Human-centred urban transformation in Madinah boosts liveability and investor appeal

Oxford Business Group and Al Madinah Region Development Authority release new Focus Report on humanisation, investment and urban development under Vision 2030



AL MADINAH AL MUNAWWARAH, SAUDI ARABIA, September 10, 2026 /EINPresswire.com/ -- Human-centred urban transformation in Madinah is reshaping the city's urban landscape and reinforcing its long-term economic prospects, as integrated planning, mobility upgrades, public realm improvements, heritage-led regeneration and major development projects improve liveability, accessibility and quality of life under Saudi Arabia's Vision 2030 agenda. These findings are set out in a new Focus Report, Human-Centred Urban Transformation in Madinah, produced by global research and advisory firm Oxford Business Group (OBG) in partnership with Al Madinah Region Development Authority (MDA).

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The report highlights that humanisation in Madinah is being implemented as a coordinated programme of measures designed to create more liveable, inclusive and connected environments for residents and visitors. It explores how reconfigured streetscapes, expanded pedestrian access, upgraded public spaces and strengthened heritage corridors are contributing to healthier lifestyles, enhanced social interaction and improved environmental comfort across key districts of the city and wider region.

Beyond quality-of-life gains, the analysis underscores the programme's role in economic

diversification and competitiveness. By aligning mobility, public realm, ecology and heritage initiatives with broader development plans, Madinah is reinforcing its position as a leading cultural and spiritual destination, while supporting growth in tourism, hospitality, services and knowledge-based activities in line with Vision 2030 and the Quality of Life Programme. The report also showcases how major development projects and strategic urban investment are translating Madinah's human centred vision into tangible outcomes – including through a case study with ALMQR Development Company on investable, mixed-use urban development supported by integrated planning, delivery and private-sector participation.



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The publication examines the governance, implementation and heritage framework underpinning humanisation in Madinah. Guided by MDA, the programme follows a phased and data-driven approach that combines local stakeholder engagement with collaboration across

public and private entities. This structure is enabling more balanced geographic development, closer coordination between infrastructure and services, and greater emphasis on safety, walkability and public amenity.

At the same time, the restoration and activation of historic sites and corridors are being integrated into modern urban planning, connecting communities and visitors with Madinah's cultural identity and generating new opportunities for tourism and small business development.

Fahad Albuliheshi, Mayor of Madinah Region and CEO of MDA, said humanisation is a core element of the region's long-term urban strategy.

"Our objective is that every intervention in Madinah, from redesigned streets and open spaces to restored heritage areas, contributes to a safer, more accessible and more cohesive urban environment. By prioritising pedestrians, enhancing connectivity and preserving our cultural legacy, we are improving everyday life for residents and enriching the experience of millions of visitors, while positioning Madinah as a global model for human-centred cities under Vision 2030," he said.

Büşra Karacadağ, OBG's Country Director for Saudi Arabia, said the findings highlight how human-centred urban design is reinforcing both liveability and economic potential.

"Madinah's humanisation programme shows how aligning mobility, public space and heritage with strategic planning can deliver tangible gains in quality of life while expanding the region's capacity to attract visitors, talent and investment. By embedding people-centred principles into urban transformation, Madinah is strengthening its role within Saudi Arabia's Vision 2030 agenda and setting a benchmark for sustainable, inclusive development," she said.

Human-Centred Urban Transformation in Madinah is designed as a practical reference for policymakers, urban planners, investors and international stakeholders seeking to understand how humanisation is being translated into project pipelines and neighbourhood-level outcomes in Madinah. The Focus Report is available to view and download at: https://oxfordbusinessgroup.com/reports/examining-how-humanisation-is-shaping-urban-transformation-and-liveability-in-madinah-saudi-arabia-medina-research-analysis-focus-report/

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