

The Establishment of Kendall Park and Its Impact on South Brunswick Township

Prior to 1955, South Brunswick was a rural area consisting mainly of agricultural land surrounding small villages that totalled just 4,000 residents. The building of Kendall Park Estates caused a major change.

This 1500-unit housing development was built on 800 acres of farmland along Route 27 which were purchased by developer Herb Kendall and his partner, David Savage, at a price between \$500. and \$1,000. an acre.

The site was chosen because of its “49 minute” proximity to New York City and its location between New Brunswick and Princeton. Early models and sales brochures boasted of “fabulous fashions in lights”, “sliding glass doors to your outdoor living plan”, and “customer-designed space dividers”. Homes sold for \$10 to 18,000 depending on the model and year of purchase. It is reported that, at the sales office, there were lines up to 75 yards long with people wanting to put a down payment on a home.

Many of the original residents came from New York City and the Newark area in search of suburban dreams and job opportunities. Many were World War II or Korean War veterans who were taking advantage of the low-interest rates granted to them under the GI Bill of Rights. From the beginning, Kendall Park has had a diverse range of cultures, providing a number of churches, synagogues, theatre groups, and social functions.

These families also established PTA groups in the three schools, Cambridge, Constable, and Greenbrook; Scout Troops; a Garden Club; a Music Group; a community newspaper called The Kendall Park News and a Co-op Nursery School (which was in existence until two years ago when lack of a holding site caused its dissolution). They also established a First Aid and Rescue Squad and Volunteer Fire Company on the western side of the 42-sq.-mile township.

The coming of so many new and young families necessitated the establishment of our own local high school and ended the practice of sending South Brunswick students to Jamesburg, New Brunswick, and Princeton High Schools.

The birth of Kendall Park, by which the whole western side of town north of Little Rocky Hill is now known, was historically significant to the development of South Brunswick in general. Its residents were pioneers in a whole new way of living; the houses themselves were historic in design and construction methods; the developers were required to build the elementary schools needed (today that is no longer legal), and the population surged from the aforementioned 4,000 to over 10,000 in a few years.

This breakthrough obviously led to the building of several new housing developments, some minor and some very major since 1960, and the current population of 37,800 according to the 2000 census.



Kendall Park Estates looking Northwest. Wheeler Road in the foreground

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