



Promenade, Town Centre, GL50 1NW

Guide Price £325,000



## Promenade

Town Centre, GL50 1NW

A truly rare opportunity to acquire a beautifully presented Grade II\* listed apartment occupying a landmark position on Cheltenham's prestigious Promenade.

Council Tax band: B

Tenure: Leasehold

EPC Energy Efficiency Rating: E

- Grade II\* Listed One Bedroom Apartment
- Exceptionally Rare Opportunity
- Positioned In One Of Cheltenham's Most Desirable Town Centre Locations
- Original Features Throughout
- Planning Permission To Create A Second Bedroom
- No Onward Chain



A truly rare opportunity to acquire a beautifully presented Grade II\* listed apartment occupying a landmark position on Cheltenham's prestigious Promenade, part of an exclusive collection of five apartments within a beautiful historic building. Enjoying breathtaking views over Neptune Fountain, exceptional natural light, and elegant Regency proportions throughout, the property combines historic architectural significance with contemporary open-plan living. Believed to be the first opportunity in over a century to purchase within this remarkable building, the apartment also benefits from listed building consent to create a second bedroom, subject to the relevant consents and regulations.

**Communal Areas:** The communal areas at 99 Promenade are a particular feature of the building and contribute significantly to its sense of grandeur and architectural importance. Accessed via an impressive entrance, the building benefits from elegant sweeping staircases rising through the property, showcasing many of the period details associated with Cheltenham's finest Regency buildings. The communal areas have been exceptionally well maintained and have recently undergone extensive renovation and refurbishment, together with significant improvements to the building's exterior and roof. As a result, the building presents to an outstanding standard throughout.

At the upper levels, a striking vaulted ceiling lantern floods the stairwell with natural light, creating a bright and welcoming environment whilst highlighting the architectural character of this remarkable Grade II\* listed building. The continued investment in the building ensures residents enjoy a prestigious and beautifully presented setting from the moment they enter.

### **Apartment**

**Entrance Hall:** A welcoming entrance hall providing access to all principal rooms and offering useful storage space and an entry phone system.

**Open Plan Living/Dining/Kitchen:** An exceptional open-plan living space extending to over 30 feet in length, flooded with natural light from multiple large sash windows overlooking the Promenade and Neptune Fountain. The impressive room offers clearly defined living, dining, and kitchen areas whilst maintaining a wonderfully sociable layout. 10ft. high ceilings, period detailing, and the elevated outlook create a bright and elegant environment perfect for both everyday living and entertaining.

The kitchen is fitted with a range of contemporary units complemented by quality work surfaces and a central island breakfast bar. A selection of integrated Neff appliances provides both style and practicality.

**Bedroom:** A generous double bedroom enjoying excellent proportions and plenty of natural light from large sash windows, creating a peaceful retreat away from the main living space.

**Bathroom:** A spacious bathroom fitted with a shower enclosure, wash hand basin and WC, with ample space for additional bathroom furnishings if desired.

**Parking:** Please note that there is on street parking available including Montpellier Street directly behind the building which is within the local zoned permit parking area. Permits can be applied for through Gloucestershire County Council website.

### **Additional Details:**

**Lease Length:** Approximately 150 Years Remaining on Lease

**Service Charge:** £2396 Per Annum

**Ground Rent:** Peppercorn

**Planning permission:** There is listed building consent until October 2028 to create a second bedroom by reconfiguring part of the substantial living space, providing future flexibility for incoming purchasers, subject to any further permissions and approvals required.

**History & Heritage:** 99 The Promenade forms part of one of Cheltenham's most distinguished Regency terraces and represents a rare opportunity to acquire a home within one of the town's most historically significant buildings. Positioned along a boulevard originally laid out in 1818 as a tree-lined carriage drive leading to the Sherborne Spa, The Promenade has long been regarded as Cheltenham's premier address and remains at the heart of the town's elegant Regency streetscape.

This striking Grade II\* listed building showcases many of the architectural features synonymous with Cheltenham's Regency heritage, including its impressive full-height bow frontage, elegant sash windows, ornate plasterwork, and refined period detailing. The apartment itself enjoys many of these original characteristics, blending historic charm with modern living. Overlooking the iconic Neptune Fountain and tree-lined Promenade, the building occupies a prominent corner position and is recognised as an important architectural landmark within Cheltenham town centre.

Opportunities to purchase within this building are exceptionally rare. The property has remained under the same ownership for generations and it is understood that apartments within the building have not been openly available for sale for over a century, making this a genuinely unique chance to acquire a piece of Cheltenham's architectural history.

**Location:** The Promenade offers immediate access to an excellent range of boutique shops, cafés, restaurants and well-known high street retailers. The nearby Cheltenham Town Hall hosts a variety of concerts, exhibitions and performances throughout the year, while the attractive gardens and open spaces of Montpellier and Imperial Gardens are within easy walking distance.

