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United States Department of the Interior National Park Service

RECEIVED AUG 14 1990

National Register of Historic Places Registration Form

NATIONAL REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual 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 subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Collingswood Commercial Historic District other names/site number

2. Location Haddon Ave., btwn Woodlawn and Fern; portions of Collings Ave.

street & number NA not for publication city, town Collingswood vicinity state New Jersey code 34 county Camden code 007 zip code 08108

3. Classification

Ownership of Property

- X private X public-local public-State public-Federal

Category of Property

- building(s) X district site structure object

Number of Resources within Property

Table with 2 columns: Contributing, Noncontributing. Rows for buildings, sites, structures, objects, Total.

Name of related multiple property listing: N/A

Number of contributing resources previously listed in the National Register 1

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this X 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 X meets does not meet the National Register criteria. See continuation sheet. Signature of certifying official Assistant Commissioner for Natural & Historic Resources/DSHPO State or Federal agency and bureau Date 8/2/90

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:

- X entered in the National Register. See continuation sheet. determined eligible for the National Register. See continuation sheet. determined not eligible for the National Register. removed from the National Register. other, (explain):

Entered in the National Register National Register Signature of the Keeper Date of Action 9/13/90

6. Function or Use

Historic Functions (enter categories from instructions)

Commerce/TradeSocialReligion

Current Functions (enter categories from instructions)

Commerce/TradeSocial

7. Description

Architectural Classification

(enter categories from instructions)

Colonial RevivalNeo-classical RevivalModern broad front

Materials (enter categories from instructions)

foundation masonrywalls brickcast stoneroof asphaltother metal bays

Describe present and historic physical appearance.

Collingswood, New Jersey, is a two-square-mile borough in Camden County located adjacent to Woodlynne and the City of Camden on its west. Haddon Avenue, formerly the Camden and Haddonfield Turnpike, traverses the borough, forming its "main street" and leading to Westmont and Haddonfield to the east. The borough is bounded by the Cooper River to the north and Newton Lake to the south. The district itself is essentially linear, extending along Hadden Avenue between Woodlawn and Fern; it also contains a few adjacent properties along Collings Avenue, including the fire station, which relate to the "downtown" section of the borough. While commercial resources exist along Haddon Avenue beyond the defined boundaries, the limits of the district reflect the greatest concentration and level of preservation of these buildings. The overall character of the district is shaped by the predominance of two-story, Colonial Revival-style commercial buildings. None of the resources pre-date 1900, approximately 34% date from 1900-1919, 53% from 1920-1941, and 13% from post-1941. As a whole, the integrity level of the Collingswood Commercial Historic District is high. District boundaries were defined to minimize the intrusion of non-contributing resources. Many buildings have undergone alterations, window replacements and new shop fronts being the most common. However, of the 95 resources in the district, 80 or 84.2% are contributing, and one, the Collingswood Theatre, is individually listed in the National Register.

The historic district along Haddon Avenue contains the principal commercial core of the borough, one whose buildings describe the maturation of a 1910s and primarily 1920s main street. The buildings are typically two stories in height and of brick construction. They were built individually or in groups ranging from paired units to block-long commercial rows such as the Roney Block, which was constructed between Lincoln and East Collings Avenues circa 1909. Built as a two-story row with first floor shop fronts, second floor metal bays, and Colonial Revival details, this row, as well as its one-story predecessor, the Dobbs' stores at 741-57 Haddon Avenue, became a precedent for building styles and types in the commercial district. Throughout the 1920s, the multiple unit brick commercial building was erected, with individuality added with variations on the transoms (some with etched or frosted glass), bays, and cornice lines.

In the late '20s, the modern broad front building type appeared on Haddon Avenue in three adjacent department stores: F.W. Woolworth (714), the W.T. Grant Company (716), and Louis Schwarz (718). Other stylistic variations present from the latter part of the district's commercial growth include the circa 1930 Tudor Revival stuccoed building (632) and a circa 1940 one-story yellow and blue metal paneled store with large plate glass shop windows (657-59).

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 NA

Areas of Significance (enter categories from instructions)

Community Planning and Development

Commerce

Period of Significance

1900-1940

Significant Dates

1913

c. 1900

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

See continuation sheet.

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

The advent of the railroad made suburbanization a New Jersey and national phenomenon. With proximity to two major industrial and commercial cities, New York and Philadelphia, New Jersey was destined to develop "bedroom communities" linked to urban centers first by railroads, then by automobiles. Collingswood, located approximately ten miles from Philadelphia, was to become one of hundreds of New Jersey communities and several Camden County municipalities to be transformed from farmland to suburb. While boasting a rich history of early settlement, Collingswood's most distinctive characteristics stem from its late-nineteenth and primarily early-twentieth-century development into a residential community supported by a commercial and social infrastructure. The landmarks of this commercial and social development represent a well-preserved collection of resources assembled over a relatively short period of time. As a district, they document an important component of suburbanization, namely, the formation of a "downtown" to provide goods and services as well as employment opportunities for those who chose to live beyond urban centers. The district therefore merits significance in the context of community development and commerce.

Detailed accounts of Collingswood's initial settlement and early history have been documented extensively in Prowell's History of Camden County, New Jersey (1886); Heston's South Jersey, A History 1664-1924 (1924); and Bancroft's The Collingswood Story (1965). The area's first settlers were Irish Quakers, who in 1677 founded a colony in a 1600-acre area of West Jersey province known as the "Irish Tenth," which encompassed parts of Collingswood, Haddonfield, Camden, and Haddon Township. Their pioneering settler was Robert Zane, the first of many generations of Zanes to shape Collingswood. Zane was followed by other colonists -- William Bates, Thomas Thackara, Mark Newbie, Thomas Sharp, and George Goldsmith -- who together established the Newton Colony. Much of the land that Zane originally held was to be developed into Collingswood at a much later date.

