

M A D R I D



PALACETE DE LA  
CALLE DE VILLANUEVA



# Key Investment Highlights

A SINGULAR TESTIMONY AND AN IRREPLACEABLE OPPORTUNITY

## ◆ **ICONIC ASSET**

The Palacete de Villanueva is the last surviving original palace from the Marqués de Salamanca's 19th-century development

## ◆ **CULTURAL RELEVANCE**

The historical residence is the only surviving mansion of the group of single-family homes built by the Marqués de Salamanca, which was fundamental in shaping Madrid's expansion in the 19th century under Queen Isabella II. The evolution of this neighborhood has amplified the value of these scarce assets.

## ◆ **MADRID: PRIME CITY**

Madrid is solidifying itself not only as a tourism and cultural engine of Europe, but also as a strategic axis for investment and economic development.

## ◆ **TOURISM-DRIVEN RESILIENCE**

A destination for both high-spending international visitors and affluent locals.

## ◆ **UNBEATABLE LOCATION**

Located in Salamanca, the most compelling neighborhood in the heart of Madrid, this area boasts grand 19th-century pedestrian-friendly boulevards, the "Golden Mile", fine dining, designer boutiques, the Platea Madrid gourmet food market, Iberian relics and more.

## ◆ **TRANSFORMATION POTENTIAL**

Suitable for a variety of ultra-luxury uses such as a private residence, bespoke retail space, art and design space, restaurant, exclusive boutique hotel or a combination of those elements to make this a truly extraordinary space to be.

This property isn't just an asset; it's a historical and architectural legacy, and a strategic investment in one of Europe's most stable and sought-after luxury markets.



Location:  
Salamanca  
Neighbourhood



# Location

Villanueva 18 is located in Madrid's prestigious Salamanca District.

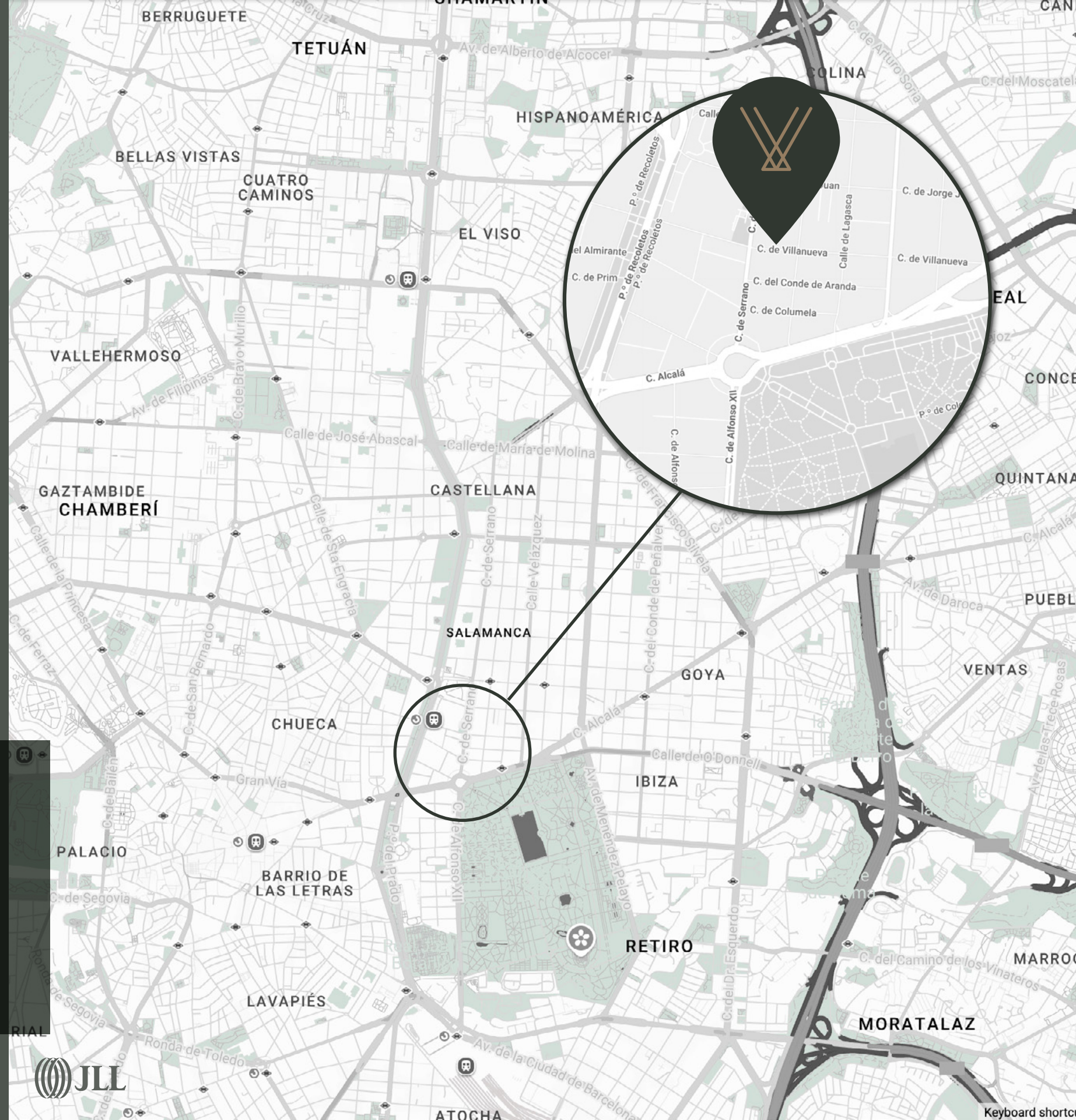
Conceived in the second half of the 19th century by the visionary Marqués de Salamanca, this neighborhood was designed as an enclave for Madrid's aristocracy and high bourgeoisie. Its urban planning, featuring wide avenues, elegant classical facades, and majestic entrances, established a standard of distinction and exclusivity from its very beginning.

