

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

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 Station Avenue Business District  
other names/site number \_\_\_\_\_

### 2. Location

street & number 500 thru 622 and 501 thru 617 Station Avenue  not for publication  
city, town Haddon Heights Borough  vicinity  
state New Jersey code 034 county Camden code 007 zip code 08035

### 3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	<u>26</u>	<u>4</u> buildings
<input checked="" type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>0</u>	<u>0</u> sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u>0</u>	<u>0</u> structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u>0</u>	<u>0</u> objects
	<input type="checkbox"/> object	<u>26</u>	<u>4</u> Total

Name of related multiple property listing: none

Number of contributing resources previously listed in the National Register none

### 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.

Allen J. Senese 09/14/89  
Signature of certifying official Date  
Assistant Commissioner for Natural and 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:) \_\_\_\_\_

Allen J. Senese 11/13/89  
Signature of the Keeper Date of Action

**6. Function or Use**

Historic Functions (enter categories from instructions)

- Commerce - department store
- Commerce - specialty store
- Transportation - rail-related
- Commerce - financial institution

Current Functions (enter categories from instructions)

- Commerce - specialty store
- Commerce - department store
- Commerce - restaurant
- Domestic - multiple dwelling

**7. Description**

Architectural Classification  
(enter categories from instructions)

- Georgian Revival
- Other: early 20th C. Commercial

Materials (enter categories from instructions)

- foundation (generally not visible)
- walls brick
- weatherboard
- roof (generally not visible)
- other

Describe present and historic physical appearance.

Station Avenue is the principal east-west street in the Borough of Haddon Heights, extending from the eastern boundary of the borough (the line with Haddonfield) to a point just east of Tenth Avenue. Its importance is emphasized by its width, 75' as opposed to 50' for other east-west streets in the borough. The historic business district of Haddon Heights is comprised of the portion of Station Avenue lying between White Horse Pike (Route 30) on the east and Seventh Avenue on the west (Figure A, sketch map).

The overall character and configuration of the business district remain essentially as they were during the period for which it is significant. Haddon Heights was developed primarily as a commuter suburb, and the commercial area is bounded on all sides by residential neighborhoods. The intersection at White Horse Pike functions as the primary entrance to the business district. At the center of the district, Station Avenue intersects with two north-south streets, East and West Atlantic Avenues, which flank the right-of-way of the former Pennsylvania-Reading Seashore Lines, now operated by Conrail. Station Avenue slopes up on either side of the raised rail bed to cross the tracks at grade.

The Station Avenue Business District contains some 30 major buildings. Nearly all of them front directly onto the sidewalks. Approximately half of the buildings are set in attached rows, and the great majority of the free-standing buildings occupy nearly the full width of their lots. Exceptions to this pattern are the passenger and freight stations, located to the north and south of Station Avenue between the railroad right-of-way and West Atlantic Avenue, and the Midlantic National Bank, located at the southeast corner of Station and East Atlantic Avenues and separated from the neighboring building to the east by a drive-through lane. There is only one vacant parcel in the district, Lot 18, currently black-topped and used for parking.

**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)

Architecture  
Commercer  
Transportation

Period of Significance

c.1890-1930

Significant Dates

N/A

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Unknown

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

**Summary of Significance**

The Station Avenue Business District is significant as an example of the type of commercial area that evolved to serve the needs of a commuter suburb of the late 19th and early 20th century. The portion of Station Avenue lying between White Horse Pike and Seventh Avenue has served as the business center for Haddon Heights since the community's founding in 1890. This small, linear district contains twenty-six contributing buildings, all of which were in place by c. 1930. Similarities in size, scale, and materials and a generally uniform setback meld the buildings into a cohesive streetscape. The district includes both buildings that are examples of formal architectural styles, including Georgian Revival and Tudor Revival, and others that are basic commercial types with some decorative features influenced by the vocabulary of formal styles. The original passenger station, a Queen Anne building erected in 1890, and the freight station, constructed c. 1900, survive in the district and provide evidence of the railroad's importance to the town. Many of the buildings were altered or enlarged during the district's period of significance, reflecting the growth of the surrounding residential areas in the early decades of the 20th century and the increased demand they generated for shops and services. Particularly notable among the alterations is the early Art Deco style storefront detailing of Carrarra glass added to the building at 614 Station Avenue c. 1930. Despite some modern alterations, usually to storefronts, and a limited amount of new construction (four buildings since World War II), the Station Avenue Business District retains its historic character.

See continuation sheet

**9. Major Bibliographical References**

- Bicker, Francis R. "Haddon Heights: A History." Typescript in files of the Haddon Heights Public Library, 1976.
- Cook, George W. and William J. Coxe. Atlantic City Railroad, The Royal Route to the Sea. Oaklyn, N.J.: West Jersey Chapter, National Railway Historical Society, 1980.
- Cranston, Paul F. Camden County 1681-1931: Two Hundred and Fiftieth Anniversary. Camden: Camden County Chamber of Commerce, 1931.
- Eighth Graders of Haddon Heights Jr. High School. Haddon Heights, An Historical Album. Cherry Hill: Haddon Heights School Board, 1976.