The first settlers built their houses along the Newton Creek, where they typically engaged in milling industries, and laid out roads along old Indian paths. Two of the earlier roads were Haddon Avenue (the Haddonfield and Camden Turnpike), maintained as a toll road from Cooper's Ferry to Haddonfield by 1847, and Collings Avenue, which in 1767 linked the settlers' meetinghouse with Haddon Avenue.

The eighteenth-century development of Newton was minimal as was much of the nineteenth-century development of what was to become Collingswood. Large portions of the land remained in the Zane and then Collings families upon the marriage of Robert Zane's granddaughter to Richard Collings. In the nineteenth century, various boundary and jurisdiction realignments placed Collingswood in Haddon Township, Camden County, before it was to be incorporated as a borough in 1888. Up until the 1880s and even the '90s, the land

See continuation sheet

9. Major Bibliographical References

See continuation sheet

Previous documentation on file (NPS):

- 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

Specify repository: _____

10. Geographical Data

Acreage of property 12 acres Camden, NJ-PA Quad

UTM References

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See continuation sheet

Verbal Boundary Description

See continuation sheet

Boundary Justification

See continuation sheet

11. Form Prepared By

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organization Kise Franks & Straw date Sept. 30, 1988; revised Feb. 1989; Oct. 27, 1989
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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2 Collingswood Commercial HD, Collingswood
Borough, Camden County, NJ

In addition to the small-scaled commercial buildings, Haddon Avenue contains several noteworthy individual landmarks. These include the circa 1905 Colonial Revival brick school designed by Henry Alexander Macomb; the Neo-Classical-style Collingswood Municipal Building, designed in 1926 by John T. Brugger for the Collingswood Trust Company; and the National Register-listed Collingswood Theatre, a Venetian-style polychromatic brick and terra cotta movie palace built in 1928 by architect David Supowitz.

In keeping up with fashion, it is not uncommon for the commercial buildings themselves to be updated along with the merchandise which they house. Storefront renovations are seen on many of Collingswood's facades, some representing fine examples of 1930s, '40s, and '50s commercial architecture. Typically, the upper floors have undergone minimal alterations and continue to display their 1910s and '20s character.

HADDON AVENUE

632

c.1930. 2-story, Tudor Revival stuccoed commercial building. Side single pane door; shop front with multi-light transom and simple wood surround; pent over first floor with brackets. Second floor half-timbered cantilevered bay with 1/1 double hung sash with metal surrounds, gabled roof with metal cornice. Side elevations: stuccoed 1/1 double hung sash with metal louvered shutters. Rear - One-story, two-bay cast stone and aluminum sided garage, hipped asphalt roof. Gabled roof concrete masonry unit building. - *Contributing*.

636-642

c.1920. Two-story, yellow tapestry brick row. 636 - resided in wood clapboard at first floor with nine-light door and modern multi-light shop front window flanked by metal louvered shutters. 638 - recessed multi-light door with original shop front windows with transoms. 640 - two doors center shop front window. 642 - arched carriageway and glazed door with fanlight. Asphalt shingled pent from 636-640; second floor bays, tripartite and cantilevered, with asbestos shingling and modern 1/1 double hung sash. Asphalt shingled roof, pedimented over cantilevered bays. Side elevation: clad in asphalt. - *Contributing*.

644-648

c.1930. 2-story, brick building refaced with cast stone on front facade; two recessed modern doors; one not recessed, all with transoms. Original shop front windows with polished granite bases. Second story tripartite windows; block glass flanked by 1/1 double hung modern windows; cast stone sills and lintels. Cast stone parapet. Side elevation: painted brick with various fenestration; one-story rear portion. - *Contributing*.

650-54

Mid-twentieth century. Rear one-story concrete masonry unit building and wooden storage barracks. - *Non-contributing*.

656-58

c.1987. Red brick building with central arched doorways capped by multi-light fanlights and flanked by fixed sash; first floor six-part fixed sash windows and brick sills; pedimented parapet; roofline capped with metal flashing; standing seam metal roof. Side elevation: similar fenestration to front. - *Non-contributing*.

678 - Originally "Collingswood Trust Company," later "Collingswood Municipal Building"

Built 1926. John T. Brugger, architect. Neo-classical, 2-story, building with cast stone and polished granite veneer. Center double leaf modern door with transom, cast stone surround with guilloche detail and entablature and cornice supported on scroll brackets, cornice topped by cast stone cartouche with clock flanked with eagles. Paired sets of fluted pilasters with Corinthian capitals rise two stories on either side of entrance with punch and gouge detail at first floor between pilasters. First floor sash have cast stone sills lintels with molded cornices, above sash are cartouches into which flag poles are mounted; above cartouches are fixed narrow sash. Center bay multi-light sash. Cast stone entablature with name in frieze and molded cast stone cornice with modillions. Side elevation: yellow brick

HADDON AVENUE

with paired six-light windows; modern cast stone addition on west elevation. - *Contributing.*

684

c.1925. 2-story orange tapestry brick building. Two modern doors, original shop front; first floor faced in aluminum. Second floor tripartite pressed metal bay with panels and 6/1 double hung sash. Pressed metal, molded cornice with terminating consoles. Side elevation: common brick with 1/1 double hung sash. - *Contributing.*

686

c.1925. 2-story tapestry brick building; first floor refaced with later brick. One multi-light recessed entrance with covered up transom, one multi-light entrance with pilastered wood surround and transom; molded wood cornice with dentil detail at first floor. Second floor paired 1/1 double hung sash with molded wood surrounds, brick soldier course sills and lintels. Molded wood cornice with terminating consoles. - *Contributing.*

688

c.1925. 2-story building with two recessed single pane doorways, entrance with molded wood surround and fanlight; modern shop front windows with infilled transoms; molded wood cornice at first story. Second story orange tapestry brick with paired 1/1 double hung sash with simple wood surrounds and brick soldier course lintels and sills; molded wood cornice with terminating consoles and finials. - *Contributing.*

690

c.1915. 2-story stuccoed, triangular commercial building; single light corner entrance with original shop front windows. On Haddon and Collings Avenue elevations single pane shop front windows; green awning at first floor; second floor paired and tripartite 1/1 double hung sash with metal louvered shutters. Roofline capped with metal flashing. - *Contributing.*

