NPS Form 10-900 (Oct. 1990)

United States Department of the Interior National Park Service

OMB No. 10024-0018

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x' in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name c	f Property			
historic nam	e <u>Caribbean Motel (Motels of T</u>	he Wildwoods MPS)		
other name/s	site number	and the second of the second o		
2. Locatio	n			
street & tow	5600 Ocean Avenue			not for publication
city or town	Borough of Wildwood Crest			vicinity
state Nev	v Jersey code NJ	county Cape May code 009	zip code 08	260
3. State/F	ederal Agency Certification			e de la companya de
Signa Joh State	equest for determination of eligibility meestoric Places and meets the procedural attent in meets in the procedural attent in meets in the Nationality in statewide in locally (in Section 2) set in the Nationality in in the National	Il Historic Preservation Act, as amended, I hats the documentation standards for registerind professional requirements set forth in 36 anal Register criteria. I recommend that this econtinuation sheet for additional comments. Date **Lommissioner Natural & History Comments of the National Register criteria.** (ng properties in the N CFR Part 60. In my oproperty be considered.	ational Register epinion, the ed significant es/DSHPO
Signa	ature of certifying official/Title	Date		
State	or Federal agency and bureau			
I hereby contify A entere Continue determ Nat Continue determ Nat Continue determ Nat Continue determ Nat Reg	Il Park Service Certification that the property is: If the National Register. If the See continuation sheet. In the National Register. If the See continuation sheet. If the See continua	Signature of the Keeper	eall	Date of Action 8/24/05

5. Classification Ownership of Property (check as many boxes as apply)	Category of Property (check only one box)		ources within Propert ously listed resources in the	
		Contributing	Noncontributing	
	building(s)	1	0	buildings
public-local	☐ district	0	0	sites
public-State	☐ site	0	0	structures
public-Federal	structure structure	0	0	objects
	object object	1	0	Total
Name of related multiple pro (Enter "N/A" if property is not part of a		Number of cont in the National	tributing resources pr Register	eviously listed
Motels of The Wildwoods MPS				
6. Function or Use Historic Function (Enter categories from instructions)			Function egories from instructions)	
DOMESTIC/Hotel		DOMESTI	C/Hotel	
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7. Description Architectural Classification	en la figura de la constantina del constantina de la constantina de la constantina del constantina de la constantina de la constantina del constantina	Material		ani anisangan ang manakan pangangan
(Enter categories from instructions)			egories from instructions)	
MODERN MOVEMENT/Moderne		foundatio	n <u>BRICK</u>	
		Walls	STUCCO, CONCRETE, B	RICK, GLASS
		roof	WOOD, ALUMINU	M
		other	WOOD, VINYL, CO	ONCRETE, STEEL

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheet(s) for Section No. 7

Wildwood Crest, Cape May County, New Jersey City, County and State

8. Description Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)	Areas of Significance (enter categories from instructions)
A Property is associated with events that have made a significant contribution to the broad patterns of	ARCHITECTURE
our history.	COMMUNITY PLANNING AND DEVELOPMENT
■ B Property is associated with the lives of persons significant in our past.	ENTERTAINMENT/RECREATION
☑ 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.	Period of Significance 1957 to the mid-1970s
Criteria Considerations (Mark "x" in all the boxes that apply.)	Significant Dates
Property is:	1957
☐ A owned by a religious institution or used for religious purposes.	
☐ B removed from its original location.	Significant Persons (Complete if Criterion B is marked above)
C a birthplace or grave.	Cultural Affiliation
D a cemetery.	N/A
☐ E a reconstructed building, object, or structure.	
☐ F a commemorative property.	Architect/Builder
☑ G less than 50 years of age or achieved significance within the past 50 years.	Morey, Lou and Will
Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)	⊠See continuation sheet(s) for Section No. 8
 Major Bibliographical References Bibliography (Cite the books, articles, and other sources used in preparing this form on one or more continuous) 	nuation sheets.
Previous documentation on file (NPS):	Primary location of additional data:
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 #	☐ State Historic Preservation Office ☐ Other State agency ☐ Federal agency ☐ Local government ☐ University ☐ Other Name of repository:
Record #	See continuation sheet(s) for Section No. 9