See continuation sheet

- 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 # \_\_\_\_\_

- Primary location of additional data:
- State historic preservation office 1986 survey
- Other State agency
- Federal agency
- Local government
- University
- Other
- Specify repository: \_\_\_\_\_

**10. Geographical Data**

Acreeage of property approx. 7 Camden NJ-PA Quad

UTM References

A 18 494960 4414480  
 Zone Easting Northing

C \_\_\_\_\_

B \_\_\_\_\_  
 Zone Easting Northing

D \_\_\_\_\_

See continuation sheet

Verbal Boundary Description

Although the longitudinal axis of the Station Avenue Business District actually runs northeast-southwest, for convenience the boundaries are described as though the axis were true east-west. Lot and block numbers refer to those shown on the accompanying sketch map (excerpted from

See continuation sheet

Boundary Justification

The historic business district of Haddon Heights is confined to the two-block area of Station Avenue running from White Horse Pike (Route 30) on the east to Seventh Avenue on the west. The district boundaries defined for purposes of National Register listing are, for the most part,

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**11. Form Prepared By**

name/title Polly A. Matherly, Associate Director

organization Heritage Studies, Inc. date June 1988

street & number 20 Seminary Ave. telephone (609) 466-9606

city or town Hopewell state New Jersey zip code 08525

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The business district contains only a few landscape features. Trees are set into the sidewalks at regular intervals along both sides of Station Avenue; these represent a traditional feature in the district, though the existing trees at the eastern end of the area appear to have been planted within the last few years. (Photos 1, 16) On either side of Station Avenue at the intersection with White Horse Pike is a grass plot with low shrubs; each of these spaces contains a wood sign supported by brick piers, which identifies both Station Avenue and the borough. Small landscaped areas have also been created on the north side of Station Avenue to the east and west of the railroad right-of-way. These consist of planting beds surrounding paved areas set with park benches and light standards that reproduce a crook-necked design popular for street lights during the early 1900s.

Contributing Buildings

The 26 buildings that contribute to the historic and architectural significance of the Station Avenue Business District include a variety of stores and shops, the railroad stations, a combined commercial/apartment block, and two banks (one now converted to another use). The contributing buildings were constructed between c. 1890 and c. 1930; the majority of them date from the district's period of most rapid growth, the years from 1910 through the mid 1920s. Most of the buildings are one or two stories in height, a few two and a half; only two are three full stories high. The earliest of the buildings are of frame construction, while later construction is predominantly of brick. The district also contains three examples where brick is combined with stone. During the 1920s, a number of the buildings were enlarged by means of one-story brick additions at the front.

The contributing buildings represent a range of architectural styles popular during the district's period of significance. The earliest buildings are late Victorian in character. The passenger station combines elements of the Queen Anne and Richardsonian Romanesque styles; other early buildings, such as the store at 501 Station Avenue, are similar in many respects to residential buildings dating from the same period. Most of the later buildings in the business district are constructed in the Georgian Revival style or have decorative elements drawn from the classical design vocabulary. The Fries Building at 600-606 is Tudor Revival, the sole example of that style within the district boundaries. The storefront surround of etched structural glass added to 614 Station Avenue, probably around 1930, is the district's only example of the Art Deco style.

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Recent alterations to contributing buildings are for the most part limited to changes in storefronts, installation of new signs, or the addition of vinyl/aluminum siding. Some buildings have also been altered or enlarged at the rear, but this work has had no effect on the visual quality of the district. Although many of the buildings now have apartments on the upper floor, this use has generally not required substantial exterior alteration. With the exception of the freight station, which has been vacant for several years, the buildings are in good to excellent condition.

Non-contributing Buildings

Only four buildings within the Station Avenue Business District are non-contributing; all of them post-date World War II. The four are the Masonic Lodge at 507 Station Avenue (Block 25, Lot 19); the S. H. Fastow Store located at 523 Station Avenue (Block 25, Lot 24); the small commercial block at 531 Station Avenue (Block 25, Lot 25); and the Borough Library at 608 Station Avenue (Block 29, Lot 5). Although the Masonic Lodge and Library are clearly modern in character, both the Fastow Store and the adjacent commercial block have design elements that relate them visually to the earlier, contributing buildings in the district. (Note: see comments regarding potential significance of the Fastow Store under Item 8.)

Description of Individual Buildings

## Block 25

Lot 16 - 501 Station Avenue, c. 1895. Two-and-a-half-story building of frame construction with roof combining gabled and hipped sections; main block is essentially residential in character; windows are 1/1 in simple surrounds; one-story section on south contains two storefronts, each consisting of a large display window with a single door to one side; storefront section carries an entablature with simple moldings on the architrave and cornice, and vertical detailing on the frieze. (Photo 2)

Lot 17.01 - 503 Station Avenue, c. 1930. One-story brick building; roof concealed by low parapet; pair of doors at recessed center entrance with display window at either side; the sign above the storefront is set in a rectangular surround of brick with decorative tile inset at the four corners. (Photo 2)

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Lot 17 - 505 Station Avenue, c. 1910. One-story building with brick facade, side elevations covered with stucco; recessed center entrance with large multi-pane shop windows at either side; alterations include pent roof across upper portion of facade. (Photo 2)

Lot 19 - 507 Station Avenue, 1960s and c. 1972. Masonic Lodge; large, gable-roofed brick building, constructed in two phases. (Photo 2)

Lot 20 - 513 Station Avenue, c. 1910. One-story brick building; storefront elements include two-part display window, entrance at west side of facade, two-part transom extending across full elevation, and cornice with large decorated bracket at either end. (Photo 3)

Lot 21 - 515 Station Avenue, c. 1910. One-story brick building, enlarged at front c. 1920; recessed center entrance flanked by display windows on brick bases; simple wood cornice. (Photo 3)

