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Krishi Howell-Isikeda, President (856) 430-2520

Dear Friend:

Welcome to the very first edition of the River Route Magazine!

Shopping, dining, recreation, special events and local activities for all ages—that’s just a portion of what the River Route, and the River Route Magazine, has to offer.

Let this be your guide, as you discover, or rediscover, Burlington County’s growing and attractive River Route region.

For a scenic overview, take a leisurely ride on the popular RiverLINE light rail. Walk the quaint downtown areas with their cafes, restaurants and shops. Visit the scenic waterfront areas, our expanding network of parks and trails, and our historic sites and landmarks.

To the benefit of residents and visitors alike, not to mention local merchants, business investors (and families) who are looking for a new home, this 12-town region of Burlington County offers new opportunity.

Need to know more? Reach out to us. Once again, the Burlington County Board of County Freeholders and the Burlington County Chamber of Commerce is pleased to spotlight all that the River Route has to offer.

Sincerely,

Audrey A. Fenton
Freetholder Director
Board of Chosen Freeholders

Krishi M. Howell-Isikeda
President/CEO
Chamber of Commerce

Ryanhomes.com

“COMMITTED TO THE FUTURE OF BURLINGTON COUNTY”
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A truly unique perspective of the River Route communities is gained by those who enjoy the romance of the river during leisurely sailing excursions on the Delaware.

For the region's sailing enthusiasts, recreational boating is quality time spent away from the television set and video games, creating an atmosphere that brings people together and creates fond memories to last a lifetime.

The peaceful and serene atmosphere of river life takes people away from their everyday grind and gives them a chance to luxuriate in an activity that reduces stress, while providing good exercise, enriching opportunities for self discovery, or simply basking in the warm glow of a summer sunset.

The River Route is home to the venerable Red Dragon Canoe Club in Edgewater Park, one of the oldest boating clubs in the United States. Housed in a Second Empire style mansion dating from the Civil War, the Club is a family oriented organization offering sailing, paddling and regattas along with an active social calendar.

Young people can enroll in the Delaware River Sailing School which teaches the basics of seamanship and boat handling in a fun, safe environment.

The popularity of sailing is attested to by the number of full-service marinas on the River Route's shoreline.

Dredge Harbor maintains a huge inventory of new and used boats, sells supplies and offer slips, moorings and land storage at its 110-acre site in Delran. Dockside activities include a full-size swimming pool, game room, outdoor recreation area and The Harbor's Edge Café.

Also full-service is Riverside Marina which features 200 slips, a ship's store and McCrossen’s Dockside Bar & Grill, which combines a laid-back waterfront ambiance with a popular menu of food and beverages.

With an easy 10-minute walk from the Riverside train station, visitors can use Lightning Jack’s Marina to enjoy fishing, skiing and tubing.

New owners have rejuvenated Hawk Island Marina in Delanco. In addition to a series of boating safety classes, the marina hosts special events including a cat fishing tournament and a series of summer concerts.

In Burlington City and in Florence, residents and visitors have long relied on city boat ramps to launch their watercraft and enjoy hours of peaceful sailing on the historic Delaware River.

Boaters also can dock or ramp their boats at Curtin’s Marina where the nautically themed, open-air Wharf Restaurant offers casual dining and nightly music.

Photo: Copyright 2001 MSDesign - Curtins Marina and City Boat Ramp on the banks of the Delaware River, City of Burlington.
Surprises in store as retail boom continues

Whether you’re browsing or buying, the River Route towns have such a varied range of shops, you’ll find not only exactly what you need, but items you didn’t even know you wanted.

Friendly service and personal attention are the hallmarks of local emporiums that feature gourmet foods, clothing, jewelry, flowers, home décor, antiques, art and gifts.

In addition to a host of traditional ‘Main Street’ stores, some entrepreneurs focus on the truly unique. One such store is Beadscape in Riverside, offering a tie-dyed trip to the ‘60s with “curious goods” like embellished clothing, handmade jewelry, wall hangings and incense.

Continued on page 13
Big metropolitan areas are big magnets, drawing 80 per cent of the U.S. population and grabbing newspaper headlines. But scattered across the country are scores of small towns such as the River Route communities that have their own special appeal.

When you ask people why they live in a River Route community, they’ll undoubtedly tell you they enjoy the small town feeling while being close to all the conveniences of a large city.

Living in a River Route town offers “city benefits” on a manageable scale—community without the crush, services without the stress. They are large enough to attract jobs, restaurants, diversions, and community organizations, but small enough to sidestep the traffic jams, high crime rates, and often exorbitant costs.

The new-found popularity of the 12 towns has encouraged a more diverse population with the need for more diverse housing. Happily, the area is able to accommodate virtually every housing need, from comfortable older homes to spectacular new homes boasting every modern convenience, as well as apartments, townhomes and condominiums.

Proving the case is the success of Siena, a new condominium community that combines innovative luxury with elegant living for active adults.

Continued on page 12
J.S. Hovnanian & Sons is building 204 two-bedroom/two-bath condominiums in Cinnaminson on a site formerly occupied by a collection of dilapidated motels. The much-anticipated redevelopment of the site on Route 130 provides homeowners with a selection of five attractive models in an accessible location and at an affordable cost.

