

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property

County and State

Name of multiple property listing (if applicable)

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 14000536

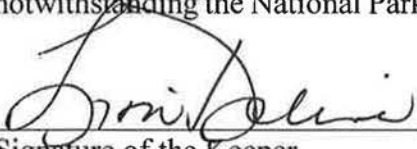
Date Listed: 9/30/14

Property Name: Asbury Park Commercial Historic District

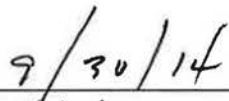
County: Monmouth

State: NJ

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.



Signature of the Keeper



Date of Action

Amended Items in Nomination:

This SLR is issued to amend the National Register nomination form to add in Section 8: "Architecture" under Areas of Significance and to add in the summary Statement of Significance: "The district also meets National Register Criterion C under architecture at the local level."

The State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

- National Register property file**
- Nominating Authority (without nomination attachment)**

United States Department of the Interior
National Park Service



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JUN 18 2014

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Asbury Park Commercial Historic District

other names/site number _____

2. Location

street & number Roughly bounded by 500, 600, 700 blocks of Cookman and Mattison

not for publication

Avenues and Bond Streets between Lake Avenue and Bangs Avenue

city or town Asbury Park City

vicinity

state NJ

code NJ

county Monmouth

code 035

zip code 07712

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Paul Boony — Ass't Commissioner 7/10/14
Signature of certifying official/Title Date

NJ DCP
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain.) _____

Lorinda
Signature of the Keeper

9/30/14
Date of Action

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5. Classification

Ownership of Property
 (Check as many boxes as apply.)

Category of Property
 (Check only **one** box.)

Number of Resources within Property
 (Do not include previously listed resources in the count.)

<input type="checkbox"/>	private
<input checked="" type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input type="checkbox"/>	building(s)
<input checked="" type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
48	12	buildings
		district
1	0	site
0	0	structure
0	0	object
49	12	Total

Name of related multiple property listing
 (Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

1 – Steinbach Building

6. Function or Use

Historic Functions
 (Enter categories from instructions.)

Commerce: business _____

Commerce: professional _____

Commerce: department store _____

Commerce: restaurant _____

Recreation and Culture: theater _____

Social: meeting hall _____

Domestic: multiple dwelling _____

Current Functions
 (Enter categories from instructions.)

Commerce: business _____

Commerce: professional _____

Commerce: specialty store _____

Commerce: restaurant _____

Recreation and Culture: Theater _____

Domestic: multiple dwelling _____

7. Description

Architectural Classification
 (Enter categories from instructions.)

Late Victorian _____

Late Victorian: Queen Anne _____

Late Victorian: Stick / Eastlake _____

Late 19th & 20th C revivals: Colonial Revival _____

Late 19th & 20th C. revivals: Beaux Arts _____

Modern Movement: moderne _____

Materials
 (Enter categories from instructions.)

foundation: Stone _____

walls: Brick _____

Wood – weatherboard _____

Stone _____

roof: Asphalt _____

other: _____

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Narrative Description

Summary Paragraph

The Asbury Park Commercial Historic District occupies a triangle of streets roughly bounded by Main Street on the west, Wesley Lake on the south and Summerfield Avenue on the north, with the apex of the triangle at the intersection of Cookman Avenue and Grand Avenue on the east. This district of approximately ten city blocks captures the majority of commercial buildings that were erected in the late-nineteenth to mid-twentieth century as Asbury Park expanded from a small, largely seasonal, residential beach town to a regional downtown serving several resorts. The district contains 60 buildings and an historic site, Kennedy Park. A dozen buildings in the district have been so altered as to not contribute to the proposed district. Streetscapes within the district are cohesive and largely devoted to their original commercial purposes with shopfronts, commercial signs and bright colors in an array of styles representing the evolution of regional shopping districts typical along the street. The commercial district is centered on the Steinbach Building (NR 1982), at one time a major independent department store. It is part of a concentration of one- to five-story retail and office buildings that was capped in the 1920s by an eleven-story office building skyscraper for the East Jersey Electric Company and the slightly earlier four-story Bell Telephone building (1911 and later), both located on Bangs Avenue. The district includes commercial and bank buildings in styles ranging from simple Victorian frame structures near Main Street, interspersed with Beaux-Arts, Art Deco, and commercial modern styles. Building systems range from weather-boarded frame structures with Italianate cornices typical of the Victorian resort to steel frame barrier-wall structures that as an ensemble denote ninety-year time span of building in the downtown between the founding of the town in 1871 and the decline of the business community after 1970. A number of the buildings have been recently renovated as a part of the rediscovery of Asbury Park but these renovations have typically respected the surviving historic fabric and maintain the character of the resort commercial district.

General Description

The resort of Asbury Park divides into several distinct zones. Near the ocean and the boardwalk are the large buildings of the mass popular resort, hotels, the casino, and the boardwalk itself. Inland, along Wesley Lake which forms the border with Ocean Grove to the south, stand the buildings of the commercial district that served the resort and its neighboring communities. To the north of the commercial zone is the residential district that extends to Deal Lake, the border with Deal, N.J. The north-south axis of Main Street divides Asbury Park into its east and west portions and is paralleled by the tracks of the railroad with a station near the south border. Lumber and coal yards and the smaller houses of the year-round workforce of the community were situated on the west side of Main Street along the railroad tracks. This nomination is for the distinct cluster of commercial buildings east of Main Street that form the downtown of Asbury Park.

Asbury Park took the standard form of the developer's grid. This grid is interrupted by diagonal streets that parallel the Wesley Lake border between Asbury Park and Ocean Grove. Names of streets and of the town itself are intended to tie the community to Methodist heritage. The resort of Asbury Park was named for Francis Asbury, the founder of the Methodist Church in the United States.¹ Following that theme, the town's streets were named for signal figures in the history of the Methodist Church. Cookman Avenue was named for the abolitionist Methodist preacher Alfred Cookman (1828-1871); Summerfield Avenue was named for John Summerfield, another of the firebrand preachers of the church. Emory Street was named for Bishop John Emory (1789-1836) a colleague of the early Methodist preacher Francis Asbury, for whom Emory University is named.

¹ Francis Asbury (1745 – 1816) was a British-born Methodist missionary and later one of the first bishops of the American Methodist Church. An early biographical notice is James Grant Wilson, John; Fiske, eds.. "Asbury, Francis". *Appletons' Cyclopædia of American Biography*. (New York: D. Appleton, 1900)

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Mattison Avenue is named for another of the firebrand Methodists, Hiram Mattison (c. 1812-1868) who left the church over the question of slavery before returning to it in the 1860s. Bangs Avenue was named for Nathan Bangs (1778-1862), a New Englander and early follower of Asbury who wrote the first history of the American Methodist Church. These street names were powerful symbols of the religious character intended by the developer James Bradley.

Streets are typically two lanes with parking on both sides with the exception of Cookman Avenue and Main Street which are wider, representing their more urban roles. Streets are presently paved with macadam and bordered by concrete sidewalks, some of which are now lined with street trees. Street lights are the typical cobra head lights on metal poles that are distinct from the wood telephone poles. Buildings in the district typically advance to the property line with no front setback though often with small rear yards off rear streets. Entrances are often recessed to provide a bit more shop window while also sheltering the doorway. Buildings share common features as well with a commercial base, usually small punched windows in the upper walls and some sort of a crowning cornice depending on the period when it was built. The net result is a visually unified district whose varied materials and construction systems denote the century of downtown prosperity after the town founding in 1871. Of the 61 buildings and sites within the district, 49 are contributing and 12 are so altered or have been reconstructed to an extent that there is no longer sufficient historic fabric to warrant inclusion. None are intrusive in scale or detail and together the district is a unified evocation of a pre-1960 commercial district.

Retail concentrated on the east side of Main Street toward the shared border between Asbury Park and Ocean Grove because that location could serve both communities. While the west side of Main Street was largely rebuilt during the urban renewal era and has no remaining historic fabric except for the United States Post Office, the 200 block of Market Street on the east side of the street contains nineteenth and early twentieth century buildings that describe the evolution and character of the commercial district. These in turn form a connection to the network of commercial streets to the east that corresponds to the historic commercial district. Within the district, each street has its own character. Cookman Avenue, the first large street parallel to Wesley Lake became the principal retail street with at one point five 5 & 10 cent stores in a row on the 600 block. North of Cookman, Mattison Avenue became the site of banks but also marked the typical urban mixture with a downtown theater and office buildings. North of Mattison, Bangs Avenue, because of its location slightly farther removed from the prime retail area became the site of the utility offices with mixed residential / commercial buildings infilling the street.

As is evident in the 1890 Sanborn atlas, most of the town's early buildings were modest and often of frame construction, but several of the first commercial buildings on Main Street were urban in scale and material. The three-story department store known at the end of the nineteenth century as Cook's Beehive stands at the corner of Main Street and Cookman Avenue (200-206 Main Street).² This building denotes its larger ambitions by its masonry construction, a crowning cornice, a beveled façade at the corner with Main Street facing the train station, cast iron window heads and its carved stone plaque with the symbol of the Free and Accepted Masons, Lodge 142 and the date 1875 between windows on the third story of the long façade. The Masons met in the third floor meeting room.³ Adjacent to the Cook's Beehive building at 202 Main Street a

² A note on the building can be found in Franklin Ellis, *History of Monmouth County, New Jersey*, (Philadelphia: R. T. Peck & Co.) p. 867. Which reports that it was the first brick building in the city; a biography of the owner can be found in "John H. Cook," *History of Monmouth County, New Jersey: 1664-1920*, vol. 3 (New York, Lewis Publishing Co. 1922) p. 223.

³ The date may reflect the founding of the Lodge and the building may have been built in 1885 by Anderson & Carman. See Monmouth County Archives, Building-Contract Index, 1885. Cook's biography suggests a later date for the building, *A History of Monmouth County, New Jersey, 1664-1920*, 3 (New York, Lewis Publishing Company, 1922): 223.

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handsome three-story brick Victorian commercial and office building stands with a prominent central pediment containing a date, “86,” in the keystone of the crowning brick cornice. It has been recently restored with appropriate window sash and with a new Victorian-style shop front.

These buildings together with a handsome early twentieth century two-story colonial revival office building for the local real estate operator and city mayor, Thomas Appleby, which stands at the northwest corner of the block at the corner of Mattison and Main streets (228 Main Street), give a sense of the evolution of the district from early Victorian to historical revival styles. The Appleby office building is one of the best of the town’s small commercial structures and judging by its sophisticated terra cotta ornament and handsome frontispiece at the main entrance, is clearly the work of an architect. Brouse & Arend, architects and William & Arthur Cottrell, architects, both had offices in the building and either firm could have been the designer though Brouse and Arend are the more likely firm.⁴ With its brick façade and terra cotta quoins and its beveled facade accented by a handsome classical doorway surmounted by a great clock, the Appleby office building and the Cook’s Beehive were aimed at the visitor arriving by rail. Rail travel became easier with the addition of Sunday service after 1912 and doubtless promoted additional building activity.⁵

As the business district expanded it added the multiple functions of a central business district. Just to the east of Main Street stands a five-story, mixed use office building and theater at 704-720 Mattison Ave. The Kinmonth Building (ID# 3682, SHPO opinion, 1984) was designed in 1911 by architects William and Arthur Cottrell who afterwards opened their own offices in the building.⁶ This building was on the site of an earlier theater but the orientation of the two theaters is at ninety degrees to each other so that it is certain that the present theater (contained within the Savoy Theater building) was entirely a construction of the 1911 phase. The Mattison Avenue façade of the Kinmonth Building was built of hollow tile which was covered in smooth stucco to imitate masonry and accented with stone details at the top of the façade and above the shopfronts. The side walls were built of cast cement block in a quarry-faced finish. The building contains offices on the upper levels of the main facade with a separate office lobby leading to a vestibule and on to a tiny elevator, while the Savoy Theater is entered from a separate lobby. The theater itself fills the center of its block and is largely intact with a balcony, orchestra pit, stage and fly gallery remaining even after half a century as a movie house.⁷ Though the windows of the street front and sides have been replaced with modern sash and the building’s original smooth stucco has been coated with a rough-textured stucco, the strong outlines of its façade crowned by a pediment with carved stone ornament in the same color range as the stucco and the building’s name are visible and the theater is a good example of an early twentieth century vaudeville hall.

⁴ See Robert W. Craig, “Architects in Practice in New Jersey Before 1902: A Directory,” which lists architects working in Asbury Park. This is augmented by the Building Contract Index, Monmouth County Archives, a copy of which was provided by Tara Christiansen of the archives.

⁵ For the town growth at this time see “Asbury Park – Popular Jersey Shore Resort Rapidly Filling with Visitors,” *New York Times* 9 June 1912. (Society Section), p. X2. This was a result of the city of Asbury Park and the New York & Long Branch Railroad winning the court battle to permit trains to serve the Asbury Park train station on Sundays. See *Atlantic Reporter* 82 (Feb. 15 – May 16, 1912) 306-7. OCEAN GROVE CAMP MEETING ASS OF METHODIST EPISCOPAL et al v BOARD OF PUBLIC COM’RS et al Supreme Court of New Jersey (Feb. 26. 1912). See also “Sunday Asbury Park Trains, *New York Times*, February 27, 1912, p. 11.

⁶ Helen-Chantal Pike, *Asbury Park’s Glory Days: The Story of an American Resort* (Piscataway, NJ: Rutgers University Press, 2005), 87. Arthur and William Cottrell are discussed in William Nelson, ed. *The New Jersey Coast in Three Centuries: History of the New Jersey*, (Lewis Publishing Co. NY 1902) 3:371-3.

⁷ The theater is included in one of hundreds of drawings by the little known theater aficionado Anton F. Dumas; see A. Craig Morrison, *Theaters*, (New York: W. W. Norton, 2006) 99 – 143). Morrison publishes Dumas’ drawings of theaters alphabetically by state. While the Kinmonth is not published here it is included in the Library of Congress, American Memory CALL NUMBER:ADE 11 - Dumas, no. 145 (A size) [P&P]

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Clustered around the Kinmonth Building are several smaller commercial and office buildings. The largest is a handsome, four-story commercial block at the corner of Bond Street and Mattison Avenue (700 Mattison Avenue). It is ornamented with pressed brick and small terra cotta plaques of a sort that appear on other buildings in town and may well have been produced in New Jersey.⁸ Other small offices and commercial buildings line both sides of Bond Street.

As commercial districts mature they tend to create agglomerations of like businesses. Banks funded real estate development and were an important building type in any resort. Asbury Park was no different, creating a small financial district near Main Street at Mattison Avenue and Bond Street. The district was initiated by the Richardsonian Romanesque / Queen Anne building that housed the offices of both the Monmouth Trust Company and the First National Bank with rental offices above (701-703 Mattison Avenue; Monmouth County Historic Sites Inventory 1303-30).⁹ It is a massive three-story brick building with a rusticated stone base that was built immediately after the founding of the trust company in 1886. It exemplifies its construction period with a design in the Queen Anne, Victorian mode with a strongly detailed terra cotta cornice. While some of the elements of the first floor were simplified in the early twentieth century, this is a strong example of a Victorian urban commercial building and marks the aspirations of the community. The second bank in this area was built for the Merchant's National Bank that was located directly across Bond Street at 649 Mattison Avenue (Monmouth County Historic Sites Inventory 1303-29). It is ornamented with a handsome neo-Adam façade with engaged Ionic columns supporting a full pediment framing a shield with swags, and in turn augmented by a raised broken pediment with a central urn. Built in 1917, it was the work of Clarence W. Brazer, an architect who had worked in Cass Gilbert's New York office but who had a second office in Chester, PA.¹⁰

A second financial cluster evolved a block to the south at Emory and Cookman Avenues marking the further expansion of the downtown away from the railroad tracks. Several of its buildings still exist including the first to be built, the Byram Building (601 Cookman Avenue, 1886 / 1889?, Frank V. Bodine, architect, Monmouth County Historic Sites Inventory 1303-27), which housed the post office and the Asbury Park Trust Co. as the tenants.¹¹ With its rounded main street corner and rusticated stonework it recalls the manner of Boston's Henry Hobson Richardson and like the Monmouth Trust Company was intended to represent the security of a masonry building. The walls are of quarry faced limestone with arched windows and an immense portal which gave the building a striking monumentality. The building gained fame as the "White House Summer Executive Offices" in 1916 when President Woodrow Wilson and his wife resided in nearby Long Branch.¹² A fire in the same year damaged the building and resulted in the addition of two stories in 1922 but the work followed the original in its stone and arched details. It has recently been converted to condominiums with replacement sash but the core character of the building remains. The adjacent Asbury Park Press building was also destroyed by a fire in January 1916, resulting in the construction of the present building in the same year.