Today, the Salamanca district has not only maintained but elevated its position as the benchmark for luxury living in Madrid. It attracts high-net-worth investors and residents from around the world. It has long surpassed the idea of being just an elegant district. The "Golden Mile" is well-known for luxury shopping, designer boutiques, and renowned international couturiers. It is also known for Michelin-starred restaurants and upscale food markets like Platea Madrid.

Calle de Serrano, which is footsteps away from Villanueva 18, is the third most expensive street in all of Spain. Barrio Salamanca continues to be a sophisticated and exclusive neighborhood, known for its tranquility and safety. It also benefits from its proximity to the districts of stately Chamberí, fashionable Chamartín, and Retiro, home of the famous Retiro Park.

In essence, the Salamanca district transcends the category of a mere neighborhood; it's a lifestyle, a symbol of status and sophistication that has endured over time, ensuring the continuous revaluation of its properties. In fact, the interest in living in the Salamanca district has grown, especially among Latin American investors, who have driven the modernization of old buildings into spectacular luxury apartments and penthouses.

The palace represents a compelling opportunity to create a unique and bespoke space in a one-of-a-kind historical and architectural gem.



# Salamanca Neighbourhood

SYNONYMOUS WITH EXCLUSIVITY,  
ELEGANCE, AND HIGH PURCHASING POWER

- ▶ **The Golden Mile:** This is the epicenter of fashion and luxury, home to the boutiques of the most prestigious international brands. It's comparable to the grand commercial arteries of Paris or New York.
- ▶ **Exquisite Gastronomy:** It offers an unparalleled selection of high-end restaurants and entertainment venues, satisfying the most discerning palates.
- ▶ **Cultural and Artistic Heritage:** It boasts important cultural institutions like the National Archaeological Museum and nearby El Prado Museum and other historical and cultural buildings.
- ▶ **Superior Quality of Life:** A safe, refined, and cosmopolitan environment, with direct access to emblematic green spaces like Retiro Park, prestigious international schools, and top-tier private healthcare services.
- ▶ **Tourism:** The growth in affluent tourists, Spanish HNWI and the rise in LATAM UHNWI residents consider this area as the place to be in Madrid.