Luxury is also the hallmark of three communities being developed in River Route towns by Ryan Homes. Rivers Edge is an upscale townhome community that is ideally located along the Delaware River in the quaint village of Delanco. Residents can choose between a spacious two- or three-level townhome, with a choice of custom features that invite a quality lifestyle.

In Burlington Township, Ryan Homes is developing Country Woods, a collection of 38 single-family homes on large wooded lots. For active-adult homebuyers over 55, Legacy at Meadowcroft in Florence features 39 townhomes and 73 single-family homes, with endless possibilities for customization.

In the offering are another 38 townhomes that will comprise Washington Square in the City of Burlington. On a site formerly occupied by a general merchandise store, D’Anastasio Corporation is planning 23 three-bedroom homes and 13 two-bedroom homes, each with a two-car garage.

Apartments are in demand along the River Route. Among the most popular enclaves are Tenby Chase and Korman Residential at Willow Shores.

Both well established, the developments offer comfortable living in generously sized units. In Delran, Tenby Chase Apartments and Townhomes offer a convenient, care-free lifestyle with a variety of floor plans, on-site management and amenities that include a swimming pool and a tennis court.

At Willow Shores, residents have a choice of living accommodations as well as furnished suites. Residents enjoy their spacious apartments with beautifully landscaped courtyards that are set right on the Delaware River.

Surprises in store as retail boom continues

Continued from page 8

Currently, a retail boom is underway in many of the River Route communities as national names proliferate up and down the Route 130 corridor. Target, Lowe’s, Home Depot, Wal-Mart, PetSmart and other major chains have rejuvenated the retail landscape, providing residents with convenience and selection.

In the transformation that is reclaiming unused land and abandoned sites, Willingboro Town Center is being hailed as a significant factor in revitalizing the North/South throughway. In addition to being a mixed-use facility, the 700,000-square-foot center represents one of the largest “green” redevelopments in all of New Jersey.

Nearby, a recent addition to the retail renaissance is The Grand Marketplace in Willingboro, a collection of 200 stores under one roof, including an Amish market that sells foods, baked goods and furniture.

The area’s best-established shopping center is Burlington Center, a two-level enclosed mall credited as the trigger of a development boom in Burlington Township. A host of trendy shops join anchor stores JC Penney, Macy’s and Sears to provide the area with one of its most popular shopping destinations. The retail resurgence is continuing as new centers emerge to propel the Route 130 corridor from ‘dormant’ to ‘dynamic.’

For example, great anticipation surrounds completion of The Shoppes at Cinnaminson which will offer new retail opportunities in 330,000 square feet of space covering 40 acres. The ambitious redevelopment project by Centro Properties coincides with a major state-funded road improvement project which will provide premium access to the site.
The River Route consists of 12 municipalities located along a 15-mile stretch of northern Burlington County extending along the Delaware River and Route 130 covering 57 square miles. About 143,000 people live in the River Route today. Beverly City, Burlington City, Burlington Township, Cinnaminson Township, Delanco Township, Delran Township, Edgewater Park Township, Florence Township, Palmyra Borough, Riverside Township, Riverton Borough and Willingboro Township comprise the River Route.

The Delaware River and Rancocas Creek have always been important to the growth and development of the River Route. Although the landscape along the river and creek has changed over the centuries, the River Route has remained as important part of living, working and playing in the northern region of Burlington County.

The River Route’s fortunes rose and fell with the coming and going of the Industrial Revolution. The vitality of the older downtown commercial districts waned yielding to the new shopping districts located along the major highways. Over time the downtown areas declined economically and physically. By the end of the 1980s, many of the older, heavy industrial facilities closed and numerous once-vibrant shopping centers along the highway were shuttered.

In 1995, the Burlington County Board of Chosen Freeholders undertook an initiative to develop and implement a plan for revitalizing the River Route. The Freeholders required the planning process to include municipalities, members of the public and the business community in the River Route. The Freeholders wanted the plan to be realistic and not sit on a shelf. Four representatives from each River Route municipality and several businesspersons formed a steering committee worked together with Burlington County to prepare the “Route 130/Delaware River Corridor Strategic Plan.”

After about two years of planning and analysis and numerous meetings, the plan was completed and approved by the Freeholders and the municipalities. The plan addressed issues such as economic development, housing, transportation and circulation, open space preservation and environmental protection. It contains specific strategies and actions for each of the 12 municipalities and the County to undertake to revitalize the region. In early 1999, the New Jersey State Planning Commission endorsed the plan, the first action of its kind taken for corridor region in New Jersey.

A key strategy to revitalize the region was marketing the “River Route” as a place for economic opportunities. In doing so a branding effort was initiated over a year ago.

The River Route initiative has brought over 200 businesses and more than $2 billion in new investments to the area. Outside Magazine noted Burlington County as one of the 100 most livable counties in America. The New York Times says “Burlington County is coming alive.” Inc Magazine ranked Burlington County as the 10th hottest region of its size for businesses, noting this Philadelphia suburb is thriving with strong growth in several business sectors and is easy access to the Northeast’s major cities.

