

ROWAN UNIVERSITY WEST CAMPUS DEVELOPMENT PROJECT

# **A community for wellness, innovation and generational impact**

Two transformative initiatives  
united by a shared vision.

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**ROWAN UNIVERSITY  
WEST CAMPUS DEVELOPMENT PROJECT**

**Rowan University, in partnership with health care and private-sector leaders, proudly announce the Rowan University West Campus Development Project—a \$690 million multiphase initiative on a nearly 600-acre tract at the intersection of Routes 55 and 322 in Gloucester County, New Jersey.**

The project brings together two major components—the Rowan University Wellness Village and Rowan University Center for Manufacturing Innovation (RCMI)—to create a first-of-its-kind district that strengthens South Jersey’s leadership in intergenerational health and wellness innovation and advanced manufacturing technology, as well as community and economic development.

**The expansive project is expected to generate:**

**\$14.3 million in annual tax revenues**

**4,170+ construction jobs**

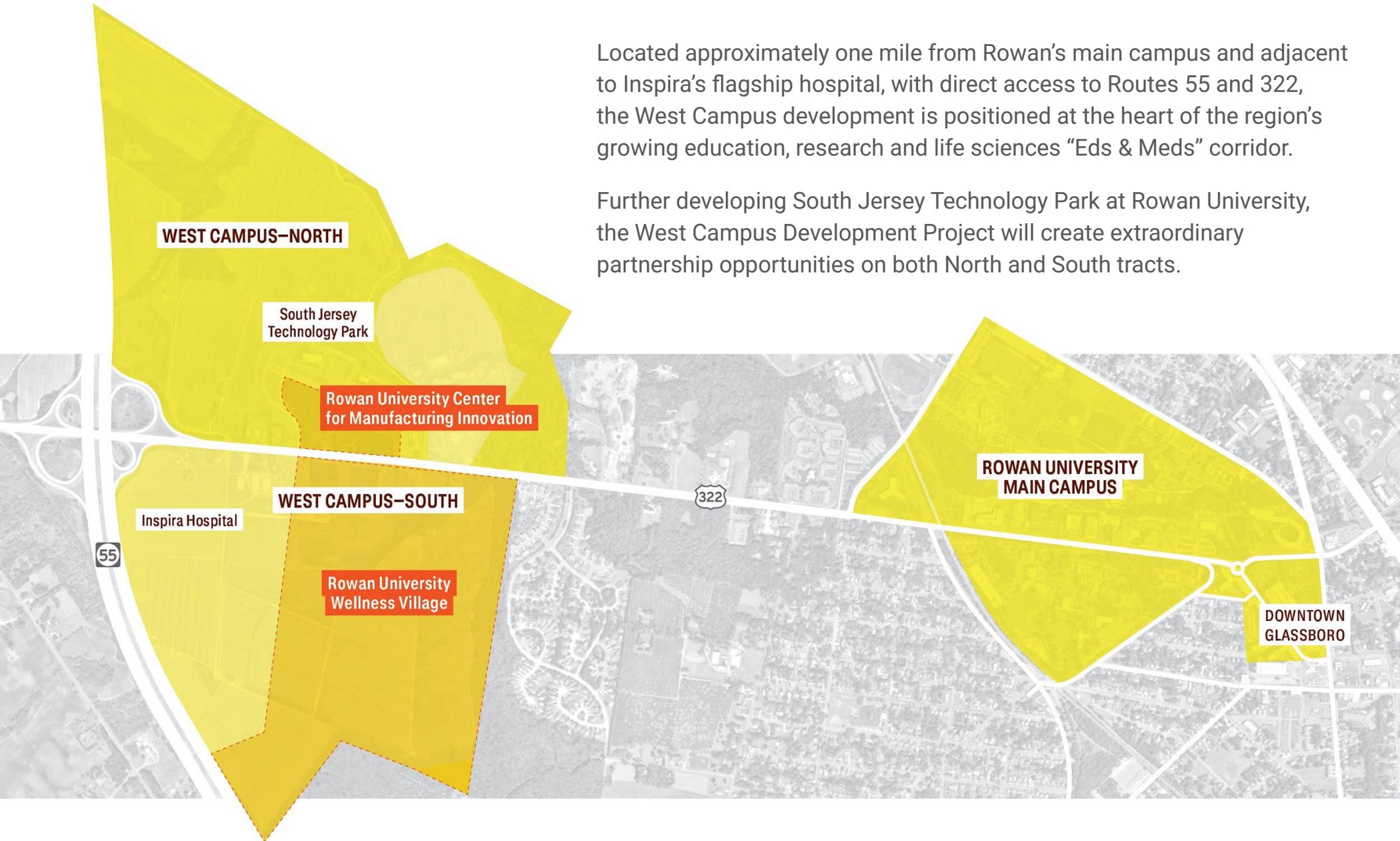
**900+ permanent jobs**

The project is financed primarily by the project’s master developer, Fairmount Properties, and its partners. Rowan University’s contribution is the 220-acres, land it acquired over the past two decades. The project team has applied for financial support from the State of New Jersey through the ASPIRE Program, which is administered by the New Jersey Economic Development Authority (NJEDA).

# Rowan University West & Main Campuses

Located approximately one mile from Rowan's main campus and adjacent to Inspira's flagship hospital, with direct access to Routes 55 and 322, the West Campus development is positioned at the heart of the region's growing education, research and life sciences "Eds & Meds" corridor.

Further developing South Jersey Technology Park at Rowan University, the West Campus Development Project will create extraordinary partnership opportunities on both North and South tracts.