# A neighborhood with much to offer

## ● LEISURE

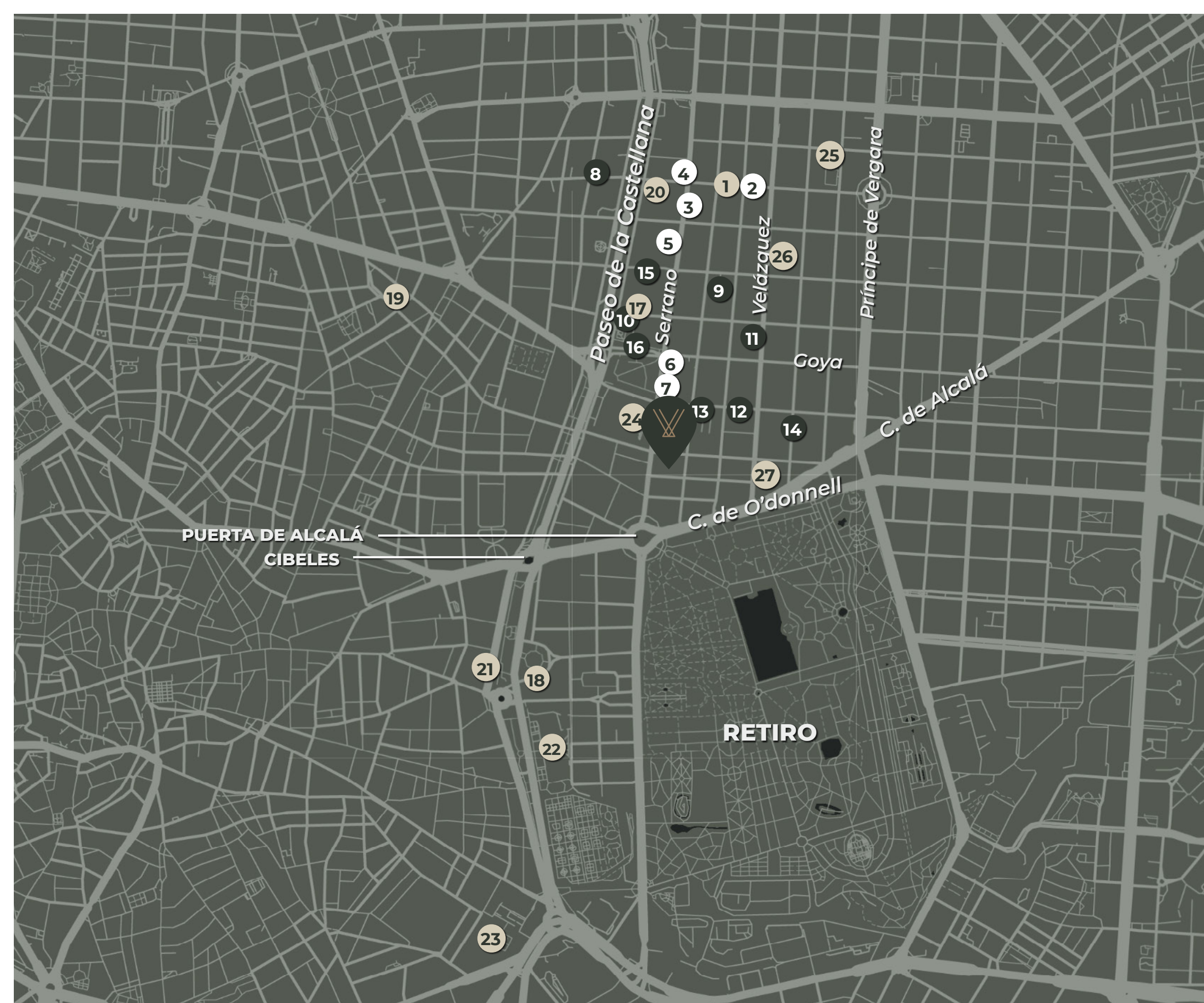
1. Hermés
2. Chanel
3. Louis Vuitton
4. Gucci
5. El Corte Inglés
6. Loewe
7. Prada

## ○ F&B

8. Coque Madrid
9. Mercado de la Paz
10. Zuma Madrid
11. Bel Mondo
12. Amazónico
13. Lobito de Mar
14. Numa Pompilio
15. Ten con Ten
16. Platea

## ● HOTELS & MUSEUMS

17. Hotel Fenix Grand Melia 5-stars
18. Hotel Mandarin Oriental 5-stars
19. URSO Hotel & Spa 5-stars
20. Hotel Rosewood Villa Magna 5-stars
21. Thyssen Museum
22. Prado Museum
23. Reina Sofía Museum
24. National Archeological Museum
25. Fundación Juan March
26. Bless Hotel Madrid 5-stars
27. Wellington Hotel & Spa 5-stars



# Spain's Golden Mile

The palace is located in calle Villanueva, 40 meters away from Serrano the epicentre of luxury in Madrid.

