



MORGAN ASSOCIATES

ESTATE & LETTINGS AGENCY



Flat 5, 99 Promenade,
Cheltenham GL50 1NW
Price Guide £380,000



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Flat 5, 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 top floor apartment forming part of an elegant early Victorian building on Cheltenham's prestigious Promenade. Extending to approximately 1,014 sq ft, the apartment features a separate kitchen fitted with a range of units and stone worktops, together with a spacious living room with feature fireplace. The property enjoys delightful views along the Promenade and Neptune's Fountain to one side, St Georges Road and Cheltenham Ladies' College to the rear, along Oriel Road and towards Cleeve Hill. It also benefits from existing listed building consent valid to October 2028 to reconfigure the accommodation into a three bedroom apartment. Peppercorn ground rent.

Full Description

Set within an elegant early Victorian building dating from circa 1840, this impressive top floor apartment occupies a distinguished position along Cheltenham's iconic Promenade. Extending to approximately 1,014 sq ft, the apartment offers generously proportioned accommodation with an abundance of natural light and attractive period detailing.

The property is entered via a welcoming hallway which leads into a spacious living room featuring a character fireplace and skylights. This bright and inviting room flows through to the kitchen, which is fitted with a range of units complemented by stone work surfaces. Velux windows flood the space with natural light while offering attractive views along the Promenade, Oriel and St Georges Roads. Engineered wood flooring continues through the living space and kitchen, creating a cohesive and stylish environment.

The principal bedroom is a generous double room enjoying excellent natural light and impressive proportions with en-suite bathroom. A second bedroom, also a double, provides flexible accommodation for guests, family or home working. The bathroom is well appointed and comprises a shower cubicle, wash basin and WC.

The apartment retains attractive period character, forming part of this elegant Grade II* listed building on one of Cheltenham's most prestigious streets.

Listed building consent has also been granted to reconfigure the accommodation to create a three 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 date of purchase

Service Charge: £2,730.00 p.a.

Ground Rent: N/A

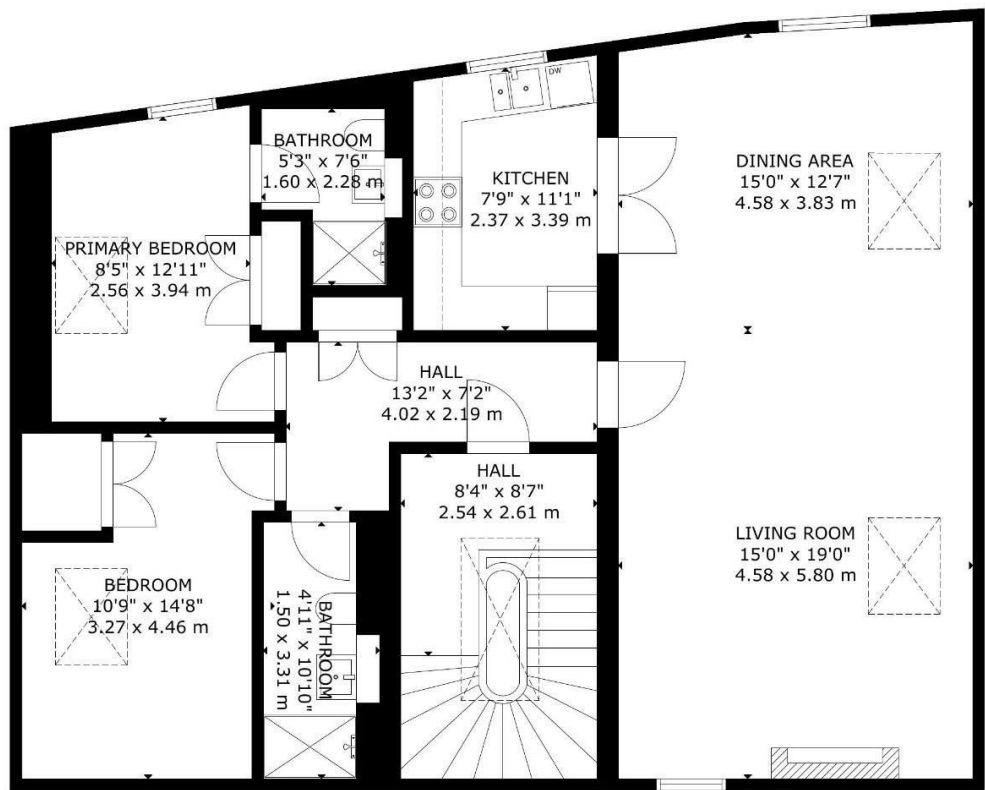
Services: Mains electricity, water and drainage.

Local Authority: Cheltenham Borough Council: Tel. 01242 262626

Council Tax Band: D



Floor Plan

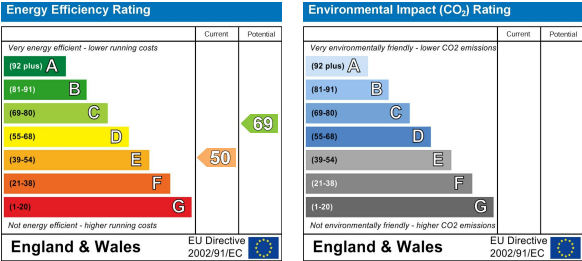


UNIT 5

GROSS INTERNAL AREA
TOTAL: 94 m²/1,014 sq ft
UNIT 5: 94 m²/1,014 sq ft
SIZE AND DIMENSIONS ARE APPROXIMATE, ACTUAL MAY VARY

These particulars, whilst believed to be accurate are set out as a general outline only for guidance and do not constitute any part of an offer or contract. Intending purchasers should not rely on them as statements of representation of fact, but must satisfy themselves by inspection or otherwise as to their accuracy. No person in this firms employment has the authority to make or give any representation or warranty in respect of the property.

Energy Efficiency Graph



Area Map



Viewing

Please contact us on 01242 514 285 if you wish to arrange a viewing appointment for this property or require further information.

Rotunda Buildings Montpellier Exchange
Cheltenham
Gloucestershire
GL50 1SJ

T. 01242 514 285
E. sales@morgan-associates.co.uk
W. www.morgan-associates.co.uk