

Jimbaran Redevelopment

The highly anticipated redevelopment of a 1 kilometer stretch of Jimbaran Bay has entered into its first phase with the clearing of the preexisting restaurants that have long occupied the area. The redevelopment is part of a beautification plan initiated between the village council of Kedonganan 'Desa' and the people of Jimbaran

The removal of the 57 restaurants that previously occupied the space has opened a generous stretch of the beach, revealing yet more of the pristine bay and remarkable sunsets that have made the area one of the most sought-after pieces of real estate on the island.

The plan calls for the development of a beachside promenade that will host a number of leisure and hospitality venues aimed to cater to the increasingly discerning patrons visiting the area. The project has received the full support of the local community and will commence construction in April, 2007.

Beachfront LIV Bali



LIV Bali Sales Update

Within a short period, LIV Bali has already sold 55% of the 28 modern tropical villas being offered. With the newest, government authorized Hak Pakai ownership structure – LIV Bali offers potential buyers an iron clad opportunity to capitalize on one of Asia's rapidly emerging property markets while securing for themselves a luxuriously designed and appointed vacation home on Bali's 'Golden Mile'.

Due to the increase in demand and rising property values in the area, LIV Bali developers have scheduled a price increase for all the remaining villas beginning March 1st, 2007. Until then, prices will hold at their current rates and the developers encourage potential investors to take advantage of the present prices and value. Capitol Appreciation in the Jimbaran Bay area has enjoyed a 30% average increase over the last year and experts are forecasting a continued steady rise in value for the year ahead. Existing LIV Bali investors consist of citizens from all over the globe. They range from Australians, Americans, Asians and Europeans, as well as expatriates based in Asia and the Middle East. Current investors include asset fund managers, financial advisors, mining executives and real estate development professionals.

A word with Toni Tam – LIV Bali's Project Manager.



Mr. Tony Tam is a Hong Kong native who moved to Bali in 1993. His 20 years experience in the construction industry has seen him at the helm of many leading hospitality venues in the region.

Q: What was it that attracted you to the LIV Bali Project?

A: Location. Location. Location. I don't think there are many spots on Bali that offer the same beauty and convenience as Jimbaran Bay. It's secluded, yet only minutes from some of the island's premier destinations. Golf in Nusa Dua. Shopping in Kuta. Quick access to the airport, and the main road to Ubud. As far as I am concerned, the LIV Bali site is a dream site for any developer – a very short walk to one of the island's best beaches and sunsets.

Q: How is this project different from many of the others you have worked on?

A: From the beginning, there was a strong sense of community consideration. Jimbaran has always been a quiet, traditional community. One of our main goals for the project was to work with the Village Council 'Desa' to encourage preservation of the area, which included not only the natural aesthetic, but also the Balinese sanctity of life.

Q: You have some pretty noteworthy neighbors, The Ritz Carlton, Four Seasons, and InterContinental. How do you feel LIV Bali's vision and purpose fits in with them?

A: We're in good company. The simple fact that those prestigious resorts share the same stretch of coastline with us is testament to the value of the area. We are confident that our design and services will please those used to five-star accommodation. We also know that our neighbors share the same values of preservation and care for the Balinese culture, in addition to offering a superlative product.

Q: How do you feel the development is progressing?

A: We are quite pleased. We are right on time to date and don't anticipate any delays in the near future.



A conversation with the Secretary General of the Kedonganan Desa, Made Widiana



There has been a touch of controversy surrounding the redevelopment project planned for a stretch of Jimbaran Bay. Opponents say that it will take away from the charm of the area and modernisation will spoil

the traditional ambience. The plan, however, has been approved and spearheaded by the people it would affect the most; the local community. In their opinion, the revamping of Jimbaran Bay is exactly what they've been yearning for.

Q: What has motivated the decision to renovate the beach in Jimbaran Bay?

A: The local government has wanted to improve the beach area for quite some time. The previous illegal café's had consumed the beach, and created a terribly dirty environment. This prompted the local government and village leaders to come up with a plan to, not only clean the beach, but to also create a source of income for the local community

Q: How will the beach be changed?

A: The plan of restructuring the beach must follow the stipulation of the layout detail plan of Kecamatan Kuta (The Determination of Badung Regency #638 of 2003), and must be well

arranged in accordance to the concept of Tri Hita Karana. This plan includes restructuring the cafes, adding garden landscaping, and improving the temple.

Q: In what ways will this redevelopment help the local community?

A: Cleaning the beach and replacing the previous 57 cafés with 24 new restaurants will do a lot for the community. Each of the 6 Banjars will be given control of 4 restaurants. The money generated from these restaurants will then be dispersed amongst the community. In addition to this, the temple will regain its view of the ocean. The end result will be a tourist destination in high demand that still retains its local sense of community.

Q: How do you envision the future of Jimbaran Bay, and how will it differ from other beach communities?

A: Our plan for the beach redevelopment is helping to ensure a very bright future for Jimbaran Bay. By retaining the focus on our local community, I believe the end result will create a more enjoyable experience for the vacationer. Visitors will see more of our culture, and not be overwhelmed by vendors. Jimbaran will continue to be a unique destination for visitors to experience the essence of Bali.

