
Re: Vilas Home Addition



Dear Planning and Zoning Board:

Thank you for reviewing our application for the expansion of the Vilas Home.

Recent Endeavors

My wife Emily and I currently own and operate the Champlain Valley Senior Community in Willsboro. We saved the abandoned 45,000 square foot K-12 grade school that was built in 1927 and slated to be torn down. We converted the building into a beautiful 81-bed assisted living and memory care community and placed it on the National Register of Historic Places.

Current Situation

We are looking to expand our assisted living services to the City of Plattsburgh where most of our Willsboro residents move from. Currently, there are only 20 memory care beds in Clinton County and additional high-quality assisted living and memory care services are desperately needed to support aging seniors in the greater Plattsburgh area. We provide a senior housing product that delivers more personalized care than nursing homes and is about 50% less expensive.

Our Plan

We are purchasing the Vilas Home and plan to build an addition to the current property that will focus on adding secure memory care and enhanced assisted living beds. Following the completion of the new building, we would begin a historic renovation of the original Vilas Home building. We plan to showcase the current Vilas Home as the forefront of the expansion and maintain the historic feel of the Home.

Current Challenges

The current Vilas Home has small dorm size rooms and most do not have private toilets or showers. Not having these amenities is uncommon this day and age and becomes a dignity issue for residents. Further, the current home has only a basic adult home license and individuals currently residing at the Vilas Home have to move out to a higher level of care when their health begins to deteriorate. Together, these issues make the current Vilas Home rooms difficult to rent to area seniors seeking supportive housing services.

Vilas Home, LLC
(518) 334-6868

Growing the Vilas Home Offerings

In addition to secure memory care, we will be providing enhanced assisted living services that will allow area seniors to age in place and receive nursing services such as transfer assistance and medical equipment management, among others in their assisted living residence. This will allow area seniors to enjoy a higher quality of life for a much longer period of time.

An Experienced Team Dedicated to Historical Preservation and Senior Care

We plan to use Harris A. Sanders Architects, the same firm that helped us obtain National Register designation for the Willsboro project, to lead the integrated design of the new addition as well as the historically sensitive renovation of the Vilas Home. Together we will ensure that the current Vilas home is maintained as the focal point of the facility.

About Us

Emily and I live in Lake Placid and are both Adirondack natives. I have extensive experience in assisted living operations and real estate development. I hold a Bachelor's of Science degree from Cornell University School of Hotel Administration and an MBA from the University of Oxford.

Emily is currently a stay-at-home mom with our two children, Elliot (3) and Lola (1), but has assisted with all aspects of the daily operations at Champlain Valley Senior Community. She holds a B.A. in English from Bates College as well as an M.A. in Advertising from the S.I. Newhouse School of Public Communications at Syracuse University. We also own a Pinch or a Pound Candy Company with 6 stores, one of which is located at the Champlain Centre Mall.

I am directly involved in the daily management and coordination of healthcare at Champlain Valley Senior Community and work directly with all staff and families. The improved Vilas Home will be family-owned and operated with Emily and me involved and onsite daily.

Thank you for your consideration and we look forward to working with you to make the addition a project that City residents admire.

Sincerely,



Eli Schwartzberg

Vilas Home, LLC
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