Tangible results of positive change are found everywhere. The dying Willingboro Plaza was reborn as the new Willingboro Town Center, and the dead Metro Mart shopping center in Edgewater Park was replaced by the Burlington Coat Factory distribution center. In Delran, a collection of struggling commercial establishments along Route 130 was transformed into a new shopping complex known as Hartford Crossing. The Haines Industrial Center, an 800-acre industrial complex in Burlington and Florence Townships, has brought thousands of jobs and an expanded tax ratable base to the region. Neighborhoods in many older communities such as Beverly have been rehabilitated, and new housing constructed.

Many more examples of progress in the River Route could be provided for each of the twelve municipalities. While the numbers of examples is limited, opportunities for revitalizing the River Route are boundless. The vision for the River Route is rooted in changing and enlivening the economic landscape while preserving and building upon the region’s small town character. Change is intended to enhance and complement the River Route’s assets – essentially, the region’s historic connections interspersed with water, railroad and roadways – together creating this terrific area of Burlington County in which to live, work and play.
There’s always something happening in the River Route communities, particularly during the summer season when longer days and balmy nights bring people outdoors for family fun.

The Delaware River welcomes boaters. Walkers enjoy exhilarating walks through parklands. History buffs follow the trail of the American Revolution. And colorful street fairs attract scores of visitors.

Riverton boasts two of the area’s most popular events: Victorian Day which recalls the nostalgic pleasures of a bygone era, and its Fourth of July parade, a signature event that bursts with patriotic pride.

Florence Township hosts a colorful Patriotic Day in July, starting with a 5K Run and flag raising ceremony and continuing with a parade, an evening concert and a fireworks display. Florence families also enjoy a series of summer concerts and family films shown outdoors on a giant screen.

There’s also Summerfest at Palmyra Cove—a unique setting in which to explore nature in an unspoiled welcoming environment. Family Fun Night is an annual highlight for Edgewater Park. The City of Burlington’s Bike Night continues as a family favorite, as does its Festival of Lights each August.

The crisp colors of autumn serve as a vibrant backdrop for Riverside’s antique classic car show. It’s a time for Community Days in Delanco, Delran and Cinnaminson. Willingboro’s Jazz Festival has become a favorite for music lovers. And townwide yard sales are on the docket in both Palmyra and Riverton.

The City of Burlington has a fall fest of activities, ranging from the ever-popular Wood Street Fair to the stately arrival of a Tall Ship to an historic soldier’s weekend and—for Halloween—a scarecrow stroll and ghost tour.

With the arrival of winter, the towns dress for the holidays with tree lightings up and down the River Route. House tours beckon with lavishly decorated homes. Holiday parades capture the spirit of the season.

Of special interest is Winterfest at Palmyra Cove where families enjoy horse-drawn carriage rides, a dog sled team on wheels, face painting, balloon artists, a magician and much more.

As winter melts into spring, the area comes alive with guided nature walks, Earth Day events at places like Amico Island in Delran, Memorial Day remembrances in Beverly and Edgewater Park and house and garden tours in various communities.

Whether you are looking to enjoy the day, seeking an overnight getaway or something more leisurely, the River Route communities offer activities for all seasons!

Information on special events in the River Route towns is available from the following:

Beverly: 609.387.1881
Burlington Township: 609.386.4444
Cinnaminson: 856.829.6000
City of Burlington: 609.386.0200
Delanco: 856.461.0561
Delran: 856.461.7734
Edgewater Park: 609.877.2050
Florence: 609.499.2525
Palmyra: 856.829.6100
Palmyra Cove: 856.829.1900
Riverside: 856.461.1460
Riverton: 856.829.0120
Willingboro: 609.877.2200

Copyright 2002 Burlington County Tourism - Colorful fun during Annual Fall Float Festival on the Rancocas Creek between Smithville and Mt. Holly

www.riverroutemagazine.com
The most recognizable gateways to the River Route communities are, without doubt, the Tacony-Palmyra and Burlington-Bristol Bridges, storied structures that cross the Delaware River to provide indispensable connections between New Jersey and Pennsylvania.

The Burlington County Bridge Commission—a public agency responsible for the operation and maintenance of the spans—has launched two programs to enhance the approach to each bridge in their respective communities.

Appropriately called the Gateway Project, the Burlington City program includes such improvements as concrete pavers, traffic islands, block walls, lighting, and landscaping. It will also widen the turning area of Veterans Drive to allow proper clearance for tractor-trailers that use this roadway.

In Palmyra, a Streetscaping Project encompasses Broad Street from Market Street to Route 73, as an extension of work completed by the borough of Palmyra. Improvements include sidewalks, brick pavers, period lighting, and landscaping.

The ambitious projects are welcome additions to the neighborhoods that serve as entrances to the bridges and are designed to enhance the areas for years to come.

Bridges to a Better Burlington County

The Burlington County Bridge Commission provides safe, efficient, and affordable transportation across the Delaware River—as well as along River Road.

Working together with businesses and municipalities, the Bridge Commission has contributed tens of millions of dollars in local improvements and necessary bridge repairs—improving traffic flow and making travel safer.

Through its economic development and improvement authority powers, the Burlington County Bridge Commission offers local governments financing options that have saved taxpayers more than $13 million.

