



An architectural rendering of the pedestrian-friendly Wellness Village town center with services and amenities designed for well-being.

Building the future

Rowan's West Campus reimagines health, work and community

ROWAN UNIVERSITY IS ADVANCING AN ambitious vision for its West Campus that blends healthcare, advanced manufacturing and community living into a single, integrated district—one designed to expand opportunity across South Jersey while reshaping how people learn, work and age.

The \$690 million West Campus Development Project will rise on 220 acres at the intersection of routes 55 and 322 in Gloucester County. Developed in partnership with healthcare providers and private industry, the multiphase initiative is expected to generate more than 5,000 jobs, along with millions in annual tax revenue, reinforcing the University's growing role as an economic engine for the region.

"What we are proposing is transformational in scope and impact," President Ali A. Houshmand said. "It is a bold vision for the region, well beyond the 220 acres of our project, something that will spur growth throughout the county and South Jersey."

Healthy living, research and innovation

At the heart of the plan are two major components. South of Route 322, the Rowan University Wellness Village will bring together residential living, health services and lifelong learning in a walkable, intergenerational setting. Inspired by longevity research and "Blue Zone" principles, the village is designed to support healthy living through access to care, social engagement and recreation.

Healthcare will anchor the community through partnerships with Inspira Health, Rowan Medicine and United Methodist Communities, which will contribute expertise in senior living and intergenerational housing.

Plans for the Wellness Village include a community wellness institute, medical offices, residential options ranging from market-rate housing to assisted living, and amenities such as trails, retail and a hotel and conference center.

North of Route 322, the Rowan University Center for Manufacturing Innovation will focus on research, workforce development and industry collaboration. Anchored by established engineering research institutes, the center will provide shared facilities and flexible space where companies can move ideas from prototype to production more quickly.

"The Center for Manufacturing Innovation on Rowan's West Campus is about imagining what's possible when innovation, talent and industry converge," Chancellor Tony Lowman said.

Together, the two projects reflect Rowan's rapid growth and its expanding national profile, positioning the University—and South Jersey—at the forefront of health innovation, advanced manufacturing and community-centered design. ■

One mile from the Glassboro main campus, the West Campus Development Project is designed for 220 acres where routes 55 and 322 intersect.

