



For Immediate Release

\$25M Renovation Underway at Fountain View at Logan Square in Philadelphia

Upgrades at Center City's One-of-a-Kind Senior Community Include Luxury Apartments, Resort-Style Amenities and Distinctive Programming

PHILADELPHIA (July 10, 2023) – The first phase of an expansive, \$25 million renovation is underway at [Fountain View at Logan Square](#), marking a major milestone for the only luxury independent senior living high-rise in Philadelphia's Center City district.

[Marquis Health Consulting Services](#), which provides administrative and consulting services to Fountain View, has partnered with the community's in-house leadership to develop and launch the large-scale program. The initiative will modernize the community and take its amenities and services to a new level – one that reflects the vibrancy of the neighborhood and the evolving demands of discerning seniors.

The 24-story Fountain View tower is a familiar fixture in the city's skyline and an established destination for active seniors who are looking for upscale urban living with access to the city's busiest and most desirable cultural, historical and entertainment-rich neighborhood. However, expectations are very different now than they were 10 years ago, noted Marquis' Lauren Everett, vice president of Senior Living Services.

"Baby boomers who are making decisions about their next chapter want high-end amenities, unique activities and exclusive experiences," Everett said. "Our vision is to offer Fountain View residents distinctive lifestyle options they won't find anywhere else, both inside and outside of the community. To that end, this project incorporates the best of what is trending in senior living – in the only senior community of its scale in the heart of Philadelphia."

A Reimagining for Today and Tomorrow

The ambitious, projected three-year repositioning follows an ownership change and rebranding at Fountain View – formerly The Watermark. The building at 2 Franklin Town Boulevard spans 420,000 square feet and includes subterranean parking.

Designer Michael Lebovics of [ML Group](#) is spearheading the transformation of the physical spaces, leveraging his firm's extensive experience renovating both senior communities and boutique multifamily properties. "We sought to push the envelope on the category, to transcend expectations of what's possible," Lebovics said. "We are curating an experience both fresh and timeless, with light wood tones, dynamic color

schemes, and a layered approach that feels excitingly memorable yet comfortably familiar.”

The project kicked off with upgrades to the hallways, corridors and luxury apartment homes. This summer, the lobby will undergo a temporary refresh with a longer-range expansion planned. An imminent top-to-bottom refresh of the main dining room will incorporate a display kitchen for cooking events.

Beyond refreshed spaces, the planned renovations involve significant physical plant reconfigurations to create a range of distinctive spaces. New features will include an auditorium with ample space for live entertainment, a makers’ room, theater, piano bar, and a sky lounge on the 24th floor. Planned health and wellness enhancements include a juice bar and fitness center with a sauna. The additions of a pool, outdoor deck, and pickle ball courts are being explored, with approvals pending for some of the more complex changes to the building.

“We are excited to see our vision taking shape,” said Everett. “Anyone visiting Fountain View today will experience our gorgeous lobby and hallways, and all new residents will move into freshly renovated residences. Ultimately, we are working to position Fountain View as the community of choice for active seniors who want the option to engage with the city or access everything they need without leaving home.”

Everett emphasized creating spaces that are not only gorgeous but also conducive to engaging with the larger community is central in project. In short, Fountain View is opening its doors as a contributor to Center City’s vibrant lifestyle – whether as a curated art gallery or a theater with resident-run productions. Some of its latest partnerships include collaborations with local colleges to provide educational events.

Luxury Living with Peace of Mind

Fountain View has the distinction of being the only Continuing Care Retirement Community (CCRC) in Philadelphia’s affluent Center City neighborhood. Residents at Fountain View enjoy breathtaking views of downtown Philadelphia and a carefree, active lifestyle with fine dining and a wealth of onsite amenities already in place. They also have peace of mind in knowing they have access to personal care and skilled nursing services – with newly modernized accommodations as part of the larger campus renovation – should the need arise.

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