The Seacoast Trust Building is a Beaux Arts-styled financial structure diagonally across the intersection at 572 Cookman Avenue. Its first building was the work of F.H. Dodge (demolished), who, in 1905 was also hired by John Steinbach to redesign the base of his store building.¹³ The present Seacoast Trust Building was

⁸ Perth Amboy and Woodbridge, New Jersey firms were important producers of architectural terra cotta.

⁹ Monmouth County Archives, Building-Contract Index, 1886, built by T.A. Roberts & Son.

¹⁰ *The American Contractor* 38:14 (7 April 1917), p. 56.

¹¹ Monmouth County Archives, Building-Contract Index, 1886.

¹² Michael Capuzzo, *Close to Shore: The Terrifying Shark Attacks of 1916* (New York: Broadway Books, 2001) p. 122. See also Pike, 140.

¹³ Pike, 143. He is listed as architect for the Seacoast National Bank in the Monmouth County Archives, Building-Contract Index, 1905.

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completed in 1922 and was extended two years later by Warren & Wetmore, who were the architects of the Casino and the Convention Hall (Monmouth County Historic Sites Inventory 1303-9). Their hand in the addition suggests that they may have been the original architects of the building. Built of a yellowish limestone with a strongly projecting cornice and large round-headed windows, it retains its handsome Beaux Arts classical appearance despite alterations to its base when the building was altered as a pharmacy after World War II. Adjacent to the Byram Building is the building which housed the Asbury Park Press offices and printing plant by local architect Ernest Arend, (605 Mattison Avenue, Monmouth County Historic Sites Inventory 1303-28). Newspaper offices were part of downtowns, relying on physical encounters as a part of the news-gathering business. The office is a five-story brick and limestone clad Georgian revival design that was built in 1916 and was extended to the north to Bangs Street with a four story wing for the printing plant in 1930. It too has been converted to housing, but it retains its ornamental copper windows on the front and rear and its monumental façade emblazoned with the name of the press and the dates of its founding and construction, 1879 and 1916 on the front and 1879 and 1930 on the rear.

By 1890 a footbridge was constructed at Emory Street across Wesley Lake, the border between Asbury Park and Ocean Grove. The bridge linked the two towns and became the focus of the expansion of the downtown where it could serve both communities.¹⁴ This footbridge remains a part of the setting to the present. Even before its construction, urban center growth away from Main Street was reinforced by construction of the Commercial Hotel at the corner of Emory Street and Cookman Avenue. Instead of the towered and picturesque seashore hotels of the beachfront, this was a plain, Second Empire-styled building that according to the Sanborn atlas plates of the town was a three-story frame structure.

With the added foot traffic from Ocean Grove Cookman Avenue was soon lined with commercial shops. These extended north along the 700 block with handsome two and three story buildings. The 600 block of Cookman Avenue was distinguished by two five-and-ten-cent stores which were often among the early colonizers of medium-sized downtowns. As Asbury Park grew and attracted a wider summer population, other 5 & 10 cent stores appeared until at one point there were five in a row nearly filling the entire block. These stores occupied the south side of the street and reached different audiences that suggest the growing diversity of the downtown shoppers and presumably different markets and places of origin of the summer and year-round residents. The first of these stores in Asbury Park was opened in 1889 by F. W. Woolworth at 650-58 Cookman Avenue. That building was refaced in the early twentieth century by the building type referred to as the “red store” with its façade dominated by a sign with gold lettering on a red background. Other retailers soon arrived in Asbury Park including Woolworth’s central Pennsylvania competitor, J. G. McCrory (founded in York, PA in 1882). Later the W.T. Grant firm built a store to the east on the same block which in turn was followed by an H.L. Green Store. In 1955 the four earlier five-and-ten-cent stores were joined by a modern, orange brick with metal trimmed J.J. Newberry’s store (614-636 Cookman Avenue). The Newberry’s store was designed by Ward W. Fenner, a New York architect who studied architecture at the University of Pennsylvania.¹⁵ According to Helen-Chantal Pike, this store was to be the flagship of the chain in the Manhattan regional market, giving it a special importance.¹⁶ With the new Newberry’s as a model, the McCrory’s building (640-644 Cookman Avenue) was also refaced in orange brick with aluminum trim while the Woolworth’s at 654-658 Cookman Avenue retains the familiar early twentieth century red store. Together these buildings form a cluster

¹⁴ Pike, 139.

¹⁵“Tau Chapter,” *Annals of Psi Upsilon* (New York, 1941) 265; also R. W. Bowker *American Architects’ Directory* (1956) 168.

Fenner later studied at the Ecole des Beaux Arts and then worked in the office of McKim, Mead & White as well as the important New York modernist firm of Walker & Gillette. He was co-architect with Fred Frost of the New York World’s Fair Hall of Fashion, a striking modernist work. Newberry’s often went for a very modern look. See their store in Oswego, NY.

¹⁶ Pike, 163.

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of twentieth century commercial buildings that span the evolution of the downtown from late Victorian to high modern design, a span of some 75 years of development and of design.

The growing commercial market caused John Steinbach, founder of the Steinbach Department Store, to acquire the Commercial Hotel in 1896.¹⁷ In 1897 he demolished the hotel and replaced it with a masonry building by New York loft architects Cleverdon & Putzel on the original foundations of the hotel.¹⁸ In the early twentieth century the department store acquired the remainder of the block to the apex of the triangle at Bangs and Cookman Avenues and extended the department store to the east filling out the rest of the block as a simple repetitive four-story structure, again using Cleverdon & Putzel as architects. The department store was expanded again by the same architects with a fifth story that once again enabled it to rival the Braunstein–Blatt Co.’s store in Atlantic City and proclaim itself the “largest resort department store.” Steinbach’s Department Store remained the anchor of the business district until it closed in 1979. After a major fire in the 1980s that destroyed the top story and the clock tower, it has been adaptively reused as retail at the first story and apartments above (National Register, 1982).

Bond Street is just enough off the retail core to attract different types of buildings that are part of the downtown but with a different focus befitting their service role. The eleven-story Electric Building (601 Bangs Avenue, Monmouth County Historic Sites Inventory 1303-60) dominates the intersection of Bangs Avenue and Emory Street. This building is constructed of yellow brick and terra cotta cladding a steel-frame tower that was built in 1922 from plans by Frank Chase, a Chicago architect with a specialty practice in utility office buildings. This is a good example of the 1920s high rise with modern, jazz age detail, large street-level commercial windows to advertise electric products, and a crowning top in a grey cast stone that contrasts with the period yellow brick of the walls. The Bell Telephone Company offices and switching station (507-11 Bangs Avenue) that stands to the east of Bangs Avenue was part of a typical downtown. The Bell Telephone followed the institutional manner of the corporation in a Colonial Revival style with red brick walls and limestone trim with the industrial use hinted at by steel windows. According to the 1930 Sanborn Atlas, the Bell Telephone building was enlarged in two later stages in 1922 and 1929 reflecting the rapid growth of the community.

In this area several buildings designed with commercial uses on the ground floor and apartments above formed a transition between the residential district to the north. At the corner of Bangs Avenue and Grand Avenue is a handsome arts and crafts mixed-use commercial building (501 Bangs Avenue). It is accented with small angled tile canopies on wood struts above the commercial windows of the streetfront and the residential windows of the upper levels. A similar three-story mixed-use residential and commercial building stands to the west at 513-15 Bangs Avenue. It is given interest by a bold cornice-like structure of jig-sawn braces that support a tile cornice. Beyond the Bell Telephone offices and switching station, the remainder of the block was given over to another early twentieth century building (519-535 Bangs Avenue), built by the Steinbach Company on their property fronting Bangs Avenue across from their giant store. It concealed the massive boiler and power plant that served the giant store. All of these appear on early twentieth century Sanborn plates and therefore date from the early twentieth century.

Connecting and infilling between the larger financial and office buildings is a fabric of one and two story commercial buildings. Many of these are of masonry with a few of the older and earlier clapboarded frame structures surviving to recall the design character of the economical buildings of the early resort. Several of the

¹⁷ “In and Out of Town,” *The Red Bank Register*, 8, 18 (28 October 1885) p.1, col.6, reported that the hotel was to be enlarged over the winter. It remained a hotel until it was acquired by Steinbach in 1896.

¹⁸ *New York Real Estate Record and Builders’ Guide* 58, 1492 (17 October 1896), 549. The work by Cleverdon & Putzel is also listed in the Monmouth County Archives, Building–Contract Index beginning in 1897.

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more recent buildings are of architectural note. The handsome Art Moderne office and retail building occupying nearly half a block at 532- 550 Cookman Avenue was opened in 1938. It was designed by another University of Pennsylvania graduate Bernard J. Grad, the son in the Frank Grad & Son office of Newark, NJ. It incorporates commercial shops of varying sizes on the first floor with recessed entrances through flanking shop windows. A central entrance marked by a canopy and raised parapet above provides access into a generous vestibule with elevator and art moderne stairs to the second floor of commercial offices. These offices are marked on the exterior by a band of industrial sash and the industrial sash are continued around on the rear which otherwise is an unremarkable red brick façade looking out over rear parking lots. At the top of the building, a line of ventilators, recalling automobile exhaust ports, connect the building to the modern machine age.

In addition to the commercial and financial buildings, the downtown contained the usual mixture of drug stores, restaurants, a bakery, printing businesses, offices, a police station, and even two undertakers, all vying for space. The district retains its essential varied character with uninterrupted rows of shops lining the principal streets stretching from Grand Avenue on the east to Main Street on the west. The district is the best preserved cluster of period commercial architecture along the New Jersey shore, retaining its architectural integrity and making clear the economic energy of the “city by the sea” model of resort that contrasted so clearly with the largely residential and hotel resorts that were more typical from Cape May to Deal and Ocean Grove. The boundaries were established by the sharp demarcation of uses from commercial to residential just to the north of the commercial district. This change was clear in the 1930 Sanborn’s Atlas and remains clear today. To the north on the far side of the Steinbach Building, commercial buildings front on both sides of Bangs Avenue while Summerfield Avenue, the next block to the north remained entirely residential save for the rear of the JCP&L Building. This area where residential uses predominate establishes the proposed north limit of the district. The west side of Main Street began as services, lumber and coal yards and contained the freight station. That area became a small industrial zone along Railroad Avenue. The civic zone with its train station and the early twentieth-century post office faced Main Street. Because the station was demolished in the late twentieth century and replaced by the city’s government buildings and small strip malls, the west side of Main Street is excluded from the district as well. The post office remains but it is outside of the proposed boundaries because of loss of fabric around it.

In the last decade, the downtown area of Asbury Park has begun a significant renewal led by the restoration and adaptive reuse of the Steinbach Building. Many of the smaller old buildings have been renovated and others have been rebuilt. Typically the new work respects the scale, character and purpose of the district while retaining significant features such as terrazzo entrance signs and painted signs on the side and rear walls of buildings. The district shows the impacts of long-term deterioration of the building fabric after the disastrous downturn in the economy of Asbury Park in the 1960s and the 1970 riots which spread into the business district. This led to nearly two generations of disinvestment that followed significant urban renewal demolition on the periphery of the district. In the last decade, urban pioneers have begun the process of repairing and renovating many of the buildings. The slightly retro character meets the current taste and repairs have preserved the building stock. Modern uses may make the scale of the smallest buildings difficult to utilize in the long run but at present they are good solutions to boutique-type businesses.

Inventory: Buildings are listed by Block and Lot number from the Asbury Park Tax Map, revised 1974. At the end in parentheses are the uses taken from the 1947 Nirenstein’s National Realty Map, “Business Section of Asbury Park.” Brackets contain notes on whether the building is included in a particular photograph.

Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
County and State

Main Street – East side only

100 Block

Block 109 - Lot 11 148-158 Main Street: Two-story late art deco commercial building, light yellow brick upper level above lower level commercial front with glass show windows interrupted by piers; beveled façade at the corner of Lake Avenue with show windows on the bevel above the entrance. Designed by Ernest Arend for Levin's Department Store, 1941.¹⁹ (Levine's Women's Apparel and H. Conover Coats & Dresses, 1947)
[right side, photo # 46] Contributing.

Block 109 - Lot 10 160-162 Main Street: Three-story commercial building, early twentieth century with projecting cornice carried on brackets; rectangular pairs of oversized windows in projecting frame with small keystones; 1/1 sash; repainted with modern shop front, after 2009 but principal features remain. (Easners Bar and Apartments upper floors, 1947) [Center, photo # 46] Contributing.

Block 109- Lot 9 164 Main Street: Three-story commercial early twentieth century building with massive overhanging cornice carried on brackets; wide central window openings on second and third floor with oversized mullions dividing masonry opening, flanked by rectangular openings, first floor shop front altered pre-2009, and replaced again in recent renovation; modern paint colors. (Brooklyn Fireproof Storage, 1947)
[photo # 46, left] Contributing.

Block 109 Lot 8 Vacant.

200 Block

Block 112 Lot 10 200-204 Main Street: "Cook's Beehive" former small department store with Masonic meeting rooms on upper level, now offices with retail windows on first floor, cast iron window heads, bracketed wood cornice, main entrance on bevel, 1875, dated on stone plaque; windows replaced, brick painted, modern base with show windows. (Pierce's Liquors and Green Bros. Men's & Boys' Wear, 1947) [photo # 1] Contributing.

Block 112 Lot 11 206-208 Main Street: Three-story commercial brick Victorian building with '86 in keystone in cornice; decorative brickwork in window heads, spandrels and below cornice, modern commercial base in keeping with character of building. 1886. (Coleman Bar and Barber Shop, 1947), [photo # 44] Monmouth County Historic Sites Inventory #1303-64 Contributing.

Block 112, Lot 12 210 – 220 Vacant.

Block 112, Lot 13 222-224 Vacant.

Block 112, Lot 14 228 - 30 Main Street: Two-story office building brick trimmed office and commercial building with beveled front and decorative terra cotta frame around door with clock above door; datestone with 1922 in terra cotta. Original shop windows on first floor, 1/1 sash on upper level with much terra cotta ornament, adapted as restaurant on first floor. (T. Appleby Inc. Real Estate, 1947) [photo # 39, right] Contributing.

Bond Street: both sides, buildings facing onto Bond Street only

200 Block:

Block 112, Lot 19 203-205 Bond Street: Two-story brick colonial revival commercial building, c. 1950 with galvanized metal cornice, altered base with added pent eave over lower story. (Barber shop & Shoe Repair, 1947) [photo # 11, center] Contributing.