700

c.1980. Gray/pink brick, one-story building shaped to fit corner; double leaf door, multi-light shop front windows with brick sills; asphalt shingled roof with steeple at corner. - *Non-contributing.*

702

c.1920. 1-story stuccoed building. Recessed single light door, infilled transom. Original shop front windows; awning and signage above; stuccoed parapet. Side elevation: stuccoed with fixed sash. - *Contributing.*

704

c.1925. 2-story brick building refaced in orange brick; deeply recessed modern door; another side door also modern. Shop front windows with Colonial Revival wood surrounds. Metal band across facade above first story; second floor five-part window with brick soldier course sill. Parapet capped with cast stone. - *Contributing.*

HADDON AVENUE

706

c.1925. Commercial building, recessed modern doorway with original shop front windows; facade reclad with black metal panels; parapet; neon signage. - *Contributing*.

708-712- "The Avenue Mall"

c.1987. 1-story concrete shopping mall with marble paneled veneer; recessed modern doors; modern shop front; marble clad parapet. - *Non-contributing*.

714 - Originally "F.W. Woolworth" Building

Built 1927. 1-story, modern broad front cast stone building with two recessed entrances; two double leaf single light doors with infilled transoms; original shop front windows with polished-granite at their bases; cast stone stepped parapet. - *Contributing*.

716 - "Grant Building"

c.1930. 1 1/2-story, modern broad front cast stone building with central recessed entry with double leaf, single light doors with transom. Original shop front windows now on polished granite bases. Area above first floor clad with metal and wood panels. Cast stone parapet with molded cornice and inscribed signage. - *Contributing*.

718-720

c.1930. 1-story, modern broad front yellow tapestry brick building; two recessed entrances with double leaf, single-light, glazed doors with double transoms. Original shop front windows; bases below windows reclad with polished granite. Parapet with cast stone capping now fronted by signage. - *Contributing*.

724

c.1920. 2-story yellow tapestry brick commercial building; refaced in red brick at first floor; one double leaf modern door, one single leaf glazed and paneled. Modern shop front window, second story tripartite windows-fixed light sash flanked by 1/1 double hung with soldier course brick lintels. Cast stone capping at roof line. - *Contributing*.

726-728

c.1920. 2-story red brick commercial building; center single light door flanked by original shop front windows with paneled transoms with dentil detail; other door single pane with one-light transom; molded wood cornice at first story; second story 1/1 double hung sash with simple wood surrounds; brick soldier course lintels. Side elevation: brick with 1/1 double hung sash. - *Contributing*.

730

c.1930. 1-story brick building with side entrance; two doors one colored glass, one paneled; multi-light modern shop front window with wood surround and brick sill; cedar shingled mansard roof. Side elevation: stuccoed. - *Contributing*.

HADDON AVENUE

732

c.1915. 2-story yellow pyrite brick commercial building; glazed and paneled door; modern multi-light shop front window. Second story tripartite pressed metal bay with 1/1 double hung sash. Pressed metal cornice with large dentils and terminating consoles. - *Contributing*.

734

c.1920. Orange brick commercial building with recessed entrance and modern shop front windows; wood cornice above first story, second story clad in aluminum siding with shallow tripartite bay and pressed metal cornice with simple brackets. Side elevation: aluminum sided with second story hanging bay. - *Contributing*.

736-738

c.1920. 2-story commercial building, yellow cut stone at first story of 736; 738 refaced with red brick. Deep recessed entrances with modern doors and modern shop fronts, second story clad in scalloped corrugated metal with 1/1 double hung windows and panels at cornice line. - *Contributing*.

740

c.1920. 1-story building with recessed door flanked by original shop front windows with transom, wood paneled surrounds, awning. Pressed metal entablature with nameband supported and crowned by molded wood cornices; molded wood cornice at roof with metal flashing. - *Contributing*.

742-744

c.1920. Painted and yellow brick commercial building, two recessed entrances with glazed and paneled doors, multi-light door and single light door. 744 - original shop front, new metal dividers, metal at base, all shop windows with infilled transoms; molded wood cornice at first floor. Second story projecting bay with 6/1 double hung window and molded wood cornice; terminating consoles and finials at cornice. Side elevations: painted brick, 6/1 double hung sash, infilled at first floor. - *Contributing*.

756 - "Zane School," later "20th Century Reformation Building"

Built 1905. Henry Alexander Macomb, architect. Colonial Revival 3-story, 5-bay, red brick building. Central double leaf, glazed and paneled doors with wood tympanum and arched brick surround flanked by brick pilasters with cast stone caps and bases supporting entablature with nameband and molded cast stone cornice at second floor. First floor also has two glazed and paneled doors. Center projecting bay has narrow, single and tripartite 1/1 double hung windows with fixed light transoms, cast stone sills and brick lintels. All other windows are 1/1 double hung with transoms (some infilled), cast stone sills and brick lintels. Double brick stringcourses at second story. Pedimented roof line with molded metal cornice. Side elevations: red brick, eleven bays with pedimented roof, 1/1 double hung windows with transoms, third story entrance approached by fire escape, molded metal cornice. - *Contributing*.