Name of Property		Co	unty and S	tate			
10. Geographical Data							
Acreage of property Less than one							
UTM References (Place additional UTM references on a continuation sheet.)							
1 18 515103 4314261 Zone Easting Northing	3 4	_	Easting ontinuation	North	ing		
Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.) Property Tax No. Block 11.03, Lots 13, 14, 18, 19 and 20 Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)	Ŀ		muauon	SHEEL			
11. Form Prepared By							
name/title Nancy Zerbe, Jennifer Warren					<u> </u>		
organization ARCH ² , Inc.			date	March 2	2005		
street & number 16 Wernik Place		t	elephone	<u>732-9</u>	06-8203	····	
city or town Metuchen		state	NJ	z	ip code	08840-2422	<u> </u>
Additional Documentation	1000	-					
Submit the following items with the completed form: Continuation Sheets		-			;		
Maps							
A USGS map (7.5 or 15 minute series) indicating the p	roperty	's location	on.				
A Sketch map for historic districts and properties having	ng large	e acreaq	e or nume	erous res	sources.		
Photographs		J					
Representative black and white photographs of the pr	operty.					•	
Additional items (Check with the SHPO or FPO for any additional items)							
Property Owner							
(Complete this item at the request of the SHPO or FPO.)							
name George Miller, Carolyn Emigh							
street & number 1130 Marion Avenue		telep	hone _	703-528-	-7525 Ex	t. 1	
city or town McLean	state	<u>VA</u>	z	ip code	22101		
Paperwork Reduction Act Statement: This information is being collection	cted for	application	ons to the I	National F	Register o	of Historic Pla	ices to

Caribbean Motel (Motels of the Wildwoods MPS

Wildwood Crest, Cape May County, NJ

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.470 et seq.)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 from to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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Caribbean Motel

Narrative Description

The Caribbean Motel, located at the southwest corner of Ocean Avenue and Buttercup Road in Wildwood Crest, is a two-story flat-roofed U-shaped motel constructed of concrete block clad with stucco (Photograph #1). The motel consists of thirty guests rooms, an office, a manager's residence, a carport, continuous unsupported balcony, and a second-story glass enclosed cabana or lounge and adjoining sun deck that are accessed via a curved ramp (Photograph #2). The edge of the balcony and the roofline coping curve in and out like a "V" with staggered circular lights on each side of the "V" (Photograph #3).

The Caribbean Motel is located two blocks away from the beach in an area that consists of large mid- to late twentieth century motels. The motel sits on a lot that occupies the southeastern portion of the block between Atlantic and Ocean Avenues, and approximately one-half of the property between Buttercup and Lavender Roads. The U-shaped motel follows the contours of the property lines. A paved concrete parking area with 30 spaces surrounds the northeastern and southeastern sides of the motel, and a crescentshaped pool is located in the central space created by the "U" of the motel's footprint (Photograph #4). The pool has a separate pool equipment house and a pool heater that is constructed of brick with a concrete top. A concrete block wall extends from the pool house to enclose part of the outdoor grill. A low-lying brick wall encloses this central area from the parking lot and the brick wall continues around the perimeters of the motel. The pool area inside the U-plan of the motel is paved with brick and concrete slab pavement. The pavement is decorated with Astroturf around the pool area and along the balconies. The patio section in the interior of the U-shaped motel includes stone benches, tables, flower pots, a stone sculpture, and artificial palm trees (the fonds and coconuts were in winter storage when the photographs were taken). The crescent-shaped pool is separated from the brick and concrete patio by a four-foot metal fence. The fence matches the continuous balcony railing on the second floor in style and materials. Both railings have thin, unadorned rails that run horizontally along the length of the railings. The horizontal rails are either segmented, as seen on the pool fence, or continuous, like the balcony railing.

The southwest wing of the motel, which is parallel to Buttercup Road, consists of the motel office, the manager's residence, ten individual guest rooms, and two small utility rooms on the first floor (Photograph #1). One utility room is located at the rear of the building and adjacent to the manager's residence, and the second one is located in the

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building's southwest corner. The second floor of the southwest wing consists of twelve guest rooms and a small laundry/storage room above the utility room in the building's southwest corner.

