



## **Construction Advances at Market Street Memory Care Residence in Palm Coast**

VERO BEACH, Fla, August 24, 2017 – Construction progress at [Market Street Memory Care Residence](#) in Palm Coast, Florida is steadily progressing after groundbreaking just two months ago by Walker and Company Construction. The 46,000-square foot, 64-unit all memory care community will offer world-class care, multi-sensory programming, extraordinary culinary experiences, and unparalleled associate training honoring seniors living with Alzheimer’s and dementia.

Market Street Memory Care Residences are innovative and artfully designed memory care communities 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.

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, Nationally Certified Dementia Care Practitioners and specialists will utilize specifically designed spaces throughout the community to stimulate the brain and spark meaningful connections.

“We are honored to bring the seniors, families and caregivers of Palm Coast a refreshing alternative to traditional senior memory care,” says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group. “Our multi-sensory, personalized enrichment programming and unparalleled associate training foster connections and enhance life experiences for seniors living with Alzheimer’s and dementia.”

[Market Street Memory Care Residences](#), architected by LifeBuilt Architecture, 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 caringly designed to welcome family and friends.

Market Street Memory Care Residence is located at 2 Corporate Drive in Palm Coast, and scheduled to open to residents in the summer of 2018.

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 visit [www.watercrestslg.com](http://www.watercrestslg.com) or [www.marketstreetresidence.com](http://www.marketstreetresidence.com).

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