The story of South Brunswick NJ begins as a rural-agriculturally based farm community in the early 18th Century. It has since grown to be a to the present day bustling business and suburban community. It consists of 42 square miles and over the past 200 years, has gradually grown to be a major economic and business competitor within the state and the entire Northeast region. Taking a deeper look into the effects of globalization on South Brunswick meant investigating, researching and talking about the issues that have affected the politics, government, citizens and economy of the town. The main story that was found time and time again was that South Brunswick has come from essentially nothing in terms of economic incentives for people to move to the town. It has not been an easy ride for the citizens or the government of the town. I have discovered from my research that some of the main issues that have affected all the realms of the town, have also played into the larger role that globalization or in South Brunswick’s case, industrialization has been a the main factor for the massive change in the economy and thus how South Brunswick is perceived by its citizens, potential builders businesses and potential residents. There has been so much industry in South Brunswick over the past 30 years, that according to the current Town Planner, there will be very little room nor ability for more industry to come into the town within the next couple of years. The initial zoned land for industry, which has almost been completely met within 25 years of large economic productivity in the town, will have to be discussed amongst the town very shortly in order to satisfy this large demand for industry zoned areas of South Brunswick. All the challenges that South Brunswick has endured over the past 50 years have come
mainly at the expense of businesses coming into the town, thus destroying land and also changing for the better and worse, the quiet, open-spaced town that lies in the middle of the state of New Jersey.

The initial 18th Century settlements in South Brunswick mainly stemmed from farmers moving into the vast open space that the town had under its province and, thus, using its rich soil for agriculture industry. At that time the town consisted of small-dispersed village. “Davidson Mill” and “Deans” were two of the very early settlements from the 1730’s (Wall, p30). Both Deans and Davidson Mill exist today as vibrant suburban areas of the town. There were many early attractions in South Brunswick’s history and many of those same attractions still exist today. These attractions enticed builders and planners to move to South Brunswick and set up their respective industries. The town has always been one of the largest and most populated townships in Middlesex County, N.J. from its early developmental stages in 1800’s until today (Bozowski, p10). The citizens of South Brunswick have been some of the most industrious and educated people in the county. (Bozowski, p.15) The town has indeed turned from an extremely rural town, to a town, which has accepted a considerable amount of industry, in comparison to its early stages and concepts of planning. This has produced dramatic changes in population, business, religion, and cultural and agricultural life.

From the 1870’s-1950, there was little change in the population growth of the town. (Bozowski, 18) Yet, from1950 onwards, South Brunswick has seen an onslaught of industry from various companies. Industry is the main reason for the change in the education system, the population, thus, the current attitude of the local government. The actual location of the town has always been one of the driving forces for the large
amount industry growth that the area has endured. One of the first visible changes in
landscape and industry was the “Straight Turnpike” or better known as “Rt. 1”. This road
was constructed in 1804 by the “Trenton and New Brunswick Turnpike Company”. It
was the main operating road for N.J. residents looking to go from North Jersey into South
Jersey or Philadelphia. Taverns were constantly built along this road, as it was and still is
a prime location for travel between well-known cities and towns. There were basically no
villages being built along the “Straight Turnpike” at the time (Wall and Harold, p40-44
23). This road would lead to major construction by many towns in New Jersey and
Pennsylvania along the road. Yet, South Brunswick was one of the first towns to
recognize the potential of the road and the access it would provide to the nearby cities.