Burlington County Bridge Commission

John B. Cammegh, II, Chairman
Priscilla B. Anderson, Vice Chairwoman
James E. Fletcher, Commissioner
1300 Route 73 North • P.O. Box 6 • Palmyra, NJ 08065 • www.bcbbridges.org

Copyright 2001 MSDesign • NJ's Official Tall Ship A.J. Meerwald sails before Burlington-Bristol Bridge on the Delaware River
Live theater spotlights drama, comedy and music

The arts play an important role in River Route towns, where cultural events add immensely to the vibrancy of the region.

The area is home to two well-regarded theater troupes that entertain audiences with a variety of professional-quality productions.

Established in 1938 and based in Cinnaminson, the Burlington County Footlighters is one of the most dynamic non-profit community theater groups in southern New Jersey, boasting an active membership of over 500 subscribers across the mid-Atlantic region.

What sets the Footlighters apart from other groups is its unique artistic style and presentation and using workshops to involve both adults and children in drama, comedy and music—many for the first time.

Producing four mainstage and one children’s show each season, the all-volunteer group maintains exceptionally high standards with a focus on presentation and performance.

Sharing the River Route spotlight is Bridge Players Theatre Company, a community theater group that stages its productions in Burlington. The troupe offers opportunities—both on stage and off—for its active and diverse membership to enjoy camaraderie linked to a love of live theater.

The organization premiered its first play in 1976 with a musical celebrating Palmyra’s participation in the nation’s bicentennial. Those who participated in the production enjoyed themselves so much that they decided to form a community theater organization, selecting the name Bridge Players to identify with the Tacony-Palmyra Bridge.

Because performers and crew members also are involved in other aspects of their community, the theater companies have a broad base of support and attendance among those who may not normally patronize the professional arts.

Community theater adds to the social capital of the River Route towns, in that it develops the skills, community spirit and artistic sensibilities of the area.

Over the years, both theater companies have built loyal followings among area residents who appreciate seeing quality productions at affordable prices, as well as easy access, free parking and proximity to a host of dining options.

Perhaps the most overlooked historic site in the River Route communities is Temple B’nai Israel, located at 212 High Street in the City of Burlington. Celebrating its centennial in 2007, it is one of the oldest synagogues in southern New Jersey. Its first congregation formed in 1907, becoming orthodox in 1916.

Before it was transformed into a synagogue, however, the building was home to, among others, Garrett Dorset Wall, a member of the New Jersey Assembly. After his death in 1850, his son, Colonel James Wall, the first mayor of Burlington City, moved into the home.

Later residents include the Thompson family and their adopted daughter, Marguerite Vivienne Burton, who scandalized the town during the early 20th century by marrying a German baron, and then five years later a German diplomat’s son, provoking a duel between the two.

Temple B’nai Israel bought the building in 1916, and it serves the area proudly as an orthodox synagogue steeped in a rich heritage.
Business thrives along busy commercial corridor

The River Route communities enjoy a preeminent location at the midpoint of the busy East Coast commercial corridor.

Combined with the arrival of the RiverLink, a host of national retailers have come on board to serve a burgeoning population of more than 140,000 local residents.

The ‘Retail Renaissance’ is most apparent on Route 130, the north/south thoroughfare with a daily traffic count of 60,000 vehicles.

In recent years, the highway has become even busier as residents flock to new stores that offer diverse shopping with an emphasis on selection and service.

National retailers that have located in River Route communities during recent years include household names like Target, Vanity Fair, Home Depot, Lowe’s, PetSmart, Fashion Bug, Mattress Giant, Sam’s Club, Staples and Wal-Mart. Walgreens and Rite Aid also have expanded their presence with new stores. They join the region’s established retailers and new specialty shops such as Grandma’s Attic Farmers Market in Beverly.

Major retail developments on the horizon include Cinnaminson Town Center, a 40-acre site that is replacing an outmoded mall on one of Route 130’s most desirable locations.

One of the most dynamic additions to the River Route’s commercial landscape is the Merck-Medco facility in Willingboro. Said to be the largest pharmacy in the world, the mail-order dispensing center covers the equivalent of six football fields and fills more than 800,000 prescriptions each week.

The River Route is home to a number of corporate interests, with recent arrivals including NVR Building Products in Delanco and Sea Gull Lighting Products in Burlington Township. They join companies such as Burlington Coat Factory which is headquartered in the area where its first store opened in 1972 and has since expanded to 44 states where it operates nearly 400 stores.

The area also provides exceptional advantages for office and distribution, research and development, and high-tech and service industries. Commercial users appreciate working in a professional environment that is conducive to productivity, progress and profit.

The companies appreciate the area’s strategic location as the direct distribution line between New York City and Washington. And, since more than 25 per cent of the nation’s population lives within 300 miles, employers enjoy a ready pool of skilled workers.

The exceptional access to major routes is responsible for many firms locating their distribution centers in the area, including Sports Authority, BJ’s Wholesale Club, Christmas Tree Shops and Home Depot.

Among the largest commercial developments currently underway is The Haines Center which covers 700 acres of rail-served land in Florence and Burlington. Master planned by Whitesell Construction, the center is located just one mile from the new Route 130 entrance to the New Jersey/Pennsylvania Turnpike connector.