¹⁹ Monmouth County Archives, Building-Contract Index, 1941.

Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
County and State

Block 112, Lot 18 207-209 Bond Street: Three-story rough textured yellow brick façade, arched opening with pressed metal detail framing opening which provides fire access to Kinmonth Building, first floor shop window covered in siding but original material remain underneath the siding; upper stories are accented with brick piers and stone capitals between window bays; cornice removed at top of building; windows replaced.

(Morra Tailor, 1947) [photo # 11, right of center] Contributing.

Block 111, Lot 9 206 Bond Street: One-story commercial, metal cornice, first floor commercial window covered with siding that appears to be reversible; recessed central entrance with shop windows on either side, stucco side elevation. (Part of 653 Cookman, mixed retail, 1947) (counted at 653 Cookman Ave.)

Block 111, Lot 10 208 Bond Street: Two-story late Victorian commercial building, 1 /1 wood sash on second floor; wall is stuccoed with half timber ornament applied; c. 1930; Victorian bracketed wood cornice. (Bond Street Bar & Grill, 1947) Contributing.

Block 111, Lot 11 210 Bond Street: (Site of Asbury Park Police Station, 1947) Vacant.

Emory Street:

No buildings front on Emory Street

Lake Street

700 Block

Block 109, Lot 12 701 Lake Street: National Guard State of New Jersey, two-story, brick castle for National Guard post with towers and crenellations; built ca. 1914-16; terra cotta window heads imitating stone; modern replacement windows in white frames with imitation muntins in 9/9 pattern. (National Guard Armory, 1947)

[photo # 47] Contributing.

Cookman Avenue: from east to west toward Main Street

500 Block

Block 116, lot 2 531-547 Cookman Avenue: Steinbach Building, late nineteenth and early twentieth century department store, first wing designed by Cleverdon & Putzel of New York in 1896; remainder of building added in stages from designs of same architects, 1901, 1905.²⁰ Listed on National Register, tax credit rehabilitation completed 2004. (Steinbach's Department Store, 1947) [photos # 25, 29, right side, 31]

(Monmouth County Historic Sites Inventory #1303-8), (On NR not counted in inventory)

Block 117, Lot 1 500-506 Cookman Avenue: Kennedy Park, originally the Lake Avenue Hotel Park, a space retained as open space in James Bradley's plan for Asbury Park, is a small historic park bordered with low plantings; on 1950 Sanborn Atlas. Contributing site.

Block 117, Lot 13 508-514 Cookman Avenue: Park Overlook building, early 20th century, c. 1910; heavily renovated but reflecting the original design, early twentieth-century commercial building; three-story with green tile roof; copper bays on side; modern stucco base and doors in accord with original period. (Vogue Woman's Shop, 1947)

[photo # 30, left]

Contributing.

²⁰ Monmouth County Archives, Building-Contract Index, 1896, 1901; 1905.

Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
County and State

Block 117, Lot 12 516-522 Cookman Avenue: Three-story commercial bayfront topped by bracketed cornice, early twentieth century with much rebuilding but in the appropriate mode. (Chocolate Shoppe, 1947) [photo # 30, center] Contributing.

Block 117, Lot 11 524-530 Cookman Avenue: Three story commercial, modern reconstruction with little or no original fabric. (Jeweler, 1947) [photo # 30 right of center] Non-contributing.

Block 117, Lot 6 532-566 Cookman Avenue: 1937 Bernard J. Grad, architect, two-story commercial building, with aluminum canopy above main door, art deco lettering, glass block window above main door lights, spectacular art deco lobby and corridor; upper levels original bank of steel sash lighting offices, replaced 2010 with black finished aluminum sash. Added third floor set back and minimally visible from street. (Mixed retail, Women's Wear, Optician, Bakery, etc, 1947) Despite alterations, [photo # 31] Contributing.

Block 117, Lot 8.01 568- 570 Cookman Avenue: Incorporated into 550 Cookman, rear wing, facing onto Emory Street at Lake Avenue is c. 1940; principally modern construction 2011-2012. (Dresses, 1947) photos # 31, to left of 550; right side, # 51] Non-contributing.

Block 117, Lot 10: Incorporated into 550 Cookman Avenue, modern construction 2011 – 2012 (counted in 568 Cookman Ave.)

Block 117, Lot 9 572-576 Cookman Avenue: Seacoast Trust Company, (#1303-9) 1920, 2-story rear wing added in 1928, Warren & Wetmore, architects, two-story front banking room, grand financial offices of yellow limestone with large beaux-arts details, massive stone cornice, pilasters separating large arch-headed windows. Base of main front altered during post World War II alteration as a drug store with brick base. (Liggett's Drugs, 1947) [photos # 24, 51] Monmouth County Historic Sites Inventory # 1303-9 Contributing.

Cookman Avenue

600 Block

Block 110, Lot 14 600-606 Cookman Avenue: Three-story commercial building, ca. 1903; much altered and recently rebuilt. (Tepper's Department Store, 1947) [photo # 23, extreme left, photo 32, left] Non-contributing.

Block 110, Lots 3, 4 608-612 Cookman Avenue: Three-story brick commercial building with pairs of shallow bays above base of shop fronts; limestone trim; central arch over arcade provides access to additional shops at rear; large bracketed cornice at top. (Kiddie Shop, toys, 1947) [photo # 32, left of center] Contributing.

Block 110, Lot 5, 6 614-636 Cookman Avenue: J. J. Newberry Store, modern 1955 two story commercial building with bright-finished aluminum frame shop windows painted dark color; orange brick on upper story with stylized brick piers marking bays; original modern façade. No original windows on upper floor of façade. Recessed central entrance with flush plaster ceiling and recessed lighting, tan terrazzo entrance paving. Designed by Ward W. Fenner, for J.J. Newberry. (Linens, millinery, dresses, 1947) [photos # 20, 21] Contributing.

Block 110, Lots 13, 7 640-644 Cookman Avenue: McCrory's Store, red granite base, dark-finished aluminum trim around windows, two-story commercial building refaced with orange brick c. 1955; shop windows on first floor with granite base below show window, added 1920s-style lighting. (H. L. Green 5 & 10, 1947) Contributing.

Block 110, Lots 8, 12 646-650 Cookman Avenue: Three-story commercial building with brick piers interspersed with window and spandrel bands, crowning metal cornice; early twentieth century. (McCrory's 5 & 10, 1947) Contributing.

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Name of Property

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Block 110, Lot 9 654-658 Cookman Avenue: One-story brick commercial building with granite base, stainless trim, classic red-trimmed Woolworth's store, central piers clad in modern brick, entrance floor terrazzo with "Woolworth's" name on either side of doors. Early-twentieth-century. (Woolworth's 5 & 10, 1947) [photo # 22]

Contributing.

Block 110, Lot 11 660 Cookman Avenue: One-story modern building on footprint of older building, refaced and shortened with original brick wing along Emory Street. (Kiddie Shop, clothing, 1947)

Non-contributing.

Block 111, Lot 1 601-617 Cookman Avenue: Three-story, wedge-shaped commercial building, frame with clapboard siding, wood cornice; entirely modern recreation of Victorian building, but contextual. (Women's Hats, clothing, liquors, 1947) [photo # 23, center]

Non-contributing by date.

Block 111, Lot 2 619-621 Cookman Avenue: Late Victorian, three-story commercial building, runs through to 616 Bangs Street, "Eidelsberg's" on entrance floor, restored clapboard and windows, wood frame Victorian building, early twentieth century shop front, original wood cornice with sawn ornament. (Jewelers, 1947) [photos # 16, 17, 18]

Contributing.

Block 111, Lot 3 623-627 Cookman Avenue: Late Victorian, three-story commercial building, runs through to 618 Bangs Street; combined c. 1930 with 621 Cookman Avenue, restored clapboard and windows, wood frame Victorian building with "Abrams" and art deco ornament on entrance floor; original sawn wood cornice. (Bon Ton Ladies Apparel, 1947) [photos # 16, 17, 19]

Contributing.

Block 111, Lot 4 629-631 Cookman Avenue: Three-story masonry early twentieth century commercial building, restored stucco, originally shaped pediment with brick trim, replaced windows on second and third floors, c. 1930 (Ladies' Shoes, 1947) [photo # 13, right of center]

Contributing.

Block 111, Lot 5 635-637 Cookman Avenue: Connects back to 640 Bangs Street, three-story building with bands of decorative late-nineteenth-century brickwork and cornice with egg and dart molding; early twentieth-century shop front; 1/1 windows punched in wall; decorative band at top of wall. (Barberry's Ladies' Shoes, 1947) [photos # 13, 14, 15]

Contributing.

Block 111, Lot 6 641-643 Cookman Avenue: Three-story grey brick, early twentieth century commercial building with pressed metal cornice and frieze with rosettes, blocks of four 1/1 windows separated by shallow pilasters in two sets on each floor. Altered first floor shop front by Frank Grad & Sons in 1941.²¹ (Edelsberg Shoes, 1947) [photos #13, center, 14, center]

Contributing.

Block 111, Lot 7 645 Cookman Avenue: One-story commercial with stone base below aluminum framed shop window. Recessed entrance, dark painted metal fascia above shop front, c. 1947. (Walter's Department Store, 1947) [photos #13, center, 14, left of center]

Contributing.

Block 111, 8 647-649 Cookman Avenue: One-story 1947 commercial shop with stone base below shop windows, recessed entrances, aluminum-trimmed windows, large panels of dark red glass tile on false front above shop windows. (Rite Aid Drug Store, misc. shops, 1947) [photo # 13, left of center]

Contributing.

Block 111, Lot 9 651-653 Cookman Avenue: Pair of one-story commercial c. 1950 shop fronts with angled entrances to create longer shop window on one side, aluminum metal cladding above shop windows; good period front in front of tiny frame Victorian cottage with gambrel roof and brick chimney, converted to shop in twentieth century. (Rite Aid Drug Store, misc. shops, 1947) [photo 13, left]

Contributing.

²¹ Monmouth County Archives, Building-Contract Index, 1941.

Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
County and State

700 Block

Block 109, Lot 1 700 -702 Cookman Avenue: Four-story and basement early twentieth century brick and terra cotta commercial building with double height first story; upper front façade and cornice, Garden State-brick over pre-1955 façade and raised pilasters with evidence of windows above shop front; brick side elevation with window openings toward Emory Street, rear façade unpainted brick but with handsome 1950s Thom McAn sign painted at top; exposed brick side wall toward 704. (Miles Shoes, 1947) [photos # 5, extreme left, 7, 8, 9, 10] Contributing.

Block 109, Lot 2 704 - 706 Cookman Avenue: Two-story commercial building, yellow “Traymore” wire-cut brick with terra cotta accents; granite finish terra cotta base with some cracking and checking of material; shop entrance with original name of business “Howard L. Borden,” replacement windows in original pattern; rear two story with stuccoed rear wall. (H. L. Borden, Men’s Clothing, 1947) [photo # 5, center] Contributing.

Block 109, Lot 3 708 -710 Cookman Avenue: Two-story commercial building with commercial base and strip windows on second floor below raised segmental arch masonry pediment with terra cotta trim and façade in granite finish; replacement windows on second floor in original manner; terrific shop front and entrance. (Grossman Shoes, 1947) [photos #5, right, 6] Contributing.

Block 109, Lot 4 712-716 Cookman Avenue: Three-story, early-twentieth century commercial building, altered base; stucco over bay with pressed metal cornice, replaced windows; altered but character still part of streetscape. (Cut-Rate Drugs, 1947) [photo # 4, left side] Non-Contributing.

Block 109, Lot 5 718- 720 Cookman Avenue: Early twentieth century, three-story, twin commercial buildings with pressed metal bays and cornices on upper levels, original detail; replaced window sash. Excellent condition. (Firestone Store, 1947)_ [photos # 3, left of center. # 4] Contributing.

Block 109, Lot 6 722 Cookman Avenue: Early twentieth century, two-story commercial front, restuccoed but with original cornice, original fenestration on upper level; modernized shop front, retains original commercial character. (Loft Candies, 1947) [photo #3, center] Contributing.

Block 109, Lot 7 724 Cookman Avenue: Early twentieth century, two-story commercial building at corner of alley, updated commercial base with large shop windows, detailed base; upper levels yellow orange early twentieth century brick with soldier courses, decorative brickwork in parapet, large office windows on second floor continue around onto side alley with high windows on first floor. (Stern’s Dresses, 1947) [photo # 3, right] Contributing.

Small Alley

Block 112, Lot 1 701-703 Cookman Avenue: Three-story, late-Victorian commercial building with brick façade; segmental arch over windows; updated shop front at base with 1950s glazing; decorative panel between second and third floors; pressed metal cornice at top of building; main entrance on bevel at corner ; second shop to west with terrific 1930s dark glass and aluminum shopfront and entrance. (Jewelry & Photography, 1947) [photos # 2, extreme right; 11, 12] Contributing.

Block 112, Lot 2 705 Cookman Avenue: Three-story, late-Victorian building, much altered on front with modern shop glazing and 2nd and 3rd floor bays between original brick piers with decorative pressed brick ornament; painted Coca Cola sign on side wall. (Fishman Furs, 1947) [photo # 11, extreme left] Non-Contributing.

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- Block 112, Lot 3 707 Cookman Avenue: One-story commercial building being adapted as theater, painted metal, blade sign. (Men's Wear, 1947) [photo # 2, right of center] Non-Contributing.
- Block 112, Lot 4 711 Cookman Avenue: One-story commercial shop. Refaced with stucco in original profile, tile coping; replaced windows. (Hat Box, 1947) [photo # 2, right of center] Contributing.
- Block 112, Lot 5 715 Cookman Avenue: (Goldstein's Men's Store, 1947) Vacant.
- Block 112, Lot 6 717 Cookman Avenue: Early twentieth-century, two-story shop. but totally refaced and reglazed with little original material; hints of original cornice at top. (Reed's Jewelers, 1947) [photo # 2, center] Non-Contributing.
- Block 112, Lot 7 721 Cookman Avenue: Refaced two-story shop, all modern materials. (Photography studio, 1947) [photo # 2, center] Non-Contributing.
- Block 112, Lot 8 723-5 Cookman Avenue: interesting two-story 1950s commercial front with pressed metal upper story with 1950s modern lettering "Cooper Creations Jewelry;" part of evolution of commercial district toward modern architecture. (Kirshner's Appliances, Book store, 1947) [photo # 2, left of center] Contributing.

Mattison Avenue

600 block, east to west

- Block 111, Lot 1 600-610 Mattison Avenue – Counted as rear of 601-617 Cookman Avenue
- Block 111, Lot 1 612-614 Mattison Avenue – Rear of 601 – 617 Cookman Avenue
- Block 111, Lot 1 618 Mattison Avenue - Rear of 619-621 Cookman Avenue
- Block 111, Lot 13 622-632 Mattison Avenue. Largely rebuilt with contemporary stucco, Victorian cornice. (Farley Drugs, 1947) Non-Contributing.
- Block 111, Lot 12 636 Mattison Avenue: Three-story brick late Victorian building, c. 1890, with decorative brickwork and molded brick bands, stone sills for windows; exposed steel lintel with exposed rivets above shop fronts at first floor. Formerly painted; modern 1 /1 sash on second and third floors. Terra cotta balls at corners of cornice. (Walter's Curtain Shop, 1947) [photo # 36, left side] Contributing
- Block 111, Lot 7 640 Mattison Avenue: Three-story tan grey brick late Victorian building with galvanized pressed metal cornice at top; two banks of three windows below soldier course at each story; modern shopfront at first floor with replaced 1/1 windows between paneled frames on upper level. (Walter's Curtain Shop, 1947) [photo 36, center] Counted as part of 645 Cookman Ave.)
- Block 111, Lot 11 646 Mattison Avenue: same as 210 Bond Street -
- Block 115, Lot 1 601 Mattison Avenue: Byram Building, five story rusticated limestone masonry building with large scale round headed windows in Richardsonian Romanesque style; originally built in 1886, designed by Frank V. Bodine, as 3-story building.²² Rebuilt after fire in 1916 with two additional stories, housed Summer White House for Woodrow Wilson, 1916, windows replaced, adapted to residential above, commercial restaurant tenant, first floor. (Asbury National Bank & Trust Co. 1947) [photos # 25, left, 26, right, 32, right] Contributing
- Block 115, Lot 2 603-607 Mattison Avenue: Asbury Park Press Building, five story brick and limestone clad Georgian revival design built 1916, extended 1930 to Bangs Street four story wing for the printing plant.

