

ROCKY RIVER COMMUNITY BLOG

The Normandy in Rocky River celebrates grand opening of Lakeside Assisted Living

Updated Aug 13;

Posted Aug 13



Barbara Ebright, a resident at The Normandy, showed visitors around the new Lakeside Assisted Living facility at the public open house.

By **Linda Gandee/special to cleveland.com**

ROCKY RIVER, Ohio -- The grand-opening look for the public at Lakeside Assisted Living in Rocky River on Aug. 5 didn't disappoint. The facility, located at 22701 Lake Road behind The Normandy senior living apartments, is elegant and spacious and provides 40 assisted living accommodations, as well as 40 memory care units.

Lakeside is the third and final part of the now fully developed Normandy campus, which includes senior living, assisted living and skilled/rehabilitation care.

Approximately 250 people came through to evaluate the \$25 million project. Friendly staff were available at each step of the way to show off and explain the many amenities, such as the spa rooms and comfortable, decorated gathering areas with big screen televisions and fireplaces, family lounges, an enclosed courtyard and bright, open dining areas.

The apartments available are studios, as well as one or two bedrooms. They include full kitchens and a patio or porch.

Some of the services included in the monthly rent (private pay) are daily continental breakfast, weekly housekeeping, daily wellness checks, utilities except phone and Internet, a fully equipped salon with rates similar to any local salon, nurse and caregiver support, transportation, nutrition support, laundry, and social outings and activities.

There are also onsite X-ray, oxygen, medical laboratory and therapy services.

Barbara Ebright has lived in The Normandy for four years. She volunteered to help at the open house, directing visitors and guests around the hallways. Ebright said she is not sure if she will take advantage of the assisted living facility as she gets older, but she agrees that it has all been planned and designed to make the transition as easy and as safe as possible.

The memory care units have added services if needed, such as 24-hour personal care and specialized activities from certified dementia care practitioners.

There are also exercise rooms and a library lounge. A specialized room known as a "Snoezelen" room is "a therapeutic environment created for the express purpose of delivering high levels of stimuli in patients with dementia. Sensory therapy has helped to reduce the fears of participants and enhances their trust in the people closest to them," according to company information.

The room is very low light and contains multi-colored, lighted displays such as a huge, projected aquarium on one wall, and thin plastic tubing with lights in a sort-of beaded curtain from

another time that residents can reach out and handle. A "disco ball" hangs from ceiling and a tunnel-like exhibit of white lights appears to allow an infinite look into the tunnel.

There are also specialized fitness classes with a fitness professional, such as cardio and strength exercises done while singing nostalgic songs and a class that teaches a drugless approach to nutrition from The Drugless Doctors, a chiropractic, family health and wellness practice located in both Westlake and Naples, Fla.

Monthly rates range from \$3,900 to \$4,050 for studio apartments to \$5,100 to \$5,550 for a two-bedroom unit. A "second person" fee is \$900 per month.

An almost dizzying array of optional activities, such as prayer or reading groups, board games, flower arranging and much more, including trips to local attractions and stores, make it certain that boredom is not a word anyone at Lakeside would ever use.

For more information, call 440-333-5401 for independent living, 440-333-5401 for assisted living and 440-333-5400 for skilled care. Or visit the website at www.normandy.com or email at info@thenormandy.com.

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