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WHAT'S BEING BUILT THERE?



The site used to be home to a parking structure dating back to the Art Deco period. The community was able to recondition some of the structure's architecture, weaving in benches for community members to use. (ZOM Living)

Senior living luxury community going up in West Palm Beach

■ The location?

445 Datura St., West Palm Beach, FL 33401

■ What's planned?

A luxury senior living community not far from the Bright-line station in downtown West Palm Beach and a few blocks from Rosemary Square, the Watermark at West Palm Beach is bringing 165 units for South Florida's seniors.

The senior living community will offer different options for residents, ranging from independent living, where household maintenance is taken care of, to assisted living, where staff are able to help residents with daily tasks. The community also offers what they call a Memory Care option, where a caregiver is available for residents who might need personalized support and companionship.

A 24/7 concierge service, room service, housekeeping and grounds maintenance is available for all residents.

"South Florida's senior population is expected to jump to over 50 million within the next 15 years. This growth will challenge an already overwhelming demand for senior living communities," said Sarah Ostrow, executive director of The Watermark at West Palm Beach.

It was developed by ZOM Living, a luxury developer in the United States, in a partnership with Watermark Retirement Communities.

The community also offers residents numerous amenities on site: There is an on-staff technology concierge to answer any concerns residents might have, a wellness program offering a gym, a full salon and spa, various movement classes, personalized fitness programs, a saltwater pool and various classes from language and lectures hosted through Watermark.

As well, there are four restaurants on site and a fifth-floor rooftop pool for seniors to enjoy and lounge around.

"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," said David Freshwater, chairman of Watermark Retirement Communities.

■ What will the apartments cost?

Ranging from studios, to one and two bedrooms, pricing for one bedrooms starts at \$6,000 and two bedrooms start at \$7,600. The Memory Care program starts with studios at \$6,995 and Assisted Living offers studios and one bedrooms starting at \$7,445.

■ What's being replaced?

The site used to be home to a parking structure dating to the Art Deco period, according to Ostrow. The community was able to recondition some of the structure's architecture, weaving in benches for community members to use.

■ When will construction be finished?

The first of the residents were able to start moving in March 15, with some lingering construction still in the works. Currently, about 12 residents live there.

Seeing demand: West Palm Beach has seen an uptick in development over the few years, spurred by a surge of northeasterners moving to the area and businesses opening up offices.

One luxury project from New York-based developer Savanna, which aims to bring a new condominium project to West Palm Beach as luxury residences grow in popularity, launched sales for units in January.

Sitting on 4 acres of land along North Flagler Drive near the Intracoastal Waterway, Olara Residences, a mixed-use development, will add 485 units to the market.

"Wealthy individuals and businesses are moving to the area to take advantage of a favorable climate, lower cost of living, tax benefits and a positive regulatory environment. Over the past three years, COVID has simply accelerated all those long-term trends," said Andrew Kurd, co-chief investment officer with Savanna, told the Sun Sentinel previously. ■