



# United States Department of the Interior

NATIONAL PARK SERVICE  
1849 C Street, N.W.  
Washington, D.C. 20240

The attached property, the Martin Maloney Cottage, as part of the Spring Lake, New Jersey as a Coastal Resort Multiple Property Submission, in Monmouth County, New Jersey, reference number 91000115, was listed in the National Register of Historic Places by the Keeper of the National Register on 10/26/1992, as evidenced by the FEDERAL REGISTER/WEEKLY LIST notice of November 6, 1992. The attached nomination form is a copy of the original documentation provided to the Keeper at the time of listing.

  
Keeper of the National Register of Historic Places

11/13/2008  
Date

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

NATIONAL  
REGISTER

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

### 1. Name of Property

historic name Martin Maloney Cottage

other names/site number \_\_\_\_\_

### 2. Location

street & number 101 Morris Avenue N/A not for publication

city, town Spring Lake  vicinity

state New Jersey code 034 county Monmouth code 025 zip code 07762

### 3. Classification

#### Ownership of Property

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

#### Category of Property

- building(s)
- district
- site
- structure
- object

#### Number of Resources within Property

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>2</u>	<u>0</u>	Total

Name of related multiple property listing:  
Spring Lake, NJ as a Coastal Resort, 1870-1935

Number of contributing resources previously listed in the National Register N/A

### 4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria.  See continuation sheet.

(James F. Hall)

Signature of certifying official

Date 1/14/91 (01/14/91)

Acting Assistant Commissioner for Natural & Historic Resources/DSHPO

State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

### 5. National Park Service Certification

I, hereby, certify that this property is:

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

Signature of the Keeper

Date of Action

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National Park Service

# National Register of Historic Places Continuation Sheet

Section number 7 Page 1 Martin Maloney Cottage, Spring Lake as a Coastal  
Resort, Spring Lake Borough, Monmouth County, NJ

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A clapboarded frame, two-story garage is located to the south of the main house dating from the 1920s, with a hipped roof covered in asphalt shingle and roll-up doors on the first level, with what were originally living quarters above. A pergola wraps around the building at the second floor level, projecting approximately one and a half feet from the exterior wall. The original carriage house for the Maloney Cottage has been moved several blocks down Morris Avenue and recycled as a residence, a typical pattern in Spring Lake in both the nineteenth and twentieth centuries. (Contributing Building)

## Interior

An informal plan on the first floor of the house is notable for its lack of grand public spaces, and for the easy flow between the main rooms clustered around a living hall rather than a mere passageway, a characteristic of both summer homes and the Queen Anne style.

A medieval-flavored "Dutch" door with lobed, beveled glass and elaborately scrolled iron hinges was the original main entry, and leads immediately from the veranda into a sitting room with a Colonial Revival fireplace featuring a mauve and brown art tile surround and hearth flanked by slender columns, with basketweave carving on the mantel breast. Coved ceilings and deep baseboards run throughout the house, with picture moldings dividing the wall in typical late nineteenth century fashion.

Pocket doors separate the sitting room from the room behind it, another small "salon" with a curved front wall opening directly off the veranda. Now used as the main entry, this room too features a "Dutch" door with elaborate hardware, including Art Nouveau-inspired door brasses with foliate design, identical to the door in the sitting room.

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## National Register of Historic Places Continuation Sheet

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Martin Maloney Cottage, Spring Lake as a Coastal  
Resort MPN, Spring Lake Borough, Monmouth County, NJ

The dining room opens from both the living hall and the curved "salon." It is the largest room on the first floor, suggesting that it was historically the center of entertainment in the house. Its dual foci are a Colonial Revival fireplace with art tile surround and "medieval" mode carving on the mantel breast flanked by columns, and a large built-in sideboard with a central projection resembling an oriel window below an unusual original leaded and stained glass window. The window is backlit via a window-filled breakfast room, and features a central wavy blue medallion canted forward, giving a strong impression of the moving ocean. Faceted "jewels" surround the medallion. A built-in corner china cupboard and a long, shallow bay window on the opposite wall complete the room. A tiny circular room which now contains a lavatory opens off one corner of the dining room, which once possibly served as a passage from kitchen to veranda for entertaining.

