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MARBELLA

2,100,000 €

REFERENCE R5379172

Marbella's Crown Jewel: An Exclusive Full Building Investment in the Historic Old Town

7	6	500 m²	50 m²
BEDROOMS	BATHROOMS	BUILT	TERRACE













Description

Discover an unparalleled investment opportunity nestled within the enchanting cobblestone streets of Marbella's Old Town, one of the most coveted and prestigious addresses on Spain's sun-drenched Costa del Sol. This magnificent full building, a rare gem in a highly competitive market, offers discerning investors and visionary developers the chance to own a piece of authentic Andalusian heritage, primed for transformation into a high-yield luxury asset. Located in the heart of this historic quarter, surrounded by a vibrant tapestry of iconic avenues, Michelin-starred restaurants, haute couture boutiques, and charming boutique hotels, the property stands just a leisurely stroll from the golden sands of the beach and Marbella's iconic promenade, positioning it at the epicentre of luxury and leisure.

The Unrivaled Location: Marbella's Historic Heart

Marbella, a world-renowned destination in Southern Spain, epitomizes the pinnacle of Mediterranean luxury and a sophisticated lifestyle. Its magnetic allure draws an elite international clientele seeking exquisite experiences, guaranteed sunshine, and a vibrant cultural scene. The Old Town, or "Casco Antiguo," is the soul of Marbella – a picturesque labyrinth of narrow, flower-draped streets, quaint plazas, and whitewashed buildings that whisper tales of centuries past. It’s here that tradition meets contemporary elegance, creating an irresistible charm that captivates every visitor. Owning a property in this prime location means investing in an area synonymous with exclusivity, consistent high demand, and enduring property value appreciation. The confluence of historical charm, modern amenities, and proximity to both the bustling commercial areas and the serene coastline ensures a continuous flow of affluent tourists and residents, making this a truly strategic acquisition.

A Masterpiece of Potential: The Property Overview

This exclusive building, boasting approximately 500 square meters of built area, presents a unique blend of existing structure and boundless potential. Its authentic Marbella character, featuring traditional architectural elements, provides a solid foundation for a bespoke luxury development. The current layout is meticulously designed to offer versatility, allowing for immediate income generation while simultaneously presenting a blank canvas for an ambitious repositioning project. From its prominent ground-floor commercial space to the breathtaking penthouse solarium, every inch of this property is ripe for enhancement, promising significant returns on investment in a market that consistently demonstrates strength and resilience.

Ground Floor: A Canvas for Commercial Excellence

The spacious commercial premises on the ground floor offer an enviable street-level presence with excellent visibility in a high-footfall area. This prime retail space is perfectly positioned to attract the discerning clientele who frequent Marbella's Old Town. Its generous proportions and strategic location provide outstanding potential for a diverse range of premium businesses. Envision a high-end gastronomic restaurant, an exclusive luxury retail boutique showcasing international brands, a sophisticated art gallery, or a bespoke concept store designed to cater to the opulent tastes of both residents and tourists. The inherent charm of the Old Town setting adds an extra layer of appeal, ensuring that any venture established here benefits from a unique, captivating atmosphere and robust customer engagement.

Upper Levels: Exquisite Residences with Andalusian Soul

Ascending to the upper floors reveals five independent apartments, each brimming with authentic Andalusian charm. These residences are characterized by architectural details that evoke the region's rich heritage, such as traditional tiles, wrought-iron balconies, and an abundance of natural light. Thoughtfully designed, these apartments offer exceptional flexibility, making them ideal for high-end tourist rentals. The consistent demand for luxury accommodations in Marbella's Old Town, combined with the property's prime location, promises significant and consistent rental yields. Investors can capitalize on Marbella's thriving tourism sector, offering guests an immersive cultural experience combined with the comforts and exclusivity of a premium dwelling. These units could serve as individual luxury suites within a larger hospitality concept or operate as independent, highly

sought-after vacation rentals.

The Crowning Glory: A Penthouse of Panoramic Splendor

Crowning this magnificent building is a spectacular penthouse, distinguished by its huge private solarium. This expansive rooftop terrace is arguably the property's most compelling feature, offering unparalleled panoramic vistas across the historic rooftops of Marbella, towards the sparkling Mediterranean Sea, and the majestic mountains. This extraordinary space presents a transformative opportunity to create a truly iconic destination. Imagine an exclusive rooftop lounge where guests can savor sunset cocktails, a sophisticated sky bar providing an unrivaled ambiance, a serene jacuzzi area for ultimate relaxation, or even a panoramic fine-dining restaurant that offers a culinary journey with breathtaking backdrops. Alternatively, it could be developed into an opulent presidential suite, providing the ultimate private sanctuary for the most discerning guests. The potential for this solarium to become a signature experience is immense, elevating the entire property's allure and market value.

The Vision: A Luxury Boutique Hotel Opportunity

This property is more than just a building; it is a profound opportunity for investors and hotel groups seeking to develop an exclusive luxury boutique hotel in one of the Costa del Sol's most sought-after and high-demand locations. The current layout, with its commercial ground floor, independent apartments, and spectacular penthouse, provides the perfect framework for a high-end hospitality concept. Envision premium suites offering curated guest experiences, an exclusive rooftop retreat, and a sophisticated luxury lifestyle atmosphere meticulously tailored to an affluent international clientele. The synergistic potential of combining a luxury retail or dining experience with boutique accommodations under one roof is profound, promising an immersive and unforgettable stay that will command premium rates and foster an exceptional reputation.

Properties with these unique characteristics and an unparalleled location in Marbella's historic center rarely become available on the market. This is a strategic investment in an area where luxury, sustained tourism growth, and exclusivity continue to flourish year after year. It represents an exceptional asset repositioning and value-add opportunity, poised to deliver substantial returns and establish a landmark presence in Marbella's luxury real estate landscape.

Details

Reference	R5379172	Property Type	Commercial
Status	Sale	Price	2,100,000 €
Bedrooms	7	Bathrooms	6
Build size	500 m²	Plot Size	–
Terrace	50 m²	Parking places	by request

Features

Air conditioning, Mountain views, Parking, Holiday Home, Investment, Resale

Personal advice

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

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