HADDON AVENUE

786-788

c.1915. 2-story, painted brick colonial building. 786 - corner entrance with modern door and simple wood surrounds, molded wood cornice and frieze wraps around corner of building. Modern shop front window with wood surround; single and paired 1/1 double hung windows with brick sills and lintels and molded wood surround. Corner turret at second story with 1/1 double hung sash and swag detail in panels. Side elevation: painted brick, two doors, 1/1 double hung sash with stone sills and brick lintels; infilled shop front window. 788 - single pane door with infilled transom flanked by original projecting shop front windows with two-light transoms. Molded wood cornice and pent extends across front facade at first floor, tripartite pressed metal Colonial Revival bay at second floor with 1/1 double hung sash and swag detail in panels. Molded wood cornice with modillions spans entire building. - *Contributing.*

790 - "Collingswood Lodge #210F and AM"

c.1915. 2-story red brick building with repointed mortar. Modern recessed entrance with double leaf doors, two side entrances with double leaf doors and semicircular fanlights infilled with beaded board, arched brick surround with painted keystone. Molded wood entablature extending across facade with center portion supported on simple concrete columns. Primary entrance flanked by modern six-light windows with concrete sills and brick lintels with keystones; second floor central Palladian window with 8/1 windows flanked by 9/1 windows and arched brick lintels with painted keystones; other sash 9/1 double hung with concrete sills and brick lintels. Brick parapet capped with metal. - *Contributing.*

794-798

c.1920. 2-story brick commercial row with recessed entrances and modern doors. Replacement shop front windows, refaced brick, and molded wood cornice at first floor; second floor tripartite bays reclad in aluminum siding with 12/1 and 1/1 double hung sash with metal surrounds. Cornice reclad in metal with ornate pressed metal consoles. - *Contributing.*

802

c.1910. 2-story, coursed cast stone building with 1-story shop front added circa 1915; single leaf glazed door with paneled reveals. Six-light sash with simple wood surrounds and leaded glass transoms. Second story balcony with wood balusters and railing over shop front, second story off balcony has single leaf door and 1/1 double hung sash; wood fascia board and simple molded cornice. Side elevation: cast stone with 1/1 double hung sash. c.1900 frame house resided with vinyl behind commercial building. - *Contributing.*

804-818

c.1925. Red tapestry brick commercial row. Glazed and paneled entrances, some with original etched glass transoms (some infilled). Most have original shop front windows and pressed tin ceilings. Second story paired and 4-part windows with 6/1 double hung sash and projecting Colonial Revival bays with pantile roofs. Brick belt courses at first and second floors; crenallated brick parapet capped with cast stone. 810-812 - replacement shop front window surrounds; pedimented wood signage. 814-816 - first floor brick painted pink; second story Colonial Revival bays with panels, molded cornices, and pantile roofs. 818 - Colonialized with modern multi-light shop front windows and cedar shingled

HADDON AVENUE

pent at first floor; corner entrance with first floor painted pink. Side elevation: 6/1 double hung sash; brick stringcourses at first and second floors. - *Contributing*.

S.E. Corner Lees Avenue - "Foster's Funeral Home"

Built 1926. 2-story Neoclassical-style yellow brick building with corner piers with cast stone bases; central double leaf, multi-light doors with leaded glass transom; cast stone door surround with simple pilasters, frieze and molded cornice; first floor paired 2/2 double hung windows with two-light transoms, brick sills, brick soldier course lintels with granite keystones and metal surrounds; center windows paired with wrought iron railing; cast stone molded cornice with modillions and box overhang. Side elevation: yellow brick divided by brick pilasters with cast stone capitals and bases; double leaf multi-light doors with cast stone surround same as front facade with awning; side 15-light door with multi-light transom; first floor single and tripartite 6/6 double hung sash with three-light transoms, brick sills, and brick lintels with stone keystones; second floor 6/6 double hung sash; all windows have metal surrounds; cast stone molded cornice with modillions; brick parapet with engraved stone sign band "Frank H. Foster." - *Contributing*.

824

c.1920. 2-story yellow brick commercial building; recessed entrance with four glazed and paneled doors; two, 12-light shop front windows at first floor, two 4-part windows with 6/1 double hung sash at second floor with metal surrounds and brick sills; pent with asphalt shingles at first floor; semicircular brick parapet with lozenge detail at cornice. Side elevation: stuccoed. - *Contributing*.

HADDON AVENUE

647-651 - "Miller Building"

c.1925. 2-story commercial building of tan tapestry brick and pink mortar. Built in front of a circa 1900 frame dwelling. Original recessed entries, transomed entrances, and metal shop fronts intact, awnings. Second floor tripartite windows above each unit. Central parapet, cast stone coping and frieze with "Miller Building." - *Contributing*.

653-655

c.1968. 2-story, glass, brick, and metal commercial building, first floor single plane angled shop front. - *Non-contributing*.

657-659

c.1940. 1-story metal paneled commercial building. Central transomed entrance, flanking large plate glass shop windows. Period signage. - *Contributing*.

661

c.1920. 2-story, brick commercial building, resided with wood at first floor, vinyl siding on projecting rectangular bay above. Recessed entry, original fabric likely intact underneath. - *Contributing*.

663

c.1950. 1-story, tan brick commercial building. One shop front window infilled, the other original, awnings. Metal neon sign. - *Non-contributing due to age*.

667

One-story commercial building clad with metal, some shop front window openings filled in. Age indeterminate without removal of siding which may reveal a contributing building. - *Non-contributing*.

679-685 - Part of "Roney Block"

c.1905. Four, 2-story Roman brick Colonial Revival commercial buildings. Various first floor alterations. 679 - rebuilt compatible brick facade and plate glass window, corner entrance, cornice missing. 681 - original recessed entry and shop window, later siding over base and transom, awning; cornice panned with aluminum. 683 - original recessed entry, transomed doors, chamfered door and window surrounds, cast iron column behind boxed in enclosure. Recladding over front window, recessed display window exposed. 685 - original shop front and molding detail intact, transom and base panned with wood siding. Upper floor pressed metal Colonial Revival bays with pilaster and swag detail, 1/1 double hung windows, pressed metal cornice, end consoles (some missing). 679-81 second floor bay panned with aluminum. - *Contributing*.

687-691 - Part of "Roney Block"

c.1909. Three, 2-story Colonial Revival commercial buildings, Flemish bond brick with glazed headers. Shop fronts and bases altered mid-twentieth century, awnings remain on 689 and 691. Second floor central window opening with stone lintels and sills. 687 - three 1/1 double hung sash; 689 - 2-light fixed window, 691 - single-light fixed window.

