

A groundbreaking day for Keystone Villa at Douglassville

04/19/2013 - 1:01 AM EDT

<http://business-news.thestreet.com/the-mercury/story/groundbreaking-day-keystone-villa-douglassville-0/1>

DOUGLASSVILLE - A little bit of rain Thursday afternoon could not dampen the excitement as ground was officially broken on the newest phase of Keystone Villa at Douglassville Personal Care.

The expansion of the personal care facility, which first opened in 2009, will add 42 apartments, bringing the total number to 125, and an additional 38,000 square feet to the sprawling complex along Route 422.

Construction is expected to take about nine months to complete.

More than 50 people attended the groundbreaking ceremony, including Keystone Villa residents, Amity Township officials, the [developers](#) and Keystone Villa employees.

"Our expansion is driven by our current high-occupancy levels, combined with a waiting list of individuals ready to move in to our community," said Chris Henderson, regional director of operations for Keystone Senior Management.

"By adding the personal care component to our campus, we have provided a continuum of care that allows a resident to age in place and easily transition from independent living to personal care living."

The facility is located on land that was purchased by the adjacent St. Gabriel's Episcopal Church to provide for the welfare of aging parishioners and residents of Douglassville.

The personal care residence is adjacent to Keystone Villa at Douglassville, Independent Living, which opened in 2005.

Originally called the Villa at Morlatton, the name of the facility was changed to Keystone Villa at Douglassville in 2011.

Jim Elliott is one of the two managing partners of Keystone Senior Management, which runs the facility. W. James Hollenbach, chairman of the board of Hollenbach Construction in Boyertown, is the other managing partner.

"The original plan for this part of the property was for medical office space, but that plan changed," Elliott said. "The (personal care) building has been at 100 percent occupancy, so it made sense to do this expansion."

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Hollenbach said the medical office project had already been approved by Amity Township, and when plans changed, obtaining the necessary approvals moved smoothly.

"The township worked with us to help make this happen," he said. "We're excited to get this project underway."

Amity Township Supervisor Joanne Sower-Smith said Keystone Villa is an "excellent partner."

"The township is actively pursuing commercial businesses. We're very happy to have them as a partner," she said.

In the new personal care space, the facility will accommodate three programs; personal care, enhanced personal care and secured memory care.

"We're building more than a building, we're building a community for seniors to live in, a place where they can feel secure, where they can meet new friends, where they can stay active," Elliott added.

As part of his welcome, Henderson singled out several residents: Evelyn Howard, Dr. John Sergeant, Charles Bast and Norman Neilson.

"These individuals, along with the rest of our residents have created an extended family that is actively involved in sharing their talents and experiences. They create a wonderful sense of community that we all share and enjoy. We are all very fortunate for having the opportunity to develop relationships and friendships with all of these individuals and all of our residents," he said.

Bast shared how thankful he is for the staff.

"I know for myself, it's a real service. I need help every day and I get good help from the people here. Thank you," he said.

Apartment styles will feature studio, one-bedroom and two-bedrooms that are complete with wall-to-wall carpeting, kitchenettes and large bathrooms. Amenities will include meals, housekeeping, linen service, transportation to local outings and social, recreational and educational opportunities.

In addition, residents can receive 24-hour supervision and daily assistance with dressing, bathing, medication administration, mobility, safety checks and an emergency call system in. The enhanced personal care program will offer additional supportive services for residents who need a higher level of assistance. The secured memory care program will also expand the number of apartments available for residents with memory impairments, and provides an atmosphere that promotes independence, dignity, privacy and personal choice.

Keystone Villa at Douglassville is located along Route 422 East in Douglassville. For information about the community, call 610-385-5002 or visit www.KeystoneVilla.com