



# State of New Jersey

DEPARTMENT OF STATE  
BUSINESS ACTION CENTER  
OFFICE OF PLANNING ADVOCACY  
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*Governor*

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*Secretary of State*

SHEILA Y. OLIVER  
*LT. GOVERNOR*

DONNA A. RENDEIRO  
*Executive Director*

MEMORANDUM TO: Members of the State Planning Commission  
FROM: Donna Rendeiro  
RE: Proposed Willingboro Endorsement  
DATE: December 1, 2022

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The Township of Willingboro received Regional Center designation in April 1999. In September 2021, the Township submitted its Municipal Self-Assessment to the Office, beginning the process to renew its endorsement and its Center boundaries. The Governing Body of Willingboro places a high value on public information and transparency. The details are provided in the attached recommendation report written by Lisa Avichal.

Willingboro actively plans for its future by engaging the public and seeks to realize the vision articulated in its Master Plan. Their vision is to be a vibrant and prosperous Township that honors its history, fosters community pride, celebrates diversity, and encourages residents to be good neighbors to each other and the environment. The Township also envisions providing a desirable and resilient neighborhood for its residents, businesses, and visitors through open communication and responsive government, multigenerational participation, and community-engaged planning techniques to ensure long-term growth and economic development.

Given the Township's vision is in line with the State Plan's goals, I fully support the recommendation to grant the Township of Willingboro Plan Endorsement.