HADDON AVENUE

Modillioned pressed metal cornice with end consoles, 687 panned with aluminum. - *Contributing.*

693-697 - Part of "Roney Block"

c.1909. Three , 2-story Roman brick Colonial Revival commercial buildings, all with mid-twentieth-century shop fronts. Upper floors with polygonal pressed metal bay, swag and pilastered detail, 1/1 double hung windows, pressed metal cornice, consoles between units. Bay and cornice of 697 panned with aluminum. - *Contributing.*

699 - "Part of "Roney Block"

c.1909. 3-story Roman brick commercial building, originally two stories in height. First floor metal shop front, base and transom boarded over. Pressed metal cornice. Two-story pressed metal Colonial Revival bay above; swag and pilastered detail. Cast stone belt course between second and third floor, dentiled along side elevation which has two commercial entrances, one with original ribbed glass transom. Second floor rectangular 1/1 double hung windows, stone lintels and sills; third floor paired 1/1 double hung sash within segmental arches. Cast stone cornice. 2-story pressed metal Colonial Revival bay towards rear. - *Contributing.*

701

c.1925. 2-story brick corner commercial building. Corner entrance with sidelights and infilled transom. Separate transomed entrance for second floor access. Storefront with single plate glass, boarded over transom, pressed metal cornice. Paired and single 9/1 double hung windows, stone lintels and sills. Facade repointed. - *Contributing.*

703-705

c.1925. Two, 2-story painted brick and terra cotta commercial buildings. 703 with angled metal shop front, transom and window altered. 705 - significant tile and stuccoed addition to main facade, second floor windows reconfigured. Terra cotta cornice across both. 703 *Contributing.* 705 *Non-contributing due to non-historic alterations.*

707

c.1940. 2-story commercial building, tiled first floor storefront with recessed entry and ribbed metal window display cases, awning. Second floor stuccoed and scored, double window with brick sill. - *Contributing.*

709

c.1925. 2-story, brown tapestry brick commercial building. Original metal shop front with recessed entry and display windows, awning, transom infilled. Two rectangular projecting bays at second floor, resided with vinyl, 1/1 double hung windows. Cornice panned with aluminum. - *Contributing.*

713-717

c.1925. Pair of 2-story, tan tapestry brick Colonial commercial buildings. Original shop fronts with recessed entry and transomed entrances intact, awnings above. Shop front cornice of 713 panned with aluminum. Second floor rectangular pressed metal bays. 713

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reclad with vinyl siding, replacement plate glass. 717 original full height multi-sash windows, dentiled and egg-and-dart cornice. - *Contributing*.

721

c.1900. 2 1/2-story, red brick dwelling with c.1920 2-story commercial front addition of yellow tapestry brick. Recessed entry, glass shop fronts, awning, pressed metal cornice with consoles. Second floor rectangular pressed metal Colonial Revival bay, 1/1 double hung windows, dentiled and egg-and-dart pressed metal cornice. Original slate shingled hipped roof and dormers behind 2-story addition. - *Contributing*.

723

c.1960. 1-story colonial commercial building. Brick base, multi-pane shop window, slate shingled pent roof. - *Non-contributing*.

725 - "Gordon Philips School of Beauty"

c.1960. 1-story orange brick clad building. Single plate glass shop fronts. - *Non-contributing*.

743-757 - "Samuel Dobbs' Block"

c.1905. 1-story commercial row with circa 1920 Spanish Colonial Revival pantile roof. 743-749 brick construction; 751-757 frame construction; all now largely resided. Original metal shop fronts on 747 and 757. Transom masked. Pantile roof unifies row, small gable above 743 entrance. Side of 743 has original transomed window. All six units - *Contributing*.

759

Built 1903. George T. Forman, architect. 2 1/2-story American Four Square dwelling, originally with "Chamberlain's Drugs" at first floor which has c.1940 metal paneled and glazed storefront. Dwelling is clapboarded, with single and paired windows with lipped lintels. Dormers with paired windows, diamond-paned sash/1 double hung. - *Contributing*.

765 - "Horizon Princeton Bank"

1961 remodeling of c.1900 "Collingswood National Bank." Originally brick with pedimented front and Ionic portico. Now rusticated concrete piers, stone clad frieze, and modern glazed entry. - *Non-contributing*.

NW Corner Frazer Avenue - "Collingswood Public Library"

Built 1975. 2-story, orange brick clad building. - *Non-contributing*.

801

c.1920. 1-story, tan tapestry brick commercial building with significant circa 1960 front remodeling; vertical wood siding, pent roof. - *Non-contributing*.

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807-809

c.1900. Wood shingled gabled dwelling with c.1920 commercial front and second floor pressed metal paneled bay. Two storefronts on either side of central entrance to second floor: metal shop windows, aluminum panning over stained glass transoms. 1/1 double hung windows in second floor bay, tripartite window below gable. - *Contributing*.

811-813

c.1960. 1-story, red brick colonial office building. Multi-pane windows, glazed and paneled doors, slate shingled pent. - *Non-contributing*.

817

c.1940. 2-story concrete masonry unit commercial building, main facade stuccoed. Recessed entry, metal shop front, stone entry floor, awning above. Second floor - two 1/1 double hung windows. Flat roof. - *Contributing*.

821-825 1/2 - "The Collingswood Theatre"

Built 1928. David Supowitz, architect. 2-story Venetian style movie theater, now commercial stores and offices. Brick construction with painted cast stone on first floor. Original marquis removed and central section remodeled with concrete and glass store front. Flanking storefronts with molded lintels and metal window cases, transoms covered with signage. Side doors, one to second floor, one to alley; ornate iron lanterns and terra cotta panels with lutes and women in relief above entrances. Upper floor of red and tan glazed brick in diapering pattern. Central tripartite 1/1 double hung replacement windows, flanking paired arched 1/1 double hung replacement windows (originally French doors) fronted by iron balconies. Terra cotta ornament throughout: butterfly tiles, urns, owl spring boxes, floral panels, acanthus leaf brackets, Bacchanalian faces, spiraled end columns and brackets. Wave cornice detail between end terra cotta panels and center frieze bearing "Collingswood" and man and woman holding crown and lute in terra cotta relief. Individually listed in the National Register. - *Contributing*.

