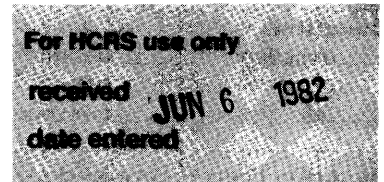


**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**



See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

**1. Name**

historic Steinbach/Cookman Building

and/or common

**2. Location**

street & number Cookman Avenue N/A not for publication

city, town Asbury Park N/A vicinity of congressional district 3rd

state New Jersey code 34 county Monmouth code 025

**3. Classification**

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

**4. Owner of Property**

name Shore Equities

street & number 17 Rock Hill Road

city, town Old Bridge N/A vicinity of state New Jersey 08857

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Monmouth County Hall of Records

street & number Main Street

city, town Freehold state New Jersey 07728

**6. Representation in Existing Surveys**

New Jersey Historic Sites Inventory: 3/12/1981  
title Monmouth County has this property been determined eligible?  yes  no

date 1980-81  federal  state  county  local

depository for survey records Office of Cultural and Environmental Services

city, town Trenton state New Jersey 08625

## 7. Description

**Condition**

excellent

good

fair

deteriorated

ruins

unexposed

**Check one**

unaltered

altered

**Check one**

original site

moved

date \_\_\_\_\_

**Describe the present and original (if known) physical appearance**

The Steinbach/Cookman Building, a five story, Second Renaissance Revival building, encompasses an entire triangular block bounded by Cookman Avenue to the southwest, Emory Street to the north, and Bangs Avenue to the east. The exterior facades, of smooth local buff brick, feature vertical and horizontal division, differentiation between floor treatments, classical detailing, and later additions which reflect the architectural style of the original four story, two bay (Cookman Avenue) by six bay (Emory Avenue) store.

The building facades have both a strong vertical and horizontal division. Vertically, the facades are broken up by pilasters into bays which each contain three or four windows. The continuous rows of windows create a strong horizontality with each floor having a slightly different window treatment. The first floor consists of large show windows and several one bay entranceways on the Cookman Avenue and Bangs Avenue facades. The first floor on the Emory Avenue facade, the original side facade, has two one-bay entranceways flanked by brick bays with small rectangular windows. The second floor on the Cookman Avenue and Bangs Avenue facade consists of large divided windows covering each bay and on the Emory Avenue facade two six-paned casement windows over each entranceway with three rectangular one over one sash windows in each flanking bay. The third and fourth floors are subsumed by two story pilasters flanking the bays. The third floor and the Bangs Avenue facade fourth floor consist of rectangular one over one sash windows; the Cookman Avenue fourth floor has sash 1/1 windows with round arched lintels; and the Emory Avenue fourth floor has rectangular 1/1 sash with round arching in the two entrance bays. The fifth floor repeats the third floor rectangular 1/1 sash window pattern.

Classical detailing is used throughout the building. Key elements include pilasters flanking the bays, cornices above the first, second, fourth, and fifth floors, dentils, panels, round arched openings, modillions, and quoins.

The original four story section of the building, built in 1896-1897, consisted of two bays (including entranceway) on Cookman Avenue and six bays on Emory Avenue, extending back to Bangs Street. The interior reflects the earlier segment as it is distinguished by posts versus the columns used in the later additions. In 1912 the story was enlarged to encompass the entire block; in 1920 the fifth floor was added to the entire structure. At that time, the original cornice was relocated to the fifth floor, corner pediments and a large classical arch over the 1897 entranceway were removed, and a clock tower which concealed the old water tower and which stood 150 feet above ground was added to the roof. In 1942 the clock tower was toppled by a storm and was rebuilt without the top lantern.

Structurally, the building has load bearing exterior brick walls with a post and beam interior system. The small original 1897 portion consists of all wood framing with wood piers and wood beams spanning approximately 15 feet. The 1912 addition, which comprises about 80% of the floor area, has a similar framing system, but utilizes steel columns rather than wood piers. The fifth floor, added in 1921, has an all wood framing system.

# 8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater		
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)		
		<input type="checkbox"/> invention				

**Specific dates** 1896-97; 1912; 1920 **Builder/Architect** UNKNOWN

**Statement of Significance (in one paragraph)**

The massive size and impressive setting of the Steinbach/Cookman Building reflects the important role that the Steinback Company played in Asbury Park. The store was at the center of a thriving commercial downtown which in 1947 boasted 800 retail shops, 50 wholesale firms, and several large department stores including the Steinbach Company, Tepper Brothers, Sears Roebuck Company, Tevins, and Fisch's. Advertised ca. 1912 as "the largest resort store in the world", the Steinbach Store was important to the commercial development of Asbury Park, both in terms of the store's early establishment and its large size.

