



## MARKET STREET

A MEMORY CARE RESIDENCE

### **Watercrest Senior Living Group Celebrates the Groundbreaking of Market Street Memory Care Residence in Palm Coast**

VERO BEACH, Fla, June 26, 2017 – [Watercrest Senior Living Group](#) celebrates the groundbreaking of [Market Street Memory Care Residence](#), a 46,000 square foot memory care community in Palm Coast, Florida. Market Street Memory Care Residence will offer exceptional amenities, diverse culinary experiences, and world-class care for seniors living with Alzheimer’s and dementia. Under construction by [Walker & Company](#), the 64-unit memory care community is scheduled to welcome residents in Summer 2018.

Market Street Memory Care Residence is an innovative and artfully designed memory care community envisioned by Market Street co-owner [Marc Vorkapich](#), Principal and CEO of parent company, Watercrest Senior Living Group. Through an operationally driven design and experienced approach to memory care, Market Street Communities connect the hearts and minds of residents by stimulating their senses with the goal of re-experiencing memories.

“Our collective focus is to create a refreshing alternative to traditional senior memory care; our state-of-the-art Market Street communities offer world-class training, unparalleled service and personalized enrichment programming to enhance life experiences for our residents, families and caregivers,” says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group. “We are excited to introduce our Market Street concept to the Palm Coast area and positively impact this dynamic community through job creation and valuable community partnerships.”

Architected by LifeBuilt Architecture, Market Street Memory Care Residence will feature an inviting and purposeful design, including spacious accommodations, abundant natural lighting, internal courtyards with lush gardens, circular walkways, and visual cueing. This specialized care community boasts extraordinary central gathering spaces in Market Plaza, an active, “outdoor” streetscape complete with Newsstand, Art Gallery, Bakery, Salon and Spa, and Post Office carefully designed to welcome family and friends.

[Market Street Memory Care Residences](#) are purposefully designed to ignite the human spirit by identifying personal connections to specific sights, sounds, tastes and smells. All Market Street associates are Certified Dementia Care Practitioners and their multi-sensory programming is focused on honoring each resident’s traditions and interests and utilizing specifically designed spaces throughout the community to stimulate the brain and spark meaningful connections

Market Street Memory Care is centrally located at 2 Corporate Drive in Palm Coast; the city offers a vibrant lifestyle and native Florida landscape with miles of waterways and proximity to scenic Atlantic beaches.

[Watercrest Senior Living Group](#), owner of Market Street, specializes in the development and operations management of assisted living and memory care communities. Focused on the growth of servant leaders, Watercrest Senior Living Group identifies people as the company’s greatest asset. For community information, visit [www.marketstreetresidence.com](http://www.marketstreetresidence.com).

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