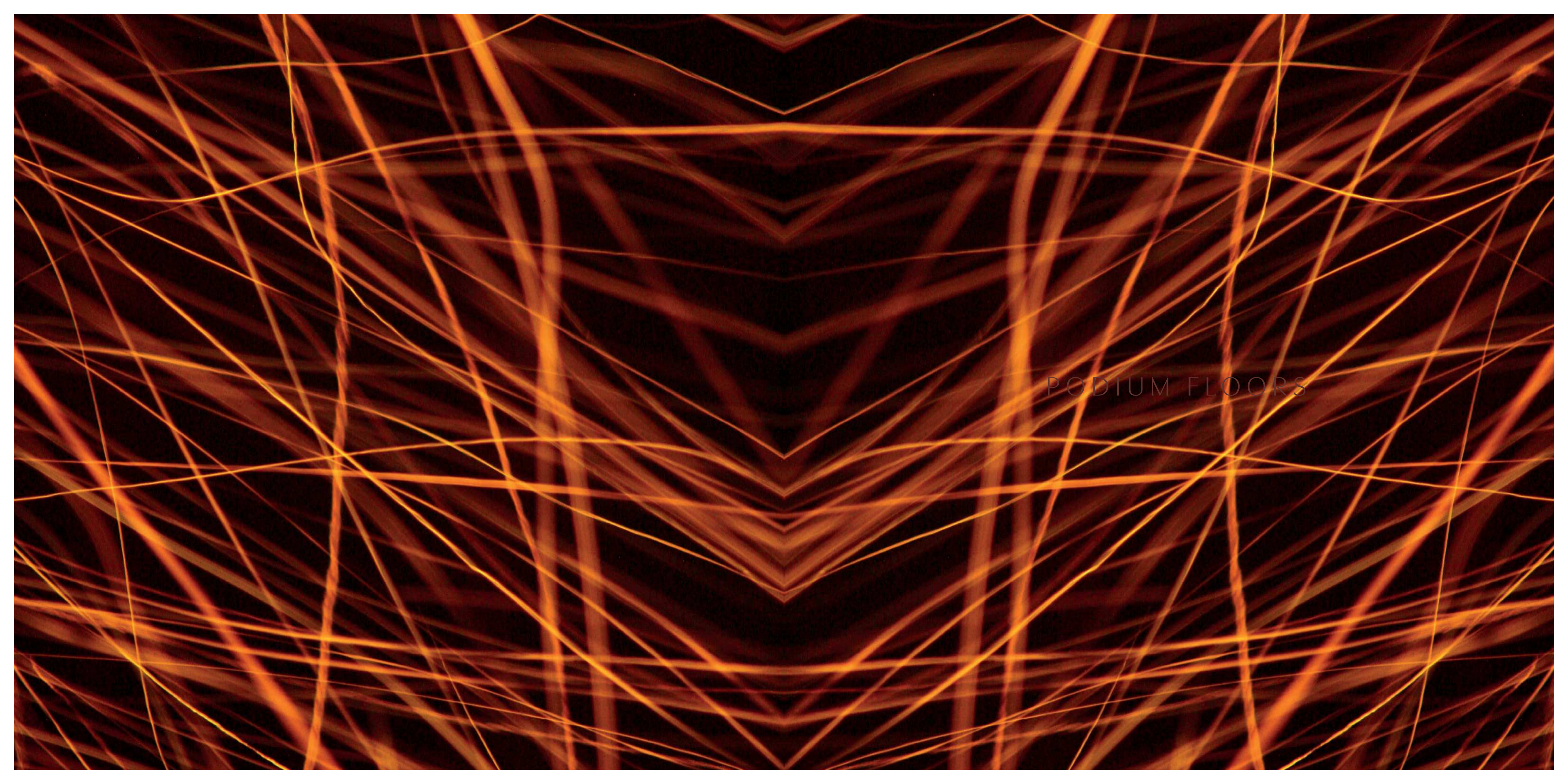
 **Terrace area**
133 sq.ft (12 sq.m)