827-833

c.1928. Four, 2-story, red tapestry brick Colonial Revival commercial row buildings. Recessed entry between pairs of units; central fanlighted entrances to second floor, various replacement doors with soldier course lintels into shops. Shop fronts have brick base with raised brick paneling; 827 and 829 with large plate glass and awnings, transoms boarded over. 831 and 833 with multi-pane windows, awning on 831. Brick soldier course between first and second floors. Pedimented pressed metal, rectangular bays at second floor; 1/1 double hung tripartite windows, 6/6 double hung in 833. Pedimented parapet with consoles between units. - *Contributing*.

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22 - "Collingswood Fire Company No. 1"

c.1905. Thomas Stephen, architect. Red brick firehouse with c.1947, c.1957, and 1984 additions. Originally three stories in height with Keystone Telephone Company on third floor and Borough Hall on second floor. c.1947 third floor removed, 2-story addition constructed and front refaced in brick. Original building now two stories. First floor garage capped by nameband panned in metal. Second floor, three 1/1 double hung replacement windows with cast stone sills and surrounds, now panned in aluminum, in blind brick arches with granite keystones and end stones. Cast stone stringcourse above garage, brick stringcourse at first floor, brick soldier course at second floor. Stepped brick parapet capped with cast stone. Side elevation: red brick with tinted pink mortars. Blind arches, some infilled, some partially infilled with modern fixed light sash; second floor some with 1/1 double hung sash, all with cast stone sills. Flemish bond brick with glazed headers belt course and double brick stringcourse at first floor; brick stringcourse at second. Stuccoed pebble dash frieze and brick capping at cornice. c.1947 addition - 2-story, modern door with asphalt shingled pent; two brick infilled window openings, cast stone sill at roof. 1984 addition - 1-story Flemish bond with glazed headers and common bond brick, 2-port garage. Side elevation: sliding sash with concrete sills and door with pent. c.1957 brick addition to rear of building. - *Contributing*.

24

c.1920. 1-story concrete masonry unit building with brick veneer front facade. Modern door with sidelight flanked by shop front windows, all with infilled transoms. Concrete water table and lintel at first floor. Blank painted concrete nameband surrounded by soldier course brick. Brick parapet panned in aluminum. Side elevation: concrete masonry unit with infilled window openings; other openings partially infilled with fixed light sash; modern door. - *Contributing*.

28

c.1915. 1-story stuccoed building with extensive c.1950 concrete masonry unit additions to rear. Glazed and paneled door with molded wood surround and cornice. 6/6 double hung sash recessed in blind arches with molded wood surrounds and brick lintels. Wood frieze and boxed and molded wood cornice. Side elevation: 6/6 double hung sash recessed in semicircular blind arches with molded wood surrounds and brick lintels. Concrete masonry unit addition with modern fenestration. - *Contributing*.

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Architect/Builder Continued

Macomb, Henry Alexander
Brugger, John T.
Supowitz, David

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was used almost exclusively for farming, including frontage along the Camden and Haddonfield Turnpike, despite the fact that a railroad between Camden and Haddonfield first went into operation in 1856 and the Camden and Atlantic Railroad stopped at Collingswood by 1871. Compared to communities such as Haddonfield and Merchantville, Collingswood was slow to launch its residential development campaign. The railroad did, however, set the stage for the suburban growth, with the leading role taken on by Edward C. Knight.

Edward C. Knight, the great-grandson of Richard Collings, was a successful Philadelphia merchant, railroad executive, and eventually, real estate developer. While maintaining a Philadelphia business and city residence, in 1868 he acquired his family home, the Collings-Knight Homestead, for farming purposes. Upon seeing the development opportunities presented by the railroad in 1871, Knight convinced his Maryland cousin, Richard T. Collings, to oversee his farm which included a field that would become Knight Park in the 1880s (officially dedicated in 1893). In addition to managing Knight's farm, Collings acted as his agent, acquiring almost the entire original Zane holdings or approximately three-quarters of the present borough during the 1870s and '80s.¹ To develop these properties, companies such as the Collingswood Land Company, the Collingswood Real Estate Company, and the Collingswood Realty Company were formed and the subdivision of parkside property and the former Tatem tract near the railroad was begun.

This early residential development marked the beginning of Collingswood's growth into what was to be perceived as "The Town Beautiful," although relatively few of the forty to fifty-foot-wide lots were built upon until the 1910s and '20s. "The Town Beautiful" was a vision of Collingswood shared by the community in the early twentieth century. As described in the borough's 20th anniversary book, "The Town Beautiful" depicted an idealized, planned town with generously laid out streets, residences of high architectural standards, and landscapes of beautiful lawns and gardens. These attributes, in addition to proximity to the city, the high character of the people, the churches and schools, the absence of saloons, and Knight Park, made Collingswood an "idealist's dream."²

The response to development efforts was slow at first, but then the borough underwent a building boom. The population was 200 in 1882; 1,625 in 1900; 4,795 in 1910; 8,714 in 1920; and 12,723 in 1930. The early-twentieth-century growth corresponds with the opening of street car line along Haddon Avenue to Camden in the early 1900s. Accompanying the suburban growth of Collingswood was a commercial and social infrastructure. The principal commercial core of Collingswood originally developed along Haddon Avenue which was known as the Camden and Haddonfield Turnpike. (Note: West Collingswood, too, has a commercial center, although much smaller.) In the 1860s and '70s, most of the land that was to evolve into the commercial section of Haddon Avenue between Fern and Woodlawn Avenues was part of a 95-acre parcel owned by William P. Tatem. His was one of several farms scattered along the Haddonfield Turnpike. The completion of the new Camden and Atlantic Railroad station at Atlantic and Collings Avenues in 1886 coincided with modest development of Haddon Avenue, mostly residential. The few commercial buildings included J. Stokes Collings' store and post office at the corner of Collings and Haddon Avenues and Mahlon Bosterick's Hotel on Haddon Avenue, near what is now Lincoln Avenue. A drug store, across from Collings' store, was in operation by 1893, but the more significant commercial growth of Haddon Avenue was not to occur for almost a decade. That growth was largely in response to the residential community beginning to form in developments laid out by the Collingswood Real Estate Company, Collingswood Realty Company, and Collingswood Land Company.