Situated behind the dining room, the kitchen, with fixtures dating from the 1930s, was possibly an addition to the house at the time it was purchased by Martin Maloney. Both the kitchen and the butler's pantry adjoining it retain some built-in cabinets dating from the early twentieth century.

The living hall contains the stair, and forms the core of the first floor. Its central feature is a fireplace inglenook beneath the stairs in an asymmetrically curved recess, reminiscent of Art Nouveau forms. The fireplace features a Colonial Revival mantel, with a stepped art tile surround and hearth and a basketweave patterned iron fireback, all in an excellent state of preservation. The fireplace is surmounted by the small arched iridescent stained glass window which punctures the chimney. The stair, which continues to the third floor, features rope-turned balusters and newel posts with a carved sunflower motif and ogee-shaped cap.

The second floor contains three large bedrooms, and the third, a fourth. Modern baths have been added unobtrusively throughout the house. A servants' wing and a back stair leading to the kitchen was probably added to the west of the house at the time Martin Maloney purchased the house in 1898.

**8. Statement of Significance**

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

nationally     statewide     locally

Applicable National Register Criteria     A     B     C     D

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

Areas of Significance (enter categories from instructions)

Period of Significance

Significant Dates

Architecture  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1990 - 1928  
\_\_\_\_\_

n/a  
\_\_\_\_\_

Cultural Affiliation

n/a  
\_\_\_\_\_

Significant Person

Martin Maloney

Architect/Builder

Unknown  
\_\_\_\_\_

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

The Maloney Cottage at 101 Morris Avenue is significant under National Register criteria C, and is an exemplar of the summer cottages built during Spring Lake's Gilded Age. Its informal plan and airy openness suggest the carefree summer living typical of a seaside resort, in contrast to the more formal division of space found in similar suburban houses. The cottage was owned by Martin Maloney, Spring Lake's most prominent resident and benefactor, whose Horatio Alger-like career summed up the windfall possibilities of late-19th-century American entrepreneurship and immigrant pluck.

Architecture and Environment

Built in the 1890s, the Maloney Cottage conforms to the taste for the Queen Anne mode which persisted in Spring Lake until the opening of the 20th century. Its irregular roof shape, asymmetrical elevations, and wrap-around porch, all Queen Anne hallmarks, are embellished with roof cresting, patterned shingles and spindlework. By the 1890s the "free classical" ornament popular on Queen Anne houses was growing more explicitly Colonial Revival in mood. Evidence of this design evolution is found in the clustered porch columns and the interior swag and urn embellishments of the Maloney Cottage.

The difference between an urban-suburban Queen Anne house and the Maloney Cottage can be explained by the latter's relationship to its location and climate and the particular function it was designed to serve. The sweeping veranda of the cottage, a defining characteristic of Victorian resorts, here becomes a framing device to maximize the ocean view. The veranda also enabled the cottage's owners to take in healthful sea air, historically an important feature of ocean resorts, without exposure to rain or direct sunlight. (1)

See continuation sheet

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## National Register of Historic Places Continuation Sheet

Section number 8 Page 1

Martin Maloney Cottage, Spring Lake as a Coastal  
Resort MPN, Spring Lake Borough, Monmouth County, NJ

Inside the cottage the plan conveys an informality ideally suited to summer living, an exaggeration of tendencies found in urban-suburban Queen Anne dwellings. All important first floor rooms have doors to the veranda, allowing summer breezes to sweep through the house and encouraging its occupants to enjoy immediate access to the outdoors. Instead of a formal urban foyer where guests wait, the Maloney Cottage is entered directly through a sitting room on the east side of the house, where a cozy windowseat invites contemplation of the ocean. Absent entirely is a formal parlor. The most striking accommodation to the site is the staircase, which ascends grandly to the third floor where a large bedroom overlooks the ocean in contradiction to the customary architectural-social hierarchy which placed servants on the third floor.