## ROWAN UNIVERSITY WELLNESS VILLAGE

# A community built for wellness and longevity

Situated south of Rt. 322, the Rowan University Wellness Village will be a vibrant, intergenerational community. Its strategic alignment with Rowan University and Inspira Health ensures a living, evolving ecosystem grounded in research, enriched by education and driven by human-centered care.

Blue Zones are well-studied communities around the world where people living in intergenerational settings commonly live well past 100 and remain meaningfully active. Drawing on Blue Zone principles, the Wellness Village measurably will improve physical, mental and social well-being through daily activity, accessible health services and strong community engagement.

Health care will be available onsite at a new Inspira Health medical office building and at separate independent living, assisted living and memory care facilities partnering with United Methodist Communities (UMC) and Rowan Medicine, an affiliate of Virtua Medical Group.

The Rowan Community Wellness Institute will anchor the district and link academic programming to health, wellness and lifelong learning, creating a living lab where coursework and research translate into measurable results for individuals and the broader population.



# Rowan University Wellness Village

The Village is designed for walkability, linking housing to health care and recreation facilities through trails, shuttle services, rideshare access and bicycle infrastructure. It will feature a complete and balanced community master plan, including:

## RESIDENTIAL UNITS

1. 250 market-rate, residential rental units
2. 410 homes for purchase, including small and large townhomes and single-family homes; 20% will qualify as N.J. affordable housing
3. 340 continuum-of-care retirement community units, including 96 active adult (55+) units

## WELLNESS & COMMERCIAL

4. Rowan Community Wellness Institute (40,000 sq. ft.)
5. Inspira Medical Office Building (65,000 sq. ft.) and administrative facility (25,000 sq. ft.)
6. 160-room hotel and conference center
7. Retail center (56,000 sq. ft.)
8. Forest preserve



## ROWAN UNIVERSITY CENTER FOR MANUFACTURING INNOVATION

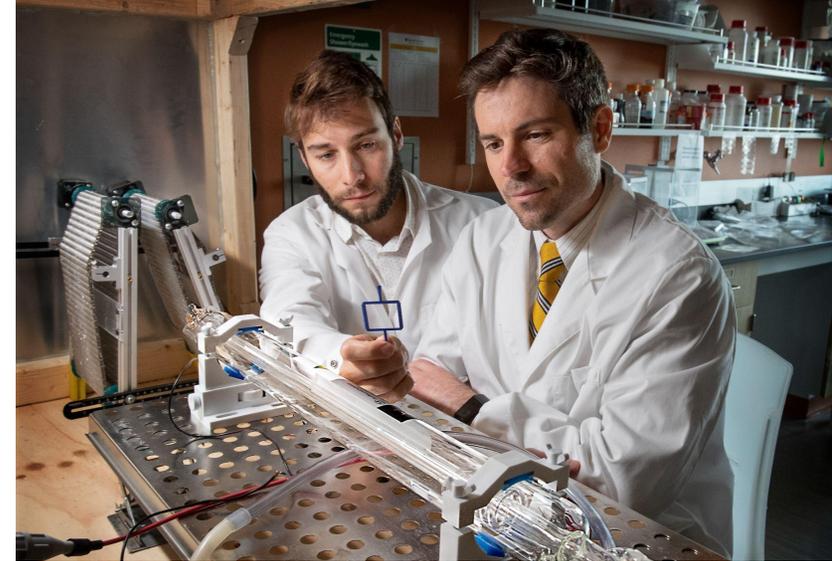
# Driving the future of manufacturing and workforce development

