



GOLD STANDARD IN SENIOR LIVING

Royal View in Johannesburg East

Gold-standard senior living is now available to residents in Johannesburg's eastern suburbs at Royal View – a new senior living community currently under construction in Sandringham. This is the latest community to be developed in Gauteng by Auria Senior Living, a leading developer, owner and operator of continuing care retirement communities in South Africa.

Text by Kerry Simpson / Photography © Auria Senior Living

Royal View is located on a 2-hectare section of the Royal Johannesburg Golf Course which was acquired for this purpose. The 122 apartments currently under construction will range from one-bedroom serviced apartments to 3 bedroom units, with entry prices starting at R1.5 million. All units will have convenient access to a well-equipped care centre and communal spaces.

The communal areas include an extensive range of hospitality services such as a concierge, a cinema, a hair salon, a heated indoor pool, a state-of-the-art wellness centre, a restaurant with fine dining, and a café/bistro with an outdoor deck with beautiful views over the golf course. The entire development will have a solar water heating

system as well as a full back-up generator and back-up borehole water supplies.

Royal View broke ground earlier this year and construction is progressing at speed. Three out of the five residential blocks, and the communal building, have already reached second-floor level. Construction is running on schedule and the first residents can look forward to moving in during 2022.

Auria's philosophy is to provide older adults with a luxurious, relaxed and supportive environment in which they can enjoy their best quality of life, every single day. Royal View is being created in keeping with this approach, which is informed by international best practice. In a continuing care retirement community (CCRC), residents can live completely independently knowing that assistance

and care are available if and when needed. This might mean occasional assistance with certain activities, a regular level of help with the activities of daily living, or comprehensive support from the dedicated staff in the care centre.

"Many people are hesitant to move to senior living facilities as they get older because they historically associated this with a downgrade in lifestyle or living standards. We are changing perceptions in this regard and showing people that a move to a senior living community is a major enhancement to life, hassle-free and with the option of support and care should one ever need it," says Barry Kaganson, CEO of Auria Senior Living.

Royal View occupies a prime location, with plenty of amenities nearby and easy access to the N1 and M1 freeways. Its position on the Royal Johannesburg Golf Course gives residents spectacular views and access to this beautiful green lung in the city for recreation. There is strong demand for an offering of this kind in the area. In fact, demand for senior living communities with premium lifestyle offerings is on the rise globally, South Africa being no different.

In most regions of the world including South Africa, populations above 65 are growing. By 2020, the number of people aged 60 and older outnumbered the population of children under 5 around the world. Auria's communities represent the latest thinking in creating attractive environments which support wellbeing and engagement in one's later years, without ever having to move when it is least convenient.

"The requirement for attractive senior living options in which people have access to a continuum of care is growing. This trend will drive new thinking in this segment of the market going forward, and we intend to be at the forefront,"

says Kaganson. "Each of our communities is conceived and designed in detail to create a very specific living experience and care model for residents."

Two of Auria's senior living communities in Johannesburg – San Sereno and Melrose Manor – have already received awards. San Sereno took top honours alongside four USA communities in the international Argentum 2020 Senior Living by Design Awards, as well as receiving two International Senior Housing News awards in 2019, while Melrose Manor has just received commendation by the Pretoria Institute of Architects for its inspired redesign.

Royal View will be delivered and operated to the same standards as other Auria communities around the country, providing individualised hospitality-style service supported by a holistic approach to wellness which encompasses physical and emotional health, social connection and meaningful activity. "Our focus is on providing a hassle-free and supportive yet life-affirming environment in which residents can truly enjoy their senior years," says Kaganson.

Sales for Royal View kicked off in August and there is strong interest from prospective buyers. "Given the rising demand for well-appointed senior living options, developments such as Royal View tend to sell out quickly. Once a new community is full, it can be several years before a unit becomes available again," says Kaganson. He advises prospective buyers to do their homework, look at comparative offerings and make informed decisions, but also not to deliberate for too long. "People should make the decisions that are right for their needs, but we don't believe there is another offering like this in the South African market," he says.

For more information on Auria Senior Living visit www.auria.co.za, or contact 087 654 8833.