The southeast wing of the motel lies perpendicular to the long southwestern wing and contains a carport supported by slender poles and a concrete patio used for shuffleboard on the first floor (Photograph #5). An unsupported curved ramp connects to the second floor sundeck with an open lattice roof (Photographs #6 and #7). Adjacent to the sun deck is the glass enclosed cabana or lounge (Photograph #8). The rectangular shaped cabana has V-shaped glass walls formed by large panes of glass that are separated by wood muntins and that angle in to the center and out to the roofline. The walls originally consisted of all fixed panes; however, two panes were later changed to jalousie windows. The interior of the cabana contains a dropped ceiling, a carpeted floor, and a partitioned bathroom that includes a toilet and a sink (Photograph #9). The adjacent room (#230) was originally part of the cabana, but was later separated to create an additional guest room.

The northwest wing of the motel is angled slightly towards the east and contains a second staircase (in the building's southwest corner), four guest rooms on the second floor, and three guest rooms and a guest laundry room on the first floor (Photograph #3).

According to an early undated motel brochure, the area that now contains the laundry room was originally an open space with two slender poles to support the cantilevered second floor. Part of this open area was subsequently enclosed to create the guest laundry room.

Signage for the motel includes a large red neon "Caribbean" sign over the cabana and a small plastic sign along Ocean Avenue by the office (Photograph #7). Both signs are in the cursive "Fabulous" font with a star dotting the "I" in "Caribbean." The small plastic sign also has a painted palm tree, which combined with the plastic palms surrounding the pool area, represents the motel's tropical theme.

Office

The motel office is located in the southernmost bay of the southwest wing. The entrance to the office is off of the southeast parking lot, with the entrance facing northeast towards Buttercup Road and the first floor carport. The entrance has two large glass windows and a metal door. The eastern façade of the office, which faces onto Ocean Avenue, contains brick below and adjacent to the large window.

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The rectangular interior of the office has a dropped ceiling and a chrome U-shaped receptionist desk with a formica top (Photograph #10). An open doorway at the rear of the office leads to the manager's three-room residential unit, consisting of a kitchen, bedroom, and bathroom. The manager's kitchen area has a linoleum floor, original kitchen cabinets and fixtures, two one-over-one modern wood windows, rough-stucco walls, and a textured-stucco ceiling. The manager's bathroom has its original brown tile and fixtures and a four-pane jalousie window. The manager's bedroom has textured-stucco walls with a carpeted floor, a small window, and plain wooden doors. The bedroom has overhead cabinets along one wall and three closets along the opposite wall.

Guest Rooms

The Caribbean Motel contains thirty guest rooms (thirteen on the first floor and seventeen on the second floor) as well as the manager's living quarters adjacent to the office. The exterior of each guest room consists of a solid wood door adjacent to a large single fixed pane window. Each wood door has a metal door knob and plate. Below each large window is a five-slat wooden vent. On the interior, the typical guest room consists of a rectangular room with a rear open closet opposite an enclosed bathroom (Photograph #11). Eleven of the rooms have kitchenettes rather than closets. All rooms have original six-light jalousie windows behind the closet/kitchenette area.

The walls of the guest rooms appear to have been a mix of materials. The short wall in front of the bathroom was originally covered with tongue-and-groove cedar paneling, now covered over in many of the rooms by later paneling. The adjoining long wall was covered with grass paper, which is intact in some of the rooms. The area outside of the bathroom and the wall opposite the one with the grass paper typically consisted of a textured stucco finish. Each room has a carpeted floor, a textured-stucco ceiling, and an original speaker in the center of the ceiling for Hi-Fi music.

The ceramic-tiled bathrooms contain original porcelain fixtures, including sinks and bathtubs (Photograph #12). The colors in the bathroom vary between yellow, pink, and red. Each bathroom has an original six-light jalousie window, and some of the bathrooms have original vanity mirrors.

Although as described above there have been some alterations to the motel's windows, rooms, and walls, the Caribbean Motel remains essentially unaltered from its original construction. It retains its overall integrity of design, materials, location, and setting.

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Statement of Significance

The Caribbean Motel is significant under National Register Criterion A due to its association with events that have made a significant contribution to the broad patterns of American history. This postwar motel was constructed during an important period in the development of resort tourism in New Jersey. It is also eligible under Criterion C as a structure that embodies the distinctive characteristics of a type, period, or method of construction. The Caribbean Motel contains many of the design features that are characteristic of resort motel construction as described in popular and trade publications of the period. In addition, the motel satisfies Criterion G by having achieved "significance within the past 50 years if it is of exceptional importance." As one of the best examples of the mid-twentieth century resort motels in The Wildwoods, one of New Jersey's most popular mid-twentieth century resorts, the Caribbean is significant at both the local and State levels.