### Ownership History

Martin Maloney bought the cottage property in 1898 from his fellow Philadelphians John and Matilda Trower. (2) The Trowers had purchased two lots on the southwest corner of First and Morris Avenues from the Spring Lake and Sea Girt Company in 1891 for \$2,050. Their deed included the customary proscriptions against livery stables, slaughterhouses and the sale of intoxicating liquors, but it also forbade construction of a wall fence, or stairs exceeding three feet in height. Additionally, owners were required to connect their plumbing to a sewer line that ran down the middle of the street. These deed restrictions were imposed by the Spring Lake and Sea Girt Company to protect from abuses engendered by unchecked growth, a situation that led to the incorporation of Spring Lake Borough in 1892. (3)

Transfer of the property from the Trowers to Martin Maloney included all buildings and improvements for a price of \$4,000. Only a few weeks before, Maloney had bought two adjoining lots from William W. Trout, one of Spring Lake's early real estate speculators. On three of those four lots the Maloney Cottage as we know it today took shape.

Although the deed from the Trowers specifies all buildings and improvements, the \$4,000 sale price suggests a house far less impressive than the one that exists today. Maloney's cottage was either enlarged from a Trower house (an explanation for the part of the house that occupies the third lot), or built in its entirety by Maloney. No record of builder or architect has yet been uncovered.

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National Park ServiceNational Register of Historic Places  
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Martin Maloney Cottage, Spring Lake as a Coastal  
Resort MPN, Spring Lake Borough, Monmouth County, NJMartin Maloney

Born in Ireland, Martin Maloney (1848-1928) emigrated to the United States at age seven. He left school in Scranton, Pennsylvania at age twelve to work in the coal mines, and later apprenticed himself to a metalworker. By his early twenties, Martin Maloney had endured the failure of two business schemes, but soon afterwards patented an improved gasoline burner which came to be used widely in street lighting.

Only 25 years old in 1873, Maloney was awarded the street lighting contracts for Philadelphia, Jersey City, Pittsburgh and Camden, as well as the contract for lighting the Centennial Exhibition in 1876. In 1880 he organized the Pennsylvania Globe Gaslight Company and two years later the United Gas and Improvement Company of Philadelphia. In time, Martin Maloney absorbed a number of electric companies and reorganized them in 1899 as the Philadelphia Electric Company. Among his other ventures were interests in Standard Oil, Maloney Oil of Scranton, Pennsylvania Railroad, Pennsylvania Iron Works Company, and real estate and hotel holdings in New Jersey and Florida. (4)

Maloney was attracted to Spring Lake in the 1890s for its speculative opportunities and for relief from Philadelphia's oppressive summer heat. As an exclusive watering hole for wealthy Philadelphians and other captains of industry, Spring Lake offered a socially acceptable environment where these self-made millionaires could relax and scheme simultaneously. Beginning in 1892, Martin Maloney began acquiring property in Spring Lake, negotiating more than thirty transactions during the next ten years. (5) His purchase of 101 Morris Avenue in 1898 occurred concurrently with his acquisition of the entire adjoining block between Morris and Jersey Avenues, where "Ballingarry," the Maloney mansion, was soon erected to designs by Horace Trumbauer. Until the mansion was ready for occupancy, 101 Morris Avenue would have been an ideal vantage point from which to oversee the construction of "Ballingarry."

By 1901, the Maloneys had moved into their new summer house, leaving them free to rent 101 Morris Avenue together with a score of other cottages. In that same year Maloney enhanced his stature in Spring Lake by commencing construction of St. Catharine's Roman Catholic Church, an opulent exercise in the Italian Renaissance Revival, also designed by Trumbauer, which was dedicated in 1907. Eventually the Maloneys moved to Spring Lake after their Logan Square townhouse in Philadelphia was demolished for highway construction. In 1928 Martin Maloney died while traveling to his winter home in Florida, leaving Spring Lake a town much different from the one he had found thirty years earlier.