In addition to a range of single- and multi-tenant facilities at The Haines Center, Whitesell is building New Jersey’s tallest distribution center at the site. The unique 721,000-square-foot warehouse is 80 feet tall—twice the height of most warehouses. The building will have a product storage height of 68 feet and use automated cranes than run on floor and ceiling rails to handle stocking and removing items from warehouse racks.
invites relaxation and enjoyment of nature

Although located in the nation’s most densely populated state, the River Route communities boast a number of public parks that offer opportunities for quiet relaxation and the enjoyment of nature.

Parks and green spaces enrich the quality of life with scenic views and wildlife habitats that inspire and renew people of all ages.

Among the parks offering the widest appeal is Palmyra Cove Nature Park comprising 250 green acres to explore just south of the Tacony-Palmyra Bridge. The vital and verdant setting was developed in cooperation with the Burlington County Bridge Commission (BCBC), the Tidelands Commission, the NJ Department of Environmental Protection (DEP), Palmyra Historical Society, Army Corps of Engineers, Bureau of Coastal Engineering and the Burlington County Freeholders.

Focused on environmental education, Palmyra Cove is still in its formative years, yet already acknowledged as South Jersey’s largest outdoor science classroom, attracting thousands of children and older visitors who enjoy the opportunity to experience the wonders of nature first-hand.

With its woodlands, wetlands, tidal cover and wild river shore line, Palmyra Cove has hiking trails, picnic areas, a welcoming visitor center and breathtaking views of the Delaware River—and serves as an important habitat for migratory birds.

The NJ Audubon Society has identified over 250 different species of birds in the Park. During the spring season, birds return to Palmyra Cove from long journeys—sometimes thousands of miles—to shelter in parkland where they find water and food. In the fall, the birds prepare to travel to their wintering spots in the south.

Nesting birds are found at Palmyra Cove as well, including the special saw whet, a nocturnal owl that has been confirmed in only one other New Jersey territory.

The park’s wetland sites boast a 1.6-mile shoreline along the Delaware River, as well as a tidal marsh, tidal creeks and a pond, which provide habitat for a variety of water birds, plants, snakes, fish, turtles and frogs.

Palmyra Cove is lush with trees, plants, berry bushes, climbing vines and wildflowers. A special attraction of the woodlands is the succession forest where visitors can experience reforestation to older growth all the way to the mature forest of 30-foot tall trees, which form a broad canopy above a dark forest floor.

North of Palmyra Cove in Delran, The Anderson Farm—an active peach farm along the Rancocas Creek—will be developed to include three miles of new trails, picnic areas with a playground, a formal garden and boat launch facilities with floating docks and walkways, as well as rest rooms and parking.

Nearby is Amico Island, a 55-acre peninsula featuring a diverse collection of habitats and terrain. With upland forests, freshwater ponds and wetlands, river shoreline and meadows, visitors can enjoy hiking, biking, fishing and picnicking in a rustic natural setting at the confluence of the Rancocas Creek and Delaware River.

The park also offers beautiful river vistas and wildlife observation opportunities. Overlook areas are sited to capture stunning views of the waterways and marinas surrounding the park. While hiking the trails, visitors might also see white-tailed deer, red fox, cottontail rabbits, red-tailed hawks, great blue herons, and a wide variety of waterfowl, to name a few.

During winter months, the park is a snow-covered haven for cross-country skiers and snowshoers.

Pennington Park in Delanco is host to those seeking outdoor recreation and environmental education and provides opportunities to see nature at its finest.

Encompassing 140 acres, the park features several habitat types including forests, wetlands, tidal pond and marshland, creek shoreline, and meadows. These existing habitats have been enhanced and expanded with reforestation plantings as well as cool-season and warm-season grass plantings to “jump-start” the successional process as this former farm is reclaimed to a natural, forested state.

Observation blinds are sited to capture a variety of these habitats and the wildlife they support. Birders will be particularly rewarded as the meadow habitats mature and provide an opportunity to add to their “life lists” throughout the park.

In addition to hiking, biking or rollerblading Pennington Park’s trail network, visitors can enjoy the traditional park green and picnic areas. Two age-propriate play areas and several picnic shelters are also available in a beautifully landscaped central trailhead area.

One of the most active recreational areas along the River Route is Green Acres Park in Burlington Township, boasting tennis courts and fields for soccer, softball and baseball. Walking and bike trails welcome nature lovers who enjoy hundreds of acres of unspoiled beauty.

Initiated by the National Park Service over a decade ago, the Delaware River Heritage Trail is in various stages of development. When completed, the trail will follow the Delaware River for 42 miles, wending through River Route towns with interpretive displays describing the natural and cultural history of the region.

The River Route communities point with pride to the acres of space that are evergreen symbols of the area’s vitality and character.
Willingboro has evolved into the hub of higher education for those who live along the River Route and in nearby communities.

Now in its fourth decade, Burlington County College (BCC) has had a full-time presence in Willingboro since 1974, when it began offering a variety of credit and non-credit programs from its exceedingly accessible location.

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Higher education: growing by degrees

Continued from page 26

BCC's Willingboro campus is situated in the Town Center in which retail and commercial buildings are clustered with adult housing on 56 acres that has been redeveloped into a site that encourages walking and promotes use of public transportation.

