

Pillar House

113-115 BATH ROAD, CHELTENHAM,
GL53 7LS

Freehold Residential Redevelopment/
Conversion Opportunity - For Sale

savills



Indicative site boundary only

KEY HIGHLIGHTS

- Freehold residential development/conversion opportunity for sale;
- Benefits from full planning consent for a change of use from Class E to residential (Class 3) including the remodel of the existing extension into 6 residential units (Reference 25/01854/FUL);
- The proposed scheme offers 10 parking spaces in total, with cycle and bin storage available to all units;
- Prime central location, situated opposite Thirlestaine House and in close proximity to Cheltenham College;
- The site extends to circa 0.4 acres (0.16 hectares);
- The existing building comprises approximately 17,430 sqft (1,619 sqm);
- Offered with vacant possession;
- Seeking unconditional offers only.

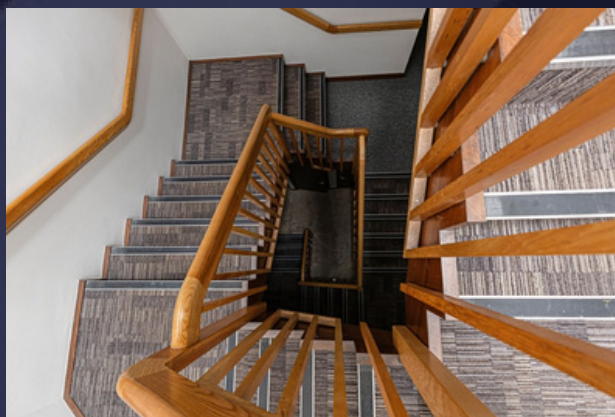


THE PROPERTY

The site extends to circa 0.4 acres (0.16 hectares) and comprises two unique Grade II Listed semi-detached Regency villas and a significant rear extension. The two villas were originally built circa 1825.

In the late 20th century, both villas came under the same ownership before the building was fire-damaged. In the 1980's, substantial repairs and improvements to the building were undertaken, including the construction of the rear office extension which more than doubled the size of the existing footprint.





LOCATION

The site is located to the south of Cheltenham's town centre.

Pillar House is on Bath Road in Cheltenham's Central Conservation Area, enjoying a prominent location opposite Grade I listed Thirlestaine House and in close proximity to Grade II* Cheltenham College.

The surrounding area is characterised predominantly by residential properties and several commercial facilities. With a range of amenities located within walking distance to the south, on Bath Road.

Cheltenham is famed as one of the most complete Regency towns in England and is a highly sought-after place to live. The town benefits from Michelin-starred restaurants, numerous bars, stylish shops and leisure facilities. Cheltenham Racecourse is located approximately 2 miles from the site and hosts a variety of meets and events throughout the year, with the Cheltenham Gold Cup as the annual highlight. Cheltenham also benefits from a thriving cultural scene, hosting numerous festivals including The Wychwood Festival and Cheltenham Jazz Festival.

Cheltenham Spa train station is located approximately 1 mile (1.6 km) to the north west of the site. Cheltenham Spa station provides regular direct services to London Paddington within 2 hours. There are also direct train routes to Cardiff, Birmingham, Manchester and Edinburgh. With access to good road networks, there is easy access to the M4, M5 and A40 linking Cheltenham and Oxford.

PLANNING POSITION

Local Planning Authority	Cheltenham Borough Council
Local Plan	The Cheltenham Plan, adopted on 20th July 2020 and runs to 2031. It supports the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy (JCS), which was adopted on 11 December 2017. A new Strategic and Local Plan (SLP), produced jointly by Cheltenham Borough Council, Gloucester City Council, and Tewkesbury Borough Council will supersede the Joint Core Strategy and all three district local plans.
Relevant Planning Consent	Ref: 25/01854/FUL for "Conversion of the existing property from offices (Use Class E) to residential (Use Class C3), including the remodelling of the existing rear extension.", granted on 25th February 2026.
Listed Building	Grade II Listed building. First listed on 5 th May 1972, most recent amendment 26 th November 1998. List entry number- 1386719.
Conservation Area	Located in the Bath Road Character Area within Cheltenham's Central Conservation Area.