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By 1904, Haddon Avenue between Woodlawn and Fern started its transformation into Collingswood's commercial "main street."³ Chamberlain's drug store was erected next to the Collingswood National Bank site which at that time had a real estate and insurance office. A wallpaper store stood where S.B. Dobbs' stores were soon to be erected at 741-57 Haddon Avenue. The Baptist Church was erected at the corner of Washington and Haddon, adjacent to which were a wagon shop, painting and wheelwright business, and hardware and carriage trimming store. Haddon Avenue was still lined with several single and double residences and a grandstand and baseball field where Newton B. T. Roney, later a Florida real estate tycoon, was to build his commercial and residential development. In the next few years, the Presbyterian congregation erected their church on the site of the current public library, the Collingswood National Bank built its Classical Revival-style building next door, and the Board of Education erected Public School No. 1 at Haddon and Irvin Avenue. Merchantville architect Henry Alexander Macomb designed that school as well as two others in the borough.

An event which further shaped Haddon Avenue into its current appearance was the 1913 fire which started during the construction of Collingswood's first modern moving picture house on Haddon opposite Frazer Avenue.⁴ The fire destroyed almost a block of Haddon Avenue, including a residence, post office, Town Hall, and stores. In its place, "modern" stores and the "The Palms," movie house (Masonic Hall by 1920) were erected. During the remainder of the 1910s and throughout the 1920s, more and more Haddon Avenue residences were demolished for commercial buildings as Collingswood's growing population demanded a larger and more diverse retail center.

In conclusion, the resources of the Collingswood Commercial Historic District form a classic example of the "main street" of a late-nineteenth and early-twentieth-century suburb, assuming significance in the area of community development and commerce. It is a district which has undergone various transitions: farmland to mixed use residential/commercial, to a mature twentieth-century commercial core that provided goods, services, and employment to an expanding borough. While many suburban communities sharing a similar history with Collingswood have lost their downtown to neglect, absenteeism, and new construction, the buildings along Haddon Avenue maintain the integrity to convey the important relationship between a community and its "main street".

Footnotes

1. Raymond M. Bancroft, "Story of Collingswood," published in Clark's 1950 Collingswood City Directory (Haddonfield, NJ: John Clark & Co., 1950), p.7.
2. "Collingswood," Promotional brochure, 1908, p.28.
3. Collingswood, New Jersey Fire Insurance Maps (New York: Sanborn Map Company, 1904).
4. Bancroft, p. 11.

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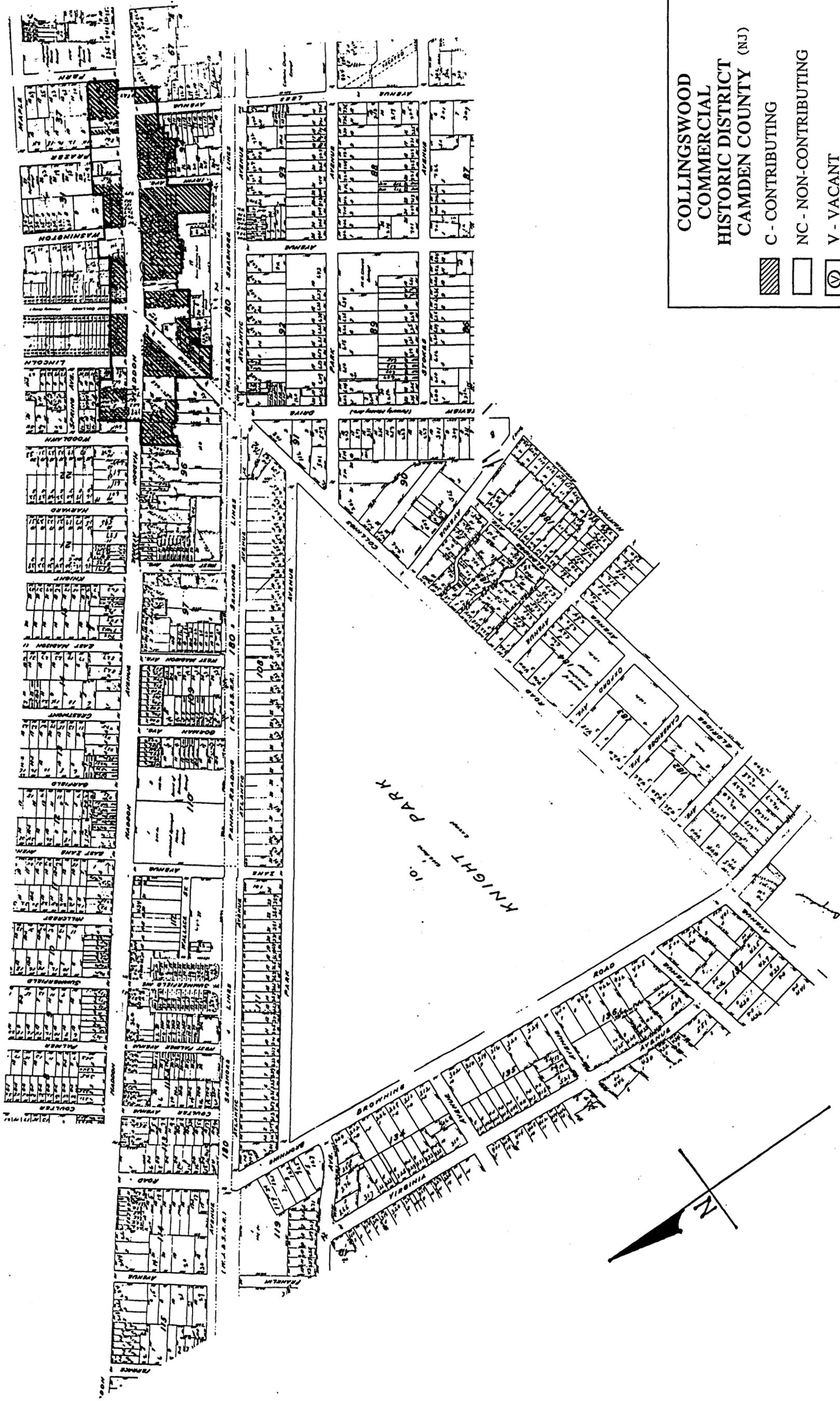
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Verbal Boundary Description

