



MORGAN ASSOCIATES

ESTATE & LETTINGS AGENCY



Flat 3, 99 Promenade,
Cheltenham GL50 1NW
Price Guide £340,000



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Flat 3, 99 Promenade, Cheltenham GL50 1NW

Marketed for the first time in more than 100 years and converted to residential premises in 2013, this is a beautifully presented second floor apartment forming part of an elegant early Victorian building on Cheltenham's prestigious Promenade. Extending to approximately 965 sq ft, the apartment features impressive sash windows with internal, full-length shutters, cornicing and an impressive open plan kitchen and living space with centre island and stone worktops. As a corner unit, the property enjoys delightful views along the Promenade, over Neptune's Fountain and along Oriel Road and benefits from existing listed building consent valid to October 2028 to reconfigure the accommodation into a two bedroom apartment. Peppercorn ground rent.

Full Description

Set within an elegant early Victorian building dating from circa 1840, this impressive second floor apartment occupies a distinguished position along Cheltenham's iconic Promenade. Extending to approximately 965 sq ft, the apartment offers beautifully proportioned accommodation with an abundance of natural light and attractive period detailing throughout.

The property is entered via a welcoming hallway which leads into a magnificent open plan kitchen and living room. This exceptional space is defined by striking floor to ceiling sash windows which flood the room with natural light while providing delightful views along the Promenade and down Oriel Road. The kitchen itself is fitted with a comprehensive range of units complemented by stone work surfaces and a central island, with engineered wood flooring continuing through the living space to create a stylish and sociable environment.

The bedroom is a generous double room, again enjoying excellent natural light and impressive proportions. The bathroom is well appointed and comprises a shower cubicle, wash basin and WC, with sufficient space to install a full-length bathtub if desired.

The apartment retains a number of attractive period features including ornate cornicing and elegant full-height sash windows which reflect the building's architectural heritage.

Listed building consent has also been granted to reconfigure the accommodation to create a two bedroom apartment, offering further flexibility for future owners. Application ref: 25/01374/LBC of 23 August 2025.

Residents' permit parking is available through the local authority.

99 Promenade

Occupying a distinguished position along Cheltenham's iconic Promenade, 99 Promenade is an elegant early Victorian building dating from circa 1840, offering a rare opportunity to acquire a substantial and well maintained period investment in one of the town's most prestigious addresses.

Arranged over the first, second and top floors, the building comprises five self-contained apartments extending to approximately 4,460 sq ft in total. The apartments enjoy elevated and far reaching views along the Promenade and towards Cleeve Hill, enhancing the building's desirability for tenants and future occupiers alike.

The property has been carefully maintained by the current owners, with internal communal areas and the entire building's exterior and roof substantially renovated between 2025-26 ensuring the building presents to an excellent standard throughout with no external repainting expected before earliest 2033.





Each apartment benefits from residents' permit parking available via the local authority. The building is held on a long leasehold interest of approximately 150 years remaining. Restrictions within the lease include no short term or holiday letting, helping preserve the integrity and residential nature of the building.

NB. The Seller will remain the property's Freeholder and also the owner of the commercial premises at the property and has a strong interest in maintaining the building's attractiveness as well as competitive insurance rates and reasonable sinking fund contributions - as they will continue to contribute almost 50% of those costs annually from their own account.

The property is Grade II* Listed, reflecting its architectural and historic significance within Cheltenham's renowned Regency and Victorian townscape.

Situation

The Promenade is widely regarded as one of Cheltenham's most sought after and prestigious addresses, forming the heart of the town centre and renowned for its impressive tree lined avenue, historic architecture and vibrant lifestyle offering. The location provides immediate access to a superb range of boutique shops, cafés, restaurants and cultural attractions including the Everyman Theatre and Montpellier Gardens.

Cheltenham is celebrated for its Regency heritage, excellent schooling including Cheltenham College, Cheltenham Ladies' College and Dean Close School, as well as its internationally recognised festival calendar encompassing literature, jazz, science and racing events. The town also provides excellent transport links, with convenient access to the M5 motorway network and mainline rail services to London Paddington.

Further Information

Tenure: Leasehold

Lease duration: 150 years from 1st April 2026

Service Charge: Ask agent

Ground Rent: N/A

Services: Mains electricity, water and drainage.

Local Authority: Cheltenham Borough Council: Tel. 01242 262626

Council Tax Band: B