PROPOSED ACCOMODATION SCHEDULE

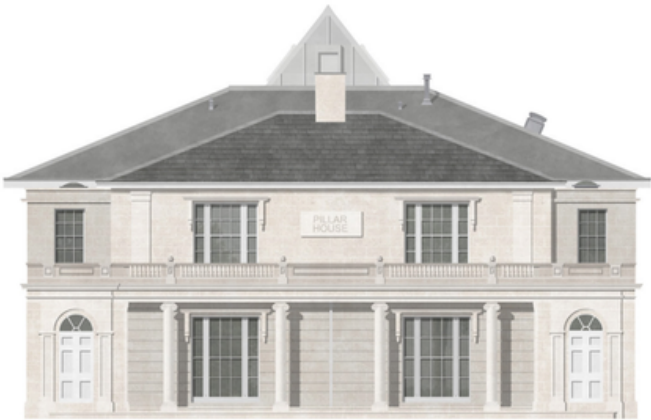
PLOT	TYPE	BEDROOMS	STUDY	PARKING	SQFT
1	Villa	3	-	Yes	2,422
2	Villa	3	-	Yes	2,530
3	Apartment	2	1 (ROOM)	Yes	1,884
4	Apartment	2	1 (ROOM)	Yes	2,099
5	Duplex	3	1	Yes	2,260
6	Duplex	3	1	Yes	2,260
TOTAL					13,455

Source: Design & Access Statement (ref: 25/01854/FUL)

Please note that the floor areas have been provided by the Vendor's Architect and Savills cannot be held liable for their accuracy. We recommend that parties satisfy themselves as to the gross internal floor areas'.



Source: Design & Access Statement (ref: 25/01854/FUL)



Existing Front Facade (Bath Road)



Proposed Front Facade (Bath Road)

Source: Design & Access Statement (ref: 25/01854/FUL)



IMPORTANT NOTICE

Savills, their clients and any joint agents give notice that:

1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact.

2. Any areas, measurements or distances are approximate. The text, images and plans are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all necessary planning, building regulation or other consents and Savills have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise.

Maps are reproduced from the Ordnance Survey Map with the permission of the Controller of H.M. Stationery Office. © Crown copyright licence number 100022432 Savills (UK) Ltd, and published for the purposes of identification only and although believed to be correct accuracy is not guaranteed.

Designed and produced by Savills Marketing: 020 7499 8644 | June 2026

METHOD OF SALE

Offers are invited on an unconditional basis. To ensure we can accurately appraise all offers on a like for like basis, please provide the following information in support of your bid:

- The unconditional sum to be paid for the freehold;
- Specify your proposed exchange deposit and confirm that it is non-refundable;
- Details of any overage provision if applicable (including how the overage is to be calculated and when it is to be paid);
- Details of any further information required or investigations to be carried prior to exchange including anticipated timescales for carrying out proposed works;
- Specify any assumptions made in relation to anticipated abnormal development costs associated;
- Confirmation of your anticipated timescales for exchange and completion of contracts;
- Source and availability details of how you propose to fund the purchase (proof of funding may be required upon request)
- Confirmation that your bid has received full board approval, or equivalent, and if not, the process, and anticipated timescales required to obtain such approval;
- Specify your proposed exchange deposit and confirm that this will be non-refundable;
- Provide details of the solicitors (firm and partner responsible) you propose to use and confirmation that you have an existing working relationship with them.
- Provide any other information that you feel should be taken into consideration in the assessment of your bid.

Please note that the Vendor will not be obliged to accept the highest offer or any other offer.

VIEWINGS & DATA ROOM ACCESS

Viewings are by appointment only.

Please note that neither the vendor nor their agent will be responsible for any damage or loss caused to any potential purchasers, their agents or consultants while on site.

Please contact bella.staines@savills.com to arrange a viewing and for access to the supporting data room.

VAT

The Vendor has not elected the property for VAT.

CONTACT

For further information please contact:

Jemima Upton MRICS
Oxford Development
jemima.upton@savills.com
07977 030 109

savills