



State of New Jersey  
DEPARTMENT OF HEALTH  
PO BOX 360  
TRENTON, N.J. 08625-0360  
[www.nj.gov/health](http://www.nj.gov/health)

MIKIE SHERRILL  
Governor

DR. DALE G. CALDWELL  
Lt. Governor

May 28, 2026

DR. RAYNARD E. WASHINGTON  
Acting Commissioner

**VIA ELECTRONIC & FIRST-CLASS MAIL**

David Weiner  
Member  
Roxbury OpCo LLC  
171 Fifth Ave  
Paterson, New Jersey 07524

Re: Thrive at Roxbury  
Certificate of Need Application –  
Expedited Review # 2025-06381-14;01  
Establish A New Assisted Living  
Residence  
Total Project Cost: \$46,956,800  
Expiration Date: May 28, 2031

Dear Mr. Weiner:

Please be advised that the Department of Health (Department) is approving the Expedited Review Certificate of Need (ERCN) application submitted by Roxbury OpCo LLC (Applicant), on June 1, 2025, pursuant to N.J.A.C. 8:33-5.1(a)(4), for the establishment of a new 137-bed Assisted Living Residence (ALR) to be located at intersection of Rt. 10 and S. Hillside Ave, Roxbury, New Jersey, within Morris County.<sup>1</sup> This application is being approved at the total project cost as noted above.

The proposed Assisted Living Residence will be situated at the location identified above and will consist of a newly constructed facility containing 137 ALR beds distributed across 97 residential suites, with all associated square footage to be newly constructed. Of the total licensed beds, 33 will be allocated to a secured program specifically designed to

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<sup>1</sup> In a response to a completeness question regarding the address of the proposed facility, the applicant stated "[t]he proposed Thrive at Roxbury Assisted Living Residence will be located at the intersection of Route 10 and South Hillside Avenue in Roxbury Township, Morris County, New Jersey. A portion of the project site currently contains an existing structure addressed as 201 NJ-10, Succasunna, NJ 07876. At this time, it has not been determined whether this address will be assigned to the proposed new assisted living residence or whether a new numbered address will be issued by the Township of Roxbury. Upon final determination by the relevant municipal authority, the Applicant will promptly notify the Department of the confirmed address."

serve ALR residents diagnosed with Alzheimer's disease and other dementias. The proposed development will also include 78 independent living units within the same building. These units are not required to be licensed by the Department, and shall not be incorporated into or regulated as part of the proposed ALR. Residents of the independent living units will have access solely to shared common amenities, including dining venues, fitness and wellness areas, and community spaces; however, no licensed ALR care services will be provided to occupants of these 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 Roxbury OpCo LLC, the proposed licensed operator, has provided a suitable project description. The project description includes information that there is a total project cost of \$46,956,800, which includes architectural, engineering, development, construction, and renovation expenses. Roxbury OpCo LLC reported that in the first two years of operation, the total expenses for the facility would be \$21,127,901 and the revenue would be \$25,626,535, resulting in a profit of \$4,498,634 for both the first and second years of operation. The source of funds was listed as financing and equity-based sources. Based on Roxbury OpCo LLC's projected utilization statistics, the new ALR would attain a 52% 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 increased demand for assisted living and Alzheimer's disease and dementia care in Roxbury and the surrounding areas prompted by the ongoing demographic shift due to a rapidly aging population in Morris County. There is limited existing capacity to meet the needs of growing aging population, particularly those requiring specialized dementia care; the Applicant notes that this new assisted living facility will address this gap by providing additional licensed units in a currently underserved location. Additionally, the operation of this facility will reportedly have a positive impact on services in Roxbury and greater Morris County by alleviating strain on existing assisted living and Alzheimer's/Dementia care providers, many of whom may be operating near capacity. The facility will also provide an appropriate setting for residents who can no longer remain at home safely; reduce unnecessary hospital utilization and provide a local discharge option for patients from nearby acute care facilities. The Applicant asserts that there will be no negative impact on existing providers as the new assisted living facility addresses a documented shortage of long-term care options in the region.

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. Roxbury OpCo LLC has demonstrated a track record of substantial compliance with the Department's licensing standards as set forth in N.J.A.C. 8:33-5.3(a)(3)(i1), with no significant regulatory issues reported at its New Jersey facilities. Additionally, Roxbury OpCo 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)(1)) was submitted. The review of the architectural floor plans for the new building is underway; the Department will send a final letter with the results of this review.

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. As provided in N.J.A.C. 8:36-5.1(h), Roxbury OpCo LLC shall ensure that the facility attains a level of occupancy by Medicaid-eligible persons of at least 10 percent of its total bed complement within three years of licensure and shall maintain this level of Medicaid occupancy thereafter for 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.

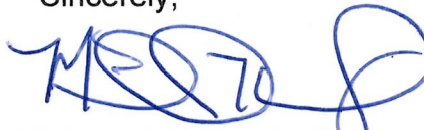
Any approval granted by the Department relates to certificate of need and/or licensing requirements only and does not imply acceptance by a reimbursing entity. This document is not intended as an approval of any arrangement affecting reimbursement or any remuneration involving claims for health care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

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- S. Biehl, Thrive Senior Living (Electronic mail)
- B. Goldman (Electronic mail)

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Email:

[djw@pikeconstruction.com](mailto:djw@pikeconstruction.com)

3280 Peachtree Rd NE, Suite 750  
Atlanta, GA 30305  
[Sarah.Biehl@thrivesl.com](mailto:Sarah.Biehl@thrivesl.com)

[bgoldman731@aol.com](mailto:bgoldman731@aol.com)