

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED JUL 24 1979  
DATE ENTERED SEP 13 1979

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC Winsor Building

AND/OR COMMON

**LOCATION**

STREET & NUMBER 400-420 Main Street & 715-131 Bangs Avenue

CITY, TOWN

Asbury Park

VICINITY OF

NOT FOR PUBLICATION

CONGRESSIONAL DISTRICT

3rd

STATE

New Jersey

CODE

034

COUNTY

Monmouth

CODE

025

**CLASSIFICATION**

**CATEGORY**

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

**OWNERSHIP**

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

**STATUS**

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

**PRESENT USE**

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

**OWNER OF PROPERTY**

NAME Lewis Goldman

STREET & NUMBER

P.O. Box 51

CITY, TOWN

Allenhurst

VICINITY OF

STATE

New Jersey 07711

**LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Monmouth County Hall of Records

STREET & NUMBER

East Main Street

CITY, TOWN

Freehold

STATE

New Jersey 07728

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE

DATE

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

CITY, TOWN

STATE

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

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## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The original 1904 Winsor building had a frontage on Main Street of 67 feet and 123 feet on Bangs Avenue. It is two stories high, constructed of orange brick and galvanized iron.

On the first floor are nine stores fitted with show windows. On the Main Street side there are three stores and a tunnel driveway to the rear. The other six stores face Bangs Avenue.

The second floor consists of 8 apartments each with bay windows. An additional 66' of similar store fronts and apartments were added some time after 1911, making the total length of the building along Main Street 133 feet. This addition consisted of four first floor stores and four second floor apartments and, except for one minor element mentioned elsewhere, is most difficult to tell apart from the original 1904 structure.

### Bangs Avenue - 1904 section:

The bottom floor of the building consists of three double sectioned large high windowed bays with common recessed entrance foyers leading either into a shop or to a stairway to the second story apartments. Each double section is separate from the other by a plain brick column.

A cast iron Corinthian column is centrally located in each common entrance. Hardware items such as hinges, mail slots, door bells, speaking tubes and awning brackets are present.

A bracketed sheet metal entablature separates the first and second story and is repeated at the cornice with a band of dentils below the architrave.

The nine second story brick columns rising from the entablature are separated equally by eight sheet metal four windowed bays with wooden panels below the windows. A semi-circular brick arch caps each of the eight bays.

### Main Street:

A similar facade pattern is repeated along Main Street except that 8 bay windows are present with an additional two windows in a small bay. This two window bay is assumed to be located over the 1904 tunnel entrance to the rear courtyard.

The latter addition (north of the tunnel) consists of 4 second story bays. This section has no cast iron columns in the first story recessed store entrances but each entrance floor is decorated with an inlaid pattern weave of white tile with a green border. Similar hardware items, such as those mentioned before, are present. Recessed wooden panels and transoms are located in logical sequence throughout the entire facade. Some of the capitals are missing on the second story Bangs Avenue side and have been covered with flat metal sheeting.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input checked="" type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES                      1904                      BUILDER/ARCHITECT                      William C. Cottrell

STATEMENT OF SIGNIFICANCE

The Winsor Building is an excellent example of a well designed commercial-apartment investment property of the early 1900 period with typical business stores on the first floor and apartments on the second floor.

The facade of the building is unusual in that it has survived for 75 years with little if any changes, due possibly to the fact that the building was owned, operated and maintained by family members of the original owner-builder, Henry C. Winsor.

Henry C. Winsor was President of the Asbury Park-Ocean Grove Bank and owned or was involved in many development projects in Asbury Park during the period of 1905-1920. The Winsor Building, because of its location and design qualities, continues to exert a positive influence on the downtown Asbury Park business district.

The building commands an important corner in Asbury Park across from the 1912 white marble Italian Renaissance U.S. Post Office and the former railroad station area. It is also close to the central business area of Asbury Park where other similar but seriously altered early 1900 buildings are located. These two buildings - the Winsor Building and the U.S. Post Office - form the northern outer perimeter of a now redeveloping business area.

The present owner of the Winsor Building is in the process of restoring the exterior to its original condition. While most downtown commercial buildings have been either facially modernized or destroyed for parking lots, the Winsor Building will exist as a statement of a successful commercial structure of the early 1900's.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Asbury Park Journal, July 1902

Asbury Park Journal, May 6, 1904

## 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY less than one acre

QUADRANGLE NAME Asbury Park, NJ

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 

1	8	5	8	4	1	0	0
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### VERBAL BOUNDARY DESCRIPTION

The property nominated is a rectangular lot 133' x 123' at the northeast corner of Main Street (133') and Bangs Avenue (123') in Asbury Park, N.J., and is listed as Block 121, Lot 4 on the tax map.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

STATE	CODE	COUNTY	CODE

## 11 FORM PREPARED BY

NAME / TITLE

Wayne T. Bell, Jr.

ORGANIZATION

Humanetrics, Inc.

DATE

9/28/78

STREET & NUMBER

Suite 501, 601 Grand Avenue

TELEPHONE

201-774-3315

CITY OR TOWN

Asbury Park

STATE

New Jersey 07712

## 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

Deputy  
STATE HISTORIC PRESERVATION OFFICER SIGNATURE

*Arthur Wilson*

7-5-79

TITLE

Deputy Commissioner, Department of Environmental Protection

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

*Carol Shul*

DATE

9-13-79

KEEPER OF THE NATIONAL REGISTER

ATTEST:

*Wm J. Burke*

DATE

Sept 16, 1979

CHIEF OF REGISTRATION