

GREETINGS FROM THE JERSEY SHORE: A STUDY OF THE CHARACTER-
DEFINING FEATURES OF THREE NEW JERSEY SEASIDE RESORT TOWNS

by

CAITLYN MCSWIGAN

(Under the Direction of Cari Goetcheus)

ABSTRACT

New Jersey's coast, known as the Jersey Shore, spans 130 miles along the Atlantic Ocean. From Sandy Hook to Cape May, the coast holds over 40 municipalities, with many historic seaside resort towns. Inspired by their predecessors in England and early resorts in America, New Jersey's seaside resort towns first originated in the late eighteenth century as health retreats. As towns evolved, entertainment became prioritized as well. Natural resources like the ocean and bay, uniting with cultural resources such as accommodations and entertainment structures, reveal how seaside resort towns' identities equally rely on both. This thesis will examine seaside resort towns' resources to identify their typical character-defining features. Three case study sites along New Jersey's coast will be studied to determine if those features exist and confirm if they are still integral to their communities' identities while also recognizing the potential challenges to their continued conservation and preservation.

INDEX WORDS: Seaside Resort Town, New Jersey, Coast, Beach, Vacation, Historic Preservation, Conservation, Natural Resource, Cultural Resource

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DEDICATION

To my family and all the other shoobies that spend their summers down the shore.

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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	x
CHAPTER	
1 INTRODUCTION	1
Methodology	3
Limitations	5
Organization of Thesis	5
2 BACKGROUND RESEARCH: ENGLAND AND AMERICA	7
Origins of the Seaside Resort Town in England.....	8
America and the Seaside Resort Town	25
Summary of the Character-defining Features of Seaside Resort Towns in England and America	46
3 BACKGROUND RESEARCH: NEW JERSEY	48
New Jersey’s Legacy of Seaside Resort Towns	48
Summary of the Character-defining Features of Seaside Resort Towns in New Jersey	80
Contemporary Natural and Cultural Preservation Challenges of New Jersey’s Coast.....	81

4	NEW JERSEY SEASIDE RESORT TOWN CASE STUDY SITES	92
	Case Study Selection Criteria	93
	Case Study Methodology	95
	Asbury Park	97
	Beach Haven	123
	The Wildwoods (Wildwood/Wildwood Crest).....	143
	Summary	164
5	CASE STUDY ANALYSIS	165
	Analysis of Character-defining Features	166
	Analysis of Preservation Challenges	179
	Concluding Analysis	183
6	CONCLUSION.....	185
	Reflections	187
	Future Research	188
	Conclusions.....	189
	REFERENCES	190
	APPENDICES	
	A Case Study Interview Questions	210
	B Permission from Historic England	212

LIST OF TABLES

	Page
Table 1: Asbury Park Natural Resource Character-defining Features.....	113
Table 2: Asbury Park Coastal Management Character-defining Features.....	114
Table 3: Asbury Park Transportation and Infrastructure Character-defining Features ...	114
Table 4: Asbury Park Accommodation and Residence Character-defining Features.....	115
Table 5: Asbury Park Architectural Character-defining Features	116
Table 6: Asbury Park Bathing and Beach Character-defining Features	117
Table 7: Asbury Park Entertainment and Retail Character-defining Features	117
Table 8: Asbury Park Preservation Challenges	122
Table 9: Beach Haven Natural Resource Character-defining Features	134
Table 10: Beach Haven Coastal Management Character-defining Features	135
Table 11: Beach Haven Transportation and Infrastructure Character-defining Features	135
Table 12: Beach Haven Accommodation and Residence Character-defining Features ..	136
Table 13: Beach Haven Architectural Character-defining Features	137
Table 14: Beach Haven Bathing and Beach Character-defining Features.....	138
Table 15: Beach Haven Entertainment and Retail Character-defining Features	139
Table 16: Beach Haven Preservation Challenges	143
Table 17: Wildwood/Wildwood Crest Natural Resource Character-defining Features ..	155