 **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



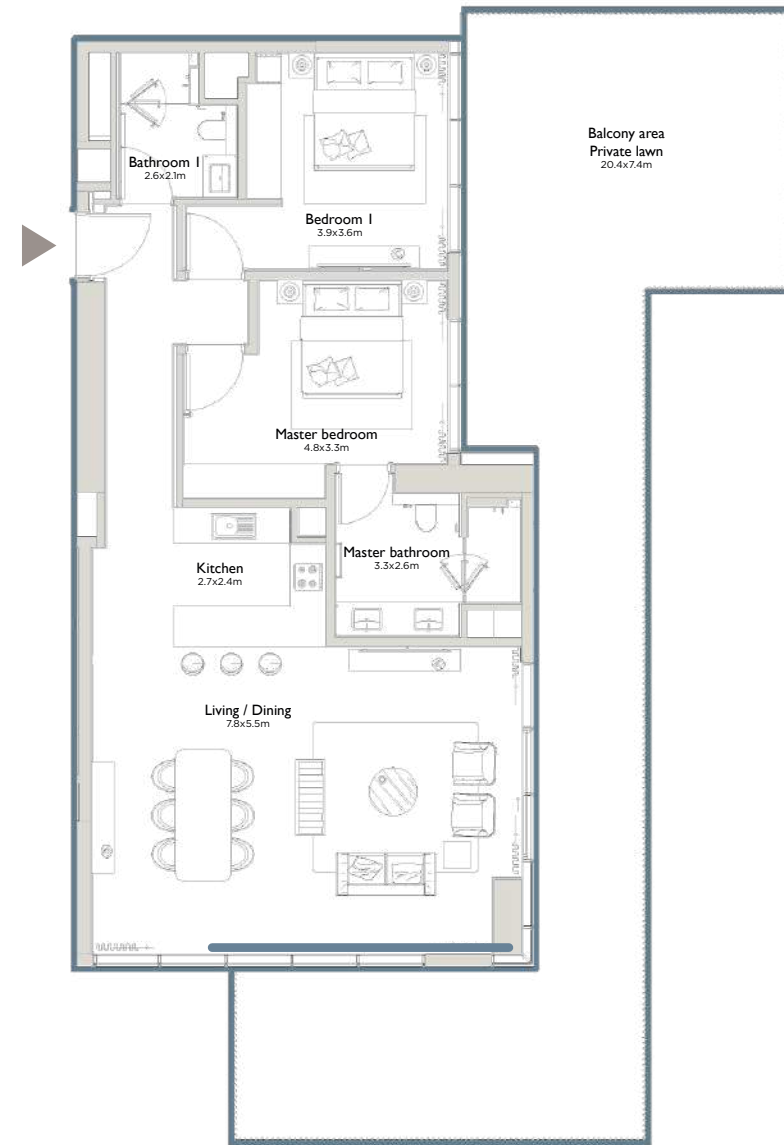
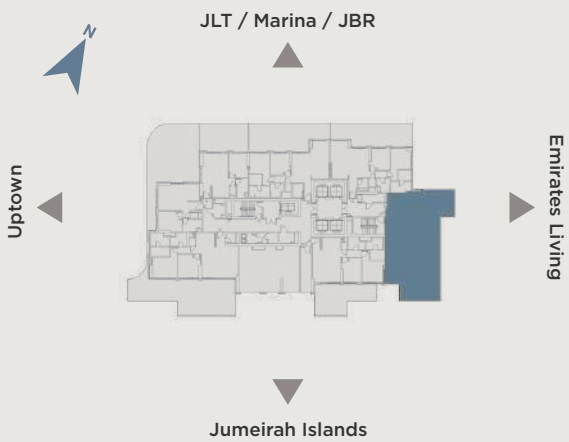
EAST RESIDENCE 3

