

NEIGHBOURHOOD BUSINESS PROFILE HEARTHSTONE BY THE BAY

by: Jennifer Weatherhead

Times are changing in the world of retirement residences. Gone are the days of bleak walls, scheduled meal times and dreary rooms. Thanks to new thinking at retirement residences like Hearthstone by the Bay, seniors can live in a world full of choice, life and community, plus get all the care and help they need as they age.

In fact, Hearthstone, which officially opened in August 2009, is more like a hybrid of condo living with the benefits of retirement living all in one -- a hybrid that Customer Relations Manager Jane Udell Jones thinks will be the way of the future.

"For Hearthstone it really is wonderful," she explains. "We give seniors a choice when they move in -- they can either buy a condo and still get senior services to maintain their equity, or they can go the traditional route and rent a condo and still get the senior services."

For many seniors, the big question of whether to rent or buy something smaller needs to be answered when it's time for downsizing their homes. Hearthstone gives both options, allowing seniors to maintain their independence as they age.

Regardless of whether they choose to buy or rent, one thing every senior is assured to get at Hearthstone is quality care with a strong sense of community. With 24-hour nursing care, a call bell system for emergencies, a state-of-the-art wellness centre, house-keeping and laundry services, residents are comfortable knowing that as they age they can get the medical attention and care they will need.

"We also have options when it comes to meals," says Jane. "Some don't want to get locked into meal times, so you can make arrangements to just do lunch or dinner, or both. The residents can pick what they want and make adjustments as time goes on."

All this is the main idea behind Hearthstone, something they call "Aging in Place."

This means seniors can come in on an independent level, and as they age the care they need will be there for them. "It's transitionally taking on care," explains Jane.

The building is more like a boutique hotel than a retirement centre, with a slick modern design with dark wood accents, fresh flowers and a cozy pub. It also boasts stunning views from just about every suite, including views of the Humber Bay and the city skyline. It truly is a lovely condo building with extra amenities.

Plus, with fun activities happening daily (fitness and social programs, including Wii and bridge games, for example), seasonal celebrations, and outings for shopping, downtown walks, and museum and market visits, residents enjoy the camaraderie of being a part of a community where they feel independent. "We really listen to the residents and what they want," says Jane. "We have a Recreation Director who will help them organize their outing." As an added bonus for the more independent residents, there is a TTC stop close by so they can take the streetcar downtown or catch the bus to South Etobicoke and the Old Mill.

Either way you look at it, Hearthstone is the future of retirement living, and a fresh take on independent living for seniors. But don't just take our word for it. Marion and Richard Crewe are residents who purchased a 1,100-square-foot, two-bedroom plus-den unit at Hearthstone. The selling points for them? They loved the location with access to downtown to see the symphony and theater.

"We love the concept of a condo designed for retirees," says Mrs. Crewe. "I believe that seniors should continue to live independently as long as they can, knowing that all the services we may choose to use are right at the front of our door. Now we can say we never have to move again."

Hearthstone by the Bay is located at 3 Marine Parade Drive in Etobicoke (at Lake Shore Blvd West). You're welcome to join them for a complimentary lunch or a visit at any time. Simply call 416-259-4466 or email info@hearthstonebythebay.com to book your private tour today. Visit HearthstoneByTheBay.com to learn more.



Stace Gasiunas, Tibor & Sandra Haluskay, and Barbara Harvey enjoy a drink in the licensed Hearthstone Humber Arms Pub.

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