Table 18: Wildwood/Wildwood Crest Coastal Management Character-defining Features.....	156
Table 19: Wildwood/Wildwood Crest Transportation and Infrastructure Character-defining Features.....	156
Table 20: Wildwood/Wildwood Crest Accommodation and Residence Character-defining Features	157
Table 21: Wildwood/Wildwood Crest Architectural Character-defining Features	158
Table 22: Wildwood/Wildwood Crest Bathing and Beach Character-defining Features	159
Table 23: Wildwood/Wildwood Crest Entertainment and Retail Character-defining Features	160
Table 24: Wildwood/Wildwood Crest Preservation Challenges	163
Table 25: Natural Resource Character-defining Features.....	166
Table 26: Coastal Management Character-defining Features.....	168
Table 27: Transportation and Infrastructure Character-defining Features	170
Table 28: Accommodation and Residence Character-defining Features.....	172
Table 29: Architectural Character-defining Features	174
Table 30: Bathing and Beach Character-defining Features	176
Table 31: Entertainment and Retail Character-defining Features.....	177
Table 32: Natural Preservation Challenges.....	179
Table 33: Cultural Preservation Challenges	179

LIST OF FIGURES

	Page
Figure 1: Photo of a 1735 engraving by John Settington, “showing a view from the south looking across South Bay towards the harbour and castle,” which includes the first known depiction of a bathing machine, seen near the shoreline (courtesy of Historic England)	13
Figure 2: Designed by Eugenius Birch and completed in 1855, the Margate Jetty was the first iron pleasure pier (https://www.loc.gov/item/2002697063/)	17
Figure 3: From 1851 to 1881, Britain’s rail network was greatly expanded, especially to the coast (https://www.geog.cam.ac.uk/research/projects/occupations/britain19c/railways/).....	19
Figure 4: From 1851 to 1881, Britain’s rail network was greatly expanded, especially to the coast (https://www.geog.cam.ac.uk/research/projects/occupations/britain19c/railways)	19
Figure 5: 1909 North Eastern Railway poster “Scarborough Braces You Up, The Air Does It” (https://collection.sciencemuseumgroup.org.uk/objects/co229848/scarborough-braces-you-up-poster).....	21
Figure 6: 1962 British Railways Southern Region poster, “Get Away for a Day by Train,” is a lithograph with an abstract style, bold text, and the railway’s logo (https://collection.sciencemuseumgroup.org.uk/objects/co232929/get-away-for-a-day-by-train-poster)	22
Figure 7: “Sunday Morning on the Boardwalk, Atlantic City, New Jersey, USA,” taken in 1896, shows large crowds of visitors promenading along the boardwalk and its amusements like “Pleasure Lake Chutes,” an early ride in which people board a boat that plunges into water at high speed (https://www.loc.gov/item/2018649623/).....	37
Figure 8: New Jersey’s tourism regions along the Jersey Shore include Shore (Monmouth and Ocean Counties), Greater Atlantic City (Atlantic County), and Southern Shore (Cape May and Cumberland Counties) (https://www.newjerseycamper.com/search.html).....	49

Figure 9: In this drawing labeled, “Generalized landform regions of New Jersey showing the Inner and Outer Coastal Plains,” the coastal plain’s large size is visible (https://www.nps.gov/parkhistory/online_books/nj2/chap1.htm)	50
Figure 10: This 1887 map of New Jersey’s railroad system demonstrates that by the late nineteenth century, most of the shore was accessible by rail (https://www.loc.gov/item/98688516/).....	67
Figure 11: Map of New Jersey Turnpike (Yellow) and Garden State Parkway (Green) (https://commons.wikimedia.org/wiki/File:NJ_GSPTP.png).....	77
Figure 12: Seen on Ocean City’s beach, this pipe transports sand pumped from a dredge anchored offshore (photo taken by author).....	84
Figure 13: This 3D map of New Jersey shows that the shore’s population density is high in Monmouth County, Atlantic County, especially near Atlantic City, and Cape May County (https://www.nj.com/news/2019/01/3d-maps-show-parts-of-nj-are-the-most-densely-populated-on-the-planet.html).....	86
Figure 14: By 2100, Climate Central predicts that 9.2% of New Jersey’s houses will experience the impacts of coastal flooding (https://www.zillow.com/research/ocean-at-the-door-21931/).....	88
Figure 15: Due to the development, the Jersey Shore is 81% paved, deterring floodwater absorption (https://pressofatlanticcity.com/weathercenter/rising_waters/81-of-the-jersey-shore-is-paved-and-water-has-nowhere-to-go/article_4173f866-8241-589b-9b08-97eabdc4b815.html)	88
Figure 16: Map of case study sites along New Jersey’s coastline (courtesy of Google Maps)	94
Figure 17a: Map of Asbury Park (courtesy of Google Maps)	98
Figure 17b: Map of Asbury Park from 1877 (https://mapmaker.rutgers.edu/MONMOUTH_COUNTY/OldMonmouthCounty.html)	98
Figure 18: The Casino building, a vacant but defining structure of the Asbury Park Boardwalk (photo by author).....	104
Figure 19: The Carousel House, attached to the Casino building, is now used for art installations (photo by author)	105

