



Sunrise Senior Living unveils The Apsley

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Rendering courtesy of SteelBlue

Manhattan, NY Sunrise Senior Living, a leading provider of personalized senior living services, together with partners Hines and Welltower, unveiled the name of its second luxury senior lifestyle community in the city: The Apsley. Construction is underway for the 19-story facility, with plans of an opening in spring of 2023.

Located in the Upper West Side at 2330 Broadway between 84th and 85th Sts., the community will be able to accommodate up to 178 residents and feature 76 assisted living and 80 memory care residences designed to support each resident's independence and well-being. From homes with amenities, concierge services and an extensive programming schedule, The Apsley will continue to reinvent the senior lifestyle in the city and beyond.

"We have always known there is a strong demand for high-quality, elevated senior living in Manhattan," said Denise Falco, senior vice president of operations at Sunrise Senior Living. "With the success of our sister property, Sunrise at East 56th, we are confident that The Apsley will serve the needs of New York seniors and their families who hold the Upper West Side neighborhood close to their hearts."

With architecture by SLCE Architects, the building's key features and amenities will include a spa, a care center, landscaped outdoor terraces, a dining bistro, an art studio, a theater, and a library curated by a local bookseller. Interiors were designed by Champalimaud Design, who were inspired by the deep history and vibrant culture of the neighborhood, taking on design notes from pre-war residential buildings such as The Dakota and landmarks such as the Cathedral of Saint John the Divine. Thoughtfully designed residences range from studio to two-bedroom units, and feature design elements that feel both luxurious and comfortable.

"The Apsley marks an important milestone in our New York City portfolio and will offer residents a curated lifestyle tailored to their unique interests and individual needs," said Sarah Hawkins, CEO of Hines' East Region. "Hines looks forward to delivering a truly unique senior living experience and continuing our partnership with Sunrise and Welltower."

As Sunrise's second community in Manhattan, The Apsley will offer some of the most robust cultural

collaborations available in New York City and has already developed partnerships with key community organizations for programming and off-site excursions.

“The Upper West Side is one of New York City’s most desirable areas, and we sought out this location to give many lifelong New Yorkers the opportunity to remain in their chosen neighborhood at The Apsley, a modern, technologically advanced community that will cater to their unique lifestyles,” said John Olympitis, senior vice president, head of corporate development at Welltower.

Future residents can visit and learn more about The Apsley at the leasing gallery located at 2330 Broadway.

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