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Owners of the Berkshire Mall, JMJ RE Holdings, form collaboration with Integritus Healthcare

September 05, 2025 - Owners Developers & Managers



Lanesborough, MA JMJ RE Holdings LLC, a Boston-based development company, purchased an 86-acre site in the Berkshires that was once a mall and home to several anchor retailers and nearly a hundred smaller storefronts with the goal of instilling the highest and best use at the property through adaptive reuse. Towards this aim, JMJ RE Holdings is collaborating with Integritus Healthcare to assist with the planning and reimagining of the mall property into a campus-styled senior housing development including supportive and ancillary retail for resident and public use.

Initial plans are to create a housing campus inclusive of at least 400 apartments that will incorporate

independent living, assisted living, memory care, active adult residential, and senior restricted affordable housing to revitalize the long vacant mall and address the rising housing needs of the senior population throughout the state, but palpably felt within the Berkshires. Jay Jones, one of the principals of JMJ RE Holdings, stated in response to the announcement that he is “elated to be working alongside such a highly respected, mission-driven, and local organization who will be instrumental in the realization and future operation of this impactful project.”

Bill Jones, president and CEO of Integritus Healthcare said, “Our organization is honored to have a role in assisting and consulting with the developer in the reinvigoration of the former Lanesboro Mall. As the leading not-for-profit provider of post-acute care, long-term health care, and senior housing provider, we look forward to applying our industry experience in support of the expansion of much-needed services and employment opportunities in Berkshire County.”

Integritus operates eight senior care facilities in the Berkshires, including the renowned and awarded Kimball Farms in Lenox, as well as a range of other senior care facilities throughout Mass. that provide an array of services such as assisted living, memory care, skilled nursing, palliative care, hospice care, independent living, and more.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540