



State of New Jersey  
**DEPARTMENT OF HEALTH**  
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[www.nj.gov/health](http://www.nj.gov/health)

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*Governor*

TAHESHA L. WAY  
*Lt. Governor*

JEFFREY A. BROWN  
*Acting Commissioner*

December 10, 2025

**VIA ELECTRONIC AND FIRST-CLASS MAIL**

Anuj Jain  
Administrator  
3996 County Road 516  
Matawan, NJ 07747

Re: Visionstream Blackwood Assisted Living and  
Memory Care  
New Assisted Living Residence  
CN # 2025-02371-04;01  
Total Project Cost: \$1,935,370  
Expiration Date: December 9, 2030

Dear Ms. Jain:

Please be advised that the Department of Health (Department) is approving the Expedited Review Certificate of Need (ERCN) application submitted on February 25, 2025 by Visionstream Blackwood Assisted Living and Memory Care LLC (the Applicant), pursuant to N.J.A.C. 8:33-5.1(a)(4), for the establishment of a new 253-bed assisted living residence to be located at 1900 Peter Cheeseman Road in Blackwood, New Jersey, within Camden County. This application is being approved at the total project cost as noted above.

The facility will be a newly constructed four-story building with 158 assisted living units, totaling 253 beds. Of the 253 licensed beds, 220 will be used for general assisted living services. The memory care services will be on the first floor, which will include 33 beds designed for Memory Care services in a secure unit. The campus will also include 149 senior independent apartments with supportive services, 213 age-restricted 55-and-over apartments, and 284 all-age apartments. The location will have easy access to major roadways, including Highways 42, 55, 130, and the New Jersey Turnpike, facilitating convenient transportation for residents, their families, and staff.

The Department has taken into consideration the applicable regulations for the services subject to expedited review (i.e., N.J.A.C. 8:33-5.3 and 8:33H-1.16). The Department finds that Visionstream Blackwood Assisted Living and Memory Care LLC, the proposed licensed operator, has provided an appropriate project description. The project description includes information about the total project cost borne by the applicant for the construction of the new facility, which is \$1,935,370. The operating costs and revenues were provided; total expenses for the facility would be \$5,189,179, and the revenue would be \$5,278,500, resulting in a loss of \$89,321 in the first year. However, for the second year, the total expected revenue would be \$20,910,210, and the total expected expenses would be \$4,292,710, reflecting that the Applicant should reach a profit of \$16,617,500 by the end of the second year. Utilization statistics project that the new ALR would attain 43% occupancy in the first year and 80% by the end of the second year. There is no specialized equipment involved, as this is an assisted living facility providing supportive services, including a memory care unit, single occupancy units, and double occupancy units for couples, related individuals, or unrelated residents with consent. The source of funds is listed as a mix of bank loans, self-financing, and equity.

The justification for the proposed project (N.J.A.C. 8:33-5.3(a)(1)) referenced the absence of long-term care skilled nursing homes and assisted living residences in Gloucester Township, wherein Blackwood sits. This, combined with a growing senior population, highlights the area's underserved regional submarket. The Applicant presented data showing a population of 70,000 in Gloucester Township, with 16.1% aged 65 and older. The new assisted living residence would provide approximately 11,000 elderly residents access to care within their community. The goal is to increase proximity to community resources, commitment to Medicaid access, and the avoidance of institutionalization. The Applicant ensures that all residents in Blackwood, Gloucester Township, and the surrounding areas, particularly the medically underserved, will have access to services (N.J.A.C. 8:33-5.3(a)(2)), and states that this residence will operate in compliance with the regulatory requirement for admission of Medicaid residents and will provide services to the memory-impaired. In addition, the Applicant states that it would have a facility-owned and operated vehicle available to assist residents with transportation to medical appointments, local shopping centers, community events, and other scheduled outings.