The province of Dayton within South Brunswick has been one of the
fastest growing sections of the town in industry and population. In the 1800’s, Dayton
was known as “The Crossroads”; where James Whitlock built a major manufacturing
industry in town (Wall and Harold, p82 23). Early enterprises included brick
manufacturers, as well as, major railroad transits looking to make their mark in South
Brunswick. By the 1850’s, Dayton started to grow and, according to an 1870 town
census, over 300 people lived in Dayton at the time (Township History, Volume 2 19). It
was rapidly growing and accepting of new industry. Yet, towards the late 1800’s, the
major businesses of the town still included the original businesses, such as, farms, hay
dealers, the general store and local doctors. John Martin, a well-known entrepreneur,
came to South Brunswick in the late 1800’s and built a Public House for the local
government to operate officially. He also built one of the town’s first Churches, a post
office, a railway station and a few houses (Dobin, p4 22). At the turn of the century, South
Brunswick had gone through many changes. The “New Brunswick” and “Trenton Fast Lines” (Railroads in the town) became major transportation initiatives built in the town to help citizens get to the major cities easier. Many other railroad stations were brought into the town and were eventually torn down by the early 1900’s (Township Hist. Vl. 2 19).

The citizens of South Brunswick could see a growing trend in the acceptance of major industry in their quiet suburban town, and they were not pleased (Brown, 1993 15).

By the early 1950’s, the New Jersey Turnpike was constructed, making South Brunswick even more attractive to outside industry and developers looking to take advantage of the vast amount of open space in the town. South Brunswick, from its inception, has been in a vital location for access to New York City and Philadelphia, as well as, to the capital of the state, Trenton. It still consumes a suburban lifestyle, yet, it has also attracted many different kinds of populations and businesses. “Kendall Park”, which is one of South Brunswick’s newest provinces, lies perfectly on two major highways, Rt. 1 and Rt. 27. “Kendall Park” started to really flourish in the 1950’s because of its prime location. Now, Kendall Park is the most residential area of South Brunswick, housing hundreds of families. It was at this point where South Brunswick would start to see drastic changes in the structure of its town, the mentality of those in power trying to boost the attractiveness of the town to future businesses and changes in the citizens who were becoming excited about bringing in entertainment facilities, larger and better public schools and simply more economic profit for the town as a whole.
Industrial Growth in South Brunswick

Industry and the rapidly growing economy have been the main factors in the amount of business growth that the town has experienced. Since the 1950’s, South Brunswick has incorporated in its borders an abundance of industry and commerce. The town is in the exact center of the state, thus being in a very attractive location for developers and companies. It now encompasses many large-scale companies, warehouses and large office complexes across its landscape. Transportation to and from these businesses is easy in South Brunswick mainly because of the access to exit 8A. of the N.J. Turnpike. The New Jersey Turnpike is the most traveled and most accessible highway in the state (Bozowski G&D, p20-25). State roads such as Rt. 1, Rt. 130, and Rt. 522 are all easily accessible from anywhere in the town. Additionally, South Brunswick Township is about an hour from several major airports.

Of the 42 square miles, about 1/3 is currently zoned for industrial use (SB Master Plan 1974). Presently, there is less than 20% of farmland encompassing South Brunswick; only a minimal amount of its total amount acreage (Brown, 1993). The huge decline of farmland and the transfer of the farms to industrial zones, is attributed to the change of the mentality of the local government and it’s citizens. The “Farmland Assessment of 1964”, on which land was designated as farmland and which areas could be used for industrial or residential use (Brown, 1993). Subsequent reports and assessments of the land would continue to be defined by both the Zoning Board and Planning Board. These assessments would set an early precedent as to how the town
would later accept or deny businesses. Would the town start to succumb to larger industries and ignore the suburban quiet lifestyle? Overall, the answer has been yes.

The major factors which would start to influence South Brunswick as a choice location for industry, dealt with the availability of the land and the ability to access the land quickly and with relatively little struggle. South Brunswick was determined to be a prime location for transporting raw materials and goods. Also, in the 1970’s, when the town was experiencing major population spurts, South Brunswick had enough people to support the growing work force (MP, 1974). In the “Master Plan of 1974”, economic incentives such as “low cost land and tax considerations” were also the main driving factors for the quick spread of industry, especially within the past 25 years (MP, 1974). Other factors like the close proximity to major cities and prominent towns, as well as, it being listed as a favored, prestigious area had all been outlined in early town brochures. The purpose was to attract a good number of businesses and people alike to settle in South Brunswick.