²² Monmouth County Archives, Building-Contract Index, 1886.

Asbury Park Commercial Historic District
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Flat roof, ornamental copper clad windows on the front and rear, monumental façade emblazoned with name of press and founding dates and construction, 1879 and 1916 front ; 1879 and 1930 rear. According to the Monmouth County Historic Sites Inventory # 1303-28, this is the work of Ernest Arend.²³ (Asbury Park Press, 1947) [photos # 26, center, 27] Contributing

Block 115, Lot 5 649-651 Mattison Avenue: Merchants National Bank, (#1303-29) Two-story commercial building with banking room in front of building, handsome neo-Adam façade with engaged Scamozzi capitals on slender columns supporting a full pediment framing a shield with swags, and in turn augmented by a raised broken pediment with a central urn; granite cornice and details. Designed by Clarence Brazer; built in 1917. (Asbury Park Sun, 1947) [photos # 41, right, 42, right, 43] Monmouth County Historic Sites Inventory # 1303-29 Contributing.

700 Block

Block 112, Lot 17 700 Mattison Avenue: Four-story, late-nineteenth century brick commercial building, offices on upper levels, commercial at base; red brick with piers between bays capped by brick cornice and with decorative brick in piers and spandrels, paired 1 /1/ windows under limestone jack arch in each opening with single 1/1 window in center bay of Mattison Avenue front; 20th century alterations, by architect A.F. Cottrell (?), 1922 for metal cornice at top, updated commercial base. (Real estate, jewelers, 1947) (Mattison Realty Co., 1947) [photos #36, center, 37, 38] Contributing.

Block 112, Lot 16 704–720 Mattison Avenue: The Kinmonth Building, five-story office building with Savoy Theater in center of block, commercial base, windows altered and replaced with modern materials, stucco main façade over hollow tile, with added rough stucco coat; granite ornament detail with name of building and architectural ornament at top of pilasters; side wall of cast cement block in rough quarry face texture; most of windows replaced on upper levels; original examples and original stucco remain on rear; designed by W. C and A. F. Cottrell, 1911.²⁴ (Savoy Theater, misc. businesses, 1947) [photos # 36, right, 39, left, 40]

Contributing.

Block 112, Lot 15 722-4 Mattison Avenue: One-story infill, entirely modern façade, now a small church: (Offices, 1947) [photo 39, center] Non-Contributing.

Block 114, Lot 1 701–703 Mattison Avenue: Three-story brick and brownstone, Romanesque / Queen Anne style building for Monmouth Trust Company and First National Bank, constructed by T. A. Roberts & Son, 1889.²⁵ Strongly detailed terra cotta cornice from later renovation, commercial first floor altered to large plate glass windows c. 1950. (Real Estate, jewelers, 1947) [photos 41, left, 42, left] (Monmouth County Historic Sites Inventory # 1303-3) - Contributing.

Bangs Avenue

500 and 600 blocks

Block 119, Lot 4 501-503 Bangs Avenue: (also 517 Cookman Avenue) Early twentieth century three-story brick arts and crafts style commercial base with residential upper two stories, tile roofed canopy above shops carried on wood brackets, repeated on third floor with small tile roofed awnings over second floor living

²³ This information comes from Randall Gabrielan, who has researched many of these buildings and is confirmed by the Monmouth County Historic Sites Inventory.

²⁴ The building is illustrated in an article, "Development Along the Jersey Coast Promises to Break All Records During Present Season," *New York Times* March 12, 1911, p. 82.

²⁵ Monmouth County Archives, Building-Contract Index, 1889.

Asbury Park Commercial Historic District
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room windows. Largely complete and with minor alterations on shop fronts. (Shutt's Clothing, 1947)
[photo #28, right] Contributing.

Block 119, Lot 5 507- 511 Bangs Avenue: Bell Telephone Exchange and office building; four story colonial revival office and switchgear building, with limestone sills, beltcourse at second floor, cornice at third floor and at attic. Handsome colonial doorway with Bell Telephone Company lettered on frieze above door. Steel small pane sash, largely original. Concrete floors, brick walls, built in 1911²⁶ and [enlarged?] in two stages, 1923 and 1928; Vacant. Standard building of downtown American cities. (Bell Telephone Co., 1947)
[photos #28, center, 33] Contributing.

Block 119, Lot 6 513-515 Bangs Avenue: Early twentieth century, brick, limestone-trimmed, three-story arts and crafts styled building with commercial spaces on first floor and apartments above. Shop windows framed by brick piers with alternating brick and limestone bands, and set off from residential levels by a cornice with alternating paired and single double hung windows denoting living rooms and bedrooms. Massive lintels cap the windows. A handsome tile roofed canopy carried on wood brackets crowns the building. Very complete building. (Undertaker in 1930; Keystone Savings & Loan, 1947) [photos # 28, center, 33, left] Contributing.

Block 110, Lot 7 519-535 Bangs Avenue: Handsome early twentieth century, brick, limestone-trimmed two-story commercial building with shops on the lower levels and offices entered from a central entrance on the second floor. The lower façade consists of large shop windows on either side of a central monumental doorway to a vestibule and stairs to the offices above. The façade is organized with raised segmental arched parapets at each end with a broken pediment with a central urn in the center. Palladian windows mark the corners with groups of three small-paned sash windows denoting interior spatial divisions. Very complete building. Designed Arthur F. Cottrell, 1925.²⁷ (W. S. Steinbach Building, misc. retail, 1947) [photo # 34] Contributing

Block 120, Lots 1.01, 1.02 601 Bangs Avenue: Eleven-story, steel-framed early twentieth century skyscraper for the Electric Company Building (1303-60); designed in 1922 by Chicago architect Frank Chase in an early example of modern Gothic with decorative ornament band above the main floor and repeated on the attic story. Some of that upper level ornament has been removed but the building's character of a high-rise office tower with broad piers representing the structural bays and with secondary and thinner piers between the large windows between the bays is still very much intact. Windows have been replaced but the building retains its essential character. (Electric Co. 1947) [photos #25, center, 28, left, 34, left, 35] Monmouth County Historic Sites Inventory # 1303-60 Contributing

²⁶ For evidence of the 1911 construction of this building, see *New York Times*, April 23, 1911.

²⁷ Monmouth County Archives, Building-Contract Index, 1925.

Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is: N/A

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Commerce

Entertainment / Recreation

Period of Significance

1871 – 1963

Significant Dates

1871, 1903

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

N/A

Architect/Builder

Cottrell, William & Arthur

Brazer, Clarence W.

Chase, Frank

Cleverdon & Putzel

Warren & Wetmore

Frank V. Bodine

Period of Significance (justification)

The period of significance corresponds to the year of founding of Asbury Park in 1871 and continues through 1963 capturing the principal commercial buildings of the district before the economic downturn and urban riots that stopped the development of the downtown.

Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
County and State

Statement of Significance

Summary Paragraph

The Asbury Park Commercial Historic District represents an integral zone of the mass resort type that developed in the late nineteenth century across New Jersey in resorts such as Cape May in Cape May County, Atlantic City in Atlantic County, and Asbury Park in Monmouth County, and in such twentieth century resorts as Ocean City and Wildwood in Cape May County. Each of these was connected to metropolitan centers by transportation systems: first by steam boats, then by railroads, and eventually by the automobile. The mass resort type is distinguished from the more isolated and privatized elite resorts of the Atlantic Coast such as Deal and Spring Lake in Central New Jersey and the largely religious resorts such as Sea Grove at Cape May Point in the south and Ocean Grove, adjacent to Asbury Park. Unlike the more elite privatized resorts in New Jersey, or the Hamptons and Montauk on Long Island, the urbanized resort combined hotels, boarding houses, and the mass experience of a boardwalk typical of the usual seashore town together with a downtown commercial district. This combination of functions had the advantage of recreating the commonplace urban experience familiar to most resort goers who were themselves from urban settings while at the same time juxtaposing the familiar with the ocean, the boardwalk, the amusement pier, and the seaside hotels, restaurants, bathhouses and the like that made these special “cities by the sea.”¹ Most New Jersey mass resorts such as Wildwood, Ocean City and Atlantic City have been dramatically altered in the last half century as changing patterns of resort use have undone or remade their commercial districts leaving Asbury Park’s commercial district as the best preserved and most complete group of buildings. For 100 or more miles of the mid-New Jersey seashore, Asbury Park had the largest commercial district between Perth Amboy to the north and Atlantic City to the south. The Asbury Park Downtown District meets National Register Criterion A by exemplifying the development of “the major commercial hub of Monmouth County” and as an important locally significant example of a commercial downtown district in a New Jersey mass resort.²

Background History:

In the years after the Civil War numerous seashore real estate developments were initiated along the Atlantic coast of New Jersey that took advantage of increasing rail connections with the neighboring urban centers of New York and Philadelphia. Rising salaries created by the post-Civil War boom in urban manufacturing, together with public awareness of disease and urban illnesses that increased in cities in the summer, caused families who could afford it to leave cities. This enabled developers to market New Jersey seashore resorts from Cape May Point on the south to Asbury Park and Ocean Grove on the north as summer destinations. Resorts were a new phenomenon for the middle classes that could be made more attractive by combining real estate development with the religious fervor fueled by the Third Great Awakening and given respectability by connection to various Protestant denominations.³

¹ For a discussion of the twentieth century evolution of mass resorts see George E. Thomas and Susan Nigra Snyder, “William Price’s Traymore Hotel: Modernity in the Mass Resort,” *Journal of Decorative and Propaganda Arts* (vol. 25, 2005, The American Hotel) 186 – 213, especially 199-200.

² See Sarah Allaback, ed. “Resorts and Recreation, the Historic Theme Study of the New Jersey Heritage Trail, especially Chapter 3, “Religious Resorts,” (National Park Service, 2005) http://www.cr.nps.gov/history/online_books/nj1/contents.htm (Accessed August 2012).

³ Sarah Allaback, ed. “Resorts and Recreation, the Historic Theme Study of the New Jersey Heritage Trail, especially Chapter 3, “Religious Resorts,” (National Park Service, 2005) http://www.cr.nps.gov/history/online_books/nj1/contents.htm. (Accessed August

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The rise of camp meetings before the Civil War combined with low priced real estate on the Atlantic Ocean led to several Methodist communities, Ocean City south of Atlantic City, as well as Ocean Grove and Asbury Park to the north. Half a century before, the wealthy had made the journey to the beach by boat and carriage.⁴ After the Civil War the middle classes were targeted by resort developers who created different price points depending on the facilities available with more distant locations offering lower prices even reaching down to renting tent platforms, a use which continues in Ocean Grove to this day.

The development of the Monmouth County seashore accelerated in the early 1870s with the construction of the New York and Long Branch Railroad that connected from Sea Girt north of the Manasquan inlet to Long Branch and thence to New York. This railroad was followed in the early 1880s by the Philadelphia and Long Branch line of the Pennsylvania Railroad.⁵ Nearby Long Branch was accessible via the New Jersey Southern Railroad in the 1860s.⁶ It had already become famous as an elite resort. By 1873, the elite resort of Newport, RI, which had been accessed by steamboat, was described as “partially eclipsed by Long Branch” because of its new ease of access by rail from New York and Philadelphia.⁷ By 1876 the New York and Long Branch Railroad connected Elizabeth and South Amboy, NJ along what is now the North Jersey Coast Branch of New Jersey Transit.⁸ The new rail service was located close enough to the oceanfront and beach to support real estate development while promoting ease of access to the metropolitan centers. The fame of the elite resorts of Long Branch and later Elberon, Deal, and Spring Lake attracted ambitious, upwardly-mobile middle class audiences to lower priced communities developed in their vicinity that resulted in a pattern of alternating elite and middle class communities which distinguishes the northern end of the New Jersey shore.

Middle class religious-centered resorts such as Ocean Grove, founded in 1869, drew on the national camp meeting movement to market to urban families who might decamp from the city for large portions of the summer while the husband joined the family for weekends by train.⁹ These were paralleled by less overtly religious camps such as the Chatauqua movement, another post Civil War gathering for self-improvement characterized by lectures and educational experiences.¹⁰ The rise of this type of resort was contemporary with changes in urban patterns after the Civil War that largely replaced

2012). Similar camp meeting-resorts were built from Oak Bluffs (Methodists) on Martha’s Vineyard off the Massachusetts coast and as far north as Ocean Park, Maine (New England Baptists).

⁴ For an early history of a New Jersey resort see George E. Thomas and Carl E. Doebly, *Cape May: Queen of the Seashore Resort* (Cranbury, NJ: Associated University Presses, 1975); Charles Funnell, *By Beautiful the Sea: The Rise and High Times of That Great American Resort. Atlantic City*, (New Brunswick, NJ: Rutgers University Press, 1989), advances the story to Atlantic City and the railroad resorts.

⁵ J. A. Anderson, *Map of the Railroads of New Jersey and Parts of Adjoining States*, (Philadelphia, J. L. Smith, 1873) http://mapmaker.rutgers.edu/HISTORICALMAPS/RAILROADS/NJ_RR_1873.jpg. (Accessed August 2012).

⁶ Jas. McGuigan, “Map of the Railroads of New Jersey and parts of Adjoining States,” (Philadelphia, 1869). http://mapmaker.rutgers.edu/HISTORICALMAPS/RAILROADS/rr_NJ_PA_NY.jpg (accessed March 2014)

⁷ Supplement to *Harper’s Weekly* 30 August 1873,

⁸ J. A. Anderson, “Map of the Railroads of New Jersey and Parts of Adjoining States,” (Philadelphia, 1876). http://mapmaker.rutgers.edu/HISTORICALMAPS/RAILROADS/NJ_RR_1876.jpg (accessed March 2014). Caroline Scott of NJ HPO provided assistance on the sequence.

⁹ Troy Messenger, *Holy Leisure: Recreation and Religion in God’s Square Mile* (Philadelphia: Temple University Press, 2000). See especially pp. 19-21 that contrasts the restrictions of Ocean Grove with the greater freedoms of Asbury Park

¹⁰ A recent study of the movement grounded in social forces is Andrew Rieser, *The Chautauqua Moment: Protestants, Progressives, and the Culture of Modern Liberalism*. (New York: Columbia University Press, 2003).

