

PRIME COASTAL HOTEL REFURBISHMENT AND
DEVELOPMENT OPPORTUNITY
ICONIC 'BRAY HEAD' ON 0.45HA (1.11 ACRES),
STRAND ROAD, BRAY, CO. WICKLOW



01-638 2700

- Situated on the Bray seafront with superb beach and sea views looking towards Bray Head, Dalkey and Killiney.
- Close to DART and Train and the many amenities of Bray.
- Purpose built and extended Victorian hotel from 1870s with a wonderful ambience and many architectural & period features.
- 60 Bedrooms (48 en-suite) with Ballroom, Cocktail Lounge, Function Room/Bar with 7 day Publican's Licence.
- Extensively used by Ardmore & RTE for filming over the years and frequented by stars such as Elizabeth Taylor and Richard Burton.
- Expired planning permission for a new hotel plus 33 apartments.
- Suit continued hotel, tourism and leisure uses or for further development, residential, mixed-uses, nursing home/retirement home, subject to planning permission.



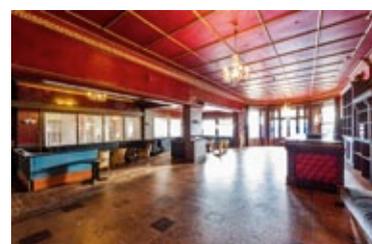


LOCATION AND DESCRIPTION

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 of both commercial and residential uses.

The property comprises a four storey Victorian building of 3,716 sqm (40,000 sqft) Gross Internal Area which has been extended over the years and includes a substantial return building, on a site of approximately 0.45 hectares (1.1 Acres). The property is situated close to Bray Head and enjoys considerable prominence at the southern end of the promenade. The Bray Head is situated directly opposite the beach and many important commercial, hotel, guest house and business occupiers situated along the seafront. It also adjoins an important redevelopment site situated on the northern boundary of the property.

While the property continues to provide accommodation as an Inn this has been more recently limited to advance bookings and longer stay residents. There are 60 bedrooms, of which 48 are en-suite, and there are also off-corridor bathroom and toilet facilities. The property has the benefit of a 7 day Publican's licence. The overall ambience and character of the property is present, with a 1960s old world appearance mixed with late Victorian style décor, soft furnishings and carpets. The ground floor accommodation is particularly spacious with a Ballroom, Function Room/Bar, Cocktail Bar, Restaurant and Kitchen. Upstairs the rooms to the front of the property have exceptionally fine sea views with a number of the rooms enjoying bay windows and an excellent panorama looking northwards towards Dalkey and Killiney.





The property is ideally suited to future development for a wide range of possible uses to include hotel, tourism and leisure uses, residential, nursing home or retirement home subject to planning permission.

TOWN PLANNING

Land Use Zoning:

The land use zoning is objective 'SF' (Seafront Uses) under the Bray Town Development Plan 2011-2017 'To protect and enhance the character of the seafront area and to provide for mixed-use development including appropriate tourism, leisure and residential uses. The seafront area shall be promoted as the primary tourist, recreational and leisure centre of the town.'

The permitted uses under this zoning objective are Bed and Breakfast, Commercial Recreation Buildings, Cultural Use, Guest House, Hotel, Night Club/ Discotheque, Open Space, Public House, Recreational Facility/Sports Club, Public Services, Residential, Restaurant and Shops.

PLANNING PERMISSION

The property, which is included on the Record of Protected Structures, has an expired planning permission (expired in 2016 Reg ref: 05/170 An Bord Pleanala Ref PL39.216980). This was for the part demolition of the existing Bray Head Hotel part retaining the front (northeast) facade including existing mansard roof, chimneys and dormers, part retaining the side



facades (southeast, northwest) and part retaining the rear facade (southwest corner), and for the construction of a hotel with 18 no. bedrooms including a restaurant/bar (area 246 sq.m) at ground floor level and for 33 no. apartments. Further details plans and planning permission are available on request.

TITLE

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

BER

BER Exempt.

PRICE

On application.

FURTHER INFORMATION AND VIEWING

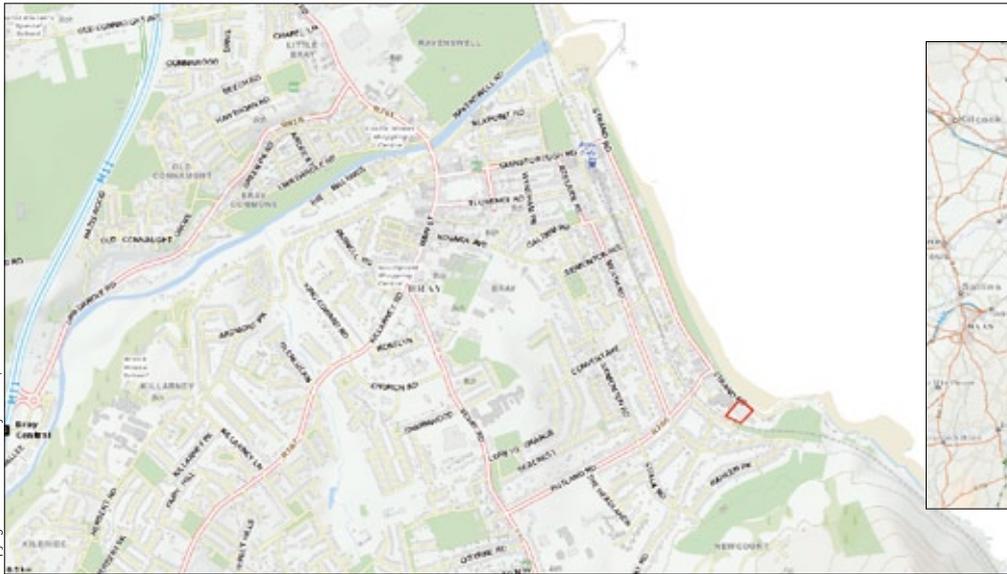
YouTube video link available. Viewing is by prior arranged appointment only - contact Ross Shorten or JP Flynn of Lisney on 01 638 2700.

SOLICITORS

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