Early on in the industrial onslaught of the mid 1970’s, one of the best resources that South Brunswick had to offer was an abundance of undeveloped open space (Bozowski, G&D 35). At that time, there was a huge conflict between the citizens, the local government and the town planners on where and how to lead the industrial growth of the town. The debates in the Zoning Board and Planning Board usually circled around the idea of what too much business for the town and the right amount to meet its growing population needs (Bozowski, G&D 38). Many of the citizens, during the 1970’s and onwards, did not approve of the marketing schemes and the selling of undeveloped open land outside contractors. However, the control and attitude of the local government
changed. The State and Federal Government started to become more inclined to use the precious land of South Brunswick for their own advantages. This is when the general take over of power began to occur from the local government having complete control, to the County and State having more of a say in the operations of State funded projects, which were approved by state legislators for the betterment of the state. In the 1974 Township Master Plan Manual, it was revealed that the town had designated “substantial parcels” and a large area of land for industry development. In the guidelines for land development, the town planners at the time, made a crucial decision. They decided to make South Brunswick land vastly available for industry, as they were under a lot of pressure from external industries and the State Government. Yet, the Township Planner stated that there is an “adequate depth in site size to permit future expansion” in South Brunswick (MP, 1974 19). The availability of land and several large parks were now deemed suitable for industry. This was a major breakthrough for the emergence of industry in this relatively open- spaced, suburban town. The dawn of the industrial revolution was upon the town of South Brunswick in the mid 1970’s and evidence has proved that there was virtually nothing the town’s citizens could do about it.

Another major factor for the growth of business, predominately from 1975 until the present day, is the availability of transportation for goods and for the people of the town. South Brunswick has had the Pennsylvania Railroad System for quite some time. It has bisected the town and consists of two major railway stops off the main line. One of the brochures of the town states, “Many plants here enjoy siding service, right at their door” (Dobin, 2-4 22). The two major federal Highways help tremendously with access to major cities. It’s true, however, that South Brunswick itself, has accommodated major
businesses, thus enticing other industries to look at the vast amount of land and prime location that the town has to offer.

What once a predominately agricultural community of farmers has changed to a population with varying occupations and thoughts and preconceptions about how the land in South Brunswick should be preserved and developed. The desire is for the residents to escape the hustle and bustle of major cities, yet have quick and easy access to them. The relocation of major industries to South Brunswick has contributed to the population growth and also to the growth in the amount of employees working for companies in the town. The attraction to affordable housing, moderate property taxes and a very highly regarded school system, have all contributed to the change in the population, the change in the work force, and also the change in the acceptance of industry in the town. There now exists, there is a mix of people who strongly oppose new industry taking over South Brunswick’s land, and others who think it is good for the economy, the growth and the development of the town. These factors have also been helpful in influencing the local government’s general attitude towards industry. For the most part, past planners have been very willing to invite and promote new business. The town has also spent a good deal of time and money over the past 30 years in the study of the many industries in the town and their affect on the town’s economy, environment and living standards. All these activities set forth by the town have gradually become part of the normal job for the zoners and planners of the town. When industry reached an all time high for South Brunswick in the early 1970’s, the planners figured that this would be the way of the future for the town and they needed a plan and a way to deal with all the new businesses wanting to make South Brunswick their new homes.
In the Master Plan set forth by the government in the mid 1970’s, the pieces of land which were originally designated for industrial use, did not change. The attitude expressed in the brochures, issued by the Industrial Commission, which were used by the town to promote business, intended to set a standard for developing of future industry in South Brunswick (MP, 1974). The Industrial Commission liked the idea of the growing industry in the town and they decided to promote it. The Industrial Commission was formed in 1965 to promote the assets and benefits of industrialization. That Commission is still intact today and they lead the promotion and investigation of the current businesses in the town. They also prepare brochures and reports on the reasons why specific industries should come to South Brunswick (“True Story of the Industrial Commission”, 1980). For instance an old “Industrial Welcome Kit” produced by the Commission states, “We’re interested in you, your company and your needs-Not just now, but after you move in too. Our Township has been carefully planned for industry to live compatibly and comfortably alongside our other residents. We’d like your company. You will be respected here” (MP, 1974). The Master Plan of the township, written by its planners in 1974, also states, “Industrial uses are vital to the good and growth of the township” (MP, 1974). The benefits to the community have been too abundant to ignore. Until there is a time when all the zoned industrial land is completely used up, or the township decides to decrease the amount of the land it initially decided to administer strictly for industrial usage, South Brunswick will continue to open its arms to industry and will continue to promote the idea of a growing and thriving industrial economy in its town.
The Present Industrial Challenge