Lot 22 - 517 Station Avenue, c. 1910. One-story brick building; storefront has been altered but structure retains its basic, historic form. (Photo 3)

Lot 23 - 519 Station Avenue, c. 1910. Brick building in Georgian Revival style; one-story section in front with three-story block behind; commercial space on ground floor with apartments above. One-story section: two storefronts, each with entrance recessed between display windows; storefront on west capped by a band of transom lights, transom area on east storefront now covered by solid panels; front wall crowned by cornice above each storefront and metal railing mounted between brick piers; side walls capped by low brick parapet. Three-story block: windows have lintels of voussoir brick, keystones and sills of stone; wide soffit at eaves with horizontal elements suggesting block modillions; low hipped roof. (Photo 3)

Lot 24 - 523 Station Avenue, c. 1950. One-story masonry building; facade clad with structural glass; storefront consists of two large display windows on aluminum bases and a recessed center entrance, the whole topped by an aluminum cornice; aluminum numerals and letters mounted at upper edge of cornice ("5 & 10 c S. H. FASTOW \$1.00 UP"); secondary elevations stuccoed. (Photo 4, left)

Lot 25 - 531 Station Avenue, c. 1950. One-story brick building at corner location; building divided into four stores with entrances and display

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windows on both south and west elevations; treatment of decorative brickwork (window sills, lintels at windows and doorways, corbel courses at parapet) gives the appearance of an earlier construction date. (Photo 4, right)

Block 26

Lot 1 - 500 Station Avenue, c. 1895. Two-story brick building; slate mansard roof with gabled dormers added to eastern portion at an early date; flat roof on west half; two-story polygonal bay on east elevation; continuous wood cornice across east and north elevations; although the ground floor has been heavily altered, the upper portion of the building retains its historic character. (Photo 5, left)

Lots 2 and 3 - 504-506 Station Avenue, c. 1910. Two-story brick building containing a pair of stores separated by a central party wall; second floor carries a pair of bay windows covered by concave pseudo-mansard roofs; ground floor of 504 has a display window and side entrance, both with transom lights, set under a pent roof carried on triangular wood brackets; ground floor of 506 has been heavily altered and extended toward street; both portions of the building have large modern additions at the rear. (Photo 5, right)

Lots 4 and 5 - 508 and 510 Station Avenue, c. 1909. Pair of two-story frame buildings with one-story front additions (c. 1920) of variegated brick; each storefront consists of a recessed center entrance and flanking display windows; both additions carry decorated friezes, and cornices terminated by heavy brackets capped by squat finials; second floor of 508 retains its original configuration with a polygonal bay at the front; second floor of 510 has been altered to a rectangle and extended forward over the addition. (Photo 6, left)

Lot 6 - 512 Station Avenue, c. 1925. Two-story brick building; storefront consists of recessed center entrance and flanking display windows on brick bases; tiled pent roof above storefront is original; synthetic siding has been applied to elevations. (Photo 6, right)

Lot 7 - 514 Station Avenue, c. 1905. Rectangular brick building with hipped roof, occupied until 1925 by the Haddon Heights National Bank; as built, contained two stories above a raised basement; interior has been reworked to create three full floors above ground level; brick piers on front and side elevations are original; two-story piers at front corners

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are an addition; ground floor has been further reworked and now carries a modern storefront with pent roof. (Photo 7, center)

Lot 9 - 516 Station Avenue, c. 1925. Two-story brick building; ground floor heavily altered but second floor retains its historic appearance with paired windows and pent roof set between brick corner piers; low parapet at top of side elevations. (Photo 7, right; photo 8, left)

Lot 10 - 518-520 Station Avenue, c. 1905. Two-story frame building (originally a mirror image of 522-524) with one-story brick addition (c. 1925) in front; storefront consists of a pair of recessed doorways at center with a display window at either side; transom lights remain in place above eastern window; transom lights above doorways and west display window now blocked by air conditioning equipment and vents; one-story section carries a decorated frieze and cornice with modillions, terminated by heavy brackets with finial caps; second floor has been covered with synthetic siding but retains its original polygonal bays on the front (north) and east. (Photo 8)

Lot 11 - 522-524 Station Avenue, c. 1905. Two-story frame building (originally a mirror image of 518-520) with one-story frame addition (c. 1925) at front; addition contains two storefronts--each with display window, side entry, and transom lights--and carries a simple wood cornice; second floor has polygonal bays at front and west side, a plain frieze, and simple, continuous cornice. (Photo 8)

Lot 12 - Midlantic National Bank (no #), 1925. Two-story Georgian Revival building; brick with stone watertable, beltcourse, and cornice; entrance at center front covered by a small portico; small windows on first floor are set in simple stone frames; the tall, round-arched windows on the upper floor are set in stone surrounds consisting of arches with keystones, carried on simple pilasters; roof concealed by low brick parapet with inset stone balusters and stone coping; canopy at east side of building covers drive-through lane. (Photo 9)

## Rail Stations

Lot 200.01 - Passenger Station, c. 1890. One-and-one-half-story frame building with clapboard sheathing on first floor, shingle above; Queen Anne style with arched surround at entrance derived from the Richardsonian Romanesque; polygonal bays at either end of front (east) elevation; windows have single-light lower sash with multi-light sash

