

The Regatta brings much needed value



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THE BEAUTY of Dongtan beach will certainly be enhanced following the construction of the much talked about Regatta condominium. The image of the building overlaid in the aerial view shows a stylishly designed, luxury building that will without doubt compliment and enhance the surrounding area, with its

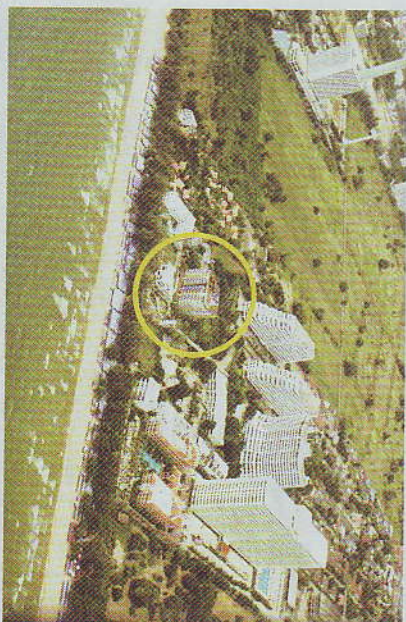
unique modern architecture improving the streetscape of the nearby tired and poorly maintained existing structures.

It's true to say that the Pattaya and Jomtien areas need developments of quality such as the Regatta, which meet international market expectations yet at the same time complies with the strict local development criteria. Recent controversial comments relating to The Regatta's setback and height restriction are completely unfounded, inaccurate and misleading. Pattaya is

currently undergoing a renaissance period with many new quality developments adding significant value to the area, such as Northpoint and Ocean 1, which are also subject to the same rigorous development conditions for planning and approval. Should the Regatta be shackled by the small minded minority, misinterpreting others in debating the height and setback restrictions through lack of knowledge? If this is the case world class developments along the Pattaya & Jomtien coastline will fall into jeopardy.

Pattaya is often seen to be the poor relative in comparison to other tourist destinations in Thailand, the mature developer can see where the future lies in offering modern luxury properties, which can compete with the likes of those on Phuket, Krabi and Samui, thus improving the image of the city worldwide.

Property prices throughout the city will surely remain stagnant should the high end developments, meeting international requirements in both quality and design be hindered in its development stages and permit application process, in which strict guidelines must be adhered to. It will simply have a knock on effect for years to come, until all that is left in Pattaya are tired run-down buildings, lacking good design and quality, which ultimately no one will want to own. To put it simply it's called 'progress', see the Oxford English Dictionary definition: 'development towards a better, more



complete, or more modern condition.'

The Regatta on Dongtan beach is a showcase development and a leading example for future quality developments that are needed in the Pattaya region, which will without a doubt increase desirability of the area. The Regatta and

other quality developments are welcomed into the community by meeting strict development regulations, council requirements, proper issuance of a building permit and a high regard for the surrounding environment. The IndoChina Group Management.