After all the promotion through the 1970’s for industry to move into South Brunswick, today there seems to be a new challenge for its citizens and government. There are those that would like to see the town continue to expand as it has on its current track. However, there is also a large constituency, of mainly older citizens, who are mostly Democrats, who want to see the opposite (Democrats in South Brunswick have been historically anti state intervention). Many citizens over the years have argued that the amount of industry which has come into the town has sparked problems for the environment, pollution, traffic, education and population. Currently the challenge is between state legislators and local planners. Several state lawmakers have been intent on building Rt. 92, in the heart of South Brunswick. Rt. 92 has been a controversial State road which has been proposed by the state to South Brunswick to bisect the entire town. If Rt. 92 was to eventually be built across South Brunswick, it would the only major highway to bisect the state and cross into highly regarded residential areas of the town. This has been a major controversial issue, continually pressed by the State on the local government and its citizens. The town, as a whole, has been genuinely opposed to the disruption of land and the ultimate negative impacts that the production of the major highway extension in the town will cause. The force by the state to promote their ideas of building Rt. 92, amongst other highways, has been unbearable at times for South Brunswick administrators. The biggest challenge really has been the political game between the State and Local level. Many residents have expressed concerns about the
building of Rt. 92 in their backyards. As the former mayor, Debra Johnson, points out in an interview with the South Brunswick Post, “This battle (of the imposed production by the state) has been an ongoing battle for five years straight. The highway of Rt. 92, would destroy, literally, the village of Kingston in South Brunswick. It would also devastate a major suburban road, with families living right on it. The road will also produce negative and massive environmental effects such as those that could impact our drinking water. The Rt. 92 project will give us even more traffic than we can handle. This will affect the overall pollution level of the town as well” (Interview-Mayor D. Johnson, 2000 9). The issue of Rt. 92 continues to be a major issue in the town. Citizens of South Brunswick are quite aware of the effects of major roads on their town. In the year 2000, the Federal Environmental Agency found the road to be such a bad idea for the town, that they advised both the State and the Town governments to not support the construction of the state road (Johnson, 2000 9). The South Brunswick authorities and planners have continued to wonder, after the extensive findings by the Federal Environmental Agency, why the struggle continues with Rt. 92. Regardless of the leadership of state and the changes within the partisanship leadership, the Rt. 92 issue has been a pressing one for the town over the past few years. The challenge seems to be a partisanship issue as well. Over the past 6 years, Democrats have been in office in South Brunswick and they have expressed a policy of anti-state building on the local open land or residential land. The challenge for local government remains as to how to stop those major State forces, who have already decided that South Brunswick, is a major area for development and will continue to be for at least the next 20 years (Weingartner, 1998 8).
However, there have been times when part of the administration is open to state building and other members are animatedly against it. The political game also works both ways, since the state has been accommodating and willing to amicably compensate South Brunswick for all of its projects in the town. In 1998, Middlesex County Planners decided to go forth with a report detailing 7 “Strategic Planning areas” of the county. Three of the major areas were a part of South Brunswick, and these areas represented the sections of the county with the “greatest economic development and growth potential in the next 20 years” (Weingartner, 1998). Once again, South Brunswick was brought to the attention of higher authorities on the county level. After the report was approved, it was sent to the state level, where it was approved as well. South Brunswick Township knew about the study of certain areas for this high profile county assessment. Considered the best land potential industries in the county, the local government recommended the creation of 7 “Centers.” Loosely termed, some of the projects are still in the process of planning. Yet, the township planner Bob Hall said at the time of the report, “Where this road ultimately leads, remains a question for South Brunswick” (Weingartner, 1998).