Architecture

The structure is noteworthy for its classical detailing. Typical of the Second Renaissance Revival style, the building is divided into distinct horizontal divisions with each floor treated differently. Although built over a period of over 20 years, the additions continue the original classical revival style and form a unified whole.

Commerce

The Steinbach Store is significant not only as a part of Asbury Park's once thriving commercial downtown, but as one of the earliest and largest stores.

On January 24, 1871, James A. Bradley bought 387 acres, graded the land, laid out 50' x 150' lots, chose the park parcels, and named the community Asbury Park in honor of Bishop Francis Asbury. Three years later John Steinbach, a Bohemian immigrant, opened a branch of his Long Branch store in Asbury Park. Steinbach's original store in Asbury Park was a one man drygoods store located on Lake Avenue. In 1896 he bought and demolished the old commercial hotel on the corner of Cookman Avenue and Emory Street. His new building, which opened in May 1897, was two bays by six bays with entrance onto Cookman Avenue. Although the architect of the original section is unknown, the building was described in the Asbury Park Press as "magnificent, enormous and unmatched... built to be the finest store in every way. The owners were so proud of it that they had their friends come from all parts of the country by train to witness its opening."

As the store prospered, Steinbach gradually bought the other small buildings in the block. In 1912, he demolished these structures and extended the store to encompass the whole block. Proud of its size, the company boasted that it had "the largest resort store in the world."

# 9. Major Bibliographical References

See Continuation Sheets

# 10. Geographical Data

Acreeage of nominated property 0.53

Quadrangle name Asbury Park, NJ

Quadrangle scale 1:24,000

**UMT References**

A 

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 Zone Easting Northing

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 Zone Easting Northing

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**Verbal boundary description and justification**

Block 116, Lot 1 - triangular shaped property boarded by Cookman Avenue to the southeast, Bangs Avenue to the northeast and Emory Street to the southwest.

**List all states and counties for properties overlapping state or county boundaries**

state	N/A	code	county	code
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state		code	county	code
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# 11. Form Prepared By

Revisions by Nancy L. Zerbe, Office of Cultural & Environmental Services

name/title Paul J. Shaffery  
Stanley Prowler, A.I.A.

organization Department of Economic Dev., Monmouth **date** September 10, 1980  
Main Street - Hall of Records Annex (201) 431-7470

street & number 730 Fifth Avenue **telephone** (212) 265-4191

Freehold New Jersey 07728

city or town New York **state** New York 10019

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

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

Deputy  
State Historic Preservation Officer signature

*Kaun Schmitt*

title \_\_\_\_\_ date March 19, 1982

**For HCRS use only**

I hereby certify that this property is included in the National Register.

*for Melvyn Byers* Entered in the National Register **date** 7/8/82  
Keeper of the National Register

**Attest:** \_\_\_\_\_ **date** \_\_\_\_\_  
Chief of Registration

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
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Steinbach/Cookman Building, Asbury Park,

Continuation sheet Monmouth County, New Jersey Item number 7

Page 1

The interior consists of large open spaces, once used as sales areas. Below the first floor there is a cellar under the original section, a mechanical closet under the elevators, and a crawl space under the remainder of the building. The main floors have remained open except for a few temporary partitions dividing the sales areas from the stockrooms. On the ground level there are five entrances: two off Cookman Avenue, two off Emory Street, and one off Bangs Avenue. There are elevator banks and a stairway on the Cookman Avenue side, a stairway on the Bangs Avenue side, and a freight elevator and stairway on the Emory Street side. On the fifth floor there are remains of a coffee shop and numerous small offices.

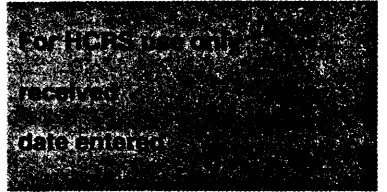
**United States Department of the Interior  
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Steinbach/Cookman Building, Asbury Park,

Continuation sheet Monmouth County, New Jersey Item number 8

Page 1



SIGNIFICANCE

In 1920, after a delay due to the war, Steinbach added a fifth floor to the entire building. It was designed by New York architect Electus Fitchfield who also designed the Roosevelt Memorial, the J.J. Hill Memorial, and the Denver Post Office. The fifth floor housed service facilities: stockrooms, offices, shipping and employees' toilets and lunchrooms and the roof was used for employees' recreational facilities.

