



Park Residences

— MORECAMBE —

From historic landmark to contemporary living.

Welcome to the Park Residences, a beautifully restored Victorian landmark on Regent Road, Morecambe.

Once a grand seaside hotel, this iconic building is being sensitively converted into 14 contemporary apartments, blending heritage charm with modern design.

Don't miss your chance to be part of Morecambe's exciting regeneration — whether investing for income, long-term growth, or securing your dream coastal home.



A LANDMARK RESTORED
Victorian architecture with
timeless character.



14 CONTEMPORARY APARTMENTS
Individually designed homes for
modern living.



COASTAL LIVING REIMAGINED
Enjoy panoramic views and the
best of seaside life.

A Personal Message from the Developer

When I first walked through the doors of the former Park Hotel, I was struck by two things.

The first was the condition of the building.

Years of vacancy had taken their toll. The decor was dated, maintenance had been deferred and the building had slowly slipped into decline.

The second was its potential.

Beneath the tired appearance stood an incredibly robust Victorian building with remarkable proportions, impressive architectural features and an undeniable sense of permanence. The main staircase immediately stood out, as did many of the original features hidden throughout the building.

I knew restoring the building would be challenging.

It would require significant investment, careful planning and a commitment to preserving the character that makes it special.

However, I also knew it deserved another chance.

Every decision throughout the restoration has been guided by one simple principle: if something is worth preserving, it is worth preserving properly. Park Residences represents the culmination of that vision.

Fourteen carefully designed homes within one of Morecambe's most recognisable buildings.

It is a project of which I am immensely proud.

Alexander Potocki

ALEXANDER MATTHEWS STAYS LTD
Managing Director



*A building with a rich past.
A future with purpose.*



WHY BUY PARK RESIDENCES?



The collection has been carefully designed to appeal to a wide range of homeowners.



For some, it will offer the opportunity to downsize and enjoy coastal living.



For others, it will provide a distinctive second home or carefully considered property investment.



Many will simply appreciate the rare combination of character, modernity and quality that is increasingly difficult to find.

EVERY APARTMENT BENEFITS FROM:



Lift access throughout



Solar energy infrastructure



Residents' gymnasium (phase 2)



Electric vehicle charging (phase 2)



Communal gardens (phase 2)



Peppercorn ground rent



Secure entry systems



10-Year Structural Warranty



With homes ranging from approximately 772sq ft to 1766 sq ft, many apartments offer proportions more commonly associated with traditional houses than modern apartment developments.

However, Park Residences is more than a place to live. It is a landmark restored, a home reimagined and an investment in the future of one of Morecambe's most recognisable buildings.

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It's not just about where you live, but the legacy you become part of.

THE DIFFERENCE IS IN THE DETAILS

One of the most significant decisions was the retention of many of the building's original features.

The same philosophy has been applied throughout the design of every apartment.

Rather than impose a standard layout across the building, each home has been carefully designed around its location within the original structure.

During the restoration of the roof, traditional craftsmanship was prioritised over short-term convenience.

Copper nails were used in place of standard galvanised fixings, whilst leadwork to the dormers and roof details was formed and installed using traditional techniques that respect the heritage of the building.

Most developers would have squeezed another apartment into the building.

We chose to create larger homes.



SUSTAINABILITY & FUTURE LIVING



Smart energy allocation

Intelligent use of solar energy where it is needed most.



Lower communal energy costs

Sustainable energy reduces operating costs across the building.



Greener living for the future

Electric vehicle charging for residents.

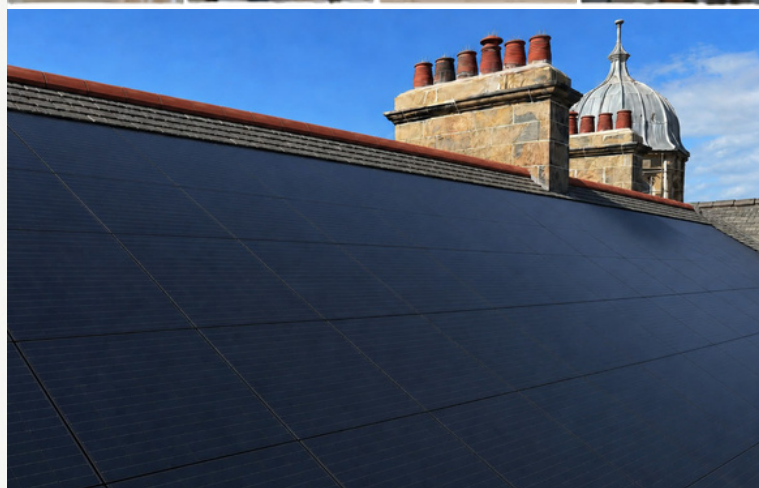


Supporting long-term value

Sustainable features today for lasting benefits tomorrow.

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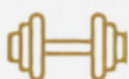
The developer thought about the long-term running costs.



AMENITIES & LIFESTYLE



Lift Access



Resident's Gymnasium (Phase 2)



Communal Gardens (Phase 2)



Secure Entry System



Cycle Storage



Solar energy infrastructure



Electric Vehicle Charging
(Phase 2)



Professionally Managed Building



Space. Light. Character.

THE BAY COLLECTION

PHASE ONE

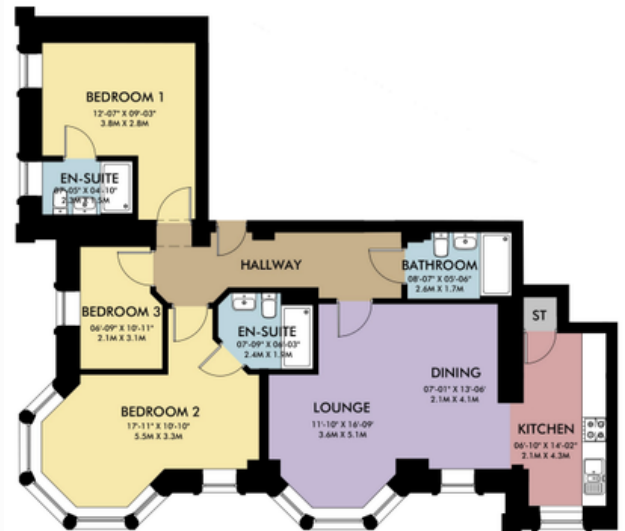
APARTMENTS 9, 10 & 12

COASTAL LIVING FROM A DIFFERENT PERSPECTIVE



APARTMENT 9
2 BEDROOMS

83.31m² / 897ft²



APARTMENT 10
3 BEDROOMS

100.08m² / 1,077ft²

APARTMENT 12
2 BEDROOMS

79.18m² / 852ft²



APARTMENT 9
2 BEDROOMS

Total Floor Area	83.31m ² / 897ft ²
Open-Plan Living	Lounge, Dining & Kitchen
Bathrooms	2
Storage	1

APARTMENT 10
3 BEDROOMS

Total Floor Area	100.08m ² / 1077ft ²
Open-Plan Living	Lounge, Dining & Kitchen
Bathrooms	3
Storage	1

APARTMENT 12
2 BEDROOMS

Total Floor Area	79.18m ² / 852ft ²
Open-Plan Living	Lounge, Dining & Kitchen
Bathrooms	2
Storage	1



PANORAMIC VIEWS
Enjoy breathtaking
views across
Morecambe Bay.



BRIGHT & SPACIOUS
Open-plan living
spaces designed for
modern life.



THOUGHTFUL DESIGN
Every detail crafted for
comfort, quality, and
coastal living.