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## National Register of Historic Places Continuation Sheet

Section number 8 Page 3 Martin Maloney Cottage, Spring Lake as a Coastal  
Resort MPN, Spring Lake Borough, Monmouth County, NJ

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### Conclusions

Beginning life in America at a time when "Irish need not apply" was a commonplace, Martin Maloney had made the position of the Irish in Spring Lake more than respectable, leading in fact, to its reputation as "the Irish Riviera." Apart from the best hotels, Maloney's two major building projects, St. Catharine's and "Ballingarry," were the Borough's chief architectural ornaments, designed by one of the foremost architects of the day. His smaller, speculative ventures contributed to the resort's growth in important but less spectacular ways. Now that "Ballingarry" is gone, its carriage house, St. Catharine's Church and the Maloney Cottage are the strongest links with the career of Spring Lake's most visible plutocrat.

The cottage at 101 Morris Avenue was inherited by Maloney's daughters, who eventually sold it and their other Spring Lake assets. Today it is owned by Mr. and Mrs. Lawrence Larkin, who are maintaining it in an exemplary state of integrity. Its architectural and associative significance make it indispensable to an understanding of Spring Lake's resort history.

### NOTES

1. Betsy Blackmer and Elizabeth Cromley, "On the Verandah: Resorts of the Catskills," Nineteenth Century, Vol. 8, Nos. 1-2, p. 51-57.
2. Book 618, p.65. Monmouth County Hall of Records, Freehold, NJ
3. Charles Wrege, Spring Lake, An Early History, (Spring Lake, NJ: Bicentennial History Committee, 1976), p.28.
4. Dumas Malone, ed., Dictionary of American Biography (New York: Charles Scribner's Sons, 1935), p.227-228.
5. Deed Books, Monmouth County Hall of Records.



**9. Major Bibliographical References**

See main bibliography

- Previous documentation on file (NPS): N/A
- preliminary determination of individual listing (36 CFR 67) has been requested
  - previously listed in the National Register
  - previously determined eligible by the National Register
  - designated a National Historic Landmark
  - recorded by Historic American Buildings Survey # \_\_\_\_\_
  - recorded by Historic American Engineering Record # \_\_\_\_\_

See continuation sheet

Primary location of additional data:

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

Specify repository:  
Spring Lake Historical Society

**10. Geographical Data**

Acreage of property ± one acre Asbury Park, NJ Quad

UTM References

A 1, 8 | 5, 8, 3, 8, 2, 0 | 4, 4, 4, 4, 0, 0, 0  
 Zone Easting Northing

C    |    |   

B    |    |     
 Zone Easting Northing

D    |    |   

See continuation sheet

Verbal Boundary Description

The nominated property occupies lot 13, tax block 107 in the Borough of Spring Lake, New Jersey.

See continuation sheet

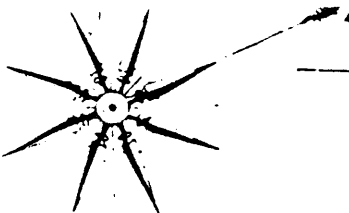
Boundary Justification

The boundaries as described encompass the parcel of land historically associated with the nominated property.

