

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 90001284

Date Listed: 8/24/90

Broadway Trust Company
Property Name

Camden
County

NJ
State

Banks, Insurance, and Legal Bldgs. in Camden, NJ, 1873-1938 MPS
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for Patrick Andrus
Signature of the Keeper

9/28/90
Date of Action

=====

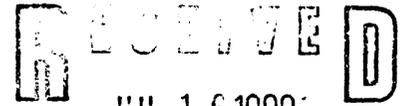
Amended Items in Nomination:

Because the current function of this building is religious, National Register Criteria Consideration A applies (but is not marked on the form). Sue Pringle of the NJ SHPO agrees. The form is now officially amended to include Criteria Consideration A.

DISTRIBUTION:

National Register property file
Nominating Authority (without nomination attachment)

United States Department of the Interior
National Park Service



National Register of Historic Places
Registration Form

NATIONAL REGISTER

This form is for use in nominating or requesting determinations of eligibility for individuals properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and sub categories listed in the instructions. For additional space use continuation sheets(form 10-900a). Type all entries.

1. Name of Property

historic name Broadway Trust Company
other names ONJH Inv. # 0408190

2. Location

street & number 938-944 Broadway not for publication
city,town Camden vicinity
state NJ code NJ 034 county Camden code 007 zip code 08101

3. Classification

Ownership of Property	Category of Property	Number of resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u> </u> buildings
<input type="checkbox"/> public-state	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u>1</u>	<u> </u> objects
			<u> </u> Total

Name of related multiple property listing: Bank, Insurance, and Legal Buildings in Camden, NJ 1873-1938
Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR part 60. In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
William C. Scavone 1/11/90
Signature of certifying official Date
Acting Commissioner, DEP/DSHPO
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:
 entered in the National Register. Patrick Andrews
 See Continuation Sheet
 Determined eligible for the National Register See Continuation Sheet.
 determined not eligible for the National Register
 removed from the National Register 8/24/90
 other, (explain.) Date

6. Function or Use

Historic Functions (enter categories from instructions)
COMMERCE/TRADE/financial Institution

Current Functions (enter categories from instructions)
RELIGION/Religious Structure

7. Description

Architectural Classification
(enter categories from instructions)
LATE 19TH AND 20TH CENTURY REVIVALS/
Neo-Classical Revival

Materials (enter categories from instructions)
foundation STONE/Granite
walls STONE/Granite
Coursed Limestone Ashlar
roof OTHER: Flat Sag Roof
other Brick Chimney Stack

Describe present and historic physical appearance
SUMMARY

The Broadway Trust Company building at 938 South Broadway in Camden, New Jersey is a large stone one-story Neo-Classical Revival bank building whose overall height is equivalent to that of a four story rowhouse. It fits within property type #1, Bank Buildings, in the multiple property nomination of bank, insurance, and legal buildings in Camden, New Jersey 1873 to 1938. Built in 1920 to the design of Philadelphia architect Philip Merz, the bank dominates the block on which it stands. Colossal Greek Ionic columns line both its Broadway and Walnut Street facades. Lettering across the frieze above the columns identifies the building as the Broadway Trust Company, but its size, design, and massive elements also immediately convey its original bank function. Now converted for church use, the building's exterior is a landmark on South Broadway and an excellent example of the Neo-Classical Revival style that dominated bank architecture in the early twentieth century.

The Broadway Trust Company building is a rectangular shape and its exterior walls border the sidewalk on both Broadway and Walnut Street. Broadway is today a busy two-way commercial street with many under-used or vacant commercial and residential buildings. Therefore, there is no landscaping of any kind around this bank building. It has a granite foundation and limestone exterior which is now somewhat stained by the normal urban air and automobile exhausts. A low parapet rises above the flat roof of the building. Large dentils trim the cornice which projects below the parapet.

Six engaged colossal Greek Ionic columns with fluted shafts stand on attic bases across the Broadway facade. This facade column arrangement appears to be patterned after the Erectheum in ancient Greece. The name of the bank is carved in the stone of the frieze above the columns and square

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carved panels connect the column capitals. The main entrance to the building is in the central of the five bays on Broadway. The doorway, which now contains a pair of replacement wooden doors, has a stone surround with a dentilled cornice at the top. A deeply carved wreath between two swags decorates the frieze above the door.

