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NUEVA ANDALUCÍA

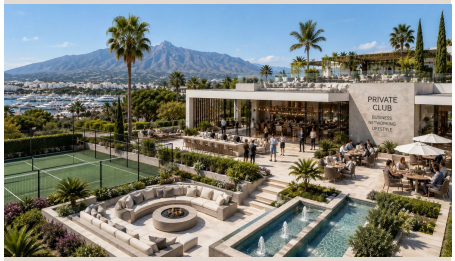
6,800,000 €

REFERENCE R5460211

An Unparalleled Investment Opportunity: Craft Your Legacy Steps from Puerto Banús, Southern Spain

3	3	500 m²	1,950 m²
BEDROOMS	BATHROOMS	BUILT	PLOT




PRIVATE
CLUB









Description

Luxury Realty proudly presents a singular investment proposition nestled within Marbella's most coveted enclave. This exceptional plot of land offers an unparalleled opportunity just moments from the world-renowned Puerto Banús, perfectly situated at the gateway to the prestigious Nueva Andalucía. This is more than a location; it is a statement, a strategic nexus in the heart of Southern Spain's most glamorous destination.

Imagine a setting where sophistication meets convenience, surrounded by the very best of Marbella's vibrant lifestyle. This privileged position affords seamless access to an array of haute couture maisons, Michelin-starred dining establishments, exclusive beach clubs, and concierge-level services that cater to a discerning global elite. The area thrives with a year-round international allure, drawing visitors and residents alike who seek the epitome of luxury, leisure, and a cosmopolitan living experience. From high-end real estate agencies to bustling commercial hubs, every facet of a premium lifestyle is within effortless reach, ensuring both an enriched personal experience and robust commercial visibility.

The Foundation of Grandeur: Technical Specifications & Development Potential

This remarkable property spans an expansive 1,950 m^2, offering a canvas for visionary development. According to the Urban Planning Certificate issued by Marbella Town Hall, the land is classified as Consolidated Urban Land (SUC), providing a solid and secure foundation for investment. Its zoning designation, Detached Single-Family Residential (UE-4), underscores its potential for exclusive residential development.

The applicable planning regulations are thoughtfully structured to facilitate high-end construction. They establish a maximum buildability ratio of 0.30 m^2t/m^2s, translating to an approximate theoretical buildable floor area of 585 m^2. This generous allowance permits the creation of substantial, luxurious residences. Furthermore, a maximum plot occupancy of 25% ensures ample space for magnificent outdoor living areas, lush landscaping, and ultimate privacy, while a maximum height of ground floor + 1 / 7.50 metres allows for elegant, multi-level architectural designs. This combination of space and regulatory clarity provides a robust framework for crafting a truly bespoke property.

Three Visionary Concepts for Discerning Investors

Thanks to its extraordinary position, strategically bridging the energy of Puerto Banús with the tranquility of Nueva Andalucía, this property offers the unique flexibility to develop a distinctive architectural project infused with significant added value. It is perfectly poised to target the ultra-high-net-worth international market through several compelling development concepts, each promising exceptional returns and prestige.

CONCEPT 1 · THE TROPHY VILLA — AN ULTRA-LUXURY RESIDENCE

Envision the creation of an iconic contemporary villa, a true architectural masterpiece spanning approximately 585 m^2 of theoretical buildable floor area. This concept is designed to manifest as a genuinely singular property within Marbella's competitive luxury real estate market. It would embody visionary design, exquisite craftsmanship, and state-of-the-art technology, setting new benchmarks for opulent living.

Such a residence could incorporate a multitude of lavish features: expansive, sumptuous private suites, magnificent entertaining salons, a gourmet chef's kitchen, and state-of-the-art leisure zones. Outdoors, a breathtaking infinity pool, meticulously sculpted gardens, a fully equipped gym, world-class spa & wellness facilities, a private cinema, and secure underground garaging would complete this exclusive sanctuary. The planning regulations further enhance this potential by allowing up to 50% of the area not occupied by the building above ground to be utilized for subterranean construction — perfect for extensive car collections, wine cellars, or additional recreational facilities — alongside pergolas, swimming pools, or other complementary installations. The remaining 50% must be immaculately landscaped and planted, ensuring a verdant and private oasis.

The essence of this concept is to craft a genuine 'Trophy Asset' — an exceptional, generational residence aimed squarely at ultra-high-net-worth international buyers who demand unparalleled design, absolute privacy, and immediate proximity to the vibrant heart of Puerto Banús.

CONCEPT 2 · LUXURY RESIDENCE + PRIVATE CLUB / BUSINESS HUB

This distinctive proposal explores a sophisticated fusion: combining an elite residential experience with dedicated spaces for lifestyle enrichment, strategic networking, and premium professional activities. Subject to specific conditions, the Urban Planning Certificate identifies a range of compatible uses beyond residential, including offices, a social club, potential hotel use, and certain sports-related facilities, among others. This versatility unlocks remarkable potential for a unique hybrid asset.

This concept could be meticulously positioned as an exclusive private members' club or a discreet luxury business hub, seamlessly integrated with Marbella's dynamic luxury ecosystem. It would serve as a prestigious meeting point for real estate ventures, high-level investment discussions, sophisticated networking events, and bespoke private services for a VIP clientele. Capitalizing on the property's exceptional visibility and its enviable proximity to Puerto Banús, this venture promises to be a focal point for the region's most influential figures.

The vision here is to develop an asset that transcends the traditional luxury residence, evolving into an exclusive and representative gathering point for an elite international clientele seeking both a personal sanctuary and a professional advantage in Southern Spain.

CONCEPT 3 · BOUTIQUE HOSPITALITY & LIFESTYLE DESTINATION

For the astute business-oriented investor, an alternative avenue lies in exploring a boutique concept focused on luxury hospitality, holistic wellness, and an unparalleled lifestyle experience. The Urban Planning Certificate explicitly includes hotel use, community accommodation, social clubs, certain sports facilities, and non-music hospitality establishments among its compatible uses, albeit with specific restrictions regarding their implementation as alternatives to the primary residential use.

This concept could be meticulously crafted around a highly exclusive guest experience, combining premium accommodation with bespoke wellness programs, world-class gastronomy, and intensely personalized services. It would cater to the most discerning international clientele visiting Puerto Banús and the wider Marbella area, offering an intimate and curated alternative to larger resorts. Envision a private retreat where every detail is perfected, from holistic spa treatments to gourmet dining experiences and exclusive access to local luxury amenities.

The ultimate goal is to create a boutique Luxury Lifestyle Destination within a location that is exceptionally difficult, if not impossible, to replicate. This venture would capitalize on the region's robust tourism sector, its vibrant commercial activity, and its inherently cosmopolitan character, establishing itself as an iconic and highly profitable enterprise.

Details

Reference	R5460211	Property Type	Commercial
Status	Sale	Price	6,800,000 €
Bedrooms	3	Bathrooms	3
Build size	500 m²	Plot Size	1,950 m²
Terrace	–	Parking places	by request

Features

Private garden, Resale

Personal advice

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

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