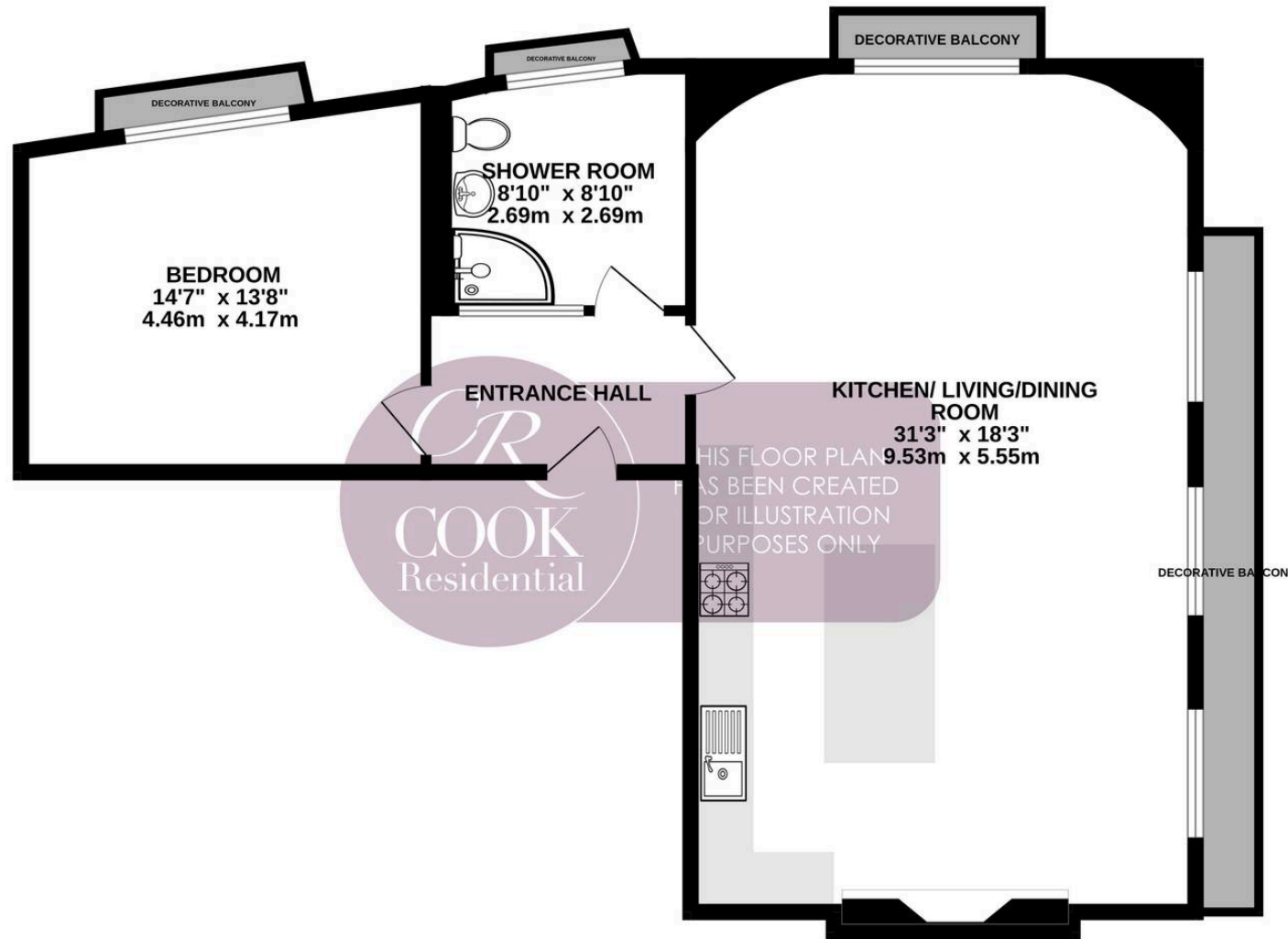
Cheltenham is renowned for its rich cultural heritage and hosts the internationally acclaimed Cheltenham Literature Festival, Cheltenham Jazz Festival and Cheltenham Science Festival. The town also benefits from excellent educational facilities, sporting amenities and transport links, including Cheltenham Spa railway station with direct services to London Paddington, Birmingham and Bristol, together with convenient access to the M5 motorway and the world-famous Cheltenham Racecourse.

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Please note that some images within this listing have been digitally staged for marketing purposes. Furniture, furnishings and decorative items shown in these images have been added virtually to help illustrate the potential use and layout of the rooms. The property is being sold unfurnished, and purchasers should rely on physical viewings to satisfy themselves as to the property's size, layout and condition.



FIRST FLOOR  
904 sq.ft. (84.0 sq.m.) approx.



TOTAL FLOOR AREA : 904 sq.ft. (84.0 sq.m.) approx.

Whilst every attempt has been made to ensure the accuracy of the floorplan contained here, measurements of doors, windows, rooms and any other items are approximate and no responsibility is taken for any error, omission or mis-statement. This plan is for illustrative purposes only and should be used as such by any prospective purchaser. The services, systems and appliances shown have not been tested and no guarantee as to their operability or efficiency can be given.  
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