The Steinbach Company continued to prosper and developed many stores throughout New Jersey. In 1978, the company's new owners, Supermarkets General, closed the Asbury Park store and reopened in a new nearby shopping center, Seaview Square.

In August 1980 the building was purchased by Shore Equities and renamed the Cookman Building. Although no longer commercially used, the building is significant for its contribution both to the commercial growth of downtown Asbury Park and to the initial success of the Steinbach Company.

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**

Steinbach/Cookman Building, Asbury Park,

Continuation sheet Monmouth County, New Jersey Item number 9

Page 1

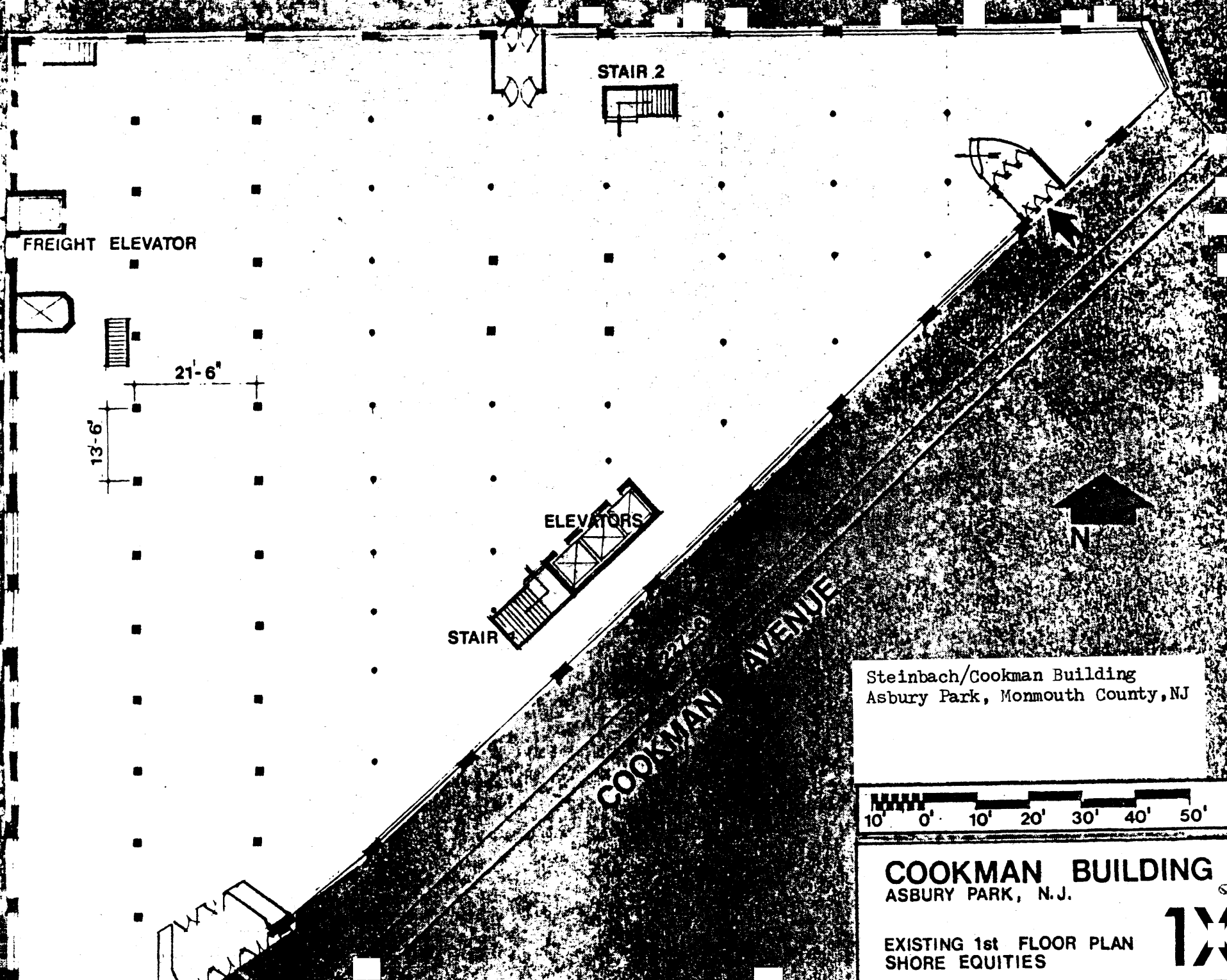


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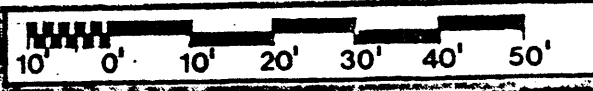
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BANGS AVENUE  
210-6

