



## **Watermark Retirement Communities and ZOM Senior Living Open The Watermark at West Palm Beach**

*Downtown West Palm Beach's Newest Luxury Senior Living Community Welcomes First Members*

**West Palm Beach, FL (March 2023)** - The Watermark at West Palm Beach is now open, welcoming seniors to experience vibrant downtown living among West Palm Beach's world-renowned cultural attractions, high-end shopping and fine-dining. Developed in partnership with ZOM Senior Living, the seniors housing division of ZOM Living, one of the nation's leading luxury housing development firms, the new community offers independent living, assisted living and memory care accommodations across its 154 apartments. The Watermark at West Palm Beach is the latest addition to Watermark Retirement Communities' prestigious Élan Collection of communities crafted with the mindset of a luxury wellness resort.

"We're excited to continue growing throughout South Florida with the opening of The Watermark at West Palm Beach," said David Freshwater, Chairman of Watermark Retirement Communities. "West Palm Beach offers everything today's sophisticated seniors want, including easy access to travel and proximity to dining, shopping, arts, culture, and world-class medical care. Our new luxury community is the perfect addition to this neighborhood and will provide South Florida seniors with a joyful, fulfilling lifestyle."

Spanning over 245,000 square feet, The Watermark at West Palm Beach encompasses studios, one-bedroom and two-bedroom apartments. Members can enjoy four distinct restaurants, each offering a variety of gourmet dishes, as well as a rooftop pool on the fifth floor surrounded by lush greenery and ample seating for relaxing and socializing. The community's integrative wellness program cares for members' minds, bodies and spirits, and a robust list of programming through Watermark University ensures members continue learning, exploring and sharing their ideas and passions with their neighbors.

"We believe in building extraordinary communities that provide seniors with the opportunity to thrive and live life to its fullest. The Watermark at West Palm Beach epitomizes our ethos," said David Barnes, President of Watermark Retirement Communities. "This community is the perfect starting location for members to explore the culture and beauty of South Florida, returning home to experience the utmost care and support from a dedicated staff."

The ownership for The Watermark at West Palm Beach consists of a partnership between ZOM Living, one of the most highly regarded luxury housing developers in the United States, and Watermark Retirement Communities.

"With The Watermark at West Palm Beach, ZOM Senior Living is delivering a superior senior living experience as demand for high-quality rental senior living communities continues to rise in South Florida," said Steve Ordway, Senior Vice President of ZOM Senior Living. "Marking the delivery of our third senior living community in Florida, the property features a sophisticated

design, upscale amenities, and unique dining and lifestyle programming to create a holistic living oasis in the heart of downtown West Palm Beach. We are grateful for our partnership with Watermark Retirement Communities, which will be providing outstanding senior living and care services to our members.”

### **Vibrant Downtown Location**

The Watermark at West Palm Beach is located in bustling downtown West Palm Beach. The community is directly across from the new Brightline train station that allows easy access to Fort Lauderdale and Miami. It is walking distance from West Palm Beach’s main public library as well as the many boutiques, restaurants and galleries on Clematis Street.

Just a short drive away, the nearby Lake Worth Lagoon is a stunning destination for members to explore. World-class art and culture are also easily accessible from The Watermark at West Palm Beach with the Norton Museum of Art, the Kravis Center and Flagler Museum all within a short distance from the community.

### **Life-Enhancing Programming**

The integrative wellness program at The Watermark at West Palm Beach encompasses a gym, wellness center and full salon and spa, offering everything that members need to feel and be their best. Members are guided by a 360Well Coordinator who designs personalized paths that target specific needs, whether that’s improving strength or balance or developing friendships with neighbors.

The Vitality Fitness Center is equipped with top-of-the-line Technogym strength and cardio equipment, as well as a balance studio for yoga, meditation, tai chi and other movement classes. The neighboring salon and spa offers nail treatments, hair services, massages and facials in a calming setting. Members can also meet with visiting medical specialists from West Palm Beach at the community’s wellness center without needing to leave the building. There’s also a saltwater pool with a lap lane for lap swimming and water aerobics.

For members to expand their minds, explore new hobbies and foster friendships, Watermark’s award-winning Watermark University program includes dozens of classes that members can try out. Classes range from language lessons to dance classes to lectures from visiting gallerists or academics. There are art therapy classes in the art studio, and horticulture therapy lessons in the garden. Members are also encouraged to suggest new ideas for classes and even lead classes in their areas of expertise.