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above; gabled slate roof with hipped dormer on front, cross gable at rear; at the east side of the building the roof is extended in a hipped form (carried on wood brackets), creating a canopy over the platform; a canopy that originally ran north from the station along the platform has been removed. (Photo 10)

Lot 200.02 - Freight Station, c. 1900. One-story rectangular building with a foundation of coursed rubble, walls and raised watertable of brick, and a hipped roof; design is essentially astylar; a single doorway, centered on the north elevation and loading bay doors on the long east and west elevations are set in segmentally arched openings; building has been vacant for several years and is now in fair condition. (Photo 11)

## Block 28

Lot 27 - 601 Station Avenue, c. 1920. Two-story brick building; first floor has been sheathed with vertical-board siding, but the heavy classical cornice above the storefronts is intact; second floor carries rectangular wood bays with panel detailing and classical cornices; roof concealed by a low, slightly stepped parapet. (Photo 12)

Lots 28-33 - 605-615 Station Avenue, c. 1920. Two-story brick commercial block divided into six sections by internal party walls; storefronts consist of a large display window with a single, recessed door at one side; storefront at 607 is heavily altered, but others retain much of their original character; single doors with simple pedimented hoods are set into the brick wall between pairs of storefronts; second floor carries a row of wood, polygonal bays; details of the bays include inset panels at base and top, 6/1 windows separated by short pilasters, and a cornice with block modillions. (Photo 13; photo 14, right)

Lots 34 and 34.02 - 617 Station Avenue, c. 1930. One-story brick building in Georgian Revival style, constructed as headquarters for the local telephone company; facade divided into six bays by brick pilasters; entrance, in westernmost bay, consists of a pair of doors set under a multi-pane lunette; each of the remaining bays contains a round-headed, multi-pane window with a pattern of both muntins and mullions; windows have stone sills; arches above windows and entrance consist of voussoir brick with impostes and keystones; facade is capped by a low parapet with classical moldings. (Photo 14, center)

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Block 29

Lot 1 - 600-606 Station Avenue, c. 1920. The Fries Building, a two-story Tudor (or Jacobethan) Revival office block; lower floor faced with stone, upper floor brick with stone trim; ground floor has a central display window, flanking entrances, and two additional display windows at each side; entrances are set in four-centered arches and crowned by squared hood moldings with foliate ornament at the spandrels; display windows have a heavy transom bar and three multi-pane transom lights, separated by heavy mullions and set in basket arches; the basket arches are framed by single colonettes, carried on decorative corbels set on line with the transom bars and running up to the cornice that tops the first floor; a continuous stone beltcourse forms the sill of the second floor windows, which are arranged in groups (3-3-2-4-2-3-3), set in stone surrounds with mullions and transom bars; another stone beltcourse runs across the top of the second floor window surrounds; a low parapet with stone coping conceals the flat roof. (Photo 15, photo 16 right)

Lot 5 - 608 Station Avenue, c. 1965. Haddon Heights Public Library, two-story brick building; central portion of facade consists of glass and aluminum curtain wall set behind a full height arcade. (Photo 16, left center)

Lots 6, 7, 8, 9 - 610, 612, 614, 616 Station Avenue, c. 1910. Constructed as a block of four identical units; each originally two-and-a-half stories, brick with stone front, carrying a mansard roof of patterned slate with central gabled dormer; stepped party walls extended above the roofline at each end of the row and between the center units; c. 1925 all four units received identical one-story brick additions at front with large display windows, recessed side entries, multi-light transoms of prism glass, and cornices with classical moldings. Storefronts at 612 and 616 are largely intact. (Photo 17, right; photo 18, left) Configuration of the storefront at 614 was reworked (c. 1930?) to recessed center entry flanked by display windows with square transom lights; storefront surround of etched black structural glass is a good example of early Art Deco design and the only representative of this style in the Station Avenue Business District. (Photo 19) First floor of 610 has been heavily altered and does not appear to retain any of its historic elements. Mansard roofs at 610 and 612 were destroyed by fire within the last few years and have not been replaced. (Photo 17)

Lot 10, 618 Station Avenue, c. 1920. One-story concrete block building containing two shops divided by a party wall; recessed entrances are

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paired at the center of the facade (doors are modern replacements); storefronts with brick bases and wood-framed transom lights appear to date from c. 1930 and to have been constructed in association with the front at 622 Station Avenue (transom lights are identical and there is no break in the brick base); a single cornice with classical moldings and terminal brackets spans the 618-620 facade. (Photo 20, left)

Lot 10.01, 622 Station Avenue, c. 1920 (east half) and c. 1925 (west half). One-story concrete block store; constructed as two buildings and later converted into one, probably c. 1930; storefront has center entrance (doors are modern replacements), brick base (continuous with front at 618-620), and transom lights (identical to those at 618-620); cornice with classical moldings is visible on west elevation but is concealed on the facade by an added signboard. (Photo 20, right)

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Photograph Labels

Station Avenue Business District  
Haddon Heights, New Jersey

Photographer: Julia E. Herr

Date: April 1988

Negatives: filed at Heritage Studies, Inc., Hopewell, New Jersey

1. View west into district from the White Horse Pike intersection, Block 25 at right, Block 26 at left.
2. View northeast from intersection of Station Avenue and White Horse Pike, showing entire length of Block 25 from East Atlantic Avenue (background) to White Horse Pike.
3. View northwest, Block 25, Lots 20, 21, 22, 23, 24, 25.
4. View north showing Carrara glass front of store at Lot 23, Block 25; Lot 24 at left.
5. View south, Block 26, Lots 1, 2, 3.
6. View south, Block 29, Lots 4, 5, 6.
7. View south, Block 26, Lots 5, 6, 7, 9.
8. View southeast, Block 26, Lots 9, 10, 11.
9. View southeast, Midlantic Bank (Block 26, Lot 12)
10. View northwest across railroad tracks, showing Passenger Station.
11. View southeast, Freight Station.
12. View north, Block 28, Lot 27.
13. View north, Block 28, Lots 31, 32, 33.