EMORY STREET  
176-7



Steinbach/Cookman Building  
Asbury Park, Monmouth County, NJ

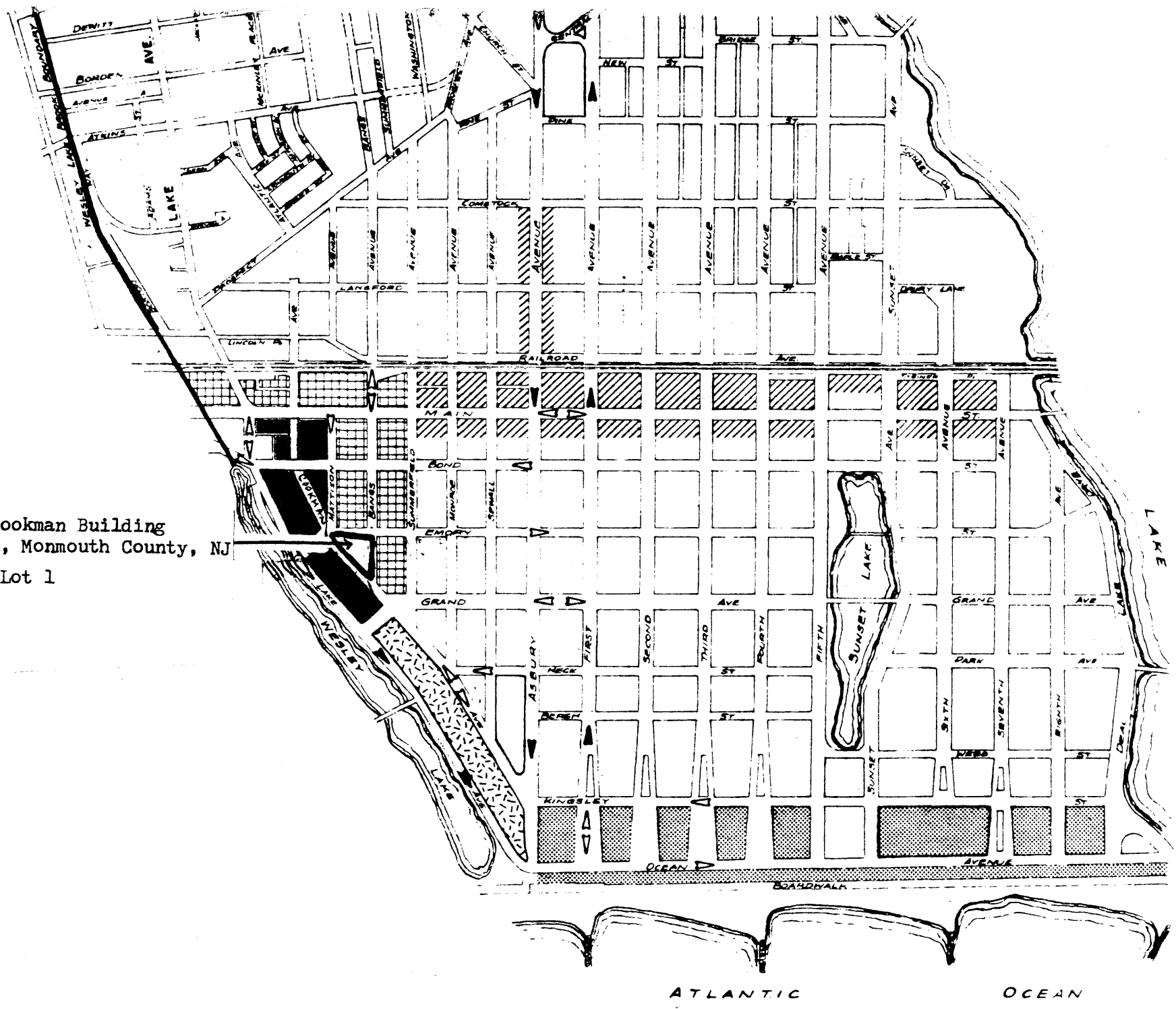


**COOKMAN BUILDING**  
ASBURY PARK, N.J.

EXISTING 1st FLOOR PLAN  
SHORE EQUITIES

1X

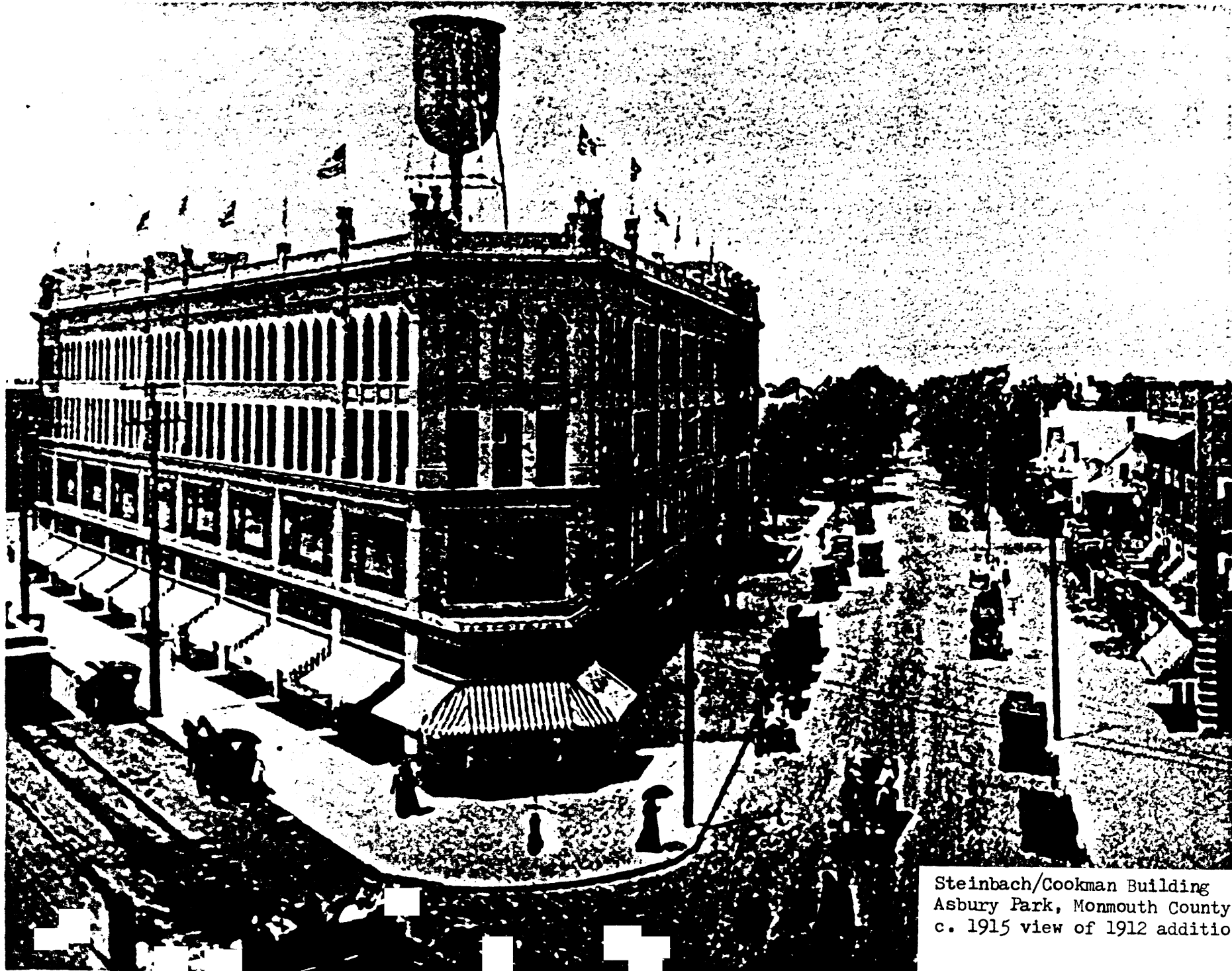




Steinbach/Cookman Building  
Asbury Park, Monmouth County, NJ  
Block 116, Lot 1



Steinbach/Cookman Building  
Asbury Park, Monmouth County, NJ  
c.1904 view of original section  
of building built in 1896-97,  
opened in May 1897.



Steinbach/Cookman Building  
Asbury Park, Monmouth County, NJ  
c. 1915 view of 1912 addition



Steinbach/Cookman Building  
Asbury Park, Monmouth County, NJ  
c.1938 view of fifth floor  
added in 1920