See continuation sheet

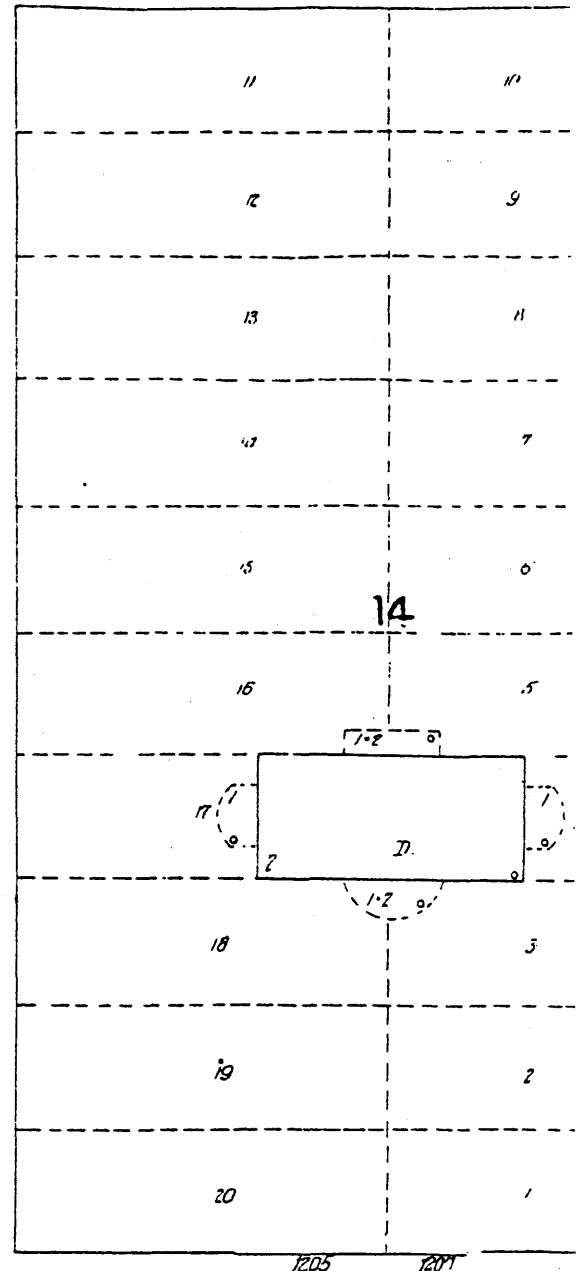
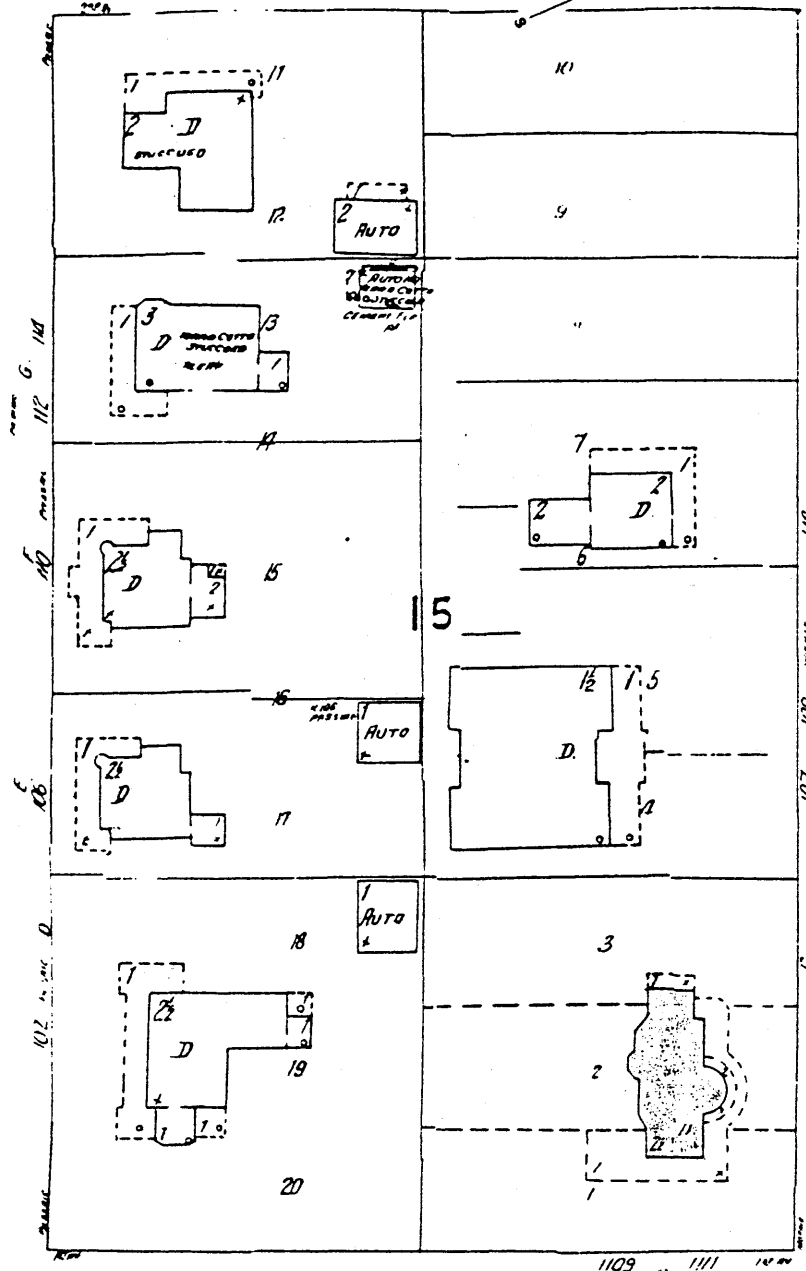
**11. Form Prepared By**