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14. View northeast, Municipal Building at left (Block 28, Lot 34.01, outside district boundaries), former Telephone Company building (Lot 34), and remainder of Block 28.
15. View south, Fries Building (Block 29, Lot 1).
16. View southwest, showing corner of Fries building (Block 29, Lot 1), Haddon Heights Library (Lot 5, non-contributing), and remainder of Block 29.
17. View south, Block 29, Lots 6, 7, 8.
18. View south, Block 29, Lots 8, 9.
19. View of building at 614 Station Avenue (Block 29, Lot 8); detail view of Carrara glass with etched design.
20. View south, Block 29, Lots 9, 10, 10.01.

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## Context:

Haddon Heights is one of many suburbs that were created in Camden County in the late 19th and early 20th centuries. For the most part, these communities attracted middle-class families, in the majority of which the wage-earner commuted by railroad, trolley, or automobile to work in Camden or Philadelphia. In each community a business district quickly grew up to provide stores, services, and professional offices necessary to support the surrounding residential areas. The relation between the communities and their business areas was a symbiotic one; convenient local stores and shops helped attract residents to the new towns, and the growing population in turn provided an increased market for goods and services that spurred development within the commercial areas. In comparison with the commercial areas of neighboring suburbs, for example Collingswood, Audubon, and Merchantville, the Station Avenue Business District is smaller and more cohesive, and overall retains a higher degree of integrity.

The Station Avenue Business District is also significant when examined only in the context of Haddon Heights. The district functioned as the business center for the town from the time of its founding through the period of its historic development. Although in recent years stores and businesses have spread along White Horse Pike north and south of its intersection with the district, the two blocks of Station Avenue between White Horse Pike and Seventh Avenue retain their identity as the commercial core of the town.

## Historical Background:

Although settlement in the locale that would eventually become Haddon Heights began near the end of the 17th century, the area remained essentially rural until the last years of the 19th century.(1) Over the intervening years a transportation network grew up which would play an important role in the development of Haddon Heights. The King's Highway, a former Indian trail, had already become a major road by the end of the 17th century. Blackwoodtown Road (now Black Horse Pike) was created in 1795. In 1801, the Camden Long-A-Coming Road (now White Horse Pike) was constructed, linking the town of Camden with the hamlet of

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Long-A-Coming (now Berlin), several miles to the southeast. Clements Bridge Road was laid out in 1806. In the 1850s, both the Blackwoodtown and Long-A-Coming Roads became turnpikes.

The railroad arrived during the 1870s, when the Philadelphia and Atlantic City Railroad completed its line to the New Jersey shore. Its track ran parallel to and west of the White Horse Pike. In 1889 the Reading Railroad absorbed the Philadelphia and Atlantic City along with several other lines; as part of the upgrading that followed, the line was double-tracked in 1890. Access to the railroad and to a network of major roads for vehicular traffic, in combination with the natural advantages of high ground only a few miles from Camden and Philadelphia made the site of Haddon Heights an ideal location for suburban development.

The first steps in the creation of the new community and of its business area along Station Avenue were also taken in 1890, when Benjamin Lippincott, who owned a sizeable farm that was crossed by the railroad right-of-way, constructed a passenger rail station on his property. That same year, Lippincott filed a subdivision map for a community that he proposed to call "Prospect Ridge". His plan called for two broad avenues, East and West Atlantic, running parallel to and either side of the railroad tracks. To the east of the railroad and also parallel to it, Lippincott envisioned five residential avenues, numbered First through Fifth. The proposed Fifth Avenue was, in fact, Long-A-Coming Road (White Horse Pike) under a new name. Two additional avenues, Seventh and Eight, would parallel the railroad to the west. The site of the passenger station was shown on Lippincott's plan at the northwest corner of West Atlantic Avenue and Station Avenue, the major east-west axis through the proposed town. Two lesser cross-town streets, Green and Garden, would parallel Station Avenue to the north and south respectively.

Within a short time, Lippincott sold a considerable part of his land to Charles H. Hillman, and it was Hillman who evidently installed the streets called for under the Prospect Ridge Plan. A member of one of the oldest families in the adjacent town of Haddonfield, Hillman also suggested that the new community be named Haddon Heights.

Two real estate firms would also play important roles in the creation of Haddon Heights. In 1898, Frederick Fries founded the

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F. Fries Company for the sale and improvement of land on the west side of the railroad line. In 1904 Clemens Titzck, Frank B. Jess, Harold Rogers, and Charles Bunting formed the Haddon Heights Real Estate Company. This firm was primarily interested in the area east of the railroad line; the company bought up all the remaining open land in that section of town in 1907 and controlled its subsequent development. (For additional information on the residential development of Haddon Heights, see the related National Register nomination for the White Horse Pike Residential District.)