The Town Planner was even skeptical about the amount of force and control the state was administering on the town. These priority areas were promised to receive priority in state funding and infrastructure improvements within the town. The town specifically fought the allotments at the time of the report to incorporate the protection of historic and environmental areas (Weingartner, 1998). Here again, the major challenge for the township is to fight off political disagreement which opts for less state building. The growing concerns became even clearer after the report was published and accepted by the state. When this report was conducted by Middlesex County 6 years ago, town planners
set up a Task Force to assess the new challenges posed by the county enforcement of
development. The Task Force concluded that some of the major issues and actions in
referred in the attack of development were: to determine a farm land and open space
preservation strategy, to provide trail ways and green systems across the land, to make
transportation improvements a priority once again, and to improve access to the N.J.
Turnpike (Weingartner, 1998\textsuperscript{8}). The last challenge for the Task Force was to actually
pick which “centers’ to involve in the county level of development. These all still remain
issues today for the citizens and the Town Planner and will continue to be so in the
upcoming years.

**Business Growth in South Brunswick**

The Industrial Commission formed in Feb 1965, which presently consists of a
seven-member panel including the Mayor, receives a total of $15,000 per year to promote
and assess industry. The basic responsibilities of soliciting business to purchase or lease
land, of advertising and promoting the township’s industry, and of listing current sites
available to lease or purchase in the town, all come into play when bringing in new
business (“True Story of the Industrial Commission”, 1980\textsuperscript{5}). The Commission, in
essence, is suppose to make the best estimates regarding the advantages and
disadvantages of new industry in the town. They are the ones who have decided, since
it’s inception in 1965, which industries would suit the economical needs in the town
while protecting the environment and well being of its citizens, and which businesses to
decline for the same reason.
The Commission had its first real challenge in 1966. The Commission’s Annual Report of the year listed all the new industries in South Brunswick in 1966, as well as the projects they were working on. Most of the early projects reported by the Commission were located in Dayton. The larger companies at the time were: “Grefco”, which produced roofing insulation, the huge “IBM Complex” and the “Dey-Craft”, which produced fabricated parts. At that time, these building projects which were estimated at over 2 million dollars, were considered major industrial accomplishments for that time and the locations. The IBM warehouse and RCA warehouses were all purchased on a 101-acre Farm Tract (Bell, 1967). Grefco, was the major employer at the time, employing more than any other business in South Brunswick in the mid 1960’s. In 1968, another major industry arrived in SB, changing the course of the economy. The 2 million dollar project, by the name of “Herrman Forwarding Company”, established a distribution center in South Brunswick. It contained 5 huge buildings, including a main trucking terminal, maintenance buildings and operations buildings used for nationwide distribution of products. The complex held hundreds of new employment opportunities. The purpose of the company’s major expansion, was to produce a larger distribution center. The warehouse set a precedent in the establishment of industry South Brunswick. It was the first time that a major, full-scale warehouse was able to be built in South Brunswick. Now, there exists an abundance of huge distributional and storage warehouses in South Brunswick ranging from foreign medical supplies to major production warehouses (Home News Article, 1967).

