



Levittown: A Prototype Emerges

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Levitt and Sons Chronology

1929

- Abraham Levitt founded the real-estate development company Levitt and Sons, Inc. after a bankrupt client left him one hundred lots in Rockville Centre, New York.
- William Levitt was named president, and his brother Alfred became vice president of design and drafted plans for the first Levitt house.
- In August, construction begins of the first home built by Levitt and Sons in Rockville Centre, N.Y.

1930

- In August, Levitt and Sons celebrate their first year in business, and the completion of eighteen homes.

1930s

- William earned a reputation for high-end, custom homes on Long Island's North Shore. Levitts sold six hundred of these upper-middle-class homes, part of the Strathmore project, in four years beginning in 1932. Another 1,200 homes were constructed in Manhasset, Great Neck, and Westchester County. Radio personalities, lawyers, journalists, doctors, and prominent businesspeople bought the upscale by houses Levitt and Sons.

1941

- Construction began on Oakdale Farms in Norfolk, Va. Here the company first uses a reverse-assembly line construction process on the two-bedroom, one-bath detached units for military personnel.

1942

- Construction of Oakdale Farms completed with a total of 750 units. All together Levitt built 2,350 in the Norfolk area for military and defense workers. From this experience the company gained the knowledge of building more efficiently, including pre-assembled walls and roofs and other features.
- When William joins the Navy, Abraham Levitt becomes company president. He anticipates a significant pent-up demand for housing following the war and works to position the company to meet that demand.

1946

- Levitt and Sons purchased more land on Long Island's Hempstead Plains and announced plans to build affordable housing for veterans.

1947

- Levitt & Sons broke ground on Levittown, which eventually included 17,000 homes on 7.3 square miles of land in Nassau County, Long Island, N.Y. Initially, the homes were offered on a rental basis for one year, then, the home could be purchased. That policy is soon dropped, the homes for only offered for sale. The firm perfects its reverse-assembly line construction process Levittown is widely recognized as the first modern American suburb.

1948

- The community at Island Trees officially becomes Levittown.

1949

- As a result of the passage of the 1948 Housing Bill, houses are now offered for sale. The provisions of the Housing Bill eased mortgage requirements by extending the terms to 30 years, allowing as little as 5% down, and no down payment for veterans. The "House of Levittown" Exhibit Center and sample homes are located on Hempstead Turnpike and the 1949 homes sell for \$7,990.

1951

- Levittown Long Island was. completed in November. A total of 17,447 homes had been constructed.
- Model homes and Exhibit Center for Levittown, Bucks County, Pennsylvania were opened.

1952

- The first residents moved into Levittown Pennsylvania.

1954

- Levitt and Sons. celebrates its 25th anniversary. Alfred Levitt leaves the company. He later founded LevittHouse Corp. and builds single-family home communities in Suffolk County, N.Y., as well as apartment buildings in Queens and Long Island. William took full control of Levitt & Sons.

1955

- Levitt and Sons purchases land in Burlington County, N.J. and begins planning the next Levittown.

1957

- Levitt and Sons purchases the Woodward Estate, known as Belair, in Prince Georges County, Md. in preparation for a fourth Levittown.

1958

- Levittown, Pa. completed with occupancy of the 17,311th home.
- Levittown, N.J. sample homes and Exhibit Center open on June 7
- First residents in Levittown, N.J., move in October.

1960

- Levitt and Sons, Inc. begins trading as a public corporation on the American Stock Exchange.
- Belair model homes open in Prince Georges County, Md. – This represents an attempt toward a decentralized operation, smaller, more diversified projects on a regional level.

1962

- Abraham Levitt dies in August at age 82. By this time, a firm founded 33 years earlier had built over 60,000 homes along the East Coast

1966

- In February, Alfred Levitt dies at age 54 suffering a heart attack at his home in Kings Point, NY.

1967

- Levitt and Sons opens **Levittmark** home furnishings store in the former Levittown Exhibit Center building on Route U.S. 130 in Willingboro, N.J. The Willingboro store was the first of a possible ten-store chain that would be created near the larger Levitt communities.
- Announcement of a deal to sell Levitt and Sons to International Telephone and Telegraph Corporation (ITT). Levitt and Sons to sell the company for \$92 million (including \$62 million in ITT stock). William Levitt would be employed by ITT for at least five years.

1968

- Levitt and Sons, Inc. becomes a wholly owned subsidiary of International Telephone and Telegraph Corporation. The subsidiary is renamed **ITT-Levitt, Inc.**, however, the subsidiary is shortly renamed **Levitt and Sons, Inc.** The new corporation is registered in Delaware.

1994

- William Levitt dies.

Following the sale to ITT there is a prolonged period of transactions, name changes and organizational proceedings and agreements, even litigation regarding the assets and obligations, involving the Levitt assets and William Levitt that bear little connection to the historic nature of Levitt and Sons and William Levitt's role that therefore they have not been included in this summary.

Levittown Long Island, Pennsylvania, and New Jersey Demographics

Levittown Long Island – New York Developed 1947 - 1952

The total development consisted of 17,447 homes made up from two different models

Levittown had a 2024 population of 50,624.

Population has decreased by -1.25% since the most recent census in 2020.

The average household income in Levittown is \$153,288

Poverty rate of 3.57%.

The median age is 42.3 years: 41.1 years for males, and 43.9 years for females.

Levittown New York Demographics 2024

- White: 75.72%
- Asian: 9.3%
- Other race: 7.5%
- Two or more races: 6.16%
- Black or African American: 1.3%
- Native American: 0.01%
- Native Hawaiian or Pacific Islander: 0%

Levittown – Pennsylvania
Developed 1952 - 1958

The total development consisted of slightly more than 17,300 homes made up from six different models.

Levittown had a 2024 population of 50,847.

Population has increased by 1.85% since the most recent census of 2020

The average household income in Levittown is \$108,546

Poverty rate of 6.6%.

The median age is 39.7 years: 39.1 years for males, and 40.4 years for females.

Levittown Pennsylvania Demographics 2024

- White: 81.46%
- Two or more races: 9.12%
- Other race: 4.07%
- Black or African American: 3.94%
- Asian: 1.37%
- Native American: 0.03%
- Native Hawaiian or Pacific Islander: 0%

Levittown (Willingboro) New Jersey
Developed 1958 - 1972

Although plans initially called for construction of 15,000 homes, due to changing conditions only 11,000 were built.

Willingboro 2024 population **32,242**.

Average household income in Willingboro township is \$103,392

Poverty rate of 8.96%.

The median age is 38.8 years: 35.7 years for males, and 42.4 years for females.

Willingboro township Demographics 2024

Black or African American: 66.39%

White: 14.96%

Two or more races: 13.37%

Other race: 3.51%

Asian: 1.16%

Native American: 0.61%

Native Hawaiian or Pacific Islander: 0%