



LUXURY REGENCY STYLE, CONTEMPORARY LIVING COMES TO PITTVILLE PARK

Broadway Heritage has broken ground on a development of new luxury Regency-styled apartments on the edge of Cheltenham's historic Pittville Park. The development of Victoria and Albert Houses at Pittville Place will provide two new buildings, each containing eight spacious contemporary apartments with views over the Park in one direction and the Cotswold hills in the other. Construction is expected to be complete by February 2008.

Pittville Place offers the rare opportunity to purchase luxury accommodation in a sought-after location on the fringes of the Park. Sympathetically designed to complement the area's long standing heritage, the scheme will offer a mixture of two and three bedroom apartments and duplexes ranging from 1,180 to 1,520 sq ft.

The development's internal specification will be commensurate with the buildings' architectural design and stunning location. All apartments will be fitted to an outstandingly high standard featuring natural Indian sandstone in communal entrance areas, quality designed and fitted kitchens with solid granite work surfaces, contemporary sanitary ware in bathrooms and en-suites and hi-tech video and alarm security.

Joseph Pitt's original plans for the Pittville estate included a perimeter of Georgian villas surrounding the park and after two hundred years, Pittville Place represents a realization of this plan. The architecture of both Victoria and Albert Houses has been influenced by Pitt's vision and will add to Regency Cheltenham's renowned reputation.

Michael Hodges, Managing Director of Broadway Heritage commented: "Broadway is delighted to be playing a role in Pitt's original vision for Pittville Park. The Park and the Pump Rooms in particular, are world famous for their Regency architecture and

we are proud to be contributing to this heritage. Victoria and Albert Houses will give the chance to live in one of Cheltenham's most desirable addresses - in a home which comes with exceptional attention to detail, mixing Regency styling with luxury and contemporary comforts. We anticipate a high volume of interest for Pittville Place due to the limited opportunities to buy homes of this nature in such a stunning and historic location. ”

Further information can be obtained at www.pittvilleplace.com - where floor plans of the development are available to download. Development details are also available from Hamptons International on 01242 514600.

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Notes to editors:

Broadway Heritage PLC is dedicated to the restoration of historic buildings and the creation of beautiful new homes in stunning locations. The company was founded in 2005 by Michael Hodges and Christopher Penn, both former partners in one of the leading firms of international property consultants.

Broadway Heritage prides itself on creating luxury modern homes in buildings of character and historical integrity. All developments, whether new build or refurbishment, are sympathetic to the surrounding environment providing homes with exceptional attention to detail – homes for life.

Current developments include:

- Ascot Place, Ascot (see www.ascotplace.com)
- Avondale, Batheaston, Bath (see www.avondalebath.com)
- 3-6 North Parade Buildings, Bath
- Kensington Chapel, Kensington Place, London Road, Bath
- The Elms, Houghton, Cambridgeshire
- 16, Clifton Gardens, Maida Vale, London

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For further information on Broadway Heritage visit www.broadwayplc.com

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