

# New Senior Living development

## breaks ground in Johannesburg

Auria Senior Living develops, owns and manages a portfolio of senior living communities throughout South Africa and is setting a new benchmark in continuing-care community living for the over-70s by providing for the intellectual, emotional, social and physical needs of its residents in attractive and well-located environments.

**A**uria Senior Living's deeply human-centred approach, together with its commitment to creating supportive and beautiful physical environments, has seen it receive international recognition.

In July this year, it announced that construction of its latest project, Royal View, had been given the green light. This new upmarket senior living community, which is being constructed on a section of the Royal

Johannesburg Golf Course in Sandringham, is Auria Senior Living's response to a growing demand in the market for well-appointed senior living options that provide a continuum of care.

### THE DIFFERENTIATING FACTOR

What differentiates an Auria Senior Living community, or continuing-care retirement community (CCRC) as they are also termed, is that they provide a continuum of care for all residents. This means that whilst the vast

majority of residents live totally independently, over time they may find that assistance is necessary with a few of the smaller things or activities of daily living. As years pass by, this need might grow to encompass more assistance.

The idea of ageing in one place is now a reality as the level of assistance needed at all the various stages is on offer. One can go from living independently to needing help with most of one's daily activities, all in the same living environment.

"Notions around ageing and what it means to live a fulfilling life in one's senior years have been changing. Gone are the days when a 'nursing home' or 'old age home' was the proverbial end of the line. We don't even use those terms in our organisation," says Barry Kaganson, CEO of Auria Senior Living. "Why should people wait until a home becomes unmanageable or a spouse can no longer cope before they move to a place where they can live an enjoyable life, hassle-free and with the care they need?"

### DEVELOPMENT DETAILS

The Royal View development will comprise around 122 apartments on a 2-hectare site

overlooking the Royal Johannesburg Golf Course. Units range in size from around 52sqm one-bedroom serviced apartments to three-bedroom units, with entry prices starting at R1.5 million.

Extensive hospitality services will include a concierge, a fine dining restaurant and a café / bistro with an outdoor deck with beautiful views over the golf course. There will also be a cinema, a hair salon and a heated indoor pool. The entire development will have a solar water heating system as well as a full back-up generator and back-up water supply.

"We believe that people are increasingly seeing communities such as Royal View as appealing lifestyle options and we expect good uptake in the market," says Kaganson. "However, for those who want to consider the opportunity, the time is now. With more people buying into developments like these for the lifestyle component, there can be long waiting times for those who haven't secured a unit at the outset."

For more information, contact Auria Senior Living:

Tel: +27 87 654 8833

Website: [www.auria.co.za](http://www.auria.co.za) WR



Royal View will overlook the beautiful Royal Johannesburg & Kensington Golf Course

The Royal View construction site in Sandringham, Johannesburg

