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Blue World City: A Promising Yet Controversial Real Estate Venture in Pakistan

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Blue World City (BWC), a large-scale real estate development near Islamabad, is attracting attention for its ambitious plans and strategic location. The project is divided into multiple sections, including the General Block, Overseas Block, Hollywood Block, Blue Hills Country Farms, Blue World Economic Zone, Orbital Apartments, and Awami Residential Complex. However, despite the hype, some aspects remain

underdeveloped and unendorsed, sparking debate among investors and market watchers.

Located conveniently along the M-2 Lahore–Islamabad Motorway, Blue World City is approximately a 12-minute drive from Chakri Interchange and about 39 minutes from Islamabad International Airport. Other key points include a 45-minute drive from the Srinagar Highway and 56 minutes from Zero Point in Islamabad. Once completed, the Rawalpindi Ring Road will also provide additional access to the site. The head office is situated in the Civic Center of Bahria Town Phase 4.

One of the project's standout features is the Hollywood Block, which has yet to open for bookings. According to BWC management, bookings will commence once the block's development is complete. Meanwhile, development has started on the Sports Valley Block, located just five minutes from Adyala Road. This block is planned to host an international-standard stadium, a development that Chairman Saad Nazir, an architect involved in iconic projects such as the Burj Al-Arab and the Blue Mosque, touts as part of Pakistan's first tourist society concept. Nazir also assures investors of the safety of their capital and anticipates strong future returns.

Despite these promises, the project has faced significant criticism for its slow development pace. Many investors argue that Blue World City focuses more on ornamental features rather than on progressing residential and commercial construction. This has created frustration among buyers who have invested large sums and are awaiting tangible progress. The entire project spans over 100,000 kanals (a kanal equals 5,445 square feet), indicating a massive footprint but also underscoring the need for expedited development.

Legal clarity on Blue World City has been another point of contention. A letter concerning the No Objection Certificate (NOC) was issued by the district court on August 7, 2018. Additionally, the 2021 Local Bodies Ordinance Act, signed by the Governor of Punjab, resolved jurisdiction issues between the Rawalpindi Development Authority (RDA) and the district. Yet, the RDA's official website lacks updated information on formal approvals, leaving some uncertainty around regulatory status.

Market experts view Blue World City as a long-term investment. Given the current pace, investors might have to wait 10 to 15 years before seeing significant returns or full project completion. For now, prospective buyers and investors should proceed with caution, keeping a close eye on development updates and official confirmations.

In conclusion, Blue World City represents a bold vision for real estate and tourism development in Pakistan, but remains mired in delays and regulatory ambiguities. While it offers promising opportunities, particularly in the newly developing blocks like Sports Valley, prudent investment strategies and thorough due diligence are essential in navigating this evolving landscape.