



17.03x16.39	1	עמוד 27	the jerusalem post - HEALTHY LIVING	02/06/2019	68679051-2
דיון מוג - 851					

Bayit Balev: In the heart of Petah Tikva

By Yochanan Altman

The constant rise in life expectancy has created a boom in retirement housing. As people get older, they require services that are not available in regular residential complexes. These include factors such as companionship, a framework that keeps retired seniors occupied and an environment that is safe from the dangers of the urban jungle.

Since demand is growing for this type of housing, the supply is growing. In addition, because of the constant rise in the standard of living, seniors are seeking retirement residences (i.e., sheltered communal housing) that are larger, more complex and more luxurious. A senior in 2019 will not be satisfied with what seniors deemed suitable in 1999. Therefore, developers are consistently building larger and more modern sheltered housing projects.

An example is the Petah Tikva facility of the Bayit Balev chain of sheltered communal housing, which opened its doors in March of 2019. Located in the heart of an upscale residential neighborhood, the complex has a built-up area of 29,000 square meters. There are 211 residential units of two and three rooms of different sizes in a variety of styles. As can be expected from a high-quality residence, it has a wide variety of public spaces, such as a spacious lobby, cinema and culture hall, swimming pool, sports and fitness center, spa, club rooms and cafeteria. It combines the advantages of a modern secure sheltered housing complex with the convenience of living in a vibrant urban environment.