In 1983, a study was conducted to assess the major industries in the town and their affect on the economy of South Brunswick. The study showed that the three major
businesses in the town in the mid 1980’s were: “IBM”, “Dow Jones” and “Eastman Kodak.” Dow Jones still exists today and employs many people in the town. The study also showed that there was significantly less industry in the Kendall Park residential area than in the rest of South Brunswick. This was due to the desire to keep Kendall Park residential and the struggle over the years of Kendall Park’s citizens to encourage the development of homes instead of industries. The study also concluded that electricity, gas and water were major industrial uses and that the town incorporated a wide range of industry which included technical and executive work. The study figured that the rate of industrial growth was: 1 million square ft. of industrial use every 5 years. The number of land consumption by industrial growth has risen to an even higher rate over the past 25 years (Study of Industry in SB, 1983, Industrial Commission).

The early 1980’s was a very productive time for industrial growth in South Brunswick “IFF” (International Foods and Fragrances) built their primary center for flavor manufacturing in the early 1980’. Their initial plan called for a major employment of South Brunswick residents and they were rather successful. IFF, at the time, was the largest producer of Flavors and foods in the world (Study of Industry in SB, 1983). The study also showed the decline of estimated agricultural land use in the town. They warned in the study that the numbers would dramatically decrease in farm and agriculture production within the growing industrial town. Another major company to come into South Brunswick in the late 1990’s was the “Heller Warehouse”. The company consists of 1.3 million sq. feet, situated right on the major highway (Rt. 522) in South Brunswick. The warehouse was the first step in Heller Construction’s plan to erect a total of 5 industrial buildings on the 202-acre plot of land in Dayton. The project estimates annual
earnings of over 4 million annually in mere property taxes for South Brunswick (Weingartner, 1998). In addition to its major industrial incentives, the company worked out a deal with the town. Heller donated _ of a mile of the land they purchase for a right of way onto Rt. 522. The Warehouse site was not built close to any residential area, another agreement worked out with the town planners. Heller has been one of the major entrepreneurs of industry in South Brunswick, considering they have purchased over 3 million square ft of buildings for their company in South Brunswick over the past 20 years.

Last, but certainly not least, are the number one employer and money-maker in town, “Dow Jones”. The Dow Jones complex is conveniently located off Rt. 1 in Monmouth Junction, South Brunswick. Dow Jones has been located in South Brunswick since the early 1980’s and has consistently been one of the top outsourcers of employment since its establishment. The company also estimates its yearly earnings to be between 200-500 million dollars of revenue. The effects have been enormous for South Brunswick’s economy and employment of its citizens (Study of Industry in SB, 1983).
Ideas for the Future Development in South Brunswick

South Brunswick has come a long way, from the sparsely settled agriculturally based communities, to a thriving industrial zone. Yet, somehow, South Brunswick has also made it a top priority to maintain the quiet suburban life as a must for its citizens. South Brunswick, whether the citizens want to accept it or not, has become very well integrated and a major source of income for state and county projects. The Federal, State and County superhighways and major roads have made South Brunswick a heavy populated area and a dense traffic municipality. This also means that the town has become susceptible to increasing environmental damages and pollution. The various negative effects on the town as a whole have forced the town legislators to constantly go to State and County levels for financial support. The growing population needs for social programs and economic support (for the “Blue Ribbon” school systems have also forced the town to go beyond the local level of funding and rely on State support for various programs in the town.

Gradually, South Brunswick has become part of a much larger picture for economic and industry growth in the State. This can either be seen in a good light or bad one. The local autonomy of the town has become essentially erased. It is now up to the citizens and government to accept these major changes and either work with the local government and state governments to improve the living standards and population growth needs, or its citizens can be apathetic and let industry override the town at the rate that it has been occurring. Its up to the town’s citizens and government to have a clear and
realistic picture as to how South Brunswick’s economy has shifted from agricultural to industrial and what this means for the future of the school systems, environmental impact, political impact and the overall standard of living. Although industrial and business expansion has been rapid over the course of the past 30 years, South Brunswick has attempted to keep some of its original plans for open-space and land protection. It has been one of the main challenges for South Brunswick to avoid the repercussions of major industrial building and also of the major improvements in the town’s overall economy.