A short walk away are the boutiques of the most prestigious brands, luxury jewelers, and designer stores on Serrano, Velázquez, and Ortega y Gasset streets, collectively known as the "Golden Mile."

The neighborhood offers an unparalleled culinary scene, from Michelin-starred restaurants to traditional taverns and charming cafes, perfect for any occasion.

Villanueva Street enjoys excellent connections with the rest of the city, with several nearby metro stations and numerous bus lines connecting to any point in Madrid.

Beyond its prestige, the palace remains walkable and livable, with an understated charm that appeals to those seeking both status and serenity.

Serrano and the whole Salamanca district are a top destination for locals as well as the most visited area by foreign, affluent tourists.



## Key factors



**VERY HIGH FOOTFALL**



**PREMIUM RETAIL,  
HOSPITALITY AND F&B**



**EASY ACCESS, HIGH  
PARKING AVAILABILITY**



**HISTORICAL VALUE**

# The Property





# The Asset

## DESCRIPTION

Built surface area  
1,668 sqm

Facade  
30 m

Additional Building Rights  
c. 1,300 sqm

Land Plot  
1,105 sqm

### Approved uses

Commercial + Residential



The Palacete de la calle Villanueva is a 1,668 sqm building with four floors plus a semi-basement surrounded by a garden, with a 30-metre façade on Calle Villanueva, visible from Serrano.

Designed by Cristóbal Lecumberri in 1865 and completed in 1870, the building was envisioned for Madrid's elite of that period.

It is the only surviving mansion from the group of detached houses (single-family dwellings with gardens) built by the Duke of Salamanca in the Ensanche district.

In 2012, a special plan was approved for the property, allowing both residential and commercial uses.

The building has a remaining buildable area of approximately 1,300 sqm.

# The Asset

A SINGULAR TESTIMONY AND AN IRREPLACEABLE OPPORTUNITY

## ■ Unbeatable location

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## ■ Unique architectural legacy

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## ■ Cultural Interest

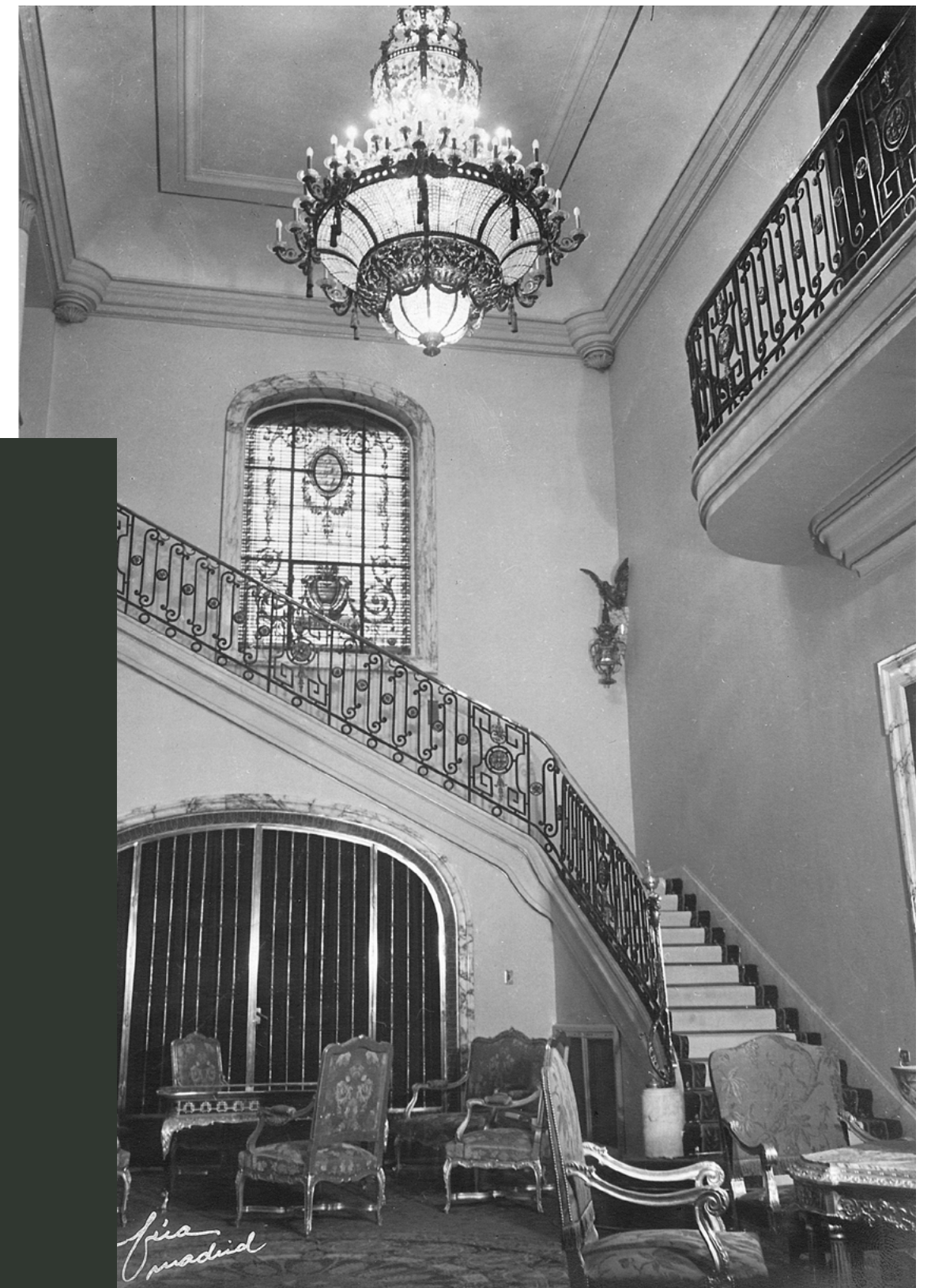
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## ■ Transformation Potential

