+34 604 489 646
info@luxury-realty.com
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MARBELLA

7,450,000 €

REFERENCE R5106001

An Unparalleled Investment Opportunity in Marbella's Historic Heart: Plaza Los Naranjos

10	8	800 m²
BEDROOMS	BATHROOMS	BUILT

Description

Perched in the vibrant, beating heart of Marbella, Southern Spain, lies an extraordinary property offering an unparalleled canvas for visionary investors. This magnificent building, situated directly on the iconic Plaza Los Naranjos, presents a once-in-a-lifetime opportunity to own a piece of one of the Mediterranean's most sought-after luxury destinations. Marbella, renowned globally for its opulent lifestyle, sun-drenched beaches, world-class golf courses, exquisite gastronomy, and vibrant international community, provides the perfect backdrop for this prestigious real estate offering. Southern Spain’s enduring appeal as a hub for luxury tourism and discerning residents ensures a perpetual demand for prime locations such as this.

Plaza Los Naranjos, or "Orange Square," is not merely a location; it is an experience. This enchanting square, nestled within Marbella’s historic Old Town, is a tapestry of ancient architecture, fragrant orange trees, and bustling activity. It serves as the quintessential postcard image of Marbella, drawing countless tourists and locals alike who come to savour its charm, dine al fresco, and immerse themselves in its unique atmosphere. Owning a property here means more than just a physical address; it signifies a prominent presence in one of Spain's most photographed and cherished squares, guaranteeing exceptional visibility and unparalleled footfall for any venture.

The potential for this building is as boundless as the Andalusian sky. Its versatile structure lends itself perfectly to a myriad of high-value commercial and residential enterprises, making it an ideal acquisition for astute investors looking to capitalize on Marbella’s robust luxury market. The existing framework offers a rare opportunity for complete transformation, allowing for the creation of a bespoke space tailored to the most ambitious of dreams.

Imagine establishing a world-class restaurant or a series of sophisticated boutiques at this location. Marbella's discerning clientele and millions of annual visitors create an insatiable demand for high-end culinary experiences and luxury retail. A gourmet restaurant overlooking the vibrant Plaza Los Naranjos, perhaps with expansive al-fresco dining options, would instantly become a coveted destination. Alternatively, luxury brand stores or artisan shops would thrive amidst the square's constant flow of affluent patrons, offering an exclusive shopping experience that perfectly complements Marbella’s upscale image. The prestige of a Plaza Los Naranjos address inherently elevates any commercial endeavour.

For those envisioning a venture in the thriving hospitality sector, this building presents a prime opportunity to develop a boutique hotel of exceptional calibre. Marbella’s Old Town lacks sufficient luxury accommodation that blends historic charm with contemporary comforts. A boutique hotel here could offer an intimate, exclusive experience, providing guests with direct access to the magic of the historic centre while being just moments away from the city's modern amenities and beaches. Each suite could be meticulously designed to reflect Marbella's elegance, offering breathtaking views and unparalleled service, catering to a sophisticated clientele seeking authenticity and luxury.

Furthermore, the building holds immense potential for conversion into a collection of exquisite luxury apartments or a dynamic mixed-use development. High-end urban residences are highly sought after in Marbella, particularly those within the historic core that offer convenience, prestige, and a unique lifestyle. Owners could develop lavish apartments for sale, appealing to individuals seeking a permanent luxurious abode in the heart of the city, or create premium holiday rentals, tapping into the lucrative short-term rental market that Marbella commands throughout the year. The flexibility to combine ground-floor commercial spaces with upper-floor residential or hospitality units maximises income potential and diversification.

The inherent architectural character of the building, typical of Southern Spain’s historical structures, offers a magnificent foundation for a truly iconic renovation. With a thoughtful design approach, it is possible to integrate modern luxury and state-of-the-art facilities while preserving the authentic charm and traditional aesthetics that define the Plaza Los Naranjos. This synergy of old-world elegance and contemporary sophistication would create an asset that is not only beautiful but also supremely functional and highly desirable in the competitive luxury market.

In summary, this property in Plaza Los Naranjos represents far more than just a building; it is a strategic investment in an enduring legacy. It offers the rare confluence of an irreplaceable location, limitless potential for diverse high-value uses, and the inherent prestige of Marbella, Southern Spain. For discerning investors seeking to make a significant impact and secure a lucrative return in one of Europe's most exclusive destinations, this opportunity is unparalleled. This is not merely a purchase; it is an acquisition of a landmark, a future icon, and a testament to luxury living and commercial success in the heart of Andalusia.

Details

Reference	R5106001	Property Type	Commercial
Status	Sale	Price	7,450,000 €
Bedrooms	10	Bathrooms	8
Build size	800 m²	Plot Size	–
Terrace	–	Parking places	by request

Features

Personal advice

Ask us for more information or arrange a private viewing, in person or by video call.

+34 604 489 646
info@luxury-realty.com
Avda. Rotary International, 5 · Edificio Tembo, 23
29660 Marbella