BCC prides itself on its full range of student services. In addition to associate degree programs, professional-technical career development programs and certifications in technology and management, BCC also offers personal, cultural and recreational enrichment programs.

The college led the state with the highest enrollment growth among community colleges in New Jersey last fall.

The exceptional growth is attributed, in part, to the college's extensive list of transfer opportunities with top-notch four-year colleges and universities while offering students the lowest tuition among community colleges in the state.

Both students and parents appreciate the financial and educational advantages of attending BCC which has formed partnerships with institutions that provide on-site bachelor's degree completion programs.

Currently, BCC students can seamlessly transfer credits to a number of degree-granting institutions. The college has on-site degree completion programs with six universities including Drexel at BCC, Peirce College, Fairleigh Dickinson, Rider, Wilmington and Strayer universities.

These unique educational opportunities enable BCC students to earn bachelor degrees while remaining on a BCC campus. They complete their first two years at BCC and transfer their credits to the four-year program of their choice.

Drexel's course offerings at BCC reflect the university's celebrated history as a leader in integrating technological advancements into the learning process. Drexel's curriculum includes applied engineering, biological sciences, computing technology, as well as construction management, hospitality management and culinary arts.

All courses are taught by experienced Drexel faculty who, as active professionals, bring practical and current experience to the BCC classrooms.

One of the newest additions to BCC's roster of partners is Strayer University which has earned a strong reputation for preparing students to meet the changing demands of business, industry and government.

Headquartered on the Willingboro campus, Strayer offers graduate and undergraduate programs in a variety of market-oriented courses that blend both theory and practical applications. In addition to its traditional course work in business, education, health services and marketing, Strayer has added management courses in hospitality and tourism, retail and systems development.

BCC and its partner universities accommodate the busy lifestyles of adult students by offering programs in the evenings and on weekend at times that are most convenient. Many courses are offered online via the Internet—an ideal option for working adults who cannot attend classes on campus.

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Watch Case Building

During the early 20th century, Riverside housed the world’s largest watch case manufacturer, doing business around the world as the Philadelphia Watch Case Company.

In the company’s heyday, 1,000 employees at the site produced 6,000 watch cases a day, many of which were made from an inexpensive metal alloy called “silverode,” a more durable and affordable nickel, copper, and manganese mixture. It was easy to polish, very sturdy, not easily scratched, and shone like silver.

As the popularity of the pocket watch declined, so did the company that called its namesake building home. Although the building officially closed in 1972, the seven-story office structure still stands as a stately testament to the company’s success, as does its eight-story tower which boasts an ornately framed clock with an elaborate mansard roof.

Discussions continue with a goal of reclaiming the historic structure as part of a multi-million dollar mixed-use project in what is known as Riverside’s Golden Triangle.
The diverse nature of dining helps to give the River Route communities an interesting mix of food fare with something that appeals to every palate and pocketbook. From family-friendly restaurants to elegant, romantic bistros, the area has a flavor-packed menu of eateries.

For seafood lovers, the River Route’s “go-to” spot is the Blue Claw Crabery in Burlington Township where it has achieved landmark status during a history that spans more than 40 years. Small and friendly, the Blue Claw emphasizes great dining in a strictly casual atmosphere. The popular eatery serves all types of crab as well as a full line of seafood, chicken, ribs, pastas, burgers and sandwiches. The Blue Claw is a haven for working homeowners who appreciate its large takeout menu that offers both cooked items and cook-at-home seafood specialties.

A regional favorite for more than two decades, Café Gallery continues to be a charming and creative restaurant along the Delaware River in historic Burlington. This restored building enhanced with two floors of dining rooms features large window views of the riverfront as well as views of the brick outdoor dining terrace with a classical fountain and beautifully landscaped grounds. The work of local artists displayed throughout the restaurant completes this casual yet elegant ambiance.

The same attention to detail is reflected in the selection, preparation, and presentation of a continental cuisine with French emphasis and contemporary flair, ranging from the basic to the artistic.

Europa Café is a hidden treasure located on the main street in Delanco, NJ. While the menu selection is not extensive, it is diversified and designed to please a variety of tastes. Nightly entrée specials are served with flair and freshness at this cozy café where diners are encouraged to bring their own wine to enhance a relaxing dining experience.

When it comes to surroundings, few restaurants can compete with the spectacular setting of Birches, which takes full advantage of the grand architecture that infuses its historic building, a former bank that dates to the late 1800s. As one of Burlington’s premier dining destinations, Birches serves a distinctively creative and eclectic menu of American fusion cuisine. A cathedral of imported birch trees towers above the dining area to lend a hushed quality to the urban setting. With advance notice, those interested in a private VIP experience can even arrange to dine in the former bank’s steel vault.

Exquisite décor and exceptional cuisine blend well at Café Madison in Riverside where a waterfall martini and piano bar is accented with Broadway-style lighting on its vaulted ceilings. Hand-cut steaks and seafood highlight seasonally changing menus that are complimented by a world-class wine list and prepared in a uniquely designed open kitchen.