The Caribbean Motel is located in Wildwood Crest, which along with Wildwood and North Wildwood are known collectively as "The Wildwoods". The geographic location, on a barrier island off of the southern New Jersey Coast, and the natural character of The Wildwoods were crucial to their development as resorts in the twentieth century. In addition to the boardwalk amusements, The Wildwoods' unofficial motto - "World's Finest and Safest Bathing Beach"- emphasizes its broad sands as the area's primary attraction (Allaback, 115). Until 1954, motel construction was not permitted east of Atlantic Avenue and in other areas around Wildwood Crest. However, "by 1956, most of the land adjacent to the Wildwood Crest beach area was open to motel construction" (Francis et al, 143).

According to the Wildwood Historical Society, the Caribbean Motel was not listed in the 1955-56 city directory; however, it is in the 1957-1958 directory. Therefore, it is assumed that the motel was constructed around 1957-58. This dates the Caribbean Motel to the heyday of motel construction, a period bracketed nationally by the end of World War II and the advent of car culture, and the beginning of widespread protests of the Vietnam War and the crisis brought about by the Arab oil embargo in the mid-1970s. In The Wildwoods, the start of the motel boom was sparked by the opening of the Garden State Parkway in 1956, and was curtailed by the decline in popularity of boardwalk amusements, the publicizing of water pollution in the area, gas rationing, and the economic recession that began in the mid-1970s.

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In the postwar period, motel buildings that were not part of national organizations or chains appealed to the growing middle class of automobile vacationers. Like many of the motels in The Wildwoods, the Caribbean Motel was built as a "Mom and Pop" motel to attract the large number of tourists that were being drawn to The Wildwoods after the opening of the Garden State Parkway. The Caribbean Motel is situated just one block from the Atlantic Ocean, an ideal location for a resort motel.

The Caribbean Motel is an excellent example of the approximately 275 motels in The Wildwoods that employed distinctive architecture and signage to draw East Coast city dwellers to a resort that combined natural and man-made pleasures. The majority of these motels are low, horizontal modernistic buildings constructed of concrete block and pre-cast concrete planks supported by iron beams. Inspired by the motels and hotels of Miami Beach, the architects and builders in The Wildwoods worked to bring the high-style architecture of Florida down to an "everyman's" level. These motels are vernacular buildings in that they take progressive designs and construct them using traditional materials.

The Caribbean Motel's association with high-style modernist architecture comes from the features and materials used by its builder, largely for economic reasons: stucco walls, concrete flooring, mass-produced windows and doors, a flat roof, and minimal detailing. Vibrant paint colors for the doors and walls, florid-colored exterior lighting, and distinctive signage relieve the visual austerity of flat stucco walls.

With as many as twenty new motels appearing in The Wildwoods each year between the mid-1950s and mid-1960s, several firms emerged as specialists in the design and construction of the buildings. Among those who constructed motels within the historic district were John DeFrancisco, Frank Curcia, Dee Turner, Scully and Sons, and the Morey Brothers. The most important of these firms was the Morey Brothers, who built the Caribbean Motel. Builders would generally meet with their clients to devise a theme concept that differed from the motel next door, and it was not uncommon for the signage manufacturer to be part of the concept team (Morey).

The Caribbean Motel meets the criteria established to be included in the Motels of the Wildwoods Multiple Property Documentation Form Nomination. Constructed as a motel in 1957-1958, the Caribbean Motel was built within the period of significance dating from the end of World War II to the mid-1970s. The motel's balcony, which has no visible means of support, is continuous inside the U-shaped footprint of the motel, and it wraps around to the southeast wall of the southeast wing. The roof of the motel is flat

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with eaves that extend to the edge of the balcony below. The building has a carport on the northeast end of the southeast wing, with parking both along Ocean Avenue and along Buttercup Road.

An important aspect of the mid-twentieth century motels was their use of a distinctive theme, which was carried out through signage and decoration. The Caribbean is an excellent example of the tropical theme, as evidenced by the motel's name as well as its use of palm trees around the swimming pool and on the small sign by the motel office. A mid-twentieth century brochure for the Caribbean Motel promoted this tropical theme by encouraging guests to "Go tropical…go exotic…go Caribbean." In addition to the tropical theme, an important character defining feature of the Caribbean Motel is the large "Caribbean" sign with red neon cursive letters.

