



Watercrest Senior Living Group Announces Development of Market Street Memory Care Residence in Palm Coast

VERO BEACH, Fla, December 14, 2016 – [Watercrest Senior Living Group](#) announces the development of their innovative new concept in senior living memory care, [Market Street Memory Care Residence](#) in Palm Coast, Florida. Walker and Company will break ground on the 46,000 square foot, 64-unit all memory care community in February 2017, with plans to open in early 2018.

Market Street Memory Care Residence is an innovative and artfully designed memory care community envisioned by Market Street co-owner [Marc Vorkapich](#), CEO and principal 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.

“We are honored to bring innovative memory care approaches and personalized enrichment programming to the residents of Palm Coast, offering seniors, their families and caregivers unparalleled associate training and world-class service,” says Marc Vorkapich, Principal and CEO of Market Street and Watercrest Senior Living Group.

Market Street Memory Care Residences are purposefully designed to ignite the human spirit by identifying personal connections to specific sights, sounds, tastes and smells. Honoring each resident’s traditions and interests, Certified Dementia Care Practitioners will utilize specifically designed spaces throughout the community to stimulate the brain and spark meaningful connections.

[Market Plaza](#) is the highlight and central gathering space of Market Street Memory Care Residences. The timeless charm of Market Plaza is complete with fresh flowers, trees, and an enticing, active streetscape. Residents enjoying the plaza can stop by the Newsstand or Post Office, browse the Art Gallery and Bakery, and visit the Salon and Spa for special pampering. Multi-sensory activities such as painting, baking, or yoga class offer residents choice and independence while encouraging meaningful interactions.

Market Street Memory Care Residence, architected by LifeBUILT Architecture, will feature an inviting and purposeful design, including spacious accommodations, abundant natural lighting, internal courtyards with lush gardens, circular walkways, visual cueing and multiple social gathering places. 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.

The premier Market Street Memory Care Residence in Viera, Florida opened to residents this month, while the second development, Market Street Memory Care Residence in Tampa, broke ground in November 2016 on East Lake Road in Tarpon Springs.

Market Street is committed to enriching the lives of seniors by providing extraordinary care, multi-sensory programming, diverse culinary experiences, and state-of-the-art associate training honoring seniors and their families. All Market Street associates are Certified Dementia Care Practitioners and their unique memory care programming includes Personal Life Silhouettes, Music & Memory, Memories in the Making, For the Love of Color, multi-sensory culinary and gardening experiences, as well as personal well-being activities.

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 more information on Market Street, visit www.marketstreetresidence.com.

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