Although few buildings were erected before 1895, the development of Haddon Heights accelerated before the end of the decade. From the beginning business and commercial enterprises were concentrated along Station Avenue in the blocks between White Horse Pike and Seventh Avenue. At the center of this area lay the railroad line and the passenger station. In addition, a freight station was erected at the southwest corner of Station Avenue and West Atlantic Avenue c. 1900. In 1903 trolley service was initiated; the trolley tracks paralleled the railroad right-of-way.

Haddon Heights' first important commercial enterprise was founded in 1898 when the Evaul brothers--Howard, Sherman, and Ernest--opened a grocery and general merchandise business in a building at the northwest corner of Station Avenue and White Horse Pike. The combination of quality goods, home delivery, and catalogue service offered by the Evauls proved so successful that in 1903 the brothers moved their operations to a larger store at the northeast corner of Station Avenue and East Atlantic Avenue.

In 1904 Borough of Haddon Heights was incorporated and Benjamin Lippincott was elected the first mayor. By that time a number of businesses were in operation along Station Avenue.(2) Dr. Charles Shillito operated a pharmacy in the original Evaul store at 501 Station Avenue (northwest corner of Station Avenue and White Horse Pike). The same building also housed the post office, a telephone exchange, and the public library that had been established in 1902. To the west along the north side of Station Avenue stood a barber shop operated by Ulysses Ford, and the second Evaul store at the corner of East Atlantic Avenue. On the south side of Station Avenue in this block were Klein's Bakery (500 Station Avenue), the Thurwanger Cigar and Candy Store, and, at the corner

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of East Atlantic Avenue, Fredrick Fries' real estate office. To the west of the railroad line between West Atlantic and Seventh Avenues were a house and an office (north and south sides of Station Avenue respectively).

During its early years, Haddon Heights became known as a summer resort. The high elevation, natural scenery including a large lake at the west side of town, and easy access by train, trolley, or automobile combined to draw visitors from throughout the surrounding region. Three hotels were built in the community--the Maple Leaf Inn, the Homestead, and Benjamin Lippincott's Haddon Heights Inn (all located outside the business district). While some guests made extended visits, others came only for a weekend or stopped over in Haddon Heights on their way to or from the Jersey shore. The majority of the travelers reached Haddon Heights by train, and were met at the station by coaches provided by the hotels. The summer visitors generated increased business for the merchants on Station Avenue both directly and through the hotels.

Development along Station Avenue was recorded in a series of Sanborn insurance maps dated 1909, 1914, 1922, and 1927.(3) On the 1909 map, the building at 501 Station Avenue was identified as a meat market, and a cobbler had taken over the former barber shop. The second Evaul store still occupied the building at the northeast corner of Station Avenue and East Atlantic, and a plumbing and tin shop had been erected on the next lot to the east. South of Station Avenue the bakery and real estate office still occupied to corners of the block. At the center of the block stood the Haddon Heights National Bank, which had been established c. 1904 with Clemens Titzck as its first president. To the east of the bank were a paint shop and the cigar store (508-510 Station Avenue), to the west two offices (520-522). By 1909 a town hall had been constructed on the south side of Station Avenue west of the railroad (site now 608 Station Avenue); in addition to the town offices and council chamber, this building also housed the fire department, public library, and a barber shop. To the east of the town hall stood two offices and a residence.

Between 1909 and 1914 several changes occurred along Station Avenue. On the north between White Horse Pike and East Atlantic Avenue new elements included (in order west from the cobbler shop)

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a Chinese laundry, moving picture theatre, carpenter's shop, garage, a row of three attached, one-story shops (513-517), and a three-story block (519-521) containing a plumbing shop and drug store on the ground floor. In addition a large grocery had been constructed next to the Evaul general store. On the south side of Station Avenue in this block, a pair of shops had been erected at 504 and 506, offices at 518 and 524. All of the earlier buildings on both sides of the street remained in place. By 1914 the building at the northwest corner of Station Avenue and West Atlantic contained a grocery and a dry goods store. On the south side of the street, a row of four attached buildings had been constructed at 610-616, containing (ground floor, east to west) a drug store, restaurant, the post office, and a business office. By this date, in addition to its other functions, the town hall also served as headquarters for the local Masonic Lodge.

Between 1914 and 1922 only two new buildings were added to Station Avenue between White Horse Pike and East Atlantic; the carpenter's shop and garage were replaced by a larger garage, and an office was built at 528. In addition, the Evaul general store was subdivided; the eastern portion remained a store, but the western section and the adjacent grocery were modified to house an auto dealership, also operated by the Evaul family. Between West Atlantic and Seventh Avenue there was a substantial amount of new construction in this period. The Fries Building (600-606 Station Avenue, southwest corner of West Atlantic) provided space for shops and a larger post office on the ground floor and offices above; its Tudor Revival design also added a distinctive architectural element to the streetscape. Stores and shops occupied the block of six attached, two-story buildings at 605-615 Station Avenue; each of the units in this row featured a polygonal bay with classical detailing. The three one-story buildings at 618, 620, and 622 were also built to house stores or shops.

By 1927 there had been further significant changes in the Station Avenue business area. On the north side in the first block, the movie theatre and auto dealership had each been converted into a pair of stores. On the south side of the avenue, the bakery had been converted to an office and store, the former bank to apartments. New stores had been constructed at 512 and 516 Station Avenue. In 1925 the large lot at the southeast corner of Station Avenue and East Atlantic had become the site of the new headquarters of the Haddon Heights Bank & Trust Company, successor

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to the Haddon Heights National Bank; its large size in comparison with most of the other buildings in the business area and its Georgian Revival design made the new bank a focal point in the Station Avenue streetscape. In the second block of the business area, one building had been added by 1927, a one-story office at 624 (southeast corner of Station and Seventh Avenues), and one-story additions had been constructed at the front of the row of buildings at 610-616.