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



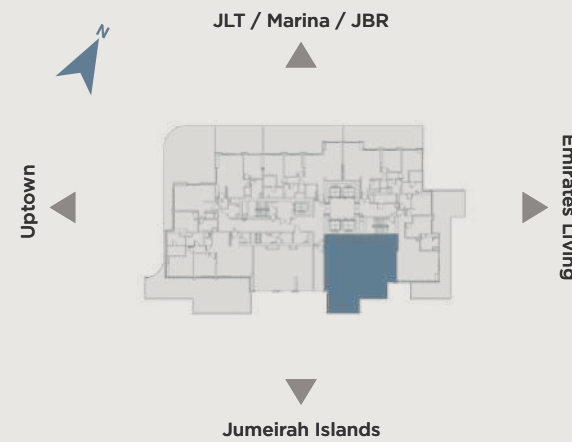
EAST RESIDENCE 3

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**

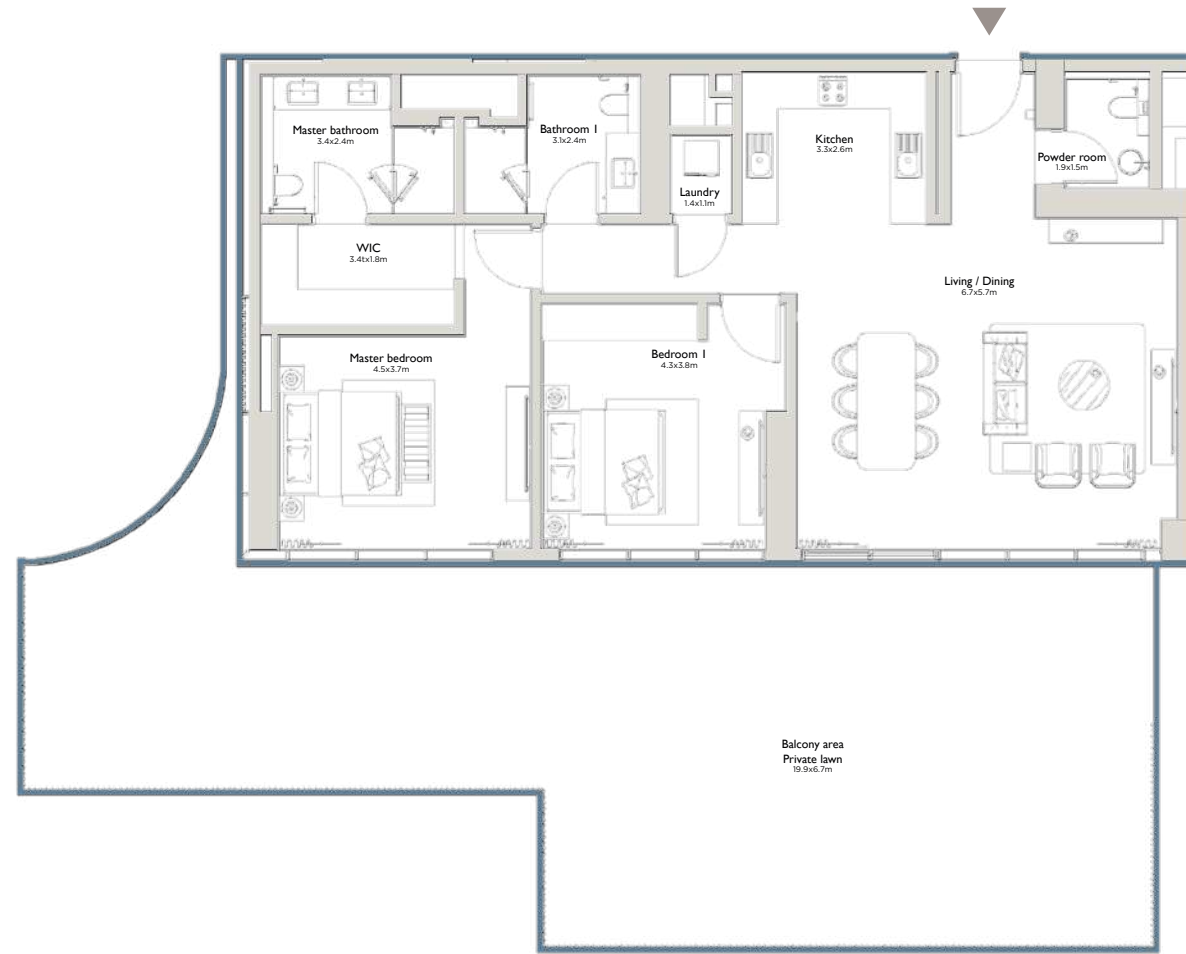
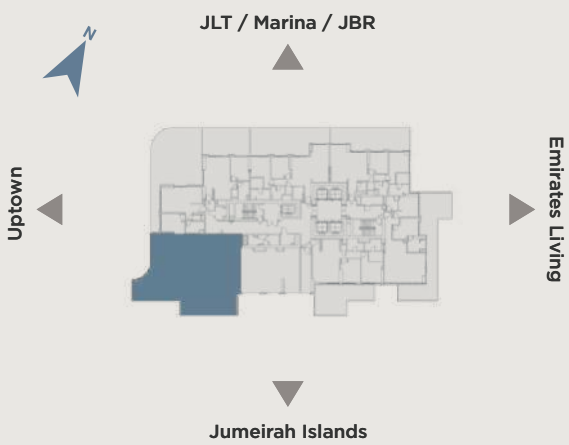
 **Internal area**
1,449 sq.ft (135 sq.m)