### **Personalized Care and Support**

The Watermark at West Palm Beach offers personalized care for Independent Living, Assisted Living and Memory Care members. For Independent Living members, that may mean ensuring that all household maintenance is handled so members can enjoy their daily lives, and the community offers a 24/7 concierge service, catering, room service, housekeeping and grounds maintenance for all members.

For Assisted Living members, there are dedicated staff who help members with daily tasks so they can enjoy community programming as well. And for Memory Care members, Naya

caregivers (Naya is Sanskrit for “guide”) who give members the one-on-one support, companionship and respect they deserve.

The Watermark at West Palm Beach also offers an on-staff technology concierge to help members with all technology concerns, from setting up their TVs to texting grandchildren and learning social media.

### **Diverse Gourmet Dining Options**

There are four distinct culinary venues at The Watermark at West Palm Beach headed by Chef Pierre Devoliere, allowing members the ultimate flexibility in their dining choices throughout the day. For all day dining, The W Lounge is a casual option with a full bar, featuring gourmet burgers, sandwiches and salads. Taboon has a beautiful open-kitchen with a stone hearth for Mediterranean-inspired flatbreads and more. Seasons is an all-day restaurant for Assisted Living members offering a healthy menu made with farm-fresh ingredients.

Members are also encouraged to enjoy West Palm Beach’s many fine dining restaurants, set within walking distance from the community, as well as cook in their apartments’ kitchens and at the BBQ grills beside the rooftop pool.

The Watermark at West Palm Beach is also offering Gourmet Bites for members who need assistance eating independently. Gourmet Bites turns traditional meals into bite-sized finger foods, plated beautifully, so that seniors can eat independently with their friends, restoring joy and dignity in dining.

### **Elegant South Florida Design**

The Watermark at West Palm Beach is designed by Lemay + Escobar Architecture, an award-winning design firm behind several notable residential buildings and hotels. With sweeping windows bathing the community in natural light and luxe furnishings accented by matte brass features and natural wood tones, the community resembles an elegant coastal resort but with a luxe, residential feel.

Potential members and their families can contact the leasing office at 561-537-3200. To learn more about the property, please visit [The Watermark at West Palm Beach](#).

### **About Watermark Retirement Communities®**

Watermark creates extraordinary and innovative communities where people thrive. We believe aging is about renewal rather than retirement. Watermark communities are known for highly trained and caring associates, a lifestyle built on choice, fine amenities, integrative wellness and innovative programs including the award-winning Watermark University featuring a wide variety of engaging classes for residents and area seniors. Watermark has been named in the top 25 Best Workplaces for Aging Services in a national program conducted by the Great Place to Work Institute and published on [Fortune.com](#). A privately held company with a reputation for over 30 years for service, innovation, integrity and financial stability, Watermark manages more than 70 retirement communities in 22 states coast to coast. Based in Tucson AZ, Watermark is ranked as the nation’s 10th-leading senior housing operator by the American Seniors Housing Association. Visit [watermarkcommunities.com](#) for more information.

### **About Watermark’s Élan Collection**

The Élan Collection creates an elevated benchmark in senior living and care, blending ageless style with grand-scale amenities, engaging opportunities, integrative wellness and a spirited lifestyle. The collection focuses on providing luxury senior living in localities rich in cultural, intellectual, and engaging entertainment opportunities, which complement the offerings available to the active senior within the communities themselves. Elan Collection communities include: The Watermark at Brooklyn Heights in Brooklyn; The Watermark at Westwood Village in Los Angeles; The Watermark at Napa Valley in Napa, California; The Hacienda at the River and The Hacienda at the Canyon in Tucson, Arizona; The Hacienda at Georgetown, Texas; The Watermark at Houston Heights, Texas; The Watermark at Coral Gables and The Watermark at West Palm Beach, Florida.

### **About ZOM Living**

ZOM Living is one of the most highly regarded luxury housing developers in the United States and has developed over 24,000 apartment units nationwide, with an aggregate value of nearly \$5 billion. Most recently, the company has established a seniors housing division, ZOM Senior Living, with three active seniors housing developments underway in Florida. Throughout its 45-year history, ZOM has garnered more than 200 industry awards for project design and development expertise, including the prestigious Best Development Company of the Year by Multi-Housing News and ranked among the Top 25 Developers in the U.S. by the National Multifamily Housing Council. ZOM has offices across many of the markets it serves, including South Florida, Orlando, Dallas, Washington, D.C., Phoenix and Raleigh. ZOM has over 8,600 units currently under construction or in design and predevelopment throughout the U.S., with a total capitalization of nearly \$3 billion. For more information on ZOM's portfolio, visit [www.zomliving.com](http://www.zomliving.com).

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