

New Shrewsbury's Identity

A change in the name of a municipality should not be supported for frivolous reasons but advocates of a new name for New Shrewsbury have a persuasive reason. New Shrewsbury suffers from an identity crisis.

New Shrewsbury borough is confused with Shrewsbury Township and Shrewsbury Borough, its own neighbors. It does little for community pride to find that this confusion exists in Monmouth County as well as throughout the state.

Petitions to change the name of New Shrewsbury to Tinton Falls have been validated. This means that the question will be placed before the voters in November. The issue the voters must resolve is whether adoption of Tinton Falls represents

their choice or whether the issue should be resolved by choice of another name at another referendum.

The village at Sycamore and Tinton Avenues has been known as Tinton Falls since a mill was built there in the 17th century to harness the waters of Pine Brook. None of the other early settlements within the borough's boundaries, including Macedonia, Wiley's Corners, Shafto's Corners, Reeveytown, and Pine Brook, attained the identity that Tinton Falls acquired among local residents.

Three municipalities with contiguous borders and nearly duplicate names would benefit if New Shrewsbury elects to adopt another corporate title.

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