Café Madison adjoins the historic Madison Pub. Together, the restaurants represent the new vanguard of the Riverside Renaissance launched by the Riverline and expected to continue in other communities served by the commuter service.
A Prussian immigrant fleeing religious persecution, John Roebling achieved the American dream of both fame and fortune with his invention of wire rope, made industrially accessible in Florence in 1848. Roebling Steel Co. since its founding. Roebling Steel Works serves as testament to the now extinct, exclusively religious persecution, John Roebling. Built to ensure a steady source of work for Roebling’s reign, the Roeblings found their niche in the development of suspension bridges. The company’s successful completion of a suspension aqueduct over the Allegheny River proved wire rope’s viability. Its critics were further silenced with the continued use of the miracle rope in other construction projects. Roebling’s wire rope helped build the famous Niagara Gorge Bridge, finished in 1855, to confirm its place in world renown. Roebling’s oldest son, Washington, maintained the company after his father’s death in 1869, leading it to even more international acclaim as the producers of the strongest, most durable wire rope. Steel wire from Roebling was used as cable for the Golden Gate and George Washington Bridges, for wings on the Wright Brothers’ first plane, for elevators in the Chrysler and Empire State Buildings and for the Washington Monument. The company’s wire was even used to create the firstSlinky, one of the most popular toys in history.

Throughout the 1930’s and ’40’s, the town was abuzz with activity, and the nearly endless supply of dedicated employees enabled the Roebling dynasty to continue for more than a century. During their reign, the Roeblings found their niche in the development of suspension bridges. The company’s successful completion of a suspension aqueduct over the Allegheny River proved wire rope’s viability. Its critics were further silenced with the continued use of the miracle rope in other construction projects. Roebling’s wire rope helped build the famous Niagara Gorge Bridge, finished in 1855, to confirm its place in world renown. Roebling’s oldest son, Washington, maintained the company after his father’s death in 1869, leading it to even more international acclaim as the producers of the strongest, most durable wire rope. Steel wire from Roebling was used as cable for the Golden Gate and George Washington Bridges, for wings on the Wright Brothers’ first plane, for elevators in the Chrysler and Empire State Buildings and for the Washington Monument. The company’s wire was even used to create the firstSlinky, one of the most popular toys in history.

Although the company closed its doors in 1974, plans are underway for the industrial giant to be redeveloped as a commercial office park, marina and lighted river walk. In addition, a museum is planned to commemorate the Roebling family, the steel workers, and the model town in which they all lived. Initial plans include exhibits showcasing Roebling—made bridges, detailed accounts on how steel was made, and items from the company’s mill yard, including a 124-ton flywheel, a block-long crane and other artifacts. 

The Future is Now

Burlington County’s Big Picture

The River Route, like the River LINE light rail that now runs through it, has grown from a 12-town region along the Delaware waterfront approaching $2 billion in new or planned commercial and residential construction. That means more business products and services, more revenue, and of course, more job opportunities.

Need a prime example?

Try and imagine a $100 million project in which Local, State and County officials, and a private developer, in which all are contributing to the cause. That’s exactly what happened in the area of the old Cinnaminson Mall on Route 130, and I was privileged to be in on the action as a former Township Committeeman.

Out of this will come a new commercial center ("The Shoppes at Cinnaminson") with familiar and popular stores, age-restricted condos, and a new highway intersection and traffic pattern that will make it all more accessible. As the freeholder assigned to Economic Development, I’m sensitive to business and job growth throughout the County. But I know firsthand how public/private partnerships have made the River Route into a “Gateway of Opportunity.”

Finally, I extend congratulations to the River Route Advisory Committee, whose members come from business, local government, and the community—at-large. Your recommendations— which include the River Route Magazine—are paying off.

Joe B. Donnelly
Deputy Director, Burlington County Board of Chosen Freeholders

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The Partnership “Formula”

Want to see not one, but many examples of public/private partnerships at work for the economic well-being of us all? Look no farther than the River Route communities. All along what we once referred to as “the Route 130 Corridor,” local government has worked in concert with the County’s Department of Economic Development and Regional Planning, state agencies, private businesses and developers, to create thriving redevelopment areas.

The River Route is a critical part of a bigger picture.

In Burlington County, our population is growing faster than it has in a long time, and job growth is advancing by impressive numbers as well.

Our business parks, in towns like Mount Laurel and Evesham, continue to thrive. New and expanded commercial centers line our major roadways. Redevelopment has become a theme and a mission in even smaller communities on the outskirts, like Wrightstown, New and North Hanover, which serve our military bases.

And because our County is dedicated to preserving farmland and also farming as an industry, we are working toward a 13-town plan which will serve the County’s rural region along Route 206, while providing marketing opportunities in more populated areas, such as the new — and very popular — County-run agricultural center in Moorestown.

From modern suburban neighborhoods to revitalized urban settings to our vast Pinelands forests and active farms, Burlington County seems to have it all, bringing with it the promise of continued economic growth.

Aubrey A. Fenton
Director, Burlington County Board of Chosen Freeholders

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Riverton Yacht Club

Yacht clubs abound on the Delaware River, but the community of Riverton has the distinction of having the oldest. The Riverton Yacht Club became official on July 1, 1865, but it was another 16 years before the group had a clubhouse to call home. The beloved, storied structure stands today in its original setting at the end of Main Street.