Figure 20: The Carousel House, attached to the Casino building, is now used for art installations (photo by author)105

Figure 21: View of Convention Hall from the southern end of the boardwalk (photo by author)106

Figure 22: In the center of the building, the Grand Arcade connects the Paramount Theatre, on the left, with the Convention Hall, on the right (photo by author) ...106

Figure 23: Entrance of the Stone Pony, located at the corner of 2nd and Ocean (photo by author)107

Figure 24: Wonder Bar, another popular establishment for music, located at the corner of 5th and Ocean (photo by author)107

Figure 25: The Beaux-Arts style Berkeley Oceanfront Hotel is located on Ocean Avenue and is the only remaining grand hotel (photo by author).....108

Figure 26: On LUCY, the red outlined area at the bottom of the map is the Asbury Park Commercial Historic District, while the two orange outlined areas are eligible districts, including the Sunset Lake Historic District at the top and the Liberty Square Historic District in the middle (courtesy of LUCY, NJ CRGIS Online Viewer)110

Figure 27: Sunset Avenue Houses that are eligible for the National Register (photo by author)110

Figure 28: A Queen Anne found on 4th Street (photo by author)111

Figure 29: Commercial buildings located on Cookman Avenue within the Asbury Park Commercial Historic District (photo by author)112

Figure 30: The Asbury Ocean Club, built in 2019 (photo by author).....120

Figure 31: The Turf Club, on the corner of Springwood and Atkins, with a new mural (photo by author).....121

Figure 32a: Beach Haven today (courtesy of Google Maps).....123

Figure 32b: Plan of Beach Haven drawn by the Tuckerton and Long Beach Building, Land, and Improvement Company in 1876, two years after Beach Haven’s founding (<https://www.nps.gov/nr/feature/places/pdfs/14000933.pdf>)123

Figure 33: Figure 33: Veterans Memorial Park, where the Engleside Hotel was located (photo by author).....	129
Figure 34: Coral Street contains Beach Haven’s 1870s-1880s Victorian cottages that were built for the owners of the Burnham, Parry, and Williams Company, such as this 1874 Queen Anne called the Barclay (photo by author).....	131
Figure 35: Shingles are frequently used on a variety of styles within the historic district, like on this Dutch Colonial house on Belvoir Avenue (photo by author)	131
Figure 36: The Fisherman’s Cottage, behind the Long Beach Island Museum, is integral to the history of Beach Haven’s baymen (photo by author)	132
Figure 37: Construction occurring at Bird and Betty’s (photo by author).....	133
Figure 38: The Holiday Snack Bar has been serving customers since 1948 (photo by author)	133
Figure 39: A typical McMansion along the bay and outside of the historic district (photo by author).....	142
Figure 40a: Current map of the Wildwoods (courtesy of Google Maps)	144
Figure 40b: 1912 Map of the Wildwoods (https://mapmaker.rutgers.edu/CAPE_MAY_COUNTY/oldCapeMay.html)	144
Figure 41: A Queen Anne residence on Pacific Avenue (photo by author)	150
Figure 42: Located on Pacific Avenue, the Sea Theatre opened in 1915. While closed since 2011, it was recently purchased with the intent to be restored and reopened in 2021 (photo by author)	152
Figure 43: Originally known as the Oasis Club, this Pacific Avenue building’s block is being demolished and replaced with a mixed-use property (photo by author)....	152
Figure 44: Known as one of the Wildwoods’ most famous night clubs, the Stardust is going to be demolished and replaced with a Comfort Inn (photo by author)	153
Figure 45: As more townhouses are built, they are changing the character of streets previously dominated by motels, seen in this picture of the Lu Fran Motel next to a townhouse (photo by author)	154

Figure 46a: Asbury Park (Figure 46) is on the oceanfront of the mainland, while Beach Haven (Figure 47), Wildwood, and Wildwood Crest (Figure 48) are on barrier islands (courtesy of Google Maps)168

Figure 46b: Asbury Park (Figure 46) is on the oceanfront of the mainland, while Beach Haven (Figure 47), Wildwood, and Wildwood Crest (Figure 48) are on barrier islands (courtesy of Google Maps)168

