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## Moorestown captures 'Classic' status

By: ED MOORHOUSE  
Burlington County Times

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MOORESTOWN - The township's bustling downtown businesses and sense of history and community have captured the attention of the Delaware Valley Regional Planning Commission.

Today the commission will recognize Moorestown and nine other communities as a "Classic Town of Greater Philadelphia."

The announcement will be made at 4:30 p.m. at the Chemical Heritage Foundation on Chestnut Street in Philadelphia. Moorestown is the only town in Burlington County that will receive the distinction this year.

"It's a great honor and achievement for Moorestown," Mayor Daniel Roccato said Wednesday. "It says a lot about the folks who came before us. It's now our responsibility to be good stewards for the folks who come after us."

The Classic Towns program is designed to foster the growth of the region's older communities by promoting them as a place to live, work and play.

The communities selected are deemed unique, attractive, exciting and welcoming to residents and visitors. They must be accessible by public transportation, be pedestrian-friendly, offer diverse and affordable housing options and include established downtown destinations.

Glassboro and Merchantville in New Jersey and Ardmore, New Hope, Phoenixville, Souderton/Telford and Wayne in Pennsylvania also will receive the honor today.

"I guess the opposite of the word 'classic' would be 'trendy,'" Roccato said. "When I think of the word 'classic,' I think of values that have stood the test of time. There's no question that our community has stood the test of time. We have a responsibility to protect our neighborhoods and make good long-term decisions."



The Delaware Valley Regional Planning Commission will recognize Moorestown as a "Classic Town of Greater Philadelphia." NANCY ROKOS / STAFF PHOTOGRAPHER

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According to its Web site, the planning commission works with each Classic Town to understand its marketing and community development needs.

The program also serves to educate the financial industry, business community, community development professionals, and the public about amenities and investment opportunities that can be found in the towns.

"We're thrilled to be honored by the commission," Township Councilman Seth Broder said. "Our town has had a wonderful renaissance of additional businesses and especially new restaurants in the last few years. I think this designation will help us become more of a destination for consumers."

The program began in 2004 when the planning commission launched its Strategies for Older Suburbs

initiative to stimulate and support reinvestment in the region's older suburbs and urban neighborhoods.

The commission worked with a team of marketing and branding professionals to develop the Classic Towns program.

Last year, Riverton was one of 11 communities in the region to receive the designation.

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I'm sure it helped when Moorestown paid millions to other towns, like Mt Holly, to take their affordable housing obligation; guess other towns couldn't afford to keep their community values and business opportunities. No awards for the hard working middle class towns. Just higher taxes and that sinking N.J. feeling