Beginning at 647-51 Haddon Avenue (block 24, lot 4, 4A-B), the boundary of the Collingswood Commercial Historic District extends southeasterly along the rear property lines of the properties fronting Haddon Avenue to Fern Avenue; thence crosses Haddon Avenue and follows the rear properties lines of all properties fronting Haddon Avenue between and including 824 Haddon Avenue (block 67, lot 1, 1A-B) and 700 Haddon Avenue (block 95, lot 1). The boundary then follows the rear property lines of 22, 24, and 28 Collings Avenue (#28 being block 95, lot 22), then crosses Collings Avenue to the rear property lines of the Haddon Avenue buildings, extending northwesterly as far as 632 Haddon Avenue (block 96, lot 12).

Boundary Justification

The boundaries of the Collingswood Commercial Historic District are intended to encompass the core of the borough's most well-preserved and contiguous group of commercial buildings. This district is separated from the Collingswood Residential Historic District by the significant intrusion of the modern railroad line.

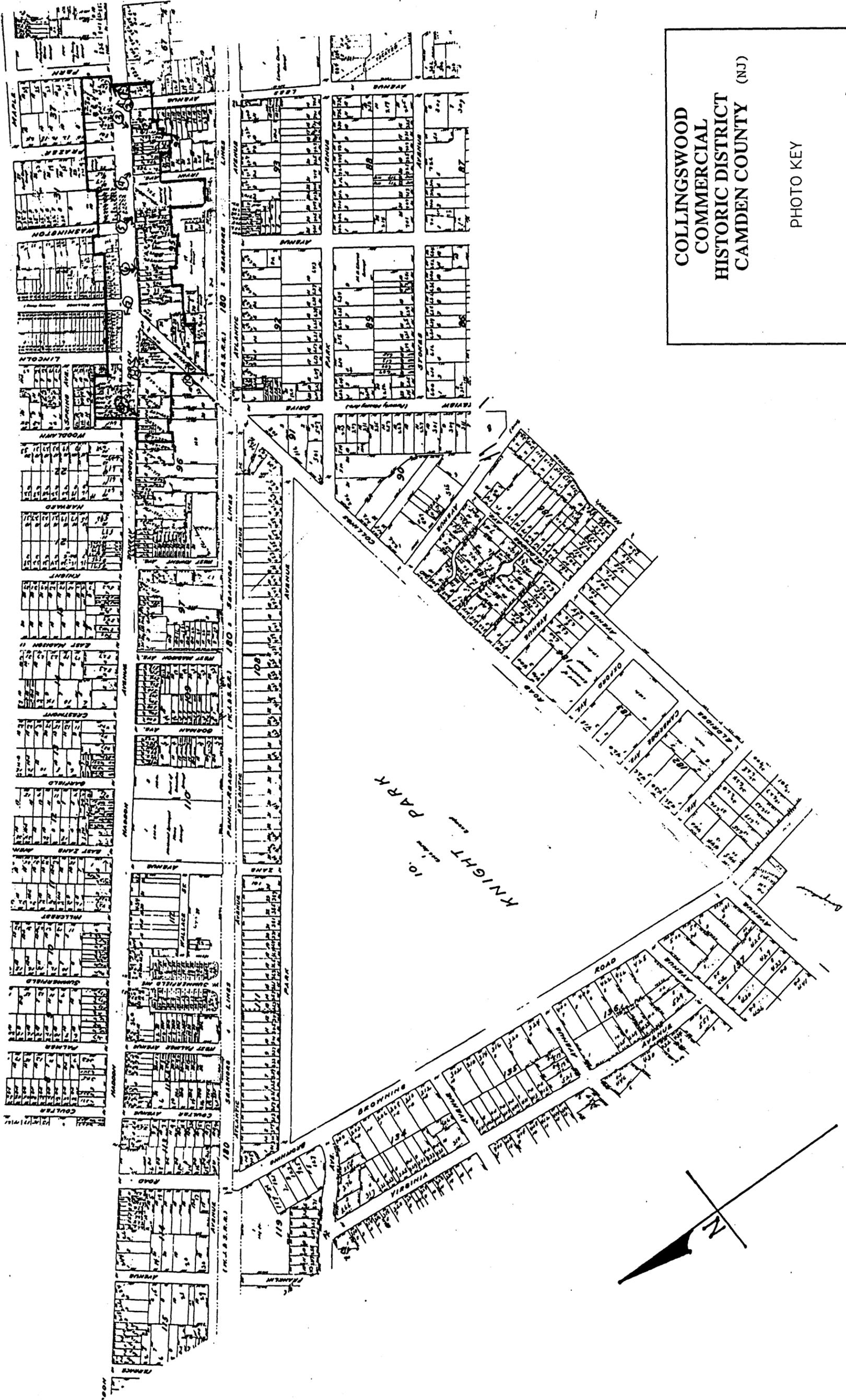


**COLLINGSWOOD
 COMMERCIAL
 HISTORIC DISTRICT
 CAMDEN COUNTY (NJ)**

C - CONTRIBUTING
 NC - NON-CONTRIBUTING
 V - VACANT

SCALE: APPROX. 1" = 400'





**COLLINGSWOOD
 COMMERCIAL
 HISTORIC DISTRICT
 CAMDEN COUNTY (NJ)**

PHOTO KEY