The Caribbean Motel and the other postwar motels in The Wildwoods are especially important to the definition of community identity, and among motels on the statewide and national levels: "Wildwood Crest, NJ ...and the surrounding area provide a treasure trove of intact motels for the roadside scholar" (Hartmann, 25). The Wildwood motels virtually define the design idiom of the mid-1950s to mid-1960s, which has been designated "Populuxe" by historian Thomas Hine, who has singled out The Wildwoods as one of two resorts, nationally, that preserve a "concentrations of Populuxe motels" (Hine, 157). On the basis of its design, signage, theme, and architectural integrity, the Caribbean is an outstanding example of The Wildwoods' mid-twentieth century motels.

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Caribbean Motel

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Caribbean Motel

Verbal Boundary Description

The property being nominated is located at the southwest corner of Ocean Avenue and Buttercup Road on Block 11.03, Lots 13, 14, 18, 19 and 20. From the southwest corner of Ocean Avenue and Buttercup Road, the northern boundary proceeds north along Buttercup Road for approximately 145 feet until reaching the western property line that separates Lots 13 and 11 of Block 11.03. At this point, the boundary diagonally proceeds west along the property line for approximately 115 feet. From this point, the boundary proceeds south for approximately 195 feet until reaching Ocean Avenue, at which point, the boundary proceeds east for 100 feet until reaching the starting point.

Boundary Justification

The nominated property was limited to the motel's current lots, Block 11.03, Lots 13, 14, 18, 19, and 20, as designated on the official tax map of the Borough of Wildwood Crest.

United States Department of the Interior

National Park Service

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Caribbean Motel (Motels of The Wildwoods MPS) Cape May County, New Jersey

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Caribbean Motel

For all photographs:

Property Name:

Caribbean Motel

Property Location:

5600 Ocean Avenue, Block 11.03, Lots 13, 14, 18, 19, and 20

Borough of Wildwood Crest, Cape May County, New Jersey

Photographer:

Nancy L. Zerbe

Date:

March, 2005

Location of

ARCH², Inc.

Negatives:

16 Wernik Place

Metuchen, New Jersey 08840-2422

Photograph No. 1 of 12:

View looking west at the Caribbean Motel.

Photograph No. 2 of 12:

View looking southeast at the carport and second floor game room of the southeast wing.

Photograph No. 3 of 12:

View looking northwest at the swimming pool and the northwest wing.

Photograph No. 4 of 12:

View looking southeast at the crescent-shaped swimming pool.

Photograph No. 5 of 12:

View looking north at the first-floor carport of the southeast wing.

Photograph No. 6 of 12:

View looking northwest at the circular ramp that connects the pool area to the second-floor sundeck of the southeast wing.

Photograph No. 7 of 12:

View looking southwest at the second-floor sundeck and the rooftop "Caribbean" sign on the southeast wing.

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Photograph No. 8 of 12:

View looking southwest at the windows of the second-floor game room on the eastern end of the southeast wing.

Photograph No. 9 of 12:

View looking south at the interior of the game room and the V-shaped windows at the southern end of the southeast wing.

Photograph No. 10 of 12:

View looking west at the interior of the motel office.

Photograph No. 11 of 12:

View of a typical guest room.

