

Former **Bray Head Hotel** Bray, Co. Wicklow

FPP for 44 Luxury Apartments and a Ground Floor Pub / Restaurant & Café

FOR SALE



“Ready-to-Go” Redevelopment Opportunity

Lisney

An aerial photograph of a coastal town. In the foreground, there is a wide, sandy beach with some colorful umbrellas and a few people. The town is built on a gentle slope, with a mix of residential houses and larger, multi-story buildings. A prominent white building with a balcony is visible near the beach. In the background, a large, dark, forested hill rises, with a small cross on its peak. The sky is clear and blue.

FEATURES

- Situated on the Bray seafront with superb beach and sea views looking towards Bray Head, Dalkey and Killiney.
- Purpose built Former Victorian hotel from 1870s with Full Planning Permission for a new bar/restaurant/cafe and 44 superb apartments and under croft carparking.
- Benefits from a Full 7 day Publican's licence.
- Illustrious history being extensively used by Ardmore & RTE for filming over the years and frequented by stars such as Elizabeth Taylor and Richard Burton.



LOCATION

Bray is a centre of considerable regional importance and is the administrative, retail/commercial, educational and transportation hub of County Wicklow. The town is located 22 km south of Dublin and 15km of the M50. The town is easily accessed via the N11/M11, Dart, Dublin Bus and Bus Eireann Services. The property is located in a prominent position on Strand Road 1km from Bray DART Station. The property is also located close to a host of amenities, with the immediate surrounding area comprising mainly three storey buildings in both commercial and residential uses.

DESCRIPTION

The property comprises a four storey Victorian building of 3,716 sq.m. (40,000 sq.ft.) Gross Internal Area (GIA) which has been extended over the years and includes a substantial return building, on a site of approximately 0.45 hectares (1.1 Acres). To the front of the hotel there is a large tarmacaded area that is enclosed within a boundary wall with wrought iron railings.

The property is situated close to Bray Head and enjoys considerable prominence at the southern end of the promenade. The property is situated directly opposite the beach and many important commercial, hotel, guest house and business occupiers situated along the seafront.

TOWN PLANNING

Land Use Zoning

The property is situated in an area Zoning Objective 'SF' Bray Sea Front 'To provide for the development and improvement of appropriate seafront uses' under the Bray Municipal District Local Area Plan 2018.

The vision of this zoning is to "To protect and enhance the character of the seafront area and to provide for mixed - use development including appropriate tourism, retail, leisure, civic and residential uses. The Seafront area shall be promoted as the primary tourist, recreational and leisure center of Bray".

The building is also recorded on the Record of Protected Structures Reference No. B99.

Planning Permission

The property has full planning permission for a redevelopment of the hotel site bar / restaurant / cafe use (c.409m²) and the development of 44 apartments to be incorporated into the hotel and in a new rear extension. The development includes the demolition of the building to the rear and partial demolition of the existing hotel.



PROPOSED DEVELOPMENT

Type	No.	Size Range (Sqm)
Studio Apartment	1	40
One Bedroom Apartments	12	45-68
Two Bedroom Apartments	24	76-119
Three Bedroom Apartments	7	100-179

Type	Floor Level	Size (Sqm)
Bar/Restaurant	Ground	243
Café/Bistro	Ground	63
Back of House	Ground	103



CGI of proposed development



CGI of proposed development



CGI of proposed development



CGI of proposed development



CGI of proposed development

TITLE

Freehold title and offered for sale with full vacant possession. The property has the benefit of a 7 day Publican's licence.

DATA SITE

Register your interest with Lisney for access to the data site where additional scale plans, reports and relevant documentation is available.

BER

BER exempt.

PRICE

On application.

FURTHER INFORMATION AND VIEWING

Viewing is by prior arranged appointment only.



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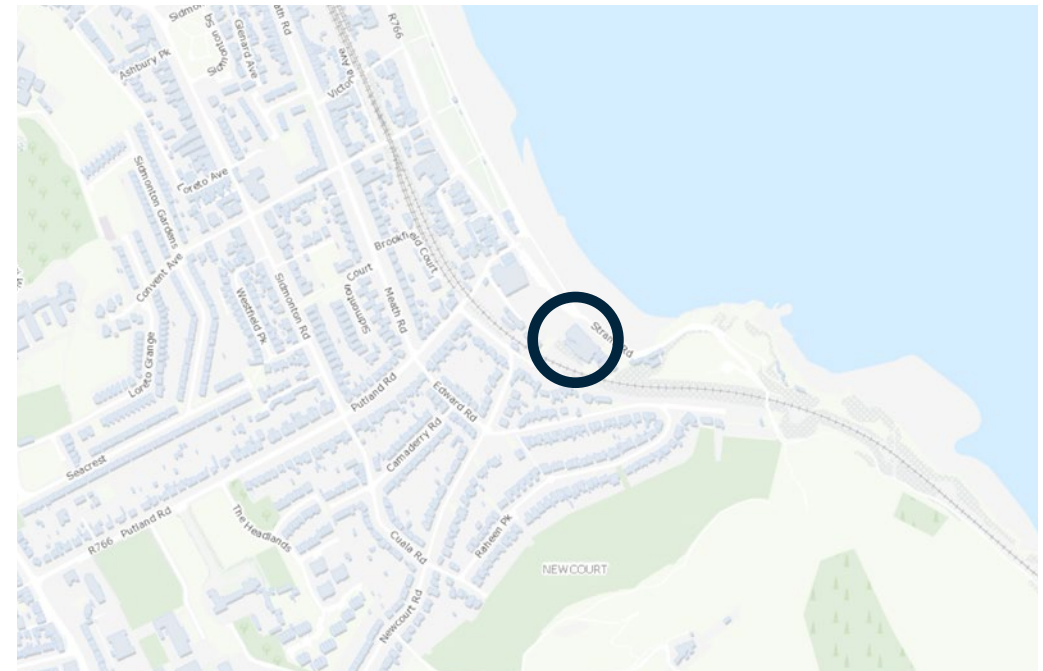
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PSRA: 001848

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