

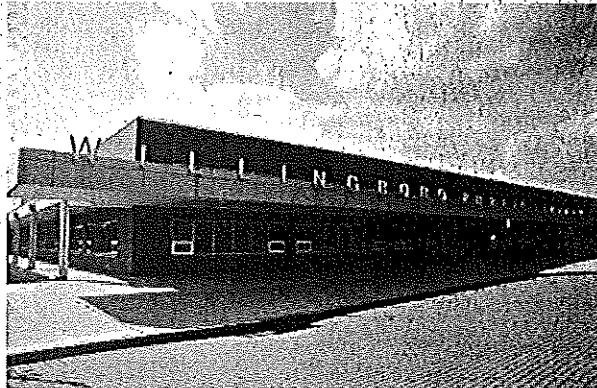


Burlington County
River Route™

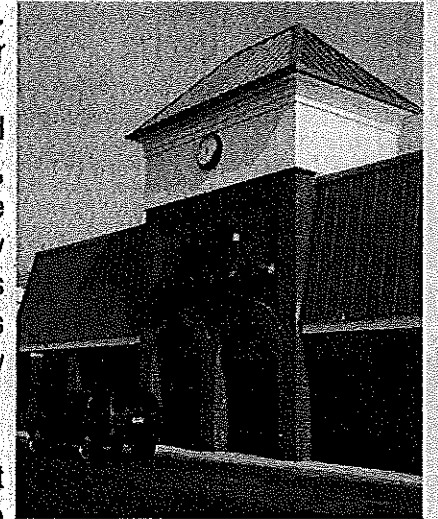
Gateway to Opportunity

Township of Willingboro Story

Willingboro Township, a community of caring citizens of diverse backgrounds, enjoys a rich history documented to the early 17th century. Purchased by William Penn and other members of the Society of Friends the community was incorporated as Wellingborough under English Colonial law in 1688.



This community found changing times after World War II, as soldiers created a demand for new housing at affordable prices. Coupled with changing industrial growth patterns, William Levitt arrived and changed the community forever. Considered a leader at the time for developing new homes, Levitt assembled large tracts of land and eventually acquired 90% of the township. By 1956, he was successful in changing boundary lines through an Act of the New Jersey State legislature creating Levittown, New Jersey. As an up and coming community Levittown had a population of nearly 10,000. By a narrow margin of 80 votes, Willingboro officially changed its name to Levittown.



By 1961, Rancocas Hospital was formally dedicated, and the Township installed its first traffic light at Levitt Parkway and Sunset Road. In 1963, a referendum changed the name back to Willingboro. During the 1960's, Willingboro continued to experience growth. The Willingboro Plaza was one jewel in the crown of this growing community. The Plaza was the regional shopping mecca hosting large retail chains and small independents in perfect harmony. The local industrial park celebrated its first tenant in 1964 and ribbons cut for the John F. Kennedy School in 1965. Along with the growth came grocery stores, strip centers and many other goods and services to satisfy the needs of a growing population.

Mayor Jeff Ramsey is proud of the progress being achieved in Willingboro, a community that boasts above-average median income, a workforce that makes an impact on the region, an 18-hole golf course designed by Robert Trent Jones, Sr. and a 105-acre nature preserve. According to Ramsey, "those elements are a great mix, they add to the quality of life making Willingboro a great place to live, work or visit."



The Willingboro Plaza is a memory of the past, replaced with the new Willingboro Town Center. The center is now host to redevelopment projects such as Medco, Burlington County College, Commerce Bank, Farmers and Mechanics Bank, a beautiful new community library, luxury apartments and the soon to come Ruby Tuesday's Restaurant. There are plans to transform the old Sears retail store into professional office space. Proudly, Ramsey states, "the



center continues to grow and thrive, creating jobs and new ratables". Adding to the renaissance is the community's Amphitheater where jazz, dance and other performances add to the summer highlights. A new project, the Grand Market Place, is about to open soon. It will have over 200,000 square feet of space for a mix of merchants and retailers. The Grand Market Place will be the largest indoor multiple market venue in the Delaware Valley. Willingboro is on the move poised to lead in the River Route revitalization.

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