The current clubhouse was built in 1880–1881, with club incorporation on March 9, 1881. Members of the Riverton Yacht Club planned boat races and swimming contests. Before the clubhouse’s construction, an agreement was formalized between the Iron Pier Company and the club, dictating that the clubhouse erected on the Riverton Pier was to provide both a ticket booth and covered waiting area for steamboat passengers needing transportation to Philadelphia and Trenton.

In 1897, the Riverton Yacht Club sponsored the first Fourth of July children’s parade, which continues today as one of South Jersey’s most colorful annual events. By 1918, the previous owners of the pier, Iron Bridge Company, had turned over the title to the Riverton Yacht Club. Maintaining and repairing the pier was expensive, and in 1997, local residents to keep the pier and clubhouse beautiful formed the Riverton Steamboat Foundation.

Currently, the Riverton Yacht Club is predominantly a “sailing club,” with only a few members owning “stink pots,” or power boats. Water events still have a prominent place on the yacht club’s calendar with races, a sailing school, and the Great River Raft Race on the Fourth of July.
Burlington Pharmacy

Burlington Pharmacy opened in 1841 as Wheatley’s Pharmacy at the corner of Union and High Streets in Burlington City, and continues to operate as the oldest pharmacy in the state still filling prescriptions.

The original pharmacy was

New Jersey’s Oldest Pharmacy

also a stop on the Underground Railroad system. Isaac Collins, printer of the New Jersey Gazette, built the structure in 1731, but the building was purchased a century later by William J. Allinson, a Quaker pharmacist, abolitionist, and close friend of renowned poet John Greenleaf Whittier, who gave impassioned speeches against slavery on the steps of the pharmacy.

The pharmacy’s earthen basement was a safe haven for slaves seeking freedom through the underground railway system. An estimated 40,000 slaves came through the network between the 1830’s and 1860’s.

Remnants of Allinson’s work against slavery still exist in the presence of a tunnel entrance underneath the pharmacy. The history of the underground railway system is detailed in “Steal Away, Steal Away: A Guide To The Underground Railroad in New Jersey,” a New Jersey state publication.

According to the National Register of Historic Places, the pharmacy is one of more than 40 historic buildings in Burlington City, including the state’s oldest European settlement (1624), New Jersey’s oldest library (1758), and the state’s oldest fire company, Endeavor (1795).

Almost 10,000 people currently live in Burlington City, settled by Quakers in 1677 on the banks of the Delaware River. Its tree-lined walkways along the river, known as the Riverfront Promenade, are a special attraction for residents and visitors alike.
Dunk’s Ferry

Most locals know it as Riverfront Park in Beverly, although the official name of this historic place is the William A. Gaines/James L. Russell Memorial Park. It is the site of Dunk’s Ferry which transported passengers between New Jersey and Pennsylvania from 1695 until 1848.

The ferry service was established by Duncan Williams, nicknamed, “Dunk,” a native of Sweden. The ferry was an important factor in the development of Dunks Ferry Hotel (1737) that provided a much-needed place of rest for weary travelers crossing either side of the Delaware.

Dunk’s Ferry is perhaps best known for its role in the Revolutionary War. Lt Colonel John Cadwalader and his troops were ordered by General George Washington to cross the Delaware River to the New Jersey side with the intention of marching to Trenton to battle the Hessian troops.

The offensive was to begin on the night of December 25, 1776. Unfortu-

nately, the advance was aborted after large chunks of ice were reported to be blocking the Jersey side of the ferry, making it impossible for the horses and canons to arrive safely.

A monument commemorating the role of Dunk’s Ferry in American history has been erected at the end of Manor Road on the Delaware River Bank, across from the gazebo.

The Ferry
transported passengers between New Jersey and Pennsylvania from 1695 until 1848.

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Beverly National Cemetery

In the summer of 1862, words and music of the "Battle Cry of Freedom" were being adopted as a national anthem by both the Union and the Confederacy. It was the second summer of a terrible war that claimed the lives of thousands in military service.

As a tribute to "soldiers who died in the service of the country," congress enacted legislation that authorized the purchase of grounds to be used as national cemeteries.

One of the earliest purchases was a single acre of ground which was origin of Beverly National Cemetery. With additional land acquisitions from the 1930s to the 1950s, the property grew to encompass 64.6 acres, which serves as the final resting place for 48,533 veterans interred at the historic site.

One hundred-forty seven union soldiers were the first to be buried at Beverly National Cemetery, ten of whom remain unidentified.

Four Medal-Of-Honor recipients are buried in the cemetery. Their graves have special markers – a large, gold-leaf replica of the medal of their branch of the service, emblazoned with the words, "Medal of Honor." Other burials of note are soldiers from World War II, the Vietnam conflict, and two soldiers killed in the Nice Missile explosion on May 20, 1958. Upright marble headstones identify the graves. Since 1997, the cemetery has been listed in the National Register of Historic Places.

On the grounds is a superintendent’s lodge, built in 1879. Quartermaster General Meigs designed the structure based on the official plans for Civil War era national cemeteries. The Meig's lodge still has the original slate roof, a rarity in deed. Currently, the lodge is home to the cemetery director.

Visitation hours at the cemetery are daily from 8 am to 5 pm. No new interments are accepted, unless space can be found in the gravesites of family members previously buried in the cemetery.
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