Figure 46c: Asbury Park (Figure 46) is on the oceanfront of the mainland, while Beach Haven (Figure 47), Wildwood, and Wildwood Crest (Figure 48) are on barrier islands (courtesy of Google Maps)168

Figure 47: Along Asbury Park’s oceanfront and lakes is land that is below 4 ft and vulnerable to flooding (https://riskfinder.climatecentral.org/place/asbury-park.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=6&unit=ft).....180

Figure 48: This map demonstrates that Beach Haven is especially vulnerable to flooding because the entire bayside of the island is under four feet (https://riskfinder.climatecentral.org/place/beach-haven.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=5&unit=ft).....181

Figure 49: In the Wildwoods, both the bayside and oceanside are under four feet and vulnerable to flooding. Fortunately, in Wildwood and Wildwood Crest, the beach buffers flooding from reaching development on the island's oceanside. (https://riskfinder.climatecentral.org/place/wildwood.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=4&unit=ft&zillowPlaceType=place)181

CHAPTER 1

INTRODUCTION

'Cause down the shore everything's all right
"Jersey girl" by Bruce Springsteen

The tradition of visiting the ocean for sea bathing emerged in the early eighteenth century on the coast of England. Adapted from England in the late eighteenth century, America's seaside resort towns emulated those of England by emphasizing health and providing luxury accommodations that facilitated this pursuit. Initially created for the upper class, America's seaside resort towns thrived following the introduction of the railroad, which dramatically increased the coast's accessibility to a variety of people. The accommodations and entertainment that resulted continue to be integral to seaside resort towns' identities. They have also shaped visitors' experiences, including the author of this thesis.

For as long as I can remember, every summer has included a week-long trip to the Jersey Shore. No matter where my family moved, I could always depend on our annual trip to "America's Greatest Family Resort," Ocean City, New Jersey. This slogan has always resonated with me because my family's history of traveling to Ocean City began when my dad was young. From Pittsburgh, Pennsylvania, my nana, dad, aunt, and uncles embarked on a six-hour drive for their week-long vacation. When I listen to my family share stories, I realize my own experience is similar because of the aspects that have not changed. Renting a house, spending time at the beach, and walking the boardwalk are

essential to the experience. Decades have passed since my dad's first trip, but Ocean City's appeal is genuinely unchanging.

The Jersey Shore encompasses an extensive collection of seaside resort towns. The New Jersey coastline stretches for 130 miles and contains more than 40 municipalities. When my parents moved to Philadelphia, I discovered the extent of the city's association with the Jersey Shore. Just as my family visits Ocean City, most Philadelphians have a specific shore town where they vacation. Following this observation, I became curious about the characteristics of other seaside resort towns besides Ocean City. From north to south along the coast, the Jersey Shore contains four counties, Monmouth, Ocean, Atlantic, and Cape May. While each county's seaside resort towns are unique, they often share common character-defining features that contribute to why New Jersey's coast has remained a popular destination.

Unfortunately, New Jersey's seaside resort towns are vulnerable. Situated on land that is extremely valuable and regularly exposed to natural elements, seaside resort towns are constantly at risk. Storms and their accompanying flooding and strong winds, as well as continual residential and commercial development that often takes precedence over existing structures, create challenges for seaside resort towns that are trying to conserve the land their towns occupy and preserve cultural resources. As a result of storms and development being inevitable, it is critical to identify what character-defining features contribute to New Jersey's seaside resort towns' individual and composite histories to ensure their protection for future residents and visitors. In "Preservation Brief 36: Protecting Cultural Landscapes - Planning, Treatment and Management of Historic Landscapes," character-defining features are described as characteristics that

“individually or collectively contribute to the landscape's physical appearance as they have evolved over time.”¹ If seaside resort towns are forced to replace the character-defining features that contribute to their town’s original historic fabric, their cultural heritage is at risk of being lost. Collectively, these towns contribute to the history of the evolution of New Jersey’s coast and the history of America’s tradition of vacationing. Considering these impressions, my research question is,

What are the character-defining features of New Jersey’s seaside resort towns that are critical to their identity and warrant preservation?

Methodology

To answer the research question, a methodology has been developed that begins with background research on a variety of pertinent topics, including the origins of the seaside resort town in England, the creation of seaside resort towns in America, the evolution of seaside resort town development in New Jersey