The last significant elements in the streetscape of the Station Avenue business district were added c. 1930. At that time, a new telephone exchange in Georgian Revival style was erected at 617 Station Avenue, and a new storefront of Carrarra glass, the district's only example of the Art Deco style, was added to the store at 614 Station Avenue.

The growth of the Station Avenue business district from 1890 through c. 1930 was both a product of and a factor in the larger development of the Borough of Haddon Heights. Between 1900 and 1930, the population of Haddon Heights increased from 350 to almost 5,400 people. Over the same decades, the commercial area along Station Avenue also grew steadily as new businesses were established to provide the goods and services the town required. In a 1931 publication celebrating the 250th anniversary of Camden County, the author commented on the expansion of Haddon Heights "from a little scattered settlement of a quarter-century ago to one of the most desirable residence communities in all South Jersey."(4) He identified Station Avenue as "the main business thoroughfare" in the town and noted "the mass of traffic which is drawn to this shopping center daily."(5)

Because all of the land within the proposed Station Avenue National Register district was developed during its period of significance, new construction has required the demolition of existing buildings. The most serious loss was the replacement of the historic town hall by a new public library in the 1960s. (The new town hall, built at the northeast corner of Station and Seventh Avenues, has been excluded from the boundaries of the proposed district). Other buildings demolished were the shops created from the former movie theatre, which gave way to a new Masonic Hall (507 Station Avenue) completed c. 1980, and the store and auto dealership that grew out of the Evaul general store and grocery, now the site of a small commercial block (531 Station

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Avenue) and the S. H. Fastow Store (523 Station Avenue). It should be noted that the front elevation of the Fastow Store is composed of structural glass, the only example of its kind among the commercial buildings in Haddon Heights. Although constructed in the late 1940s, and therefore outside the period of significance for the business district, the Fastow store should be examined when it has reached the age of fifty years to determine whether it might be individually eligible for Register listing.

Although some of its original buildings have disappeared, the Station Avenue business district has, on the whole, retained the character of a commercial area dating from the late 19th through the early 20th century. Both the passenger and freight stations remain to illustrate the importance of the railroad in the development of the business district and the surrounding town. Major architectural elements, including the Fries Building and the Haddon Heights Bank & Trust Company, are intact. While many of the remaining buildings have undergone alteration, usually of the storefronts, collectively they compose a streetscape with sufficient integrity to convey a strong sense of time, place, and historic function.

## Notes:

1. "Portions of Center & Haddon Townships Which Were Later to Become Haddon Heights, 1877" (Haddon Heights: Robertson & Johnson, Borough Engineers, 1976).
2. "Borough of Haddon Heights, 1904" (Haddon Heights: Robertson & Johnson, Borough Engineers, 1976).
3. Sanborn Insurance Map Series, "Haddon Heights, N.J." (New York: Sanborn Map Company, 1909, 1914, 1922, and 1927).
4. Paul F. Cranston, Camden County, 1681-1931: Two Hundred and Fiftieth Anniversary (Camden: Camden County Chamber of Commerce, 1931), p. 115.
5. Cranston, Camden County, p. 116.

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Titzck, Clemens, Jr. "Seventy Years Ago." Audubon and Haddon Heights Weekly Visitor, December 31, 1970.

Yorke, David A., Jr. "Materials Conservation for the Twentieth Century: The Case for Structural Glass." Association for Preservation Technology Bulletin 13, No. 3 (1981):18-29.

Maps:

"Portions of Center & Haddon Townships Which Were Later to Become Haddon Heights, 1877." Map prepared by Robertson & Johnson, Borough Engineers, Haddon Heights, N.J., 1976.

"Borough of Haddon Heights, 1904." Map prepared by Robertson & Johnson, Borough Engineers, Haddon Heights, N.J., 1976.

"Map Showing Tract Owned By Haddon Heights Real Estate Co." Haddon Heights, N.J., 1905.

Sanborn Insurance Maps, Haddon Heights, N.J. Sanborn Map Company, 1909, 1914, 1922 and 1927.

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the local tax map). Boundary: beginning at the northeast corner of Lot 1, Block 26 (the intersection of the south curb of Station Avenue and the west curb of White Horse Pike); thence, south along the east line of Lot 1; thence, west along the south (rear) lines of Lots 1 through 12, Block 26 and along the same line extended to the west curb of East Atlantic Avenue; thence, south 75 feet to a point; thence, west to the east curb of West Atlantic Avenue; thence, north 114 feet to a point in line with the extended south (rear) line of Lot 1, Block 29; thence, west across West Atlantic Avenue and along the south (rear) line of Lot 1, Block 29 to the east line of Lot 5; thence, along the east, south, and west lines of Lot 5 to a point in the south (rear) line of Lot 6; thence, in a generally westerly direction along the south (rear) lines of Lots 6 through 10.01 to the east curb of Seventh Avenue; thence, north along the east curb of Seventh Avenue to its intersection with the south curb of Station Avenue; thence, east along the north (front) lines of Lots 10.01 through 9 to a point in line with the west line of Lot 34.02, Block 28; thence, north across Station Avenue and along the west line of Lot 34.02 to the rear line of that lot; thence, east along the north (rear) lines of Lots 34.02 through 27 and the same line extended to the east curb of West Atlantic Avenue; thence, north along that curb and the Conrail (formerly the Pennsylvania-Reading Seashore Lines) right-of-way 50 feet to a point; thence, east in a direct line to the east curb of East Atlantic Avenue; thence, south along that east curb to the north (rear) line of Lot 25, Block 25; thence, in a generally easterly direction along the north (rear) line of Lots 25 through 16 (descending order) on Block 25, to the west curb of White Horse Pike; thence, south along said west curb to the point of beginning at the northeast corner of Lot 1, Block 26 (intersection with the south curb of Station Avenue).