However, major problems do exist in South Brunswick. Some of these include overcrowding, and a lack of sensitivity to the protection of the environment. If the citizens don’t take control of the situation, the ability to change the course of business/industry coming into the town and the repercussions associated with that will be lost forever. Eventually, affordable housing demands might overpower the open-space reserve. There will be a need to meet the overcrowding problems of adjacent large cities like Trenton and New Brunswick. That challenge has already been dealt with by the town for over 10 years, and unless the citizens encourage the local government to change their view of the future of the town, affordable housing, more industrial zones and State highways will continue to take the place of local parks and community centers. To go by the current patterns, South Brunswick will continue to be a community for homes of all different kinds of costs, industry and commerce. Agriculture will eventually make up less than 5% of the economy in the town, thus making it a fully commercial, industrial zone (Mayor D. Johnson, 2000⁹). There will be many new pressures of population expansion to coincide with the growing problems of a less suburban-type of planning.
The problems arising from industry expansion are too expensive and complex for the local government to handle alone. Evidence of this is that legitimate deals with County and State legislators have been made, disregarding the benefits of leaving open space as such. The ideal situation would be to have an even mix of control between Municipality, County, and State Legislatures over the building on valuable land. There needs to be a good amount of communication on all levels of government over the possibility of new industry in the town and the impact upon its infrastructure. There can’t be one hierarchical power to make these decisions and the local government can’t afford to be self-autonomous.

Therefore, unless there is a better cooperation with surrounding states, along with county and state level governments, South Brunswick will continue to be divided and powerless when companies and major highways attack it’s once sought after suburban infrastructure. The raw materials of energy and open space which were abundant in South Brunswick at one time now have to be calculated from every business angle possible. It’s up to the authorities and the citizens to ensure that there is a way found to preserve what’s left, especially the open-space. The amount of open space has indeed declined over the years. If South Brunswick doesn’t want to fall short of open space, to the expense of major corporations, then the citizens need to take an active stance in ensuring the longevity of that preserved space. Communities and towns should be planned and subsequently built with the idea in mind that our natural resources will not last forever. It is up to the citizens, today, to plan wisely with full cooperation from all levels of government. South Brunswick is a prime example of the America that once was. It used to be a simple, quaint, agricultural American suburb, now it has become a business and
industry hot spot in the eastern region of the United States. At this time the town does retain some attributes and characteristics of the small quiet town that it once was. Yet, the main effect of globalization, which equals industrialization, in the town over the past 30 years, has brought environmental, population and growth impacts that the town simply can’t afford on its own. It’s up to the town to ensure that it has the support from the State and County levels, with an even amount of participation from South Brunswick citizens and the local government.

Instead of the spread of knowledge and information per se’, South Brunswick has been hit in a major way by globalization in the terms of the spread of business, knowledge of how to run and be a citizen of a drastically improving economic town and the change of an overall economy; thus leading to an and overall change in the way of life. Globalization can indeed have this massive spiraling effect which can touch upon every aspect of a town, yet from my discovery, in this case, the industry has been the driving force for that change and acceptance of the change. It has been: economic incentives, business incentives, potential of a higher value of land, a potential of higher levels of taxes for larger businesses and thus more revenue for the town which have all been the driving forces for the actual issue at hand. This issue the acceptance of globalization and what a town is willing to do with this attack of globalization. South Brunswick, because of its history as a wealthy, educated, upper class town, has dealt with the attack of globalization very nicely by transferring the potential negative and actual negative affects, into a completely positive and incredible economic improvement, which has in turned improved the overall way of life for the citizens of the town.
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