name/title Sally Milner and Nancy Strathearn  
 organization ACROTERION date March 1990  
 street & number 71 Maple Avenue telephone (201) 984-9660  
 city or town Morristown state New Jersey zip code 07960



60

80

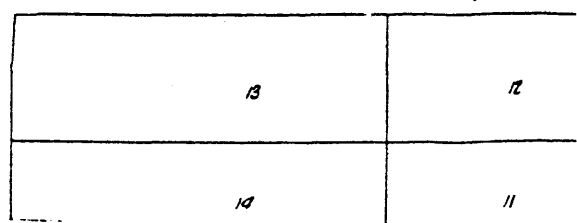
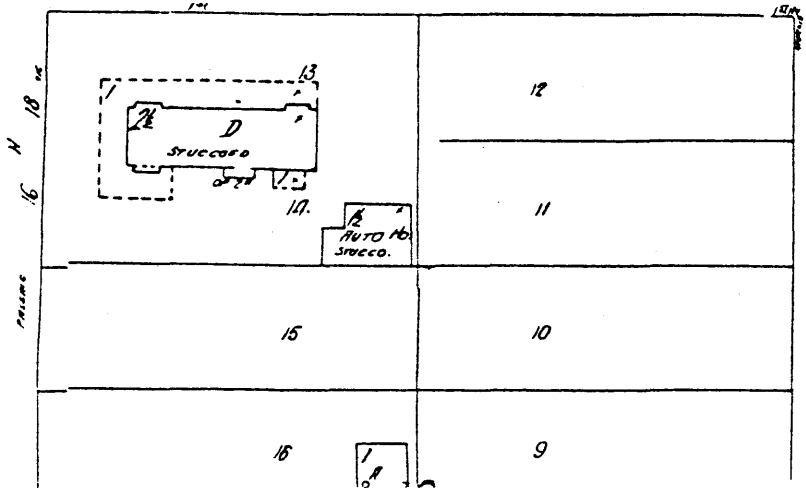


1" PIPE 60

AV.