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the old residential patterns in which work and residence were in close proximity with new urban neighborhoods that were selected by group affinity.¹¹ The new resort community suggests the desire for group connections that had been lost with the rise of the new suburban communities separate from downtowns and factories that could be re-established in the summer resort.¹²

The creation of religious-centered seashore and inland communities offered a means of connecting with like-minded and like-valued people and quickly became a powerful marketing tool for real estate development. Examples included the modest, working class Chester Heights Camp Meeting in the woods near Chester, PA (NR 2000) as well as more upscale ocean resorts such as Ocean Grove, NJ and Sea Grove, Cape May Point, NJ.¹³ In 1870 James Bradley, a New York City brush manufacturer visited Ocean Grove and soon after acquired a 500-acre property to create Asbury Park immediately to the north of the recently established camp meeting. Ocean Grove had been founded by Methodists two years earlier and according to its charter was run by a board of trustees, all of whom were required to be Methodists. While Bradley adhered to the Methodist values, he did not form a board of trustees or turn over control of his property to a religious group, leaving him with greater autonomy that in turn made Asbury Park more of a commercial and economic venture. In 1871 Bradley commissioned F.H. Kennedy & Son, civil engineers, to lay out a grid plan for a new community with wide streets and large residential lots.¹⁴

Bradley proposed to develop a town that ascribed to the religious goals of neighboring Ocean Grove with general prohibitions against the sale of alcoholic beverages – unless those sales occurred in a hotel where rules were more relaxed.¹⁵ His initial development plan provided for a small retail zone along Main Street fronting on the railroad tracks with the railroad station located to the south edge of his community near Ocean Grove.¹⁶ Asbury Park was also different from other beach resorts in that Bradley quickly began to invest in infrastructure beginning with a sanitary sewer system in 1881 which was soon followed by public water, electricity, and gas utilities.¹⁷ This was far in advance of other

¹¹ For an overview of the changing patterns of work and residence see Theodore Hershberg, *et al*, *Philadelphia: Work, Space, Family and Group Experience* (New York, Oxford University Press, 1981) especially Hershberg, et al. “The Journey to Work: An Empirical Investigation” p. 128-173.

¹² For an overview of the shift of community from urban villages to the agglomerative mix of the late nineteenth century see Theodore Hershberg, et al, *Philadelphia: Work, Space, Family, and Group Experience in the Nineteenth Century: Essays Toward an Interdisciplinary History of the City*. (New York: Oxford University Press, 1981).

¹³ Wise Associates, “Chester Heights Camp Meeting Historic District, Chester Heights, Delaware County, PA National Register Nomination,” 2001.

¹⁴ William Nelson, ed. “Isaac C. Kennedy,” *The New Jersey Coast in Three Centuries: History of the New Jersey Coast* vol. 2 (New York: The Lewis Publishing Company, 1902) pp. 438-440. F. H. Kennedy did the initial survey which was the basis for a map of the town. *Map of Asbury Park, Monmouth County, New Jersey*. Surveyed by F.H. Kennedy & Son, May 1st, 1877. (Philadelphia, Woolman & Rose, 1878). It is available on line at <http://www.davidrumsey.com/maps800081-23230.html>

¹⁵ The story of Asbury Park’s attempt to control alcohol sales is told in Joseph Bilby and Harry Ziegler, *Asbury Park: A Brief History* (Charleston, SC: The History Press, 2009) pp. 21-24.

¹⁶ There are numerous sources for the city’s history. The most recent and in many ways the best is Helen-Chantal Pike, *Asbury Park’s Glory Days: The Story of An American Resort* (Piscataway, NJ, Rutgers University Press, 2005) 1-16. The downtown is treated 139-170. This is a useful history that has explored local newspapers and gives information, unfortunately without sources on many of the architectural designers of the town.

¹⁷ Bradley’s *History of Asbury Park* is excerpted in Nelson, op cit. vol. 2, pp 62-67. The development of utilities is mentioned on p. 66.

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communities such as Cape May which only made these investments at the end of the century. By 1888 or so Bradley had added one of the first electrified trolley lines in the nation, following the first which opened in Richmond, Virginia in 1888.¹⁸ Bradley's trolley was known as the Belt Line and passed from Main Street to Cookman Avenue, along the Beach and then returned along Deal Lake to Main Street.¹⁹ This meant that the entire core of the town was connected to the train station with good access to Cookman Avenue's commercial district and the growing hotel group along the beachfront.

Transit access was further extended in the 1890s when a new trolley line was built that connected many of the shore resorts from Long Branch on the north to Sea Girt on the south along Main Street. This system survived as the Coastal Cities Railway until it was gradually supplanted by buses in the 1930s. With its slightly more liberal alcohol and retail policies and its transit access to the north Jersey seashore, Asbury Park became a likely spot for commercial development because it could serve the nearby populations of Long Branch to the north and adjacent Ocean Grove to the south.²⁰ The "Historic Theme Study of the New Jersey Heritage Trail: Resorts and Recreation" accurately captured the intensity of the commercial development that distinguished Asbury Park from its neighbors:

Away from the ocean, along Cookman Avenue, a business district gradually grew to become the major retail and commercial hub of Monmouth County, a role it would play until the advent of shopping malls well into the 1960s. By the 1870s, stores here sold stoves, newspapers, pumps, meat, fruit, candy, and tobacco. In 1887, New Jersey's first electric trolley and America's second was operating along Asbury Park streets."²¹

By 1889 with a new bridge across Wesley Lake connecting Ocean Grove to Asbury Park, joining the pre-existing Bradley-owned Belt Line trolley connecting to the nearby railroad and the 1893 trolley line that connected to other beach towns, Cookman Avenue became the logical location for a retail district. Commerce began to move from Main Street where the principal concentration of transit was located. In 1886 New York architect Frank V. Bodine designed the monumental Richardsonian Romanesque stone façade of the Byram Building at the corner where Emory Street, Mattison Avenue and Cookman Avenue came together.²² Two years later in 1889 Frank W. Woolworth built one of his

¹⁸ There are numerous claims for firsts in electric trolleys suggesting that the ideas were in the air but the electrical industry generally agrees that the first mature system was assembled by engineer Frank J. Sprague (1857-1936) in Richmond, VA. See Frederick Dalzell. *Engineering Invention: Frank J. Sprague and the U.S. Electrical Industry, 1880-1900*. (Cambridge, MA, MIT Press, 2009).

¹⁹ For an overview of the Asbury Park trolley, there are oral histories, see interview with E. Donald Sterner, former highway commissioner of the state of New Jersey, <http://www.wallnj.com/history2.htm> (accessed April 2012)

²⁰ Sanborn's Fire Atlas, 1890 plates for Long Branch show a small and scattered retail district along S. Broadway with no significant concentration and with its passenger train station separated from the beachfront and its freight station near the gas works and coal yards. Ocean Grove was sufficiently restrictive as to discourage a true retail district. With a leisure population and a rising year round population, Asbury Park became the commercial center.

²¹ Sarah Allaback, ed. "Resorts and Recreation, the Historic Theme Study of the New Jersey Heritage Trail, especially Chapter 3, "Religious Resorts," (National Park Service, 2005) http://www.cr.nps.gov/history/online_books/nj1/contents.htm . There is some question about the date of the trolley line in that the International Electrical Engineering landmarks lists as the first electric trolley system Richmond, VA's trolley line which was inaugurated in 1888. It was designed by engineer Frank Sprague who was connected to Thomas Edison. Boston examined the Richmond system and then followed that system and in turn it was imitated by many other lines.

²² Monmouth County Archives, Building-Contract Index, 1886. Bodine moved to Asbury Park and established his business there for a decade. See Robert W. Craig. "Architects in Practice in New Jersey Before 1902: A Directory."

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first five and ten cent stores on a property in the 600 block of the Avenue. It was shortly joined by Woolworth's central Pennsylvania rival, the McCrory Stores and then was followed by J. J. Newberry & Co. and in the 1930s, by an H. L. Green Stores and finally in the 1950s by a W. T. Grant's Store, providing five separate and distinct 5 & 10 cent stores in the same city block. When Nirenstein's National Realty Map of Asbury Park was prepared in 1947, it showed Green's, McCrory's Newberry and Woolworth's immediately adjacent to each other.²³ A couple of years later, when the Newberry's chain determined to make their Asbury Park store a regional showplace and purchased the larger site to the east for their new 1955 building, their former site was taken by the W. T. Grant chain.

These national stores brought their twentieth century sign graphics and large plate glass show window designs with narrow metal muntins but the buildings in which the stores were located were more typical late Victorian multi-story structures. The late Victorian character remains in the case of many of the buildings along Cookman Avenue with the addition of the twentieth century commercial tenants' signs at street-level.²⁴ And despite the presence of chain store retail with five separate 5 & 10 cent stores, most of the town center remained local in character with small buildings, each designed to differing standards for separate owners in a manner that still distinguishes the commercial district. Numerous local retailers established specialty niches. At the end of the nineteenth century Samuel LeMaistre's Lace and Embroidery store, located at the southwest of Cookman Avenue and Emory Street became a fashionable woman's emporium and marked a connection to Philadelphia retailers when his son Charles married into the Clothier family of Strawbridge and Clothier fame.²⁵ Banker's Furniture and White's Furniture and other specialty stores became well-known names. The local character of retail was evident in other small department stores such as Tepper's Department Store at the corner of Emory adjacent to the new Newberry Store and the handsome moderne Levine Department Store, designed in 1941 by Ernest Arend which remains at Main and Lake Streets.

The most significant change to the commercial district occurred in 1896 when John Steinbach purchased the former Commercial Hotel then in bankruptcy as the site for a larger store. The opening of the new Woolworths and the trolley line attracted Steinbach, a dry goods merchant who had founded his business in nearby Long Branch. Within a few years of the founding of Asbury Park Steinbach had seen the value in the location between Asbury Park and Ocean Grove and had moved his operations to a new dry goods store on Main Street near the railroad station. The Commercial Hotel had been constructed in

²³ Nathan Nirenstein; Nirenstein's National Realty Map Company. "Asbury Park" (Springfield, Mass. , Nirenstein's National Realty Map Co., 1947) accessed Historic Map Works, www.historicmapworks.com/ (accessed May 2012). This provides a complete list of all of the retail uses as of 1947 and with the Sanborn Atlas of c. 1930 demonstrates the variety and replication of the retail.

²⁴ A photograph of the 600 block of Cookman Avenue in the 1950s shows a J. J. Newberry, store, a W. T. Grant, the McCrory's, an adjacent building probably formerly the site of a W. S. Greene, and finally the F. W. Woolworth, all of which were in the block west of Steinbach's. Helen-Chantal Pike, *Asbury Park* p. 163.

²⁵ "Samuel C. LeMaistre Dead," *New York Times* 3 June 1899.; the store is listed in the *Asbury Park, Ocean Grove and surrounding towns 1910 Residential Directory*. <http://distantcousin.com/directories/nj/asburypark/1910/Pages.asp?Pages=230>; Early railroad guides include William E. Sackett, *The Seaside Resorts of New Jersey* (Philadelphia, Allen, Lane & Scott, 1877) Asbury Park is treated on the Long Branch line. Page. 101 includes an advertisement for LeMaistre's Philadelphia store on N.8th Street selling the same products and indicating that this merchant who arrived ca.1876 initially came from Philadelphia. <http://www.ebooksread.com/authors-eng/william-edgar-sackett/the-sea-side-resorts-of-new-jersey-lih/page-6-the-sea-side-resorts-of-new-jersey-lih.shtml> (accessed March 2013).

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the 1880s in the downtown to serve a business market.²⁶ It differed from the traditional seashore resort hotels of its time that were located nearer to the beach and usually had large porches and lawns looking out toward the ocean.²⁷

In 1896 department store operator John Steinbach hired New York loft architects Cleverdon & Putzel to build the first wing of the department store. It was differentiated from the frame Victorian buildings of the previous era by the use of light yellow brick that marked the change toward the lighter color schemes of the late nineteenth century. It was constructed with wood timber framing supported by cast iron columns typical of New York loft buildings of the period. Over the next decade Steinbach retained the same firm to extend the department store to the end of the block and a few years afterwards the same architects directed the construction of a fifth story and a crowning clock tower. These additions made Steinbach's one of the two largest department stores at the New Jersey seashore, rivaling Atlantic City's Braunstein-Blatt Co. Department Store that featured a nine-story building by Philadelphians Price & McLanahan that towered over its Atlantic Avenue site.²⁸

Architectural Character of Asbury Park:

When it was first established, Asbury Park presented a dual architectural ancestry, one that looked both to New York and to Philadelphia, the sources of its railroad connections and resort developers. The railroads from these centers reached the new town and architects from the two cities who had worked in other resorts quickly reached Asbury Park.²⁹ Examples from Philadelphia include Stephen Decatur Button (1813-1897), who made a considerable reputation as an architect of hotels and cottages in Cape May between the middle of the 19th century and its last decade.³⁰ In Asbury Park's second year, Button designed a hotel for Philadelphia developer, William Young, while simultaneously designing hotels in other New Jersey resorts including Cape May and Seven Mile Beach. Another Philadelphian, Benjamin D. Price, (active 1867-1907) made his practice working for Methodist congregations and the Young Women's Christian Association, again following the rails from Philadelphia. In 1877 Price adapted an existing Asbury Park boarding house for the Young Women's Christian Association.³¹ Later when Philadelphians again were playing an important role in the resort, Philadelphia architect George I. Lovatt designed a replacement church for the Roman Catholic

²⁶ In 1885 the Commercial Hotel was enlarged by Benjamin Albertson, Monmouth County Archives, Building-Contract Index, 1885.

²⁷ George E. Thomas and Carl E. Doebley, *Cape May Queen of the Seaside Resorts* (Cranbury: Associated University Presses, 1975) treats the early location of resort hotels away from the beach. Hotels were similarly located in Newport, RI apparently because of fears about airborne diseases caused by ocean air. The Commercial Hotel was enlarged over the winter of 1885, see "In and Out of Town," *Red Bank Register* 28 October 1885, p.1. col.6 which reported an enlargement of 100 rooms. By that date the fashion was for the hotel to be near the beach. Another factor may have been a fire adjacent to the Commercial Hotel that spread to the hotel, "Fire at Asbury Park," *Red Bank Register*, 9 November 1892, p.1. col.4.

²⁸ The Braunstein-Blatt Co. store reached eight stories in reinforced concrete construction but had a smaller footprint than the five story Steinbach's Department Store giving each store room to proclaim that it was the largest resort store.

²⁹ The Monmouth County Archives contains an index of Architects & Builders Contracts that lists dates, client, builder and in some instances the type of work or the location. Some of these can be connected to specific sites and buildings. This list was pointed out by Robert Craig of the New Jersey State Historic Preservation Office and made available by Tara Christiansen of the Monmouth County Archives.

³⁰ See George E. Thomas & Carl E. Doebley, *Cape May: Queen of the Seaside Resorts* op cit. which discusses the numerous Button designed buildings in Cape May. These were typically derived from classical styles and were usually frame buildings in the Italianate mode.

³¹ Monmouth County Archives, Building-Contract Index, 1877.