In each of the two bays on either side of the door is a pair of windows with metal sash set in the low stone wall that connects the bottom of the columns. Metal grills protect these windows. A large multi-light metal-framed window fills the space above the street level between the columns in all five bays. The Walnut Street elevation is similar to the one on Broadway except that it is four bays wide; here there are three Ionic columns similar to those on Broadway, and a colossal pilaster forms the corners. There is no entrance on the Walnut Street side, but the windows at both street level and above are the same as those on the Broadway facade.

Its large multi-paned windows seem to recede. This gives the building the open appearance of a Greek temple. The banking room with its ceiling open to the top of the building was certainly one of the largest and most impressive ever built in Camden. Its large windows must also have made it one of the city's lightest banks. Although there have been no major changes in the bank's exterior, its interior has been in use as a church for many years.

The exterior of the Broadway Trust Company retains a high degree of integrity, and its monumental character is as impressive as it was in 1920. The workmanship and construction carried out by its builder, J. Henry Miller, is of a high quality and the exterior is in good repair. The building meets all the registration requirements for property type #1, and is important evidence of early twentieth century banking in Camden. It is unfortunate that the interior has been altered more than most others in the nomination. However, the exterior is one of the largest and most monumental of the Neo-Classical banks in the group.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria considerations (Exceptions) A B C D E F G N/A

Areas of Significance (enter categories from instructions)

Architecture

Economics

Period of Significance

1920-1938

Significant Dates

N/A

Cultural affiliation

N/A

Significant Person

N/A

Architect Builder

Merz, Phillip Architect

Miller, J. Henry Builder

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

SUMMARY

The Broadway Trust Company building is significant for the important role it played in the banking business in Camden in the early twentieth century. The Broadway Trust Company was founded in 1907 and the present building, which dates from about 1920, represents a period of expansion for this and other Camden banks just before a wave of bank mergers. As a neo-classical design of the Philadelphia architect Philip Merz, it also has architectural significance even though it has been adapted for church use. This building fits within property type #1: Bank Buildings, and within the one context of the multiple property nomination: Banking, the Insurance Business, and the legal profession in the city of Camden, New Jersey from 1873 to 1938.

As Camden's industries spread south along the Delaware River, many businesses also expanded along Broadway, one of the city's oldest streets. One of Camden's oldest banks, Camden National, had been in business in south Camden since 1886, but The Broadway Trust Company was the first of several banks to open on Broadway in the early twentieth century. There was a financial panic in 1907, but nevertheless, a group of Camden businessmen saw the need for a bank in this area of the city and opened the Broadway Trust. The bank's first office at 1009 Broadway was a modest brick building which the new company soon outgrew.

John J. Burleigh, the bank's first president, was a member of the inner circle of David Baird and William Joyce Sewell, generally considered to be

See continuation sheet

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Camden's political power-makers in the late nineteenth and early twentieth century. Burleigh rose from being the station agent of the West Jersey Railroad in Elmer, New Jersey to become the director of many Camden firms and a figure in establishing street railways and utilities. By the time Burleigh became a founder of Broadway Trust, he was also involved in extensive real estate development.¹

From its start the Broadway Trust made an effort to attract the working man or what today is called the blue collar worker. In 1912 the bank pioneered in the establishment of Christmas Clubs in Camden. The depositor saved a small amount each week for use at the holiday season; when the fund was nearly complete, the bank urged the saver to turn the fund into a time deposit account and continue to save regularly. For further convenience of industrial workers in south Camden, the bank opened for two hours every Saturday. Furthermore, in the days before universal use of paychecks, the bank made up industrial payrolls in cash which it delivered by armored car to plant offices on payday.²

In 1913 Broadway Trust Company purchased the property at the corner of Walnut and Broadway for \$30,000. World War II intervened before the bank could move ahead to demolish the existing buildings on its new property and build a new headquarters.³ After the death of its first president Burleigh Draper, one of the initiators of the Greater Camden Movement and a promoter of education, became an officer of the bank and eventually its president. In 1920, the bank moved into its new building now known as the Broadway Trust building at 938 Broadway.