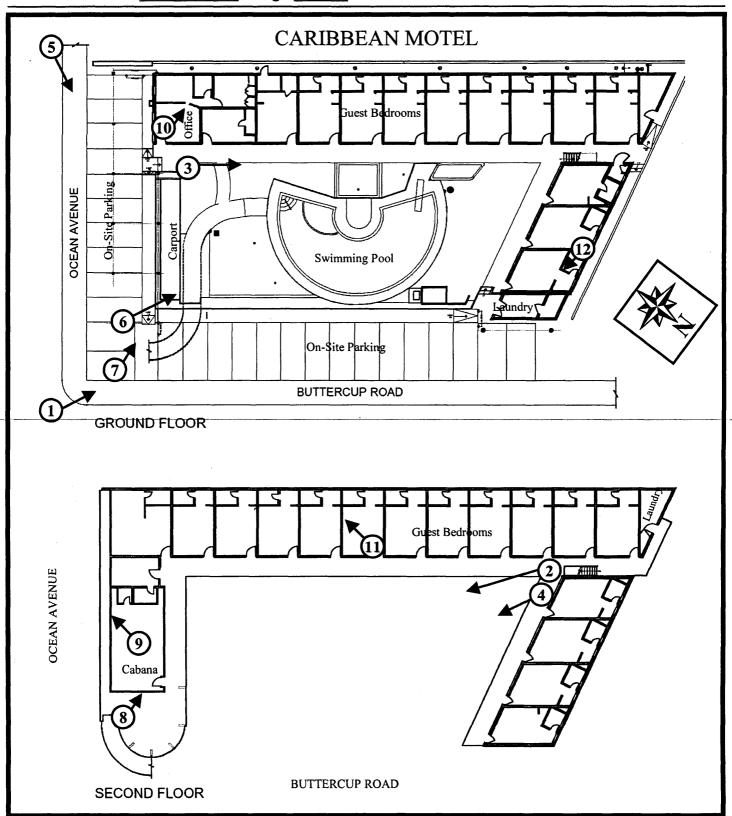
Photograph No. 12 of 12:

View of a typical bathroom sink in a guest bathroom.

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Caribbean Motel (Motels of The Wildwoods MPS), Cape May County, New Jersey

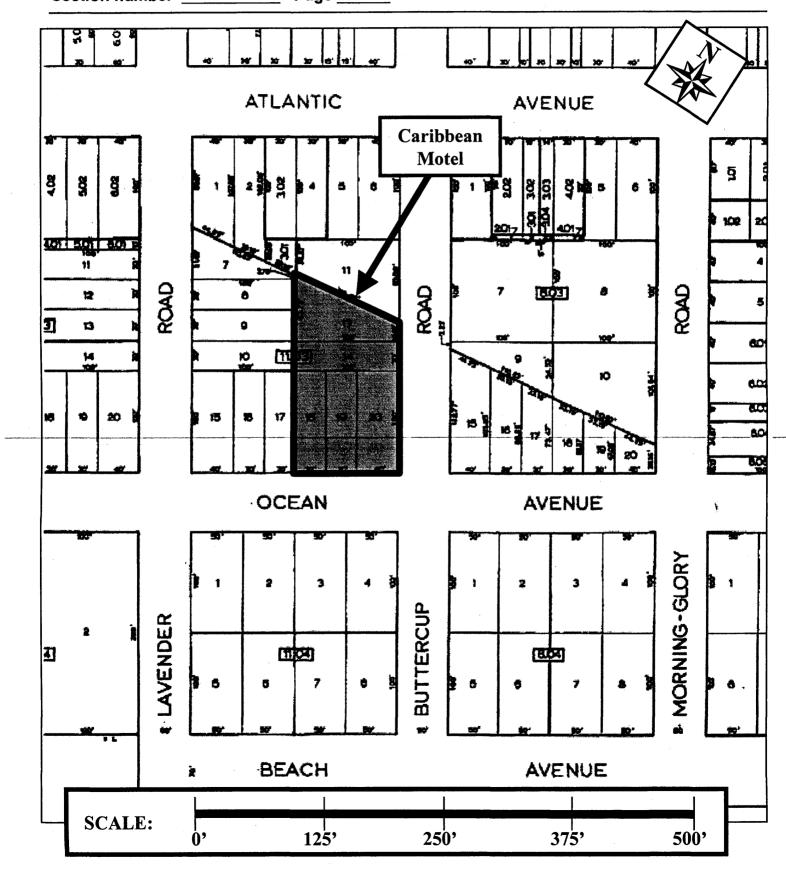
Section number Photograph Key Page 1 of 1



NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

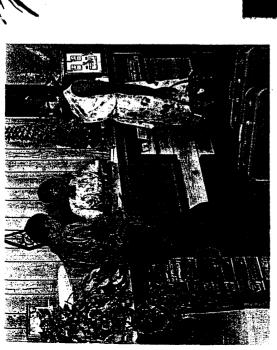
Caribbean Motel (Motels of The Wildwoods MPS), Cape May County, New Jersey

