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Glassboro named 'Classic Town'

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By Jessica Driscoll
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The Delaware Valley Regional Planning Commission has recognized Glassboro as one of its "Classic Towns" for 2009, the first in Gloucester County to receive the distinction.

"We are honored that Glassboro was chosen to be a part of such a distinguished list of communities," said Mayor Leo McCabe. "It's yet another step toward recognition of the smart growth going on now in the borough and of the historic place that Glassboro is."

Advertisement

McCabe said the Classic Towns program promotes business and tourism in select communities in the Greater Philadelphia area. The borough is honored to be the first community selected in the county, the mayor said.

"The Classic Towns program is basically a regional umbrella marketing program that creates a brand identity for communities across the region and allows them to pool their resources," said Barry Seymour, executive director of DVRPC. "The towns are selected on a nomination basis. We look for places that are identifiable as unique and working hard to revitalize and grow. Glassboro is certainly on the move with its student housing, infrastructure and commercial development, and they have a good story to tell."

This year's classic towns in New Jersey were: Glassboro, Merchantville and Moorestown.

The ones in Pennsylvania were: Ardmore, Germantown, New Hope, Phoenixville, Souderton/Telford and Wayne.

They join last year's selected towns in Pennsylvania: Ambler, Bristol, Doylestown, Manayunk, Media, Lansdowne, Overbrook Farms and West Chester, and in New Jersey: Collingswood, Haddon Heights and Riverton.

"The towns contribute \$2,500 per year which goes into a pool to be used for regional advertising," said Seymour. "Through classictowns.org, there is web-based advertising, and each town has a page on there with business opportunities and community events. We also work with the community to help them with their own marketing such as providing Classic Town window stickers for local businesses, banners for each community and help with brochures and other things."

Seymour said the most important part of the program is bringing the communities together to network and learn from each other.

"This provides us an opportunity to become better known throughout the Delaware Valley because of the promotional opportunity from the DVRPC and the opportunity to meet with other successful communities on a regular basis," said McCabe.

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