Documentation that the Applicant will meet appropriate licensing and construction standards (N.J.A.C. 8:33-5.3(a)(3)(i)) is shown by the project narrative, which contains information on the facility services and an attestation that appropriate licensing and construction standards shall be met. The review of the architectural plans for the new building was approved; therefore, the Department previously provided a "Proceed to DCA" approval letter. In addition, the Applicant has demonstrated a track record of substantial compliance with the Department's licensing standards (N.J.A.C. 8:33-5.3(a)(3)(ii)). There are no significant regulatory compliance events reported in either the New Jersey or out-of-state facilities that are owned, managed, or operated by the Applicant.

As a condition of this approval, a double-bedded room can only be occupied by married couples or civil union partners, relatives, individuals related by blood or adoption, or those who

have consented in writing as part of the admission agreement to the living arrangement. The admission agreement should note that the resident is aware he or she may share a single toilet/bath in the unit and acknowledges there are higher health risks associated with shared occupancy and cohabitation. Under no circumstances shall any resident be coerced or compelled to agree to a double-bedded room.

Please be advised that this approval is limited to the application as presented and reviewed. The application, related correspondence, and any completeness questions and responses are incorporated and made a part of this approval. An additional review by the Department may be necessary if there is any change in scope, as defined at N.J.A.C. 8:33-3.9. However, a change in the cost of an approved certificate of need is exempt from certificate of need review, subject to the following:

1. The Applicant shall file a signed certification as to the final total cost expended for the project at the time of the application for licensure for the beds/services with the Certificate of Need and Healthcare Facility Licensure Program.
2. Where the actual total project cost exceeds the Certificate of Need approved total project cost and is greater than \$1,000,000, the Applicant shall remit the additional Certificate of Need application fee due to the Certificate of Need and Healthcare Facility Licensure Program. The required additional fee shall be 0.25 percent of the total project cost in excess of the Certificate of Need approved total project cost.
3. The Department will not issue a license for beds/services until the additional fee is remitted in full.

Furthermore, pursuant to N.J.S.A. 26:2H-12.16 and N.J.A.C. 8:36-5.1(h), a new facility that is licensed to operate as an assisted living residence or comprehensive personal care home shall have a Medicaid occupancy level of 10 percent within three years of licensure. The 10 percent Medicaid occupancy level shall be met through conversion of residents who enter the facility as private paying persons and subsequently become eligible for Medicaid, or through direct admission of Medicaid-eligible persons. The 10 percent Medicaid occupancy level shall be continuously maintained by a facility once the three-year licensure period has elapsed. The Department will monitor that this condition threshold is met and maintained during the duration of licensure.

This approval is not intended to preempt in any way the authority to regulate land use within its borders and shall not be used by the applicant to represent that the Department has made any findings or determination relative to the use of any specific property.

This approval is limited to the proposal as presented and reviewed. The application, related correspondence and any completeness questions and responses are incorporated and made a part of this approval. The Department, in approving this application, has relied solely on the facts and information presented to us. We have not undertaken an independent investigation

of such information. If material facts have not been disclosed or have been misrepresented, the Department may take administrative regulatory action to rescind the approval or refer the matter to the Office of the Attorney General.

Any approval granted by the Department relates to certificate of need and/or licensing requirements only and does not imply acceptance by a reimbursing entity. This document is not intended as an approval of any arrangement affecting reimbursement or any remuneration involving claims for health care services.

Please be advised that services may not commence until a license has been issued by the Certificate of Need and Healthcare Facility Licensure Program to operate this facility. A survey by Department staff will be required prior to commencing services.

The Department looks forward to working with the applicant to provide high-quality of care to the assisted living resident. If you have any questions concerning this Certificate of Need approval, please do not hesitate to contact Michael J. Kennedy, Executive Director, Division of Certificate of Need and Licensing, at [Michael.Kennedy@doh.nj.gov](mailto:Michael.Kennedy@doh.nj.gov).

Sincerely



Justin Rodriguez  
Assistant Commissioner, Certificate of Need  
and Licensing  
New Jersey Department of Health

c: Michael J. Kennedy, J.D., DOH (Electronic mail)  
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