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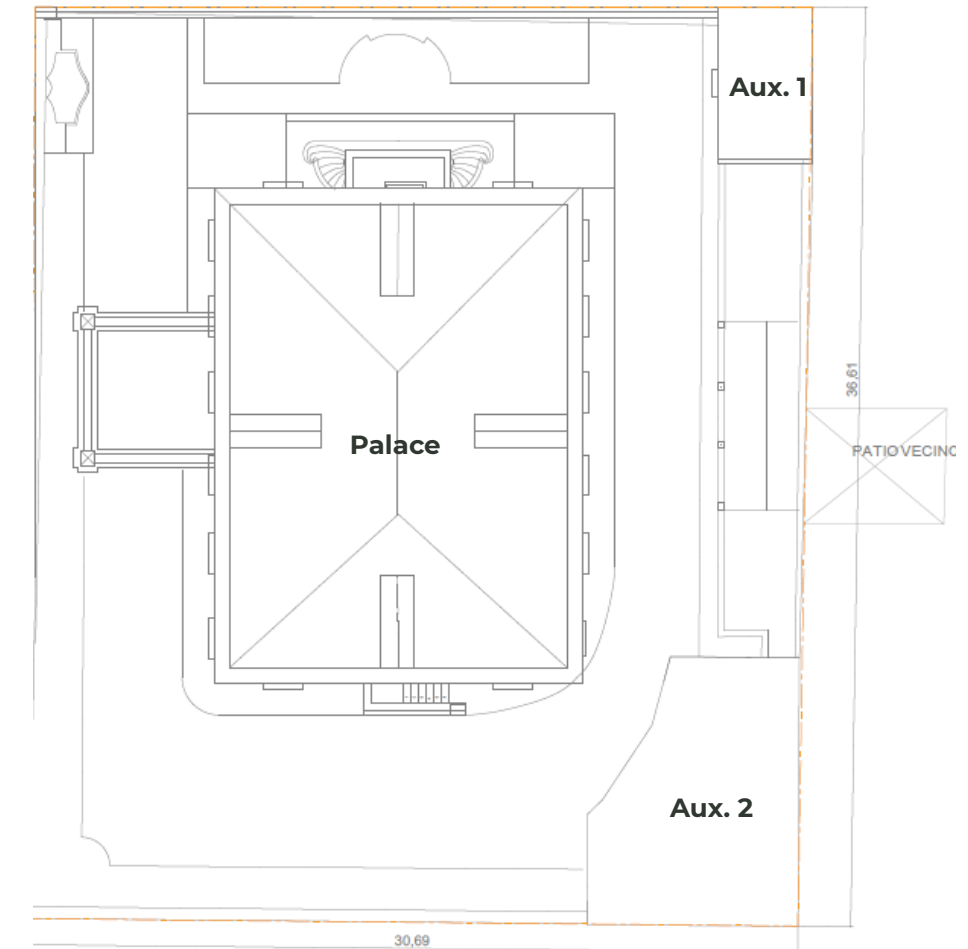