North of Rt. 322, the University is advancing plans for the Rowan University Center for Manufacturing Innovation (RCMI)—a hub for advanced manufacturing research, industry collaboration and workforce training. The center will provide access to high-demand leasable research space, shared fabrication equipment and opportunities for private industry to co-locate R&D operations alongside Rowan faculty and student research space.

RCMI is anchored by four established and productive Rowan engineering research institutes with facilities at Rowan's South Jersey Technology Park on the West Campus:

- **Advanced Manufacturing & Materials Institute**
- **Center for Research & Education in Advanced Transportation Engineering Systems**
- **Machine & Artificial Intelligence Virtual Reality Center**
- **Digital Engineering Hub**

**Integrating manufacturing innovation and workforce development with health care, higher education, residential planning, public amenities and economic development is key to building out and balancing the West Campus project's strategic design.**

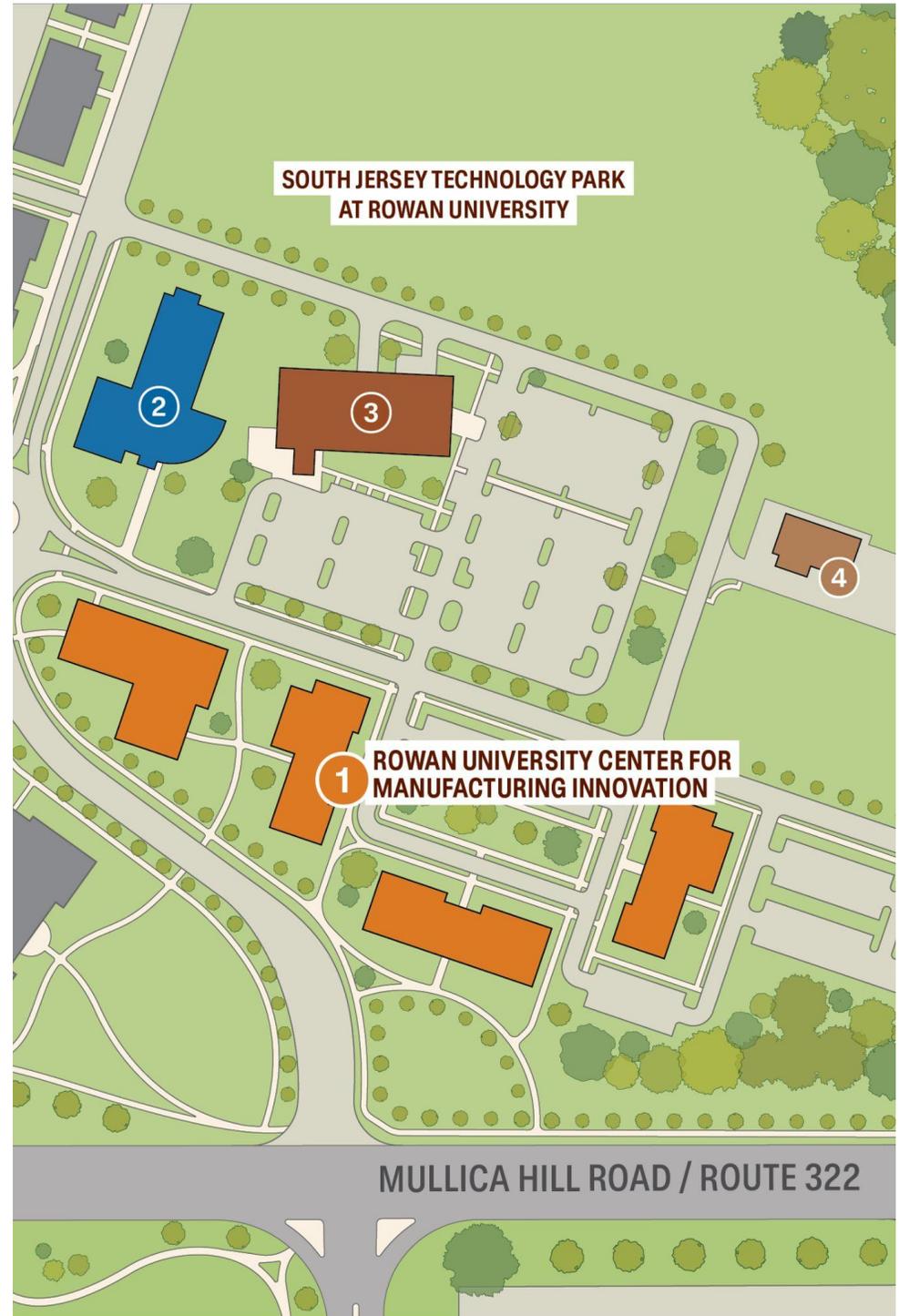


# West Campus—North

With expansive real estate ready for development beyond South Jersey Technology Park's existing research, education and enterprise facilities, Rowan and partners envision:

- Rowan researchers and students collaborating to prototype and test commercial innovation
- Attracting industry and government agencies seeking to partner and collaborate

1. Rowan University Center for Manufacturing Innovation (350,000 sq. ft.)
  2. Rita & Larry Salva School of Nursing & Health Professions (Nursing education building set to open March 2026)
  3. Samuel Jones Innovation Center (20+ existing R&D tenants)
  4. Center for Research & Education in Advanced Transportation Engineering Systems (testing facility and labs)
- Future development



# RCMI Building 1

The Rowan University Center for Manufacturing Innovation will become a hub that brings together prototyping, testing and workforce development. For example:

- med-tech devices and assistive technologies can be piloted with real users through the Wellness Institute, senior residential community members and clinical partners.
- partnerships can be structured to advance workforce training opportunities with professional development options at every career stage.
- advancing innovation output and venture capital deployment will foster an ecosystem for top talent and entrepreneurship.



# RCMI Building 1 Summary of Uses

## ROWAN ENGINEERING RESEARCH

RCMI will house Rowan's research in applied engineering, material sciences and research related to virtual reality and AI applications.

