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Ballouneh Information Memorandum

December 2025

Ballouneh Redevelopment Property

Ballouneh, Keserwan District | Lebanon
Confidential – For Qualified Buyers Only

Prime Redevelopment Site with Panoramic Views

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Executive Summary

The **Ballouneh Redevelopment Property** represents a premier investment and exceptional development opportunity in the heart of Keserwan District, Lebanon.

Located directly off the main highway in **Ballouneh**, the property combines panoramic 360° sea and mountain views, modern reinforced construction, and full-service infrastructure across three contiguous parcels totaling **22,986 m²**. Distance from downtown Beirut is 26 km (16.6 miles).

The centerpiece, **Lot #231**, features a four-level commercial-grade structure of **4,793 m²** with a **2,000 m³ dual-chamber underground reservoir**, complete plumbing, and high-quality reinforced concrete. Two adjoining undeveloped residential lots (**Lots #232 and #233**) extend the development potential and create a unified property ideal for **mixed-use residential, educational, wellness, or institutional conversion**.

Recent market benchmarks for comparable properties indicate a **large indicative combined portfolio** with a valuation that reflects the site's accessibility, build quality, infrastructure readiness, and the strong demand for panoramic hillside developments in Keserwan.

The vision for the site is flexible — offering multiple viable redevelopment paths:

- **Luxury residential enclave or serviced villa community**
- **Boutique educational, research, or wellness campus**
- **Institutional or light industrial adaptive reuse with expansion potential**

With direct highway access, full utilities, and commanding views across the Mediterranean, the Ballouneh Redevelopment Property stands among the region's most distinctive and strategically positioned redevelopment assets.



Location and Regional Context

Ballouneh is a peaceful hillside town in Keserwan, offering easy access to Beirut and the coastal highway. Nearby towns, among others, include Ajaltoun, Reyfron, Jeita, Faraya ski resort and the ancient port city of Byblos.



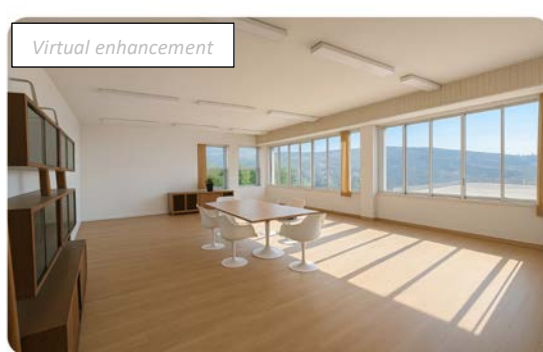
The property enjoys convenient road access and breathtaking sweeping mountain and sea views.

Property Description

Lot #231 - size: 9,878 m²

- Direct access from the main highway
- The building has FOUR floors with a total built surface area of 4,793 m²
 - Ground Floor: 1934 m²
 - First Floor: 853 m²
 - Second Floor: 503 m²
 - Third Floor: 503 m²
- The building has TWO elevators, one for merchandise and one for passengers
- There is an exceptional grade masonry-built water reservoir on the lot, with two compartments, with a total capacity of 2,000 m³
 - Four-story reinforced concrete structure with an underground walkout level, garage, and two elevators. Includes a large underground water tank and ample land for expansion or landscaping
 - Existing plumbing and sanitary infrastructure across all floors of Lot #231 enhances its adaptive-reuse potential for residential, educational, or wellness development and increases the overall portfolio appeal
 - Wall running along the side of the road to the property, with two full-size large and reinforced gates which allow access by large trucks. All round paved driveway and ample space for parking
 - The building was initially built as a state-of-the-art pharmaceutical plant in the mid 1970's, with a long-standing pharmaceutical production license at the time and until recently
 - The built-up percent footprint surface area of lot #231 is 45% which is much higher than the current classification of the neighboring lots





Development Potential

1. Mixed-use residential or wellness / hospitality / assisted living/ retirement community
2. Educational, research or training campus with ample space for in residence lodging
3. Light industrial or AI/Logistics hub

Lot #232 size: 4,705 m²

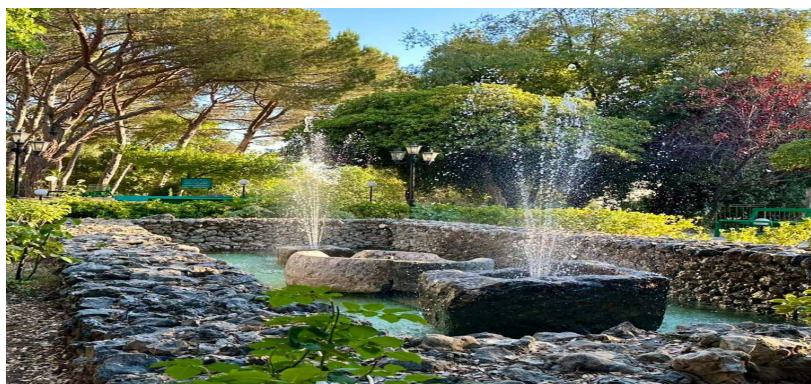
- Zone classification: D.1 "Residential and Villas"
- Access to the lot is through a dirt road

Lot #233 size: 8,403 m²

- Zone classification: D1" Residential and Villas"
- Access to the lot is either through a side road off the highway or through a dirt road.

Market Overview

Ballouneh's strategic location near Beirut, port cities, ski resorts, beach resorts and port cities, its central location in the country, and its natural beauty support growth in wellness, education, and logistics sectors.





Summary Highlights

- Sale Type: Freehold
- Total Land: 22,986 m²
- Uses: Residential, Educational, Industrial
- The Ballouneh Redevelopment Property comprises three contiguous parcels (Lots 231, 232, and 233) totaling approximately **22,986 m²**
- Given the site's accessibility, panoramic views, and development flexibility, the property offers excellent prospects for residential, institutional, or mixed-use conversion.

The Ballouneh Redevelopment Property, Ballouneh, Keserwan:

Estimates should incorporate site zoning (Lots #232 and #233 D1 Residential), infrastructure readiness, and benchmark transactions for comparable mountain-view redevelopment land. An upward adjustment of 5% - 10 % should be applied to Lot #231 to reflect its extensive plumbing infrastructure (multiple sinks, bathrooms, and showers with full piping) and the reinforced water reservoir.

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