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derived from rear lines of the lots fronting on Station Avenue. At the center of the district, where the two railroad stations (passenger and freight) stand in the railroad right-of-way between East and West Atlantic Avenues, the boundaries are arbitrary lines referenced to points in the lines of nearby lots. At the western end of the district, the boundaries have been drawn to exclude the Haddon Heights Municipal Building, a modern entity unrelated to the period of significance defined for the district. A small number of non-contributing properties have been included in the district boundaries because they lie between historic buildings.



WHITE HORSE PIKE (ROUTE 30)

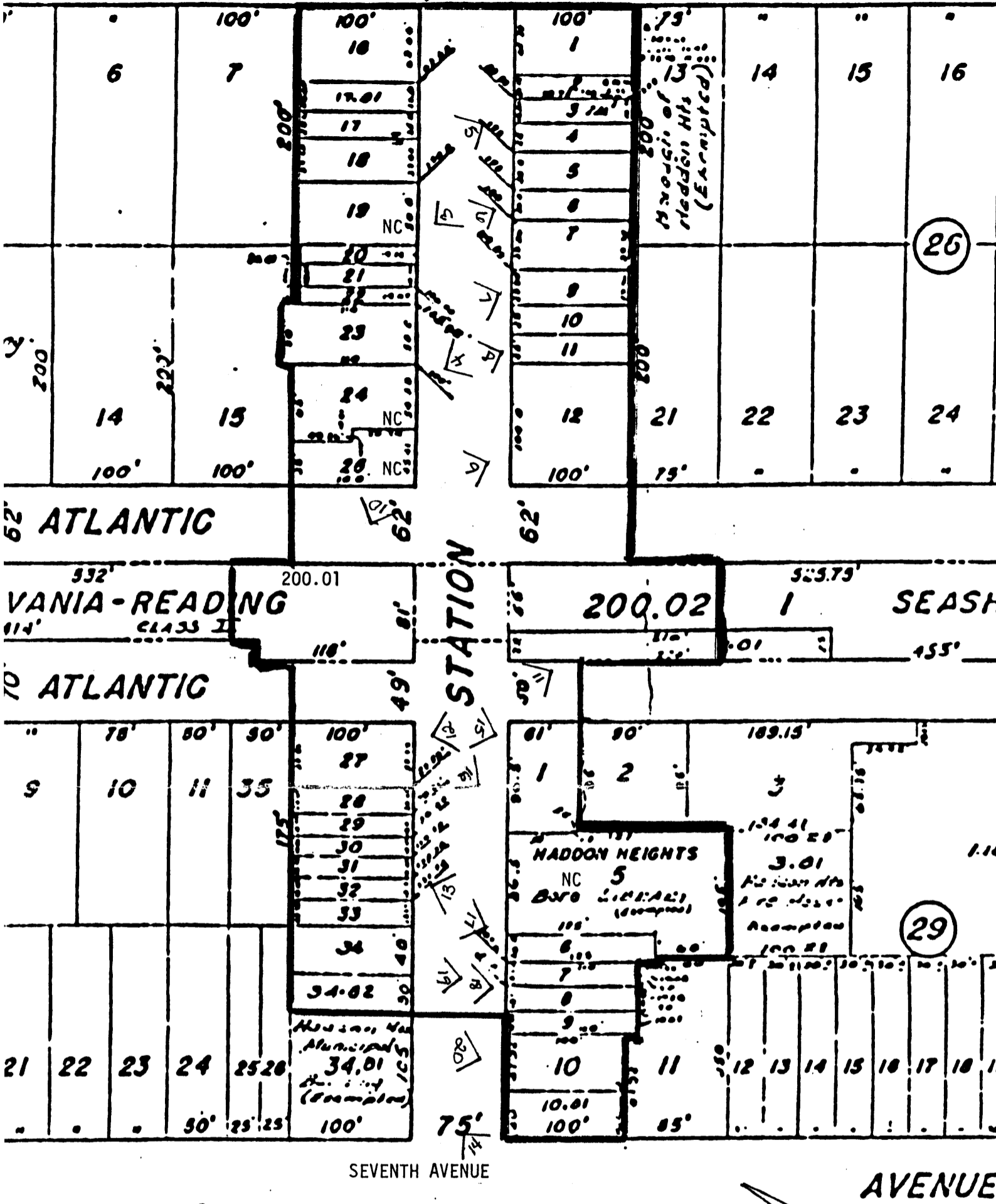


Figure A, Sketch Map

Station Avenue Business District, Haddon Heights, N.J.

Map source: Borough Tax Map by Robertson & Johnson, Borough Engineers, dated 1949, revised 1964, 1975, 1985

Original scale: 1" - 100'

Photo views   
NC - noncontributing buildings