Section number Site Map Page 1 of 1 May Coun

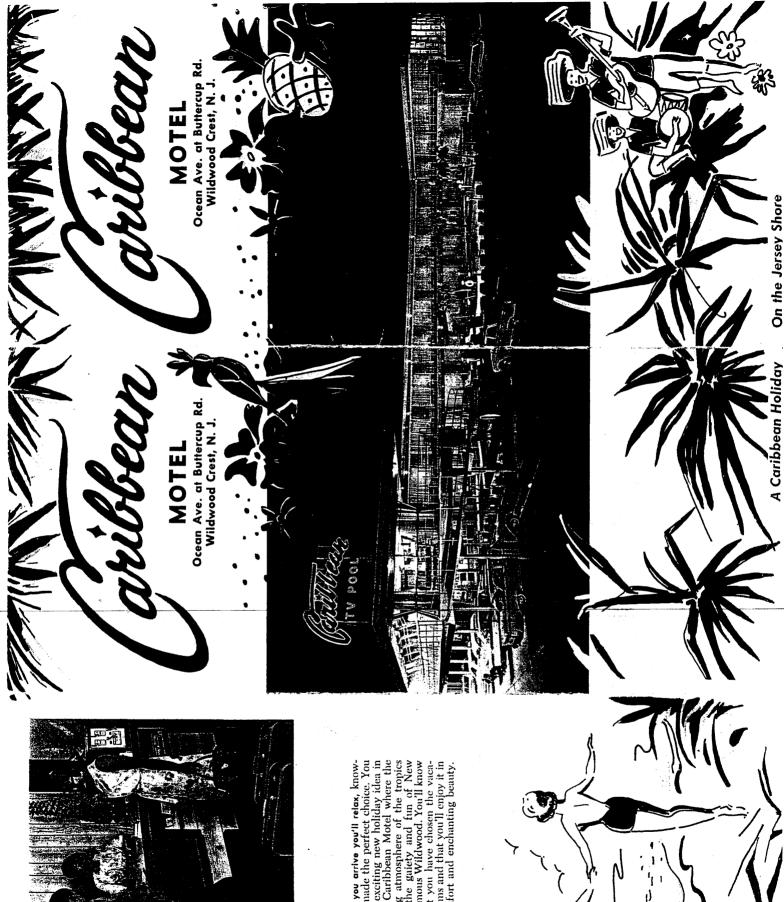


caribbean Motel (Motels of The Wildwoods MPS), Wildwood Crest, Cape May County, New Jersey UNITED STATES DEPARTMENT OF THE ARMY CORPS OF ENGINEERS

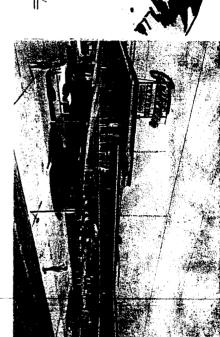
(STONE HARBOR) BURLL BURLEIGH 5.2 MI. West Wildwood 5 Woxth Post Creek Basin WIPDAMO DOD Shaw Island 12 Sunset Wildwood Crest Lake Wildwood Galeles Turtle Gut Shoals



From the moment you arrive you'll relax, knowing that you've made the perfect choice. You will discover an exciting new holiday idea in the magnificent Caribbean Motel where the languid, soothing atmosphere of the tropics combines with the guiety and fun of New Jersey's world famous Wildwood. You'll know immediately that you have chosen the vacation of your dreams and that you'll enjoy it in unsurpassed comfort and enchanting beauty.





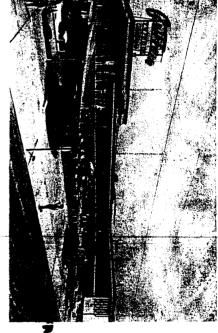


Exit 4B

Try a brand new vacation idea in the most glamorous resort motel in world famous Wildwood. Go tropical ... go exotic ... go Caribbean.

ful, safe beach in America. ties, the thousand and one attractions of Wildwood's fabulous boardwalk, the most beauti-Enjoy the hundreds of exciting recreational facili-

swim in the cool refreshing water of the luxuri-ous palm-shaded Caribbean pool, then stretch out on a comfortable lounge on the patio to get your tan in Wildwood's golden sunshine.





Relax and let the year's tensions glide away as you enjoy the beautiful Caribbean Lounge with its wide panoramic view of the pool and patio, the beach and beautiful Atlantic. Designed for socializing, you will find it luxuriously appointed for card patties, games, and get togethers.