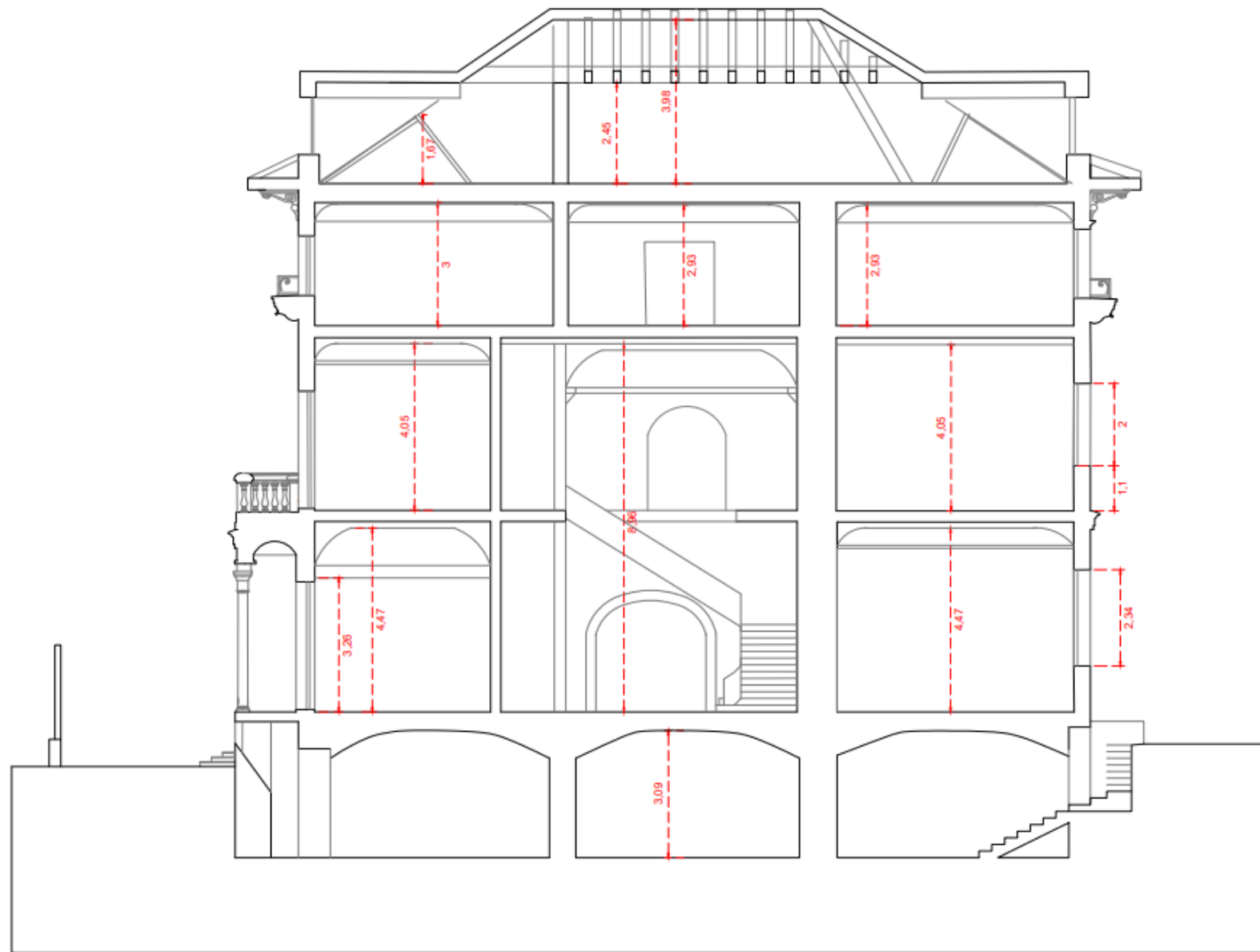
## ■ Remaining buildability