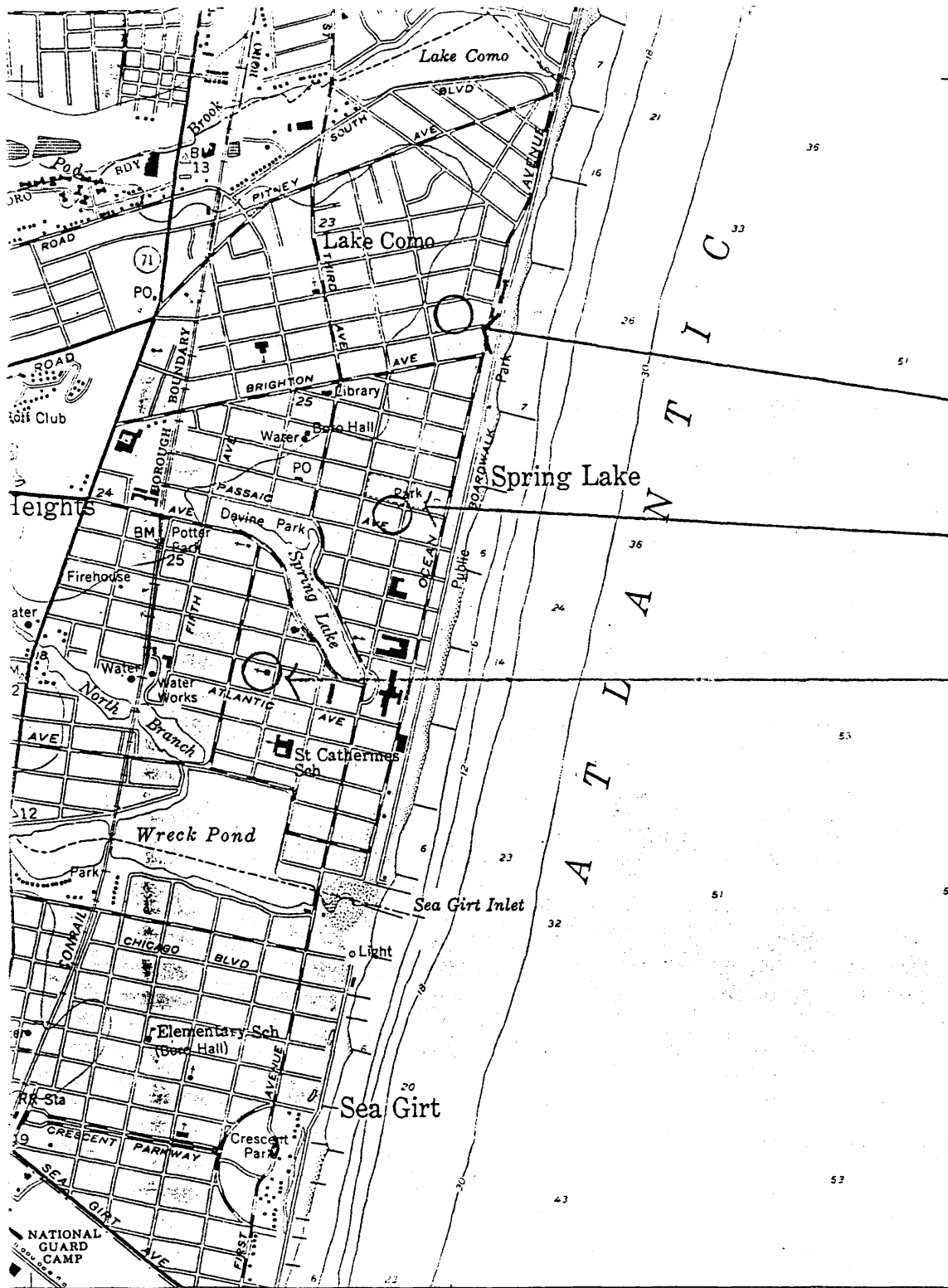
1" PIPE

MORRIS



Spring Lake as a Coastal Resort MPN  
 Maloney Cottage (Monmouth County)  
 101 Morris Ave., Spring Lake, N.J.

1905 Sanborn base-map with  
 undated paste-overs



Spring Lake as a  
 4446 Coastal Resort, 1870 -  
 1935 MPN  
 Spring Lake Borough  
 Monmouth County, NJ

Audenried Cottage  
 18/583240/4445605

4445  
 Martin Maloney Cottage  
 18/583820/4444000

Holy Trinity Episcopal  
 Church  
 18/582540/4444220

4444

4443

442000m.N.

2'30" 1582 1583 584 585000m.E. 74°00' 40°07'30"

ROAD CLASSIFICATION

- Heavy-duty \_\_\_\_\_ Light-duty \_\_\_\_\_
- Medium duty \_\_\_\_\_ Unimproved dirt \_\_\_\_\_
- U. S. Route      State Route



QUADRANGLE LOCATION

Revisions shown in purple compiled by the Geological Survey  
 from aerial photographs taken 1976 and other sources  
 This information not field checked. Map edited 1981  
 Purple tint indicates extension of urban areas

ASBURY PARK, N. J.  
 N4007.5—W7400/7.5

1954  
 PHOTOREVISED 1981  
 DMA 6164 II NE—SERIES V822