In the meantime, another bank known as the Merchants Trust Company had opened further north on Broadway in 1912. After operating in a remodeled dwelling, it moved to a new neo-classical revival building at Broadway and Carman Street (no longer standing). In 1927 the Merchants Trust Company merged with the Broadway Trust Company to form the Broadway Merchants Trust Company. The bank in the Broadway Trust Building then operated under the new name with Judge John B. Kates as president. Kates, a prominent attorney, state legislator, and State Treasurer, was a driving force in the Greater Camden movement. Always

¹ Jeffrey M. Dorwart and Philip English Mackey, *Camden County, New Jersey 1616-1976*. (Camden: Camden County Cultural & Heritage Commission, 1976) p.69-70

² *Camden First*. February, 1926. p. 15

³ *Camden Board of Trade Journal*. 1913. p. 20

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interested in civic improvements, Kates also served on the city's first park commission and the 1944 Camden County Centennial Committee.⁴

The Broadway Trust Company building is architecturally significant as a design of the Philadelphia architect Philip Merz who had worked with the influential New York firm of McKim, Mead, and White. Moving to Philadelphia Merz worked for Horace Trumbaur, many of whose clients rivalled McKim, Mead, and White's in riches and grandiose taste. Most of Merz's independent projects were banks and institutional buildings, not private residences. The grand neo-classical revival facade of the Broadway Trust building dominates the streetscape. Its Broadway facade has six colossal Greek Ionic columns on attic bases, similar to the ancient Greek Erectheum. In manner typical of the neo-classical revival, the bank design incorporates only a few elements of the building on which it is patterned. Although the main entrance to the bank is on Broadway, it has a smaller, but only slightly less impressive exterior on Walnut Street. The building is a radical change from the bank's earlier headquarters

In 1931 at the start of the Great Depression, and after combining with the East End Trust Company, Broadway Merchants Trust Company, which was absorbed by Camden Safe Deposit and Trust Company. It evolved into today's Bank of New Jersey. The old Broadway Trust building has not been used as a bank for many years and is currently the home of the St. James Apostolic Temple. Although the interior has been altered to accommodate its new use as a church, the building does meet the requirements for property type #1 within the multiple property nomination. The Broadway Trust Company stands as a reminder of banking in Camden prior to the 1920s wave of mergers that led to the modern consolidation of banking interests in the city.

A 1980 architectural survey of Camden recorded some details of the bank. A 1987 survey of banks, insurance, and legal buildings in Camden also identified the building. The survey followed federal guidelines and the results are on file at the Office of New Jersey Heritage. The Preservation Planner for the City of Camden and the Office of New Jersey Heritage have evaluated the building and determined that the Broadway Trust Company Building is eligible for inclusion in the multiple property nomination of the basis of its history, architecture, and integrity.

⁴ Dorwart and Mackey. *Camden County, New Jersey*. p. 221-2213, 276

9. Major Biographical References

Previous Surveys cite the following:

1987:

PRERBG. VOL XXIV, NO. 14. 2 APRIL 1919. P. 186

PRERBG. VOL XXIV, NO. 31. 9 JULY 1919. P. 409

OTHER: See Main Bibliographyx

See continuation sheet

Previous documentation on file NPS: N/A

- preliminary determination of individual listing(36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey# _____
- recorded by Historic American Engineering Record# _____

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other Specific repository

10. Geographical Data

Acreage of property less than one acre

USGS quad Camden

UTM References

A | 1 | 8 | 4 | 8 | 9 | 7 | 6 | 5 | 4 | 4 | 2 | 0 | 2 | 0 | 5 |

Zone Easting Northing

d | | | | | | | | | | | | | | | |

B | | | | | | | | | | | | | | | |

Zone Easting Northing

D | | | | | | | | | | | | | | | |

see continuation sheet

Verbal Boundary Description

The Broadway Trust Co. Building is located at the Northeast corner of South Broadway and Walnut Streets, City of Camden, Camden County, New Jersey, legally described as block #447, lot83.

see continuation sheet

Boundary Justification

The Boundary includes lot 83 in block 447, which has been historically associated with the property.

see continuation sheet

11. Form Prepared By

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date June 1, 1988

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