The remaining buildable area can be realized through one of the auxiliary constructions in an 8-story residential building.



# The Asset

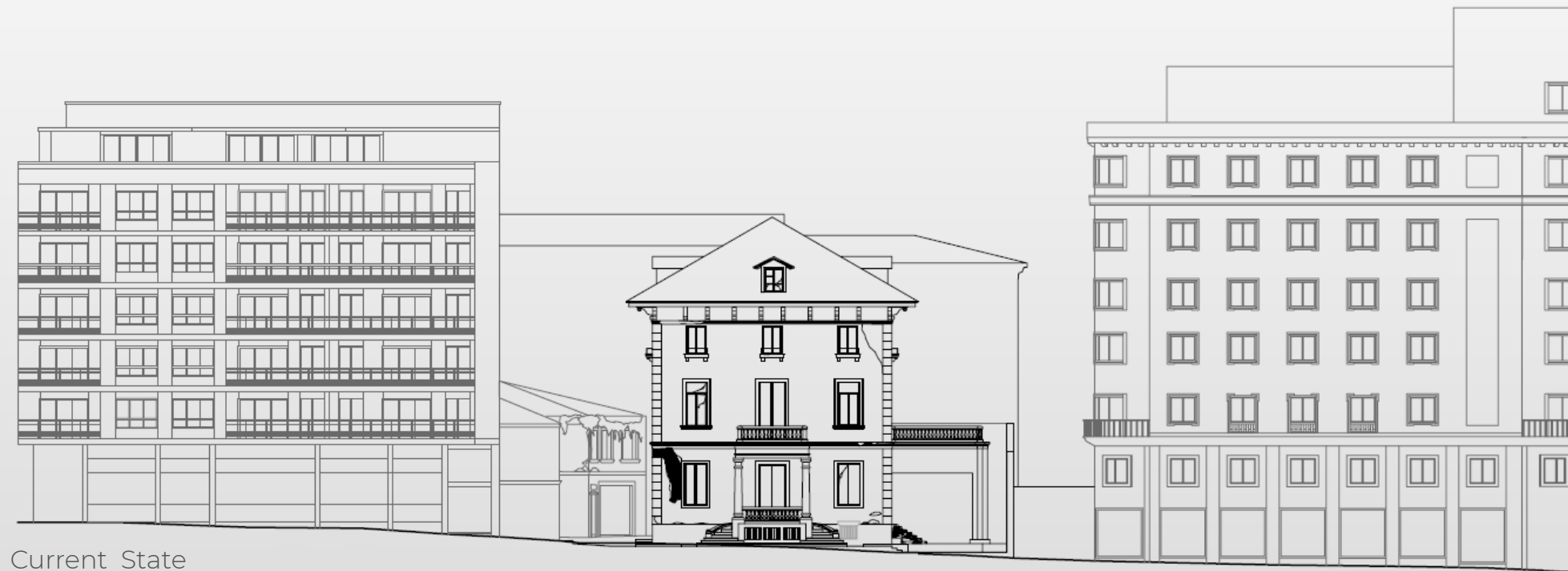
## AREAS



Built area (sqm)	Main building (Palace)	Auxiliar building 1	Auxiliar building 2
<b>Baement</b>	291	78	23
<b>Ground floor</b>	282	78	23
<b>Floor 1</b>	247		
<b>Floor 2</b>	282		
<b>Floor 3</b>	282		
<b>Mezzanine</b>	82		
<b>Total</b>	1,466	157	45

# The Asset

URBAN PLANNING



Current State

## Urban Planning Conditions of the plot

- Plot area: 1,105.36 sqm.
- Maximum buildable area: 2,980.15 sqm (2.69 sqm/sqm)
- Maximum occupancy 60% of the plot area

## Urban planning conditions of the building

Urban Planning Conditions of the APE 04.16 "Villanueva 18" and subsidiarily to the Urban Planning Regulations of the PGOU of 1997 for the Zonal Norm 1.B., grade 3.

Qualified use is Residential and Tertiary Services in its Commercial class in an exclusive building.

	<i>Num. Floors</i>	<i>Main Use</i>
<b>Main building (Palace)</b>	Basement, GF, F1, F2, F3, mezzanine	Residential/Commercial
<b>Auxiliar building 1</b>	Up to 8	Residential
<b>Auxiliar building 2</b>	2	Commercial-Retail

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