 **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**

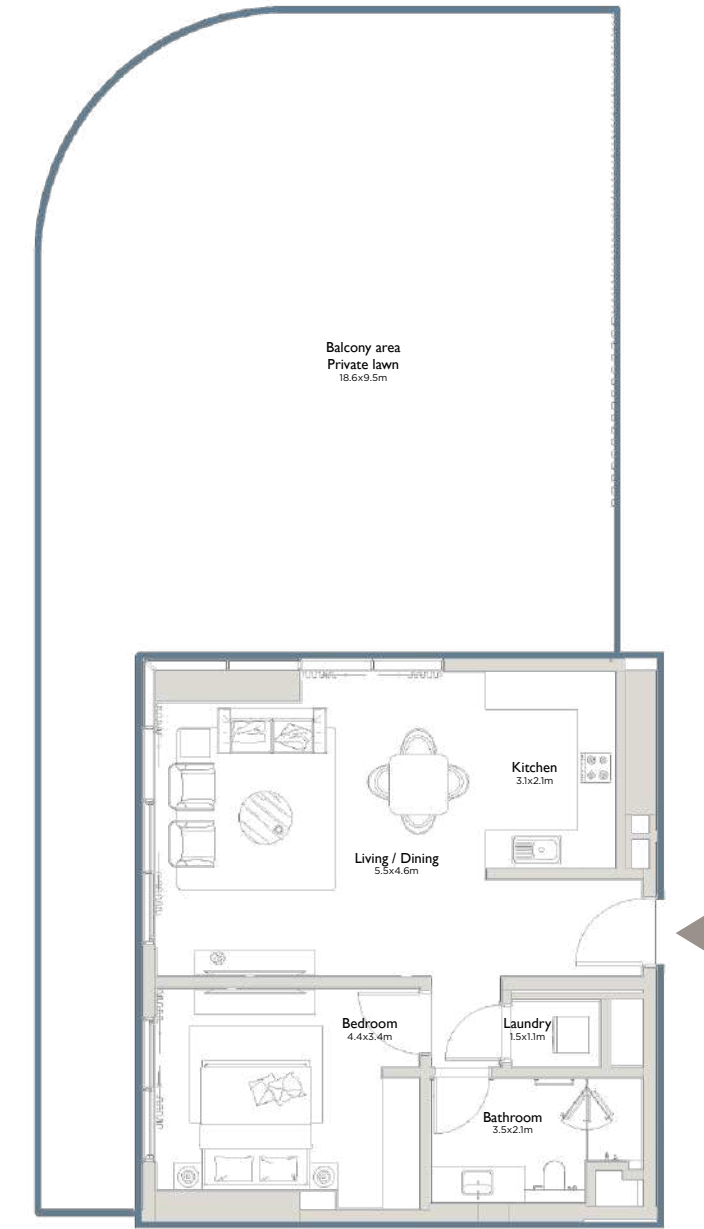
 **Internal area**
772 sq.ft (72 sq.m)

 **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**

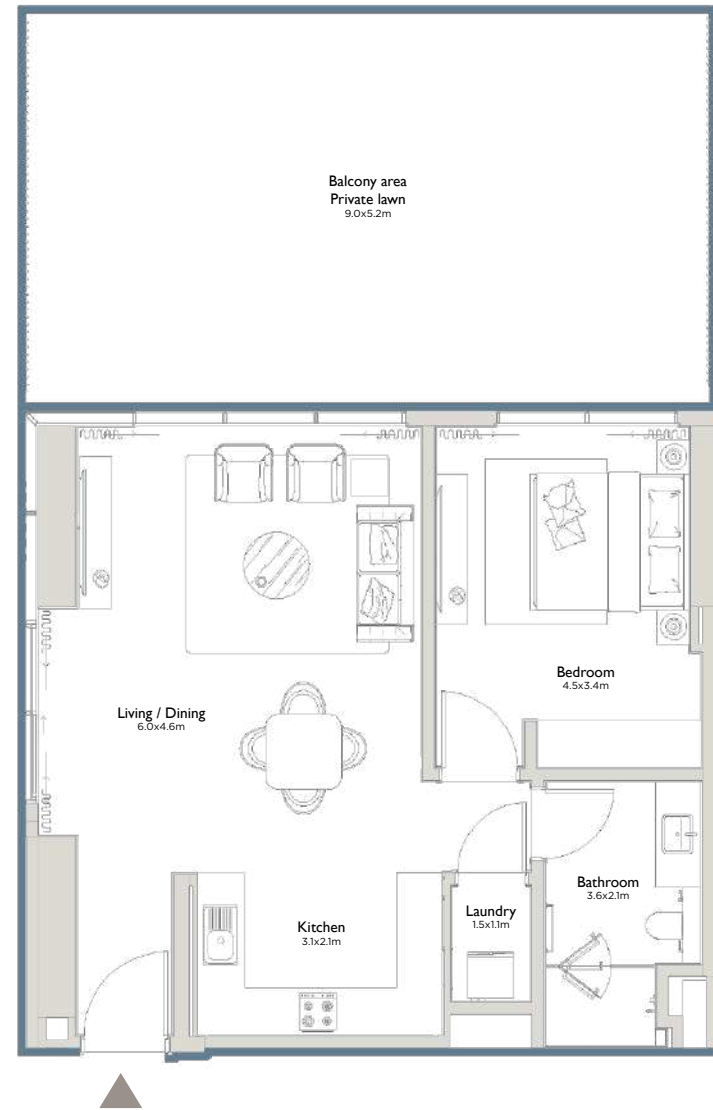
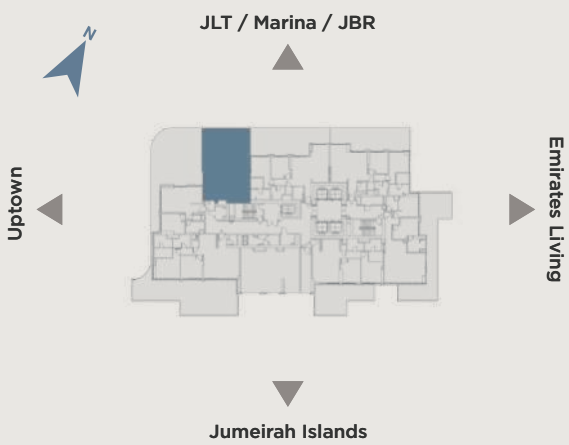
 **Internal area**
777 sq.ft (72 sq.m)

 **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**

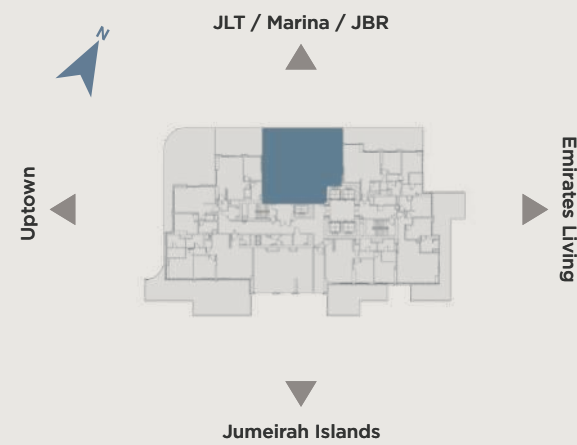
 **Internal area**
1,329 sq.ft (124 sq.m)

 **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

