



State of New Jersey
DEPARTMENT OF HEALTH

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MIKIE SHERRILL
Governor

DR. DALE G. CALDWELL
Lt. Governor

DR. RAYNARD E. WASHINGTON
Acting Commissioner

June 11, 2026

VIA ELECTRONIC & FIRST-CLASS MAIL

Steve Marker
Senior Vice President
Brightview Senior Living
218 N. Charles Street, Suite 220
Baltimore, MD 21201

Re: Brightview Laurel Point
Certificate of Need Application –
Expedited Review # 2025-03374-03;01
Establish A New Assisted Living
Residence
Total Project Cost: \$27,481,016
Expiration Date: June 10, 2031

Dear Mr. Marker:

Please be advised that the Department of Health (Department) is approving the Expedited Review Certificate of Need (ERCN) application submitted by Brightview Laurel Point, LLC (Applicant), on March 5, 2025, pursuant to N.J.A.C. 8:33-5.1(a)(4), for the establishment of a new 94-bed Assisted Living Residence (ALR) to be located on 3045 NJ-38, Mt. Laurel, New Jersey, within Burlington County. This application is being approved at the total project cost as noted above.

The proposed Assisted Living Residence will be situated at the address identified above and will consist of a newly constructed facility with 94 ALR beds distributed across 86 dwelling units, with all associated square footage to be newly constructed. Of the total licensed beds, 29 will be allocated to a secured program specifically designed to serve ALR residents diagnosed with Alzheimer's disease and other dementias. The proposed development will also include 87 independent living units within the same building. These units are not required to be licensed and shall not be incorporated into or regulated as part of the proposed ALR. All residents will have access to common amenities situated in the

building's shared entrance located outside the proposed ALR; however, no licensed ALR care services will be provided to occupants of the independent living units.

The Department has considered the applicable regulations for the services subject to expedited review, specifically N.J.A.C. 8:33-5.3 and N.J.A.C. 8:33H-1.16. The Department finds that Brightview Laurel Point, LLC, the proposed licensed operator, has provided a suitable project description. The project description includes information that there is a total project cost of \$27,481,016. Brightview Laurel Point, LLC reported that in the first two years of operation, the total expenses for the facility would be \$11,631,062 and the revenue would be \$15,565,024, resulting in a profit of \$3,933,962 for both the first and second years of operation. The source of funds was listed as debt and equity-based sources. Based on Brightview Laurel Point, LLC's projected utilization statistics, the new ALR would attain a 66% occupancy rate by the end of the first year of operation. There is no specialized equipment involved in this project, as this is an ALR facility providing supportive services, including an Alzheimer's/Dementia care program, in single and double occupancy units.

The justification for the proposed project (N.J.A.C. 8:33-5.3(a)(1)), as reported by the Applicant, referred to growing need and demand for assisted living and Alzheimer's disease and dementia care in Mt. Laurel and the surrounding towns located in Burlington County. As indicated by the Applicant, the total population around the proposed project is 250,000, with over 22,750 people over the age of 75, and only 1800 units providing assisted living services for that population. The Applicant asserts that there will be no negative impact due to the operation of this facility in Mt. Laurel and greater Burlington County, as the facility will contract with private ambulance services for non-emergency calls, contract for private trash/recycling pick-up, and contract for private maintenance and snow removal on its property.

The Applicant will assure that all residents of the area, particularly the medically underserved, will have access to services (N.J.A.C. 8:33-5.3(a)(2)), and confirmed that this residence will be operated in compliance with the regulatory requirement for admission of Medicaid residents. Brightview Laurel Point, LLC has demonstrated a track record of compliance with the Department's licensing standards as set forth in N.J.A.C. 8:33-5.3(a)(3)(ii), with no significant regulatory issues reported at its New Jersey facilities. Additionally, Brightview Laurel Point, LLC has confirmed its review and commitment to full compliance with all assisted living residence regulations set forth in N.J.A.C. 8:36. Documentation that the Applicant will meet appropriate licensing and construction standards (N.J.A.C. 8:33-5.3(a)(3)(i)) was submitted to the Department and a letter was issued to the applicant on April 10, 2026, confirming that physical plant compliance with ALR regulations for proposed new facility were.

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 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 threshold is met and maintained during the duration of licensure. Please be advised that this condition shall also apply to all new operators/owners upon the approval of transfer of ownership transactions by the Department.

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.

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, in accordance with N.J.A.C. 8:33-3.9(a)1-3, a change in cost of an approved certificate of need is exempt from certificate of need review but 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.

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. In approving this application, the Department 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.

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.

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 before commencing services.

The Department looks forward to working with the applicant to provide high-quality care to the Assisted Living residents. If you have any questions concerning this Certificate of Need approval, please do not hesitate to contact Michael J. Kennedy, Esq., Executive Director, Certificate of Need and Healthcare Facility Licensure Program via email at Michael.Kennedy@doh.nj.gov.

Sincerely,



Michael J. Kennedy, Esq.
Executive Director
Certificate of Need and Healthcare Facility
Licensure Program
New Jersey Department of Health

- c:
- K. Hansen, DOH (Electronic mail)
 - A. McCray Reid, DOH (Electronic mail)
 - L. Alexopoulos, DOH (Electronic mail)
 - A. Ventura, DOH (Electronic mail)
 - K. Gigliotti, DOH (Electronic mail)
 - C. Jain, DOH (Electronic mail)
 - D. Holland, Brightview Senior Living (Electronic mail)
 - M. Miller, Brightview Senior Living (Electronic mail)
 - M. Strootman, Brightview Senior Living (Electronic mail)