## SHARED EQUIPMENT

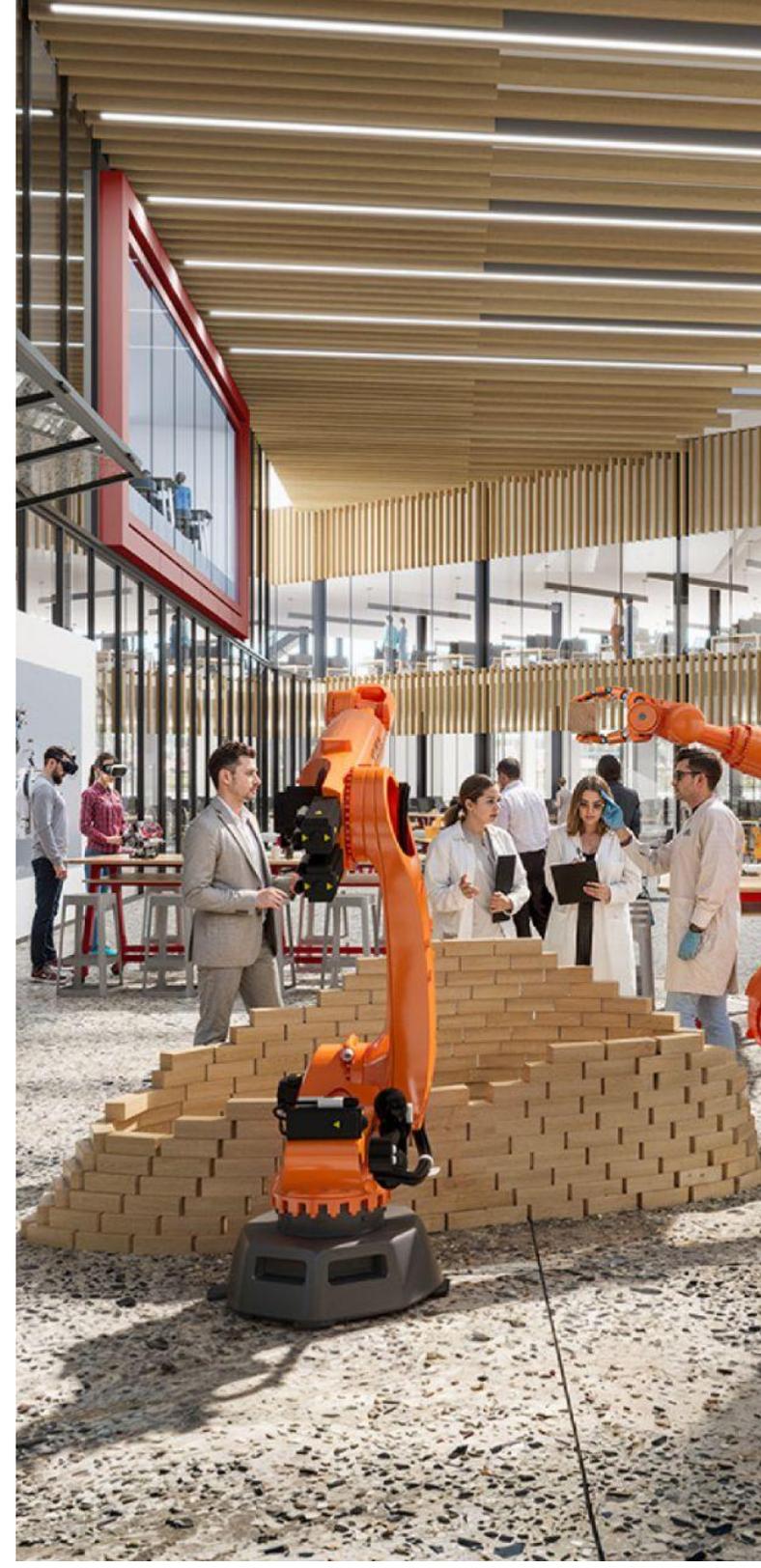
RCMI includes High Bay space and will house equipment available on a contract or time-share basis to fabricate material to support Rowan and private industry research and student projects.

## PRIVATE INDUSTRY PARTNER SPACES

Rowan partners will co-locate some R&D activities to RCMI to take advantage of shared equipment, Rowan research talent and access to students who are potential future employees.

## TRAINING & PRESENTATIONS

RCMI will host specialized training to meet the needs of manufacturing enterprise and host presentations for industry and academic peers.



# Strengthening New Jersey's leadership in wellness and innovation

Designed to facilitate interdependence and growth and ensure long-lived collaboration among everyone involved, the West Campus Development Project creates an ecosystem where residents, patients, students and employees can live, learn, work and find support for wellness in a walkable district.

- Rowan University provides a continuous pipeline of skilled graduates and faculty research that directly support the district's health care, wellness and advanced manufacturing anchors.
- Senior living continuum of care units will provide a care model that emphasizes evidence-based creative arts and music therapy and purpose-driven social programming with Rowan students, among continually developing initiatives.
- The Community Wellness Institute will link academic programming to community health through preventive fitness, behavioral wellness, nutrition, creative arts therapy and lifelong learning.
- The mixed-use Town Center will provide retail curated around healthful food, everyday services and fitness, supported by additional flexibility for grocery or clinic-adjacent concepts.
- The RCMI fosters med-tech and advanced manufacturing innovation and workforce development.
- A joint commitment to measurable outcomes in population health, longevity science, workforce readiness and community well-being underpins both concept and practice.

# A shared vision for community wellness and smart growth

The West Campus Development Project will be made possible through collaboration and investments coordinated between

- Rowan University
- Fairmount Properties (master developer)
- United Methodist Communities
- Inspira Health Network

The master developer and partner, Fairmount Properties, specializes in mixed-use development projects, including those at Ball State, Marshall, and University of Rochester.



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