

Watermark Retirement Communities and ZOM Senior Living Open the Watermark at West Palm Beach

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WEST PALM BEACH, FL—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 units 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.” ■