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Congregation of the Holy Spirit in 1911.³² When there were important engineering considerations, Harris & Richards, successors to the Philadelphia architectural / engineering firm, the Wilson Brothers, were brought in to design the gigantic swimming pool for the Public Grounds Commission of the city.³³ Later the technically sophisticated Morris & Erskine were the architects for the Morgan Memorial Hospital powerhouse and laundry building in 1930 as well as the hospital.³⁴

As could be expected because of its proximity, New York architects also were widely employed in Asbury Park. Loft architects and industrial builders Cleverdon & Putzel were a generation younger than Button and Price, and established a record of multi-story loft buildings in New York City in the 1890s that presumably attracted the attention of John Steinbach who hired them to begin and later to extend his department store on Cookman Street.³⁵ Roman Catholic commissions such as the Holy Spirit Roman Catholic Church went to connected New York Roman Catholic architects such as Patrick C. Keely. Later the socially connected masters of the Beaux Arts, Warren & Wetmore, best-known for their Grand Central Terminal and the adjacent Biltmore Hotel in New York's Midtown and later the flamboyant office spire for the New York Central Railroad, would receive the prestigious commissions for the casino and the Berkeley-Carteret Hotel in Asbury Park as well as for the Beaux-Arts styled additions to the Seacoast Trust Company.³⁶

By the late 1880s the rapid growth of Asbury Park attracted a group of young builder / architects to make the city their home. Frank Bodine (c. 1855- c. 1938) made the transition from builder to architect after working in the R.W. Gallagher office in Trenton before 1875.³⁷ By the 1880s Bodine had moved to Asbury Park and for a decade was a principal designer in the resort. In 1886 Bodine designed the handsome Richardsonian Romanesque Byram Building that housed the post office and later served as the summer White House offices for Woodrow Wilson. Another who made the transition from builder to architect was William C. Cottrell. His studies in the 1860s were in the Victorian mode, a character that continued throughout his career as exemplified in the Kinmonth Building and Savoy Theater. In the 1890s he was principally listed as an architect and later was joined in practice by his son, Alfred whose later works are more in character with the historical revivals of the early twentieth century. A handsome example of his work is the Steinbach office building at 519-35 Bangs Avenue.

By the end of the century another local firm, Brouse & Arend, were working on multiple commissions for domestic and commercial projects. They later split their practice with Ernest Arend retaining the Asbury Park office while Samuel Brouse maintained a practice in Trenton. Arend designed the handsome Georgian Revival Asbury Park Press Building and later the Art Moderne-influenced Levine's Department Store, which occupies an important location at 148-158 Main Street. In the early twentieth century Clarence W. Brazer (1880-1956) received numerous projects in the

³² Monmouth County Archives, Building-Contract Index, 1911, replacing the church designed by New Yorker Patrick Keely, suggesting a shift from allegiance to New York to Philadelphia architects by the congregation.

³³ Monmouth County Archives, Building-Contract Index, 1911.

³⁴ Monmouth County Archives, Building-Contract Index, 1930

³⁵ Monmouth County Archives, Building-Contract Index, 1896, 1897, 1901, 1905..

³⁶ Turner Construction Company, *Fifty Years of Buildings by Turner Construction Company* (New York: Turner Construction Company, 1952). Warren & Wetmore's Seacoast Trust Company Bank is listed on p. 45 and the Berkeley-Carteret Hotel is listed on p.67.

³⁷ "Frank Bodine," *Portrait and Biographical Record of Queens County (Long Island) New York*, (New York: 1896, Chapman Publishing Co.), 197-198.

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commercial district, including the handsome Classical Revival Merchant's National Bank on Mattison Avenue. Brazer's designs tend to reflect the general modes of the day, looking to historical styles and after the Columbian Exposition, to the Beaux Arts.

By the 1920s, Asbury Park was important enough as a regional and national resort to attract some of the premier architects of the day. New Yorkers Warren & Wetmore, known for their Grand Central Terminal, as well as for important hotels such as the Biltmore and clubs such as the New York Yacht Club, were given important commissions in the resort side of the town including the Berkeley – Carteret Hotel and the Casino. They also designed an addition to the Seacoast Trust Company offices on Cookman Avenue. By the 1930s, Grad Associates architects from nearby Newark, but with a New York City portfolio including Essex House and one of the Lefcourt skyscrapers, were working in Asbury Park. Their first commission was the strikingly Moderne 550 Cookman Avenue building in the late 1930s, and was followed a few years later by alterations to 147 Main Street and 643 Cookman Avenue. The post-1970 decline of Asbury Park resulted in few commissions of architectural consequence and the simultaneous decline of the town as an architectural center.

Early Twentieth Century Development of Asbury Park Downtown:

In most New Jersey seashore resorts tourist-oriented commerce was concentrated on the boardwalk with a small ancillary downtown that served the limited year-round service community. Such was the case with the mid-to-late-nineteenth century development in Cape May as well as the early twentieth century development of Wildwood. Asbury Park's boardwalk area underwent an expansion in 1903 when control was wrested from James Bradley by commercial interests led by Dr. Hugh Kinmonth (1848-1920).³⁸ In addition to being a medical doctor, Kinmonth was a co-founder of the *Asbury Park Press* with the Steinbach family. As the town economy grew he also built the Kinmonth Building with its theater in 1911. When Bradley was persuaded to sell his property interests in the town, commercial groups quickly invested in the boardwalk, which in turn expanded the town economy.³⁹ This resulted in a surge of investment along the beachfront that in turn encouraged the downtown's growth. Kinmonth initially used local architects such as William Cottrell who designed the Kinmonth Building on Mattison Avenue. In 1903 Cottrell designed the casino on the beachfront for the same group of developers.

The beachfront of Asbury Park took on a dramatically different character after World War One. Asbury Park was in competition with Atlantic City, which had taken on international status with the construction of Price and McLanahan's extraordinary Marlborough-Blenheim and Traymore Hotels. These were joined by other monumental buildings including the Ambassador, the Ritz, as well as the Quaker hotels such as the Chalfonte-Haddon Hall which together gave Atlantic City's boardwalk an urban density.⁴⁰ In their attempt to compete with Atlantic City, Asbury Park made the shift to New York architects with a national reputation. McKim, Mead and White were commissioned to design an

³⁸ "Dr. H.S. Kinmonth, Asbury Park City Commissioner, a Suicide," *New York Times*, 23 July 1920.

<http://query.nytimes.com/mem/archive-free/pdf?res=F10D10FD3B5910738DDDA0A94DF405B808EF1D3> (accessed 30 April 2012)

³⁹ Pike, *Asbury Park's Glory Days* 43-65.

⁴⁰ For an overview of the boom town of Atlantic City, see Charles Funnell, op cit; the city was architecturally surveyed under the direction of Venturi and Rauch and Clio Group, Inc.; see Nancy Bloom, ed. *Historic Sites Survey, Atlantic City* (Atlantic City, Office of Cultural Affairs, privately published, 1979).

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unexecuted convention hall and Warren & Wetmore receiving important commissions along the ocean front and in the downtown.

By 1930 the commercial district was close to its mature form with almost all of the buildings in the proposed historic district in commercial use. In the 1920s and 1930s several large, architecturally sophisticated buildings were constructed, including a handsome two-story building with a commercial base and offices on the second story that was built from the plans of Arthur Cottrell by the Steinbach interests to screen their giant power plant that occupied the middle of the block opposite the store north of Bangs Avenue. In 1937 another developer built the handsome moderne 550 Cookman Avenue, again with a commercial base and with offices on the second story. It was designed by Bernard J. Grad, a recent University of Pennsylvania architectural graduate who was employed by Frank Grad & Sons.⁴¹ Although World War II slowed building activities, Asbury Park warranted the investment in modern buildings. The handsome J.J. Newberry & Co. was built from plans by another New York architect (and University of Pennsylvania graduate) Ward W. Fenner. McCrory's, attempting to compete with Newberry's, refaced their building a year or so later. These bright orange modern stores mark the arrival of "Mid-century modern" to Asbury Park's commercial district.

The closest parallel to Asbury Park's retail district in size in another New Jersey resort was the commercial strip, two blocks back from the ocean, along Atlantic Avenue in Atlantic City. Like Asbury Park, Atlantic City's business district was focused on a giant department store, the Braunstein-Blatt Co. store in its 9-story 1919 skyscraper by Price and McLanahan, but unlike Asbury Park's compact district, Atlantic City's district ran in linear fashion behind the great hotels fronting the boardwalk and had less cohesion and density. Ocean City, despite its name, formed a modest business district on Asbury Avenue near 9th Street.⁴² Similarly by the mid-twentieth century, Wildwood in southern New Jersey would develop a downtown several blocks deep near Pacific and Schellinger avenues but with no building above three stories it did not present the urban character of Asbury Park or Atlantic City.

Helen-Chantal Pike reported that by 1930 Asbury Park had grown into a community of 25,000 in winter and 75,000 in summer. Though the U.S. census for 1930 reported lower numbers, Asbury Park's downtown was serving a broader market that included the neighboring towns that lacked significant commercial districts.⁴³ After World War II, changes in patterns of resort use, access by car instead of train, and shifting patterns of retail all affected Asbury Park. Immediately after World War II, the community leaders tried using the federal urban renewal program, especially in the West Side area of the city, west of the railroad tracks. Beginning in the 1950s Asbury Park's commercial district began to lose customers to automobile-based shopping centers with national retailers further inland that were built along the increasing highway network. The Monmouth Shopping Center (in Eatontown, seven

⁴¹ Pike 151. The Grad & Sons, later Grad Partners and eventually Grad Associates office was located in Newark and finally closed in 2012. Accounts of its work are in R. W. Bowker, 1962, p. 258

⁴² "Ocean City New Jersey, Sanborn Map Company, 1909, pl. 89, 93 shows a tiny business district near the railroad tracks and largely in former residences with residential scaled properties.

⁴³ Atlantic City in 1920 had a winter population of 50,000 permanent residents and 350,000 in the summer. "Atlantic City, Sanborn Map Company, 1921, Keymap and Overview. In 1930 the US Census reported Atlantic City's permanent population as 66,198 while Asbury Park's size was 14,981 perhaps excluding West Asbury Park. Ocean City and Wildwood in 1930 were roughly similar in size with a population of 5000 while Long Branch had a population of 18,000. <http://lwd.dol.state.nj.us/labor/lpa/census/1990/poptrd6.htm> (17 Nov. 2010)

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miles away) was opened in 1961 at Route 35 and was anchored by a Bamberger's (then part of the R.H. Macy system) and Montgomery Ward, the Chicago-based catalog retailer then expanding into the automobile malls. With their ease of parking and access to high speed roads, malls undercut the retail sectors of old downtowns. The decline of Asbury Park's downtown was further exacerbated by three days of riots in 1970 that resulted in the destruction of buildings in the West Side.⁴⁴ Shortly thereafter Steinbach's agreed to become the anchor of another out-of-town shopping mall to be called Seaview Square, three miles and seven minutes away, making it their fashion center while leaving more common retail in the Asbury Park store, which closed soon afterward. By 1979 with Steinbach's closed the downtown was deeply depressed. At this time the town began to study a redesign for its retail district that called for a "turn of the century theme" and twelve separate projects.⁴⁵

An ironic effect of the eventual downturn of the 1950s was a general disinvestment that preserved much of the downtown fabric, As a consequence Asbury Park's Commercial Historic District is one of the best preserved clusters of period commercial architecture along the New Jersey shore, retaining its architectural integrity and making clear the economic energy of the "city by the sea" model of resort that contrasted so clearly with the largely residential and hotel resorts that were more typical from Cape May to Deal and Ocean Grove. As an important economic center in a significant New Jersey resort city the Asbury Park Downtown Historic District reflects Criterion A as representative of broad patterns of American history both in the development of the commercial downtown and for its rich mixture of late 19th and early and mid-20th century buildings that reflect the period of significance of this community.

⁴⁴ Pike, 187-190.

⁴⁵ Pike, 167.

Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
County and State

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Name of Property

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Asbury Park Commercial Historic District
Name of Property

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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 # HABS NJ-ASPA 13, 5 (1991)
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office XX
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: CivicVisions, 238 S. 21st Street, Philadelphia, PA 19103

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 10 acres
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18</u> Zone	<u>0583968</u> Easting	<u>4452293</u> Northing	3	<u>18</u> Zone	<u>0584421</u> Easting	<u>4452194</u> Northing
2	<u>18</u> Zone	<u>0584358</u> Easting	<u>4452353</u> Northing	4	<u>18</u> Zone	<u>0584424</u> Easting	<u>4452107</u> Northing

Verbal Boundary Description (Describe the boundaries of the property .)

The proposed boundaries follow the east side of Main Street from the corner of Lake Street to the corner of Bangs Street, incorporating buildings facing the east side of Main Street and the south side of Bangs Street. The boundary crosses Bangs Street to the north to the rear property line of the Electric Company Building then following the rear property lines of buildings facing on the north side of Bangs Street from Emory Street to the Civil War monument at Grand Avenue. It then follows the rear of the property lines of the properties facing the south side of Cookman Avenue to the rear of the buildings facing the east side of Bond Street. It crosses to Lake Street and returns to Main Street, incorporating buildings on the east side of Main Street. This triangle roughly corresponds to the "Turn of the Century Historic District" (ID #3992, SHPO opinion 2000) while excluding the redeveloped properties to the east of Grande Avenue toward the ocean, the largely residential properties north of Bangs Street, the modern highway and retail zone on the west side of Main Street, and the properties east of Emory Street, fronting on Lake Street that as late as 1930 were still in residential use because of their views over the lake and thus were not part of the commercial downtown. To the greatest extent possible vacant properties have also been excluded on the north side of Mattison Avenue and the vacant properties fronting on the north side of the 500 block of Lake Avenue.

The district includes Block 109, lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12; Block 110, lots 3, 4, 5, 6, 7, 8, 9, 11, 12, 13; Block 111, lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13; Block 112, lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19; Block 114, lot 1; Block 115, lots 1, 2, 5; Block 116, lot 2; Block 117, lot 1, 6, 8.01; 9, 10, 11, 12, 13; Block 119, lots 4, 5, 6, 7; Block 120, lots 1.01, 1.02.

Asbury Park Commercial Historic District
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Boundary Justification (Explain why the boundaries were selected.)

This district incorporates the principal commercial buildings of the Asbury Park Downtown and excludes primarily residential properties along Lake Avenue and the largely residential district to the north of Summerfield Street. It carefully excludes the vacant lots from the Urban Renewal era and the modern development on the west side of Main Street. This district captures the principal commercial buildings of the downtown district.

11. Form Prepared By

name/title George E. Thomas, Ph.D.

Organization CivicVisions date May 2012; Revised October 2013

street & number 238 S. 21st Street telephone 215.563.1555

city or town Philadelphia state PA zip code 19103

e-mail get@civicvisions.net

Additional Documentation

Submit the following items with the completed form:

Section 10: Geographical Data

UTM 5. 18 0583924 4452078
Zone Easting Northing

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Name of Property: Asbury Park Commercial District

City or Vicinity: Asbury Park

County: Monmouth State: NJ

Photographer: George E. Thomas

Date Photographed: December 2012

Description of Photograph(s) and number:

- 1 of 55. Looking east at corner of Cookman Avenue and Main Street
2. 700 Block of Cookman Avenue , looking east at north side of Cookman Avenue
3. 700 Block of Cookman Avenue looking southeast at south side of Cookman Avenue
4. Detail of 718 Cookman Avenue looking south at main façade.
5. 710, 704 and 700 Cookman Avenue looking southeast
6. Detail of 710 Cookman Avenue, showing shopfront and terrazzo entrance floor looking southwest
7. Rear of 700 Cookman Avenue with Thom McAn shoe sign on upper wall looking NE from Lake Avenue
8. Detail of rear of 700 Cookman Avenue with Thom McAn sign on upper wall looking NE
9. Detail of rear door of 700 Cookman Avenue facing Bond Street, looking NW.
10. Detail of entrance vestibule floor, 700 Cookman Avenue showing Thom McAn signature in terrazzo floor
11. 701 Cookman Avenue looking N from Bond Street

Asbury Park Commercial Historic District

Monmouth County, NJ

Name of Property

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12. 703 Cookman Avenue shopfront with curving glass storefront looking N.
 13. Corner of Cookman Avenue and Bond Street, looking East at one story 1950s commercial group, 653 Cookman.
 14. 600 block of Cookman Avenue looking NW along block front toward corner of Bond Street with 635 and 641 in foreground.
 15. Detail of 637 Cookman Avenue, looking N showing decorative brickwork and cast block
- Photo list continued:
16. 600 Block Cookman Avenue north side, looking N at surviving frame commercial buildings, 619 & 623 Cookman Avenue
 17. 600 Block of Cookman Avenue, detail of cornice and brackets of 619 and 623 Cookman Avenue looking NW
 18. 619 Cookman Avenue, 1950s terrazzo entrance for Eidelsberg Shoes, looking NE.
 19. 623 Cookman Avenue, 1950s terrazzo entrance for Abrams Store looking NE
 20. 600 block Cookman Avenue, looking SE along south block front, 614-636 Cookman Avenue, former J. J. Newberry Store
 21. 614-636 Cookman Avenue, looking S at J. J. Newberry Store
 22. 600 block of Cookman Avenue, south side, looking SE at F. W. Woolworth Store, 658 Cookman Avenue
 23. Prime intersection of Cookman Avenue, Emory Street and Mattison Avenue looking NW with Steinbach Building on right
 24. 500 block of Cookman Avenue looking E with Seacoast Bank, 572-576 Cookman Avenue in foreground
 25. Intersection of Emory Street and Cookman Avenue looking NE with Steinbach Building on right and Byram Building, 601 Mattison Avenue on right
 26. 600 block of Mattison Avenue with Byram Building (601 Mattison Ave.) and Asbury Park Press (603 Mattison Ave.), looking N.
 27. Detail of Asbury Park Press, upper façade looking NE.
 28. Corner of Bangs Avenue and Cookman Avenue looking NW with 501-503 Bangs Avenue in foreground.
 29. Bangs Avenue from intersection with Cookman Avenue looking NW with Steinbach Building on left and Electric Company Building in distance
 30. 500 block Cookman Avenue, south side, looking SW at 508, 514 and 522 Cookman Avenue.
 31. 500 block of Cookman Avenue, south side looking at 550 Cookman Avenue with Steinbach Building on right.
 32. Intersection of Emory Street, Mattison and Cookman Avenues, looking SW with corner of Byram Building on right.
 33. 500 block of Bangs Avenue with N. J. Bell Telephone, 507-511 Bangs Avenue in foreground, looking NW along north side of street.
 34. 519-35 Bangs Avenue looking N obliquely along façade toward Electric Company Building at 601 Bangs Avenue
 35. Electric Company Building, 601 Bangs Avenue, looking N at corner of Emory Street and Bangs Avenue.
 36. 600 and 700 blocks of Mattison Avenue looking W with Kinmonth Building (704-720 Mattison Avenue) in distance
 37. 700 block of Mattison Avenue, detail of 700 Mattison Avenue, showing brick piers and decorative brickwork.
 38. 700 Mattison Avenue, detail of decorative brickwork and cast ornament.
 39. 700 block of Mattison Avenue from Main Street, looking S with Kinmonth Building in center-left and 228 Main Street on right.
 40. Detail of ornamental name on Kinmonth Building, (704-720 Mattison Avenue) looking S.
 41. 701 Mattison Avenue looking E with 649-651 Mattison Avenue on right across Bond Street.
 42. Corner of Mattison Avenue and Bond Street with 649- 651 Mattison Avenue on right and 701 Mattison Avenue on left, looking N.
 43. Detail of upper level of 649-51 Mattison Avenue, former Merchant's National Bank, looking NE.
 44. 200 Block of Main Street looking SW at 208 Main Street in foreground and 200 Main Street in distance.
 45. 200 block of Main Street looking NE with 200-206 Main Street (Cook's Beehive) in foreground and 208 Main Street in distance.
 46. 100 block of Main Street, looking NE toward Cookman Avenue with 162 and 164 Main Street on right.
 47. 700 block of Lake Street, New Jersey National Guard Post, looking E at main façade.
 48. 600 block of Lake Street, north side, showing rear facades of buildings fronting on Cookman Avenue.
 49. 600 block of Lake Street looking NW with rear of J. J. Newberry Store (604-630 Cookman Avenue).
 50. 600 block of Lake Street looking NE at rear of J. J. Newberry Store (604-636 Cookman Avenue).
 51. Corner of Lake and Emory Street looking N with Seacoast Bank (572-576 Cookman Avenue) on right and Byram Building, (601 Mattison Avenue) in distance
 52. Boundary limit justification: 700 block of Mattison Avenue largely vacant with 701 Mattison Avenue on right.
 53. Boundary limit justification: west side of Main Street on right, Looking SW along Main Street from Mattison Avenue with west side entirely cleared and rebuilt.
 54. Boundary limit justification: Lake Avenue looking East from Emory Street Avenue with Wesley Lake on right and rear of buildings facing Cookman Avenue on left.
 55. Boundary limit justification: Lake Avenue toward Grand Avenue with change to residential buildings marking end of commercial district.

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Asbury Entertainment Facilities II

street & number 165 West 73rd Street telephone 212.595.5565 x 618

city or town New York City state NY zip code 10023

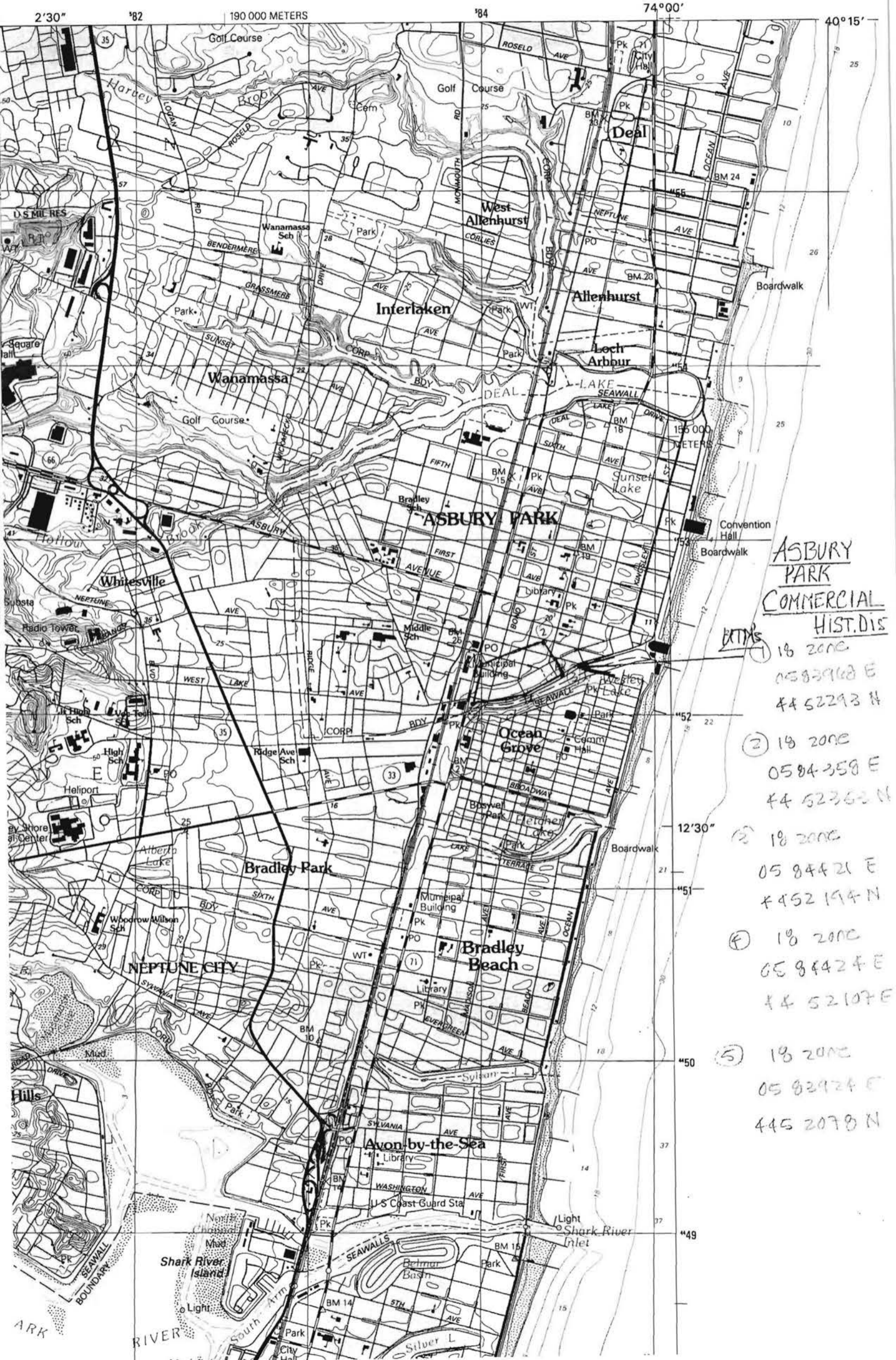
Asbury Park Commercial Historic District
Name of Property

Monmouth County, NJ
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Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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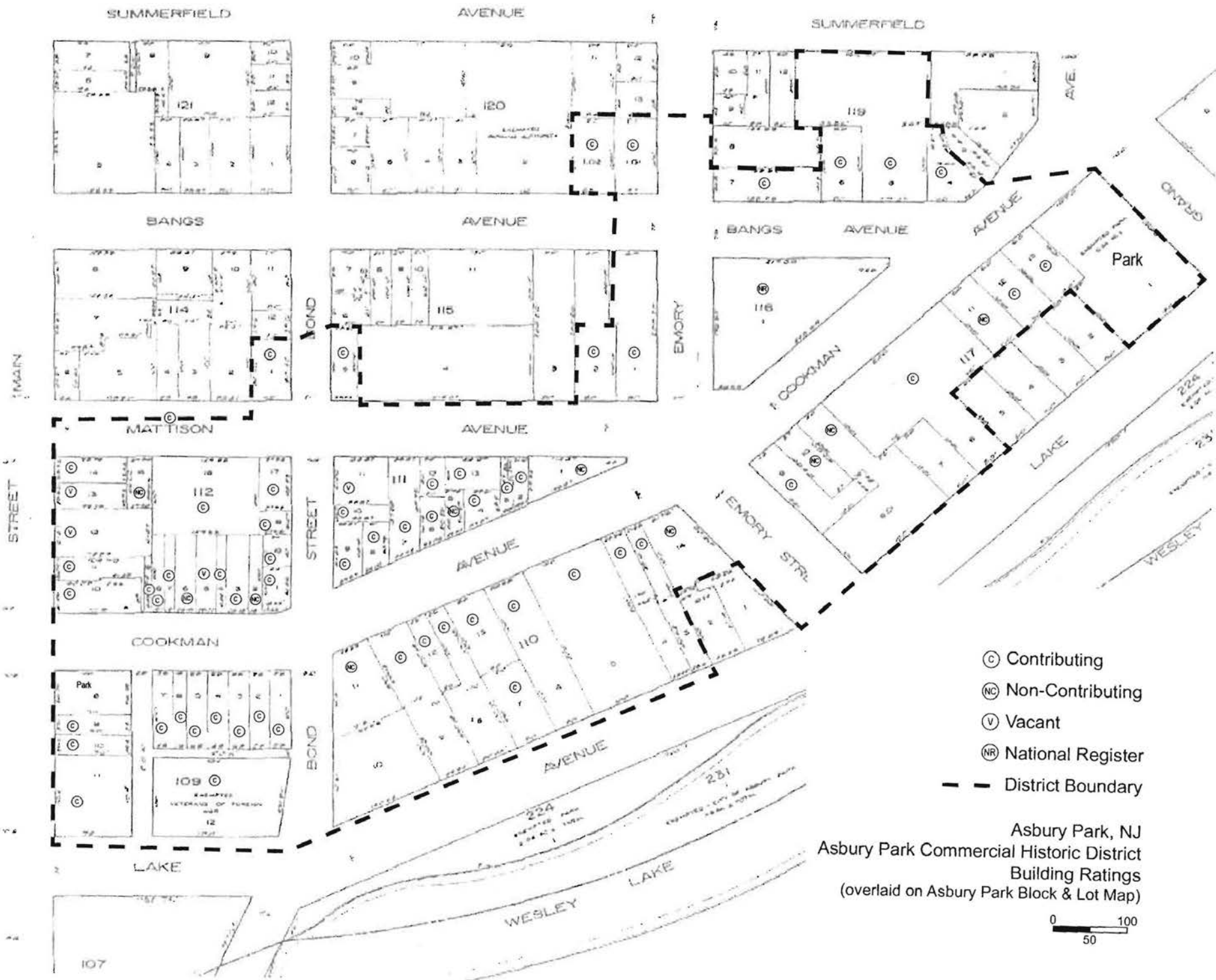
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 44 52107 E

⑤ 18 ZONE
 0583924 E
 44 52078 N



- Ⓢ Contributing
- Ⓝ Non-Contributing
- Ⓥ Vacant
- Ⓝ National Register
- - - District Boundary

Asbury Park, NJ
 Asbury Park Commercial Historic District
 Building Ratings
 (overlaid on Asbury Park Block & Lot Map)



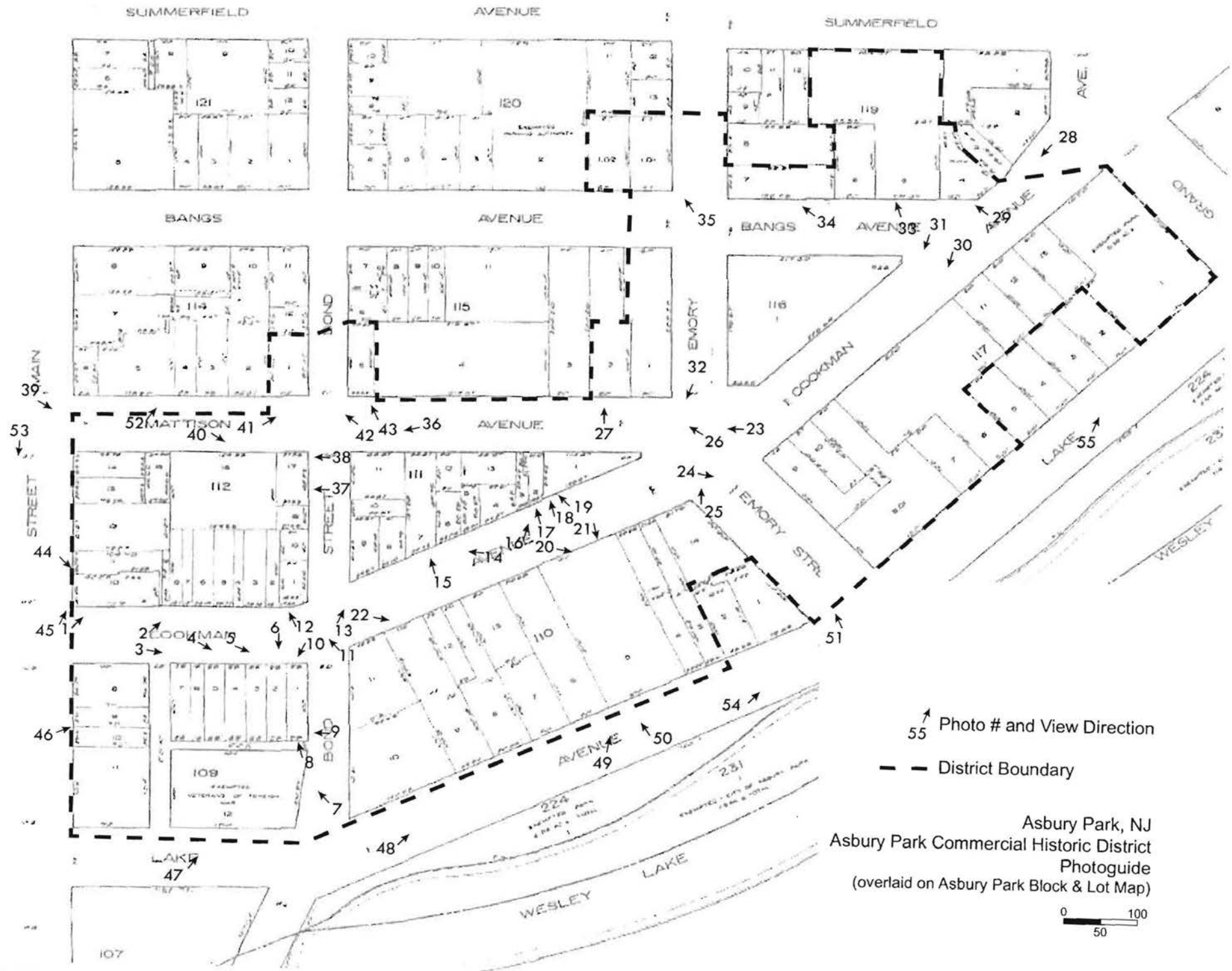


- - - District Boundary
 ——— UTM Boundary

UTM Zone 18 Monmouth County, New Jersey		
1	UTME 0583968	UTMN 4452293
2	UTME 0584358	UTMN 4452353
3	UTME 0584421	UTMN 4452194
4	UTME 0584424	UTMN 4452107
5	UTME 0583924	UTMN 4452078

Asbury Park, NJ
 Asbury Park Commercial Historic District
 UTM Boundaries
 (overlaid on Asbury Park Block & Lot Map)





55 ↑ Photo # and View Direction

--- District Boundary

Asbury Park, NJ
 Asbury Park Commercial Historic District
 Photoguide
 (overlaid on Asbury Park Block & Lot Map)





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Coming Soon



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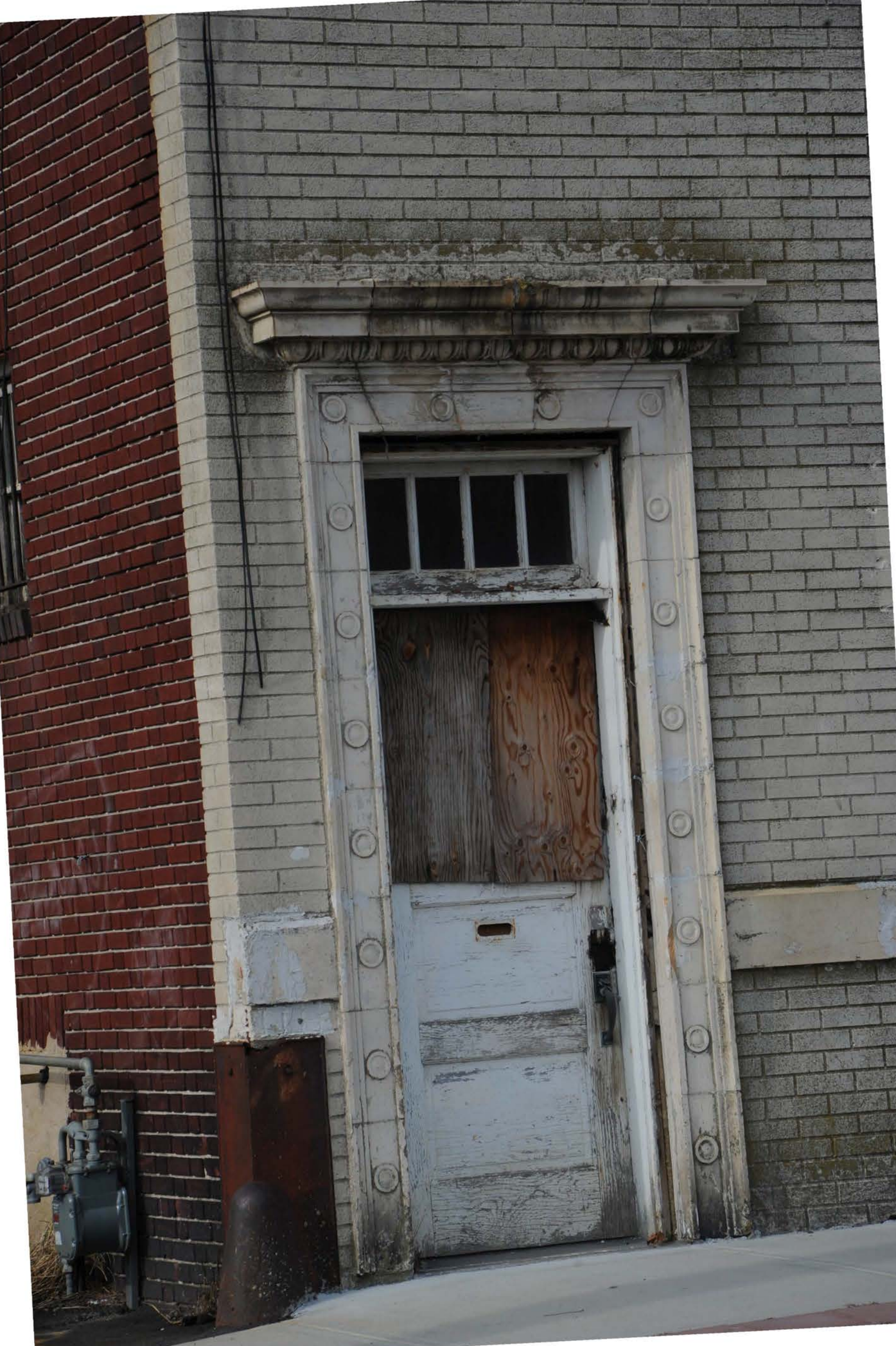


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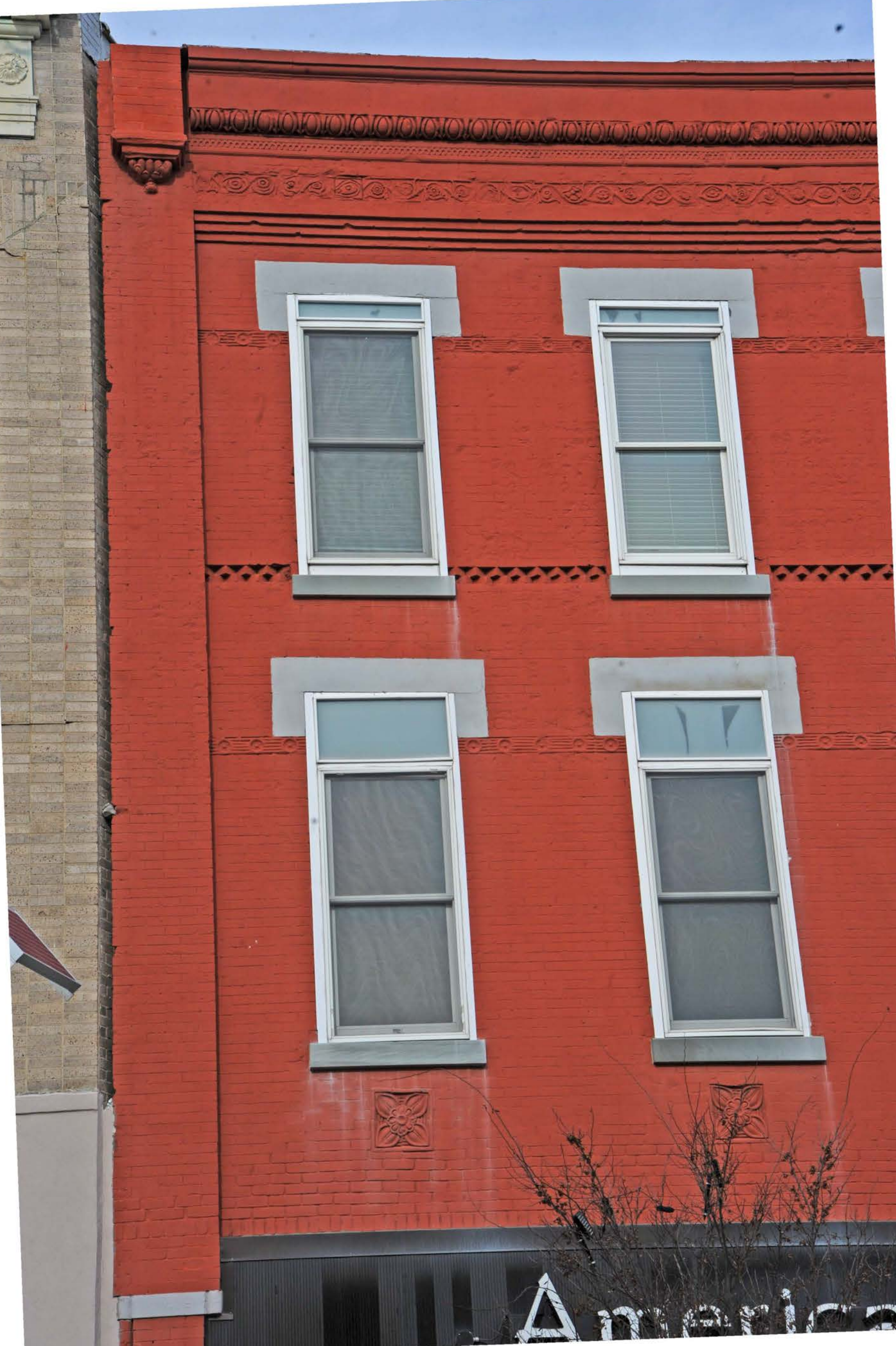
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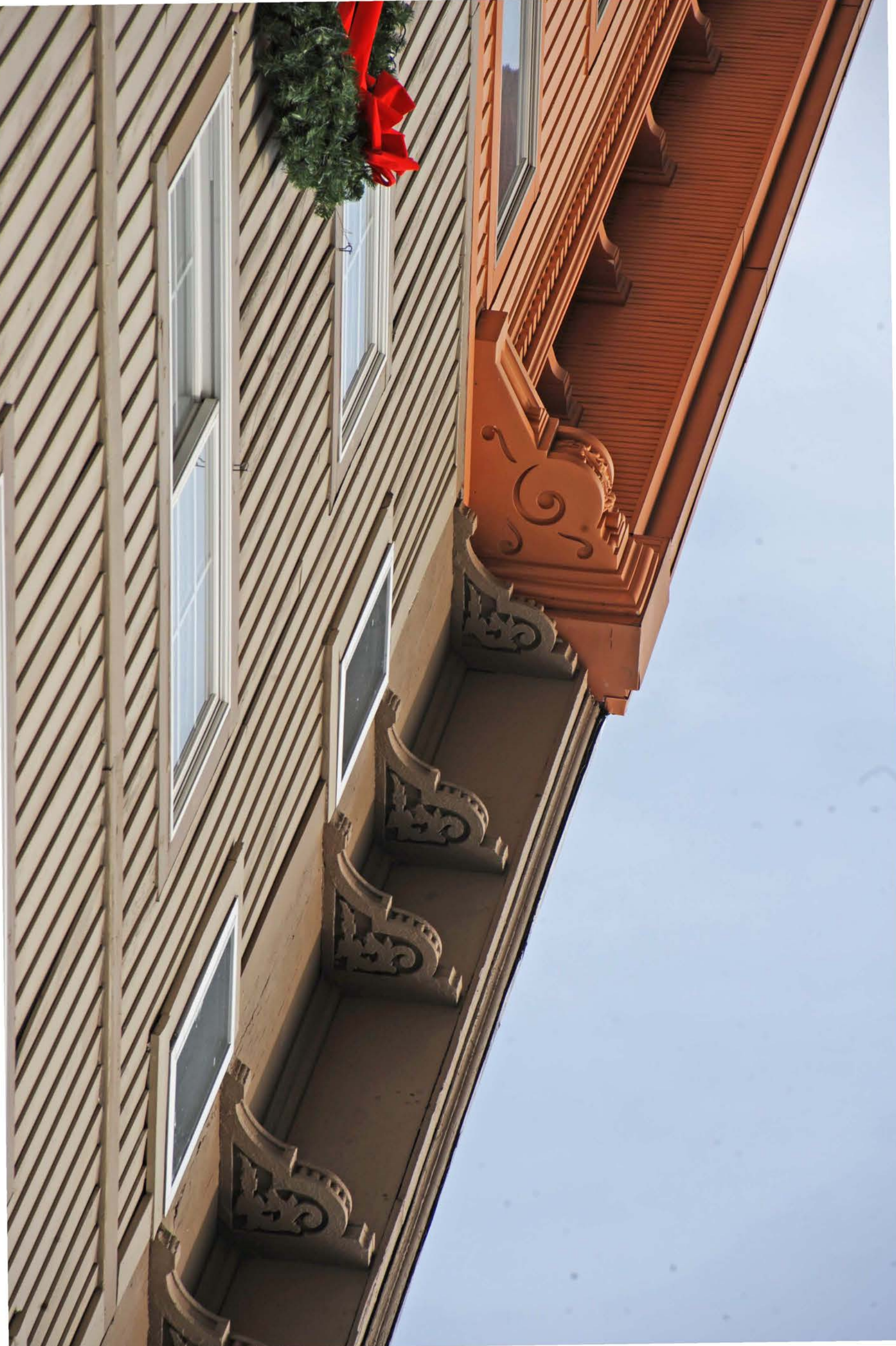


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1879

ASBURY PARK PRESS

1916



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Cabinetry
Decorative

PARKING ENFORCEMENT

521



A large, multi-story yellow brick building with a prominent corner. The building features numerous windows, some with arched tops, and a ground-floor storefront with large glass windows. A red wreath is visible in the window. The building is decorated with Christmas lights and snowflake ornaments.

A tall, multi-story yellow brick building with a grid-like window pattern, situated in the background of the street.

Cleveland Park
Cleveland Park
Cleveland Park

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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Asbury Park Commercial Historic District

MULTIPLE NAME:

STATE & COUNTY: NEW JERSEY, Monmouth

DATE RECEIVED: 7/14/14 DATE OF PENDING LIST: 8/15/14
DATE OF 16TH DAY: 9/02/14 DATE OF 45TH DAY: 8/30/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000536

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 9/30/14 DATE

ABSTRACT/SUMMARY COMMENTS:

*Commerce, entertainment/recreation & architecture
local level
1871-1963*

RECOM./CRITERIA A & C

REVIEWER W. J. ...

DISCIPLINE Historic

TELEPHONE _____

DATE 9/30/14

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



LOG #13-1430
HPO-G2014-062

State of New Jersey

DEPARTMENT OF ENVIRONMENTAL PROTECTION NATURAL & HISTORIC RESOURCES

Office of the Assistant Commissioner
MAIL CODE 501-03A
PO Box 420
Trenton, New Jersey 08625
609-292-3541/ FAX: 609-984-0836



BOB MARTIN
Commissioner

CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lt. Governor

July 8, 2014

Paul Loether, Chief
National Register of Historic Places
National Park Service
Department of the Interior
Washington, D.C. 20240

Dear Mr. Loether:

The enclosed disk contains the true and correct copy of the nomination for the Asbury Park Commercial Historic District, Asbury Park City, Monmouth County, New Jersey.

This nomination has received unanimous approval from the New Jersey State Review Board for Historic Sites. All procedures were followed in accordance with regulations published in the Federal Register.

Should you want any further information concerning this application, please feel free to contact Daniel D. Saunders, Administrator, New Jersey Historic Preservation Office, Mail code 501-04B, P.O. Box 420, Trenton, New Jersey 08625-0420, or call him at (609) 633-2397.

Sincerely,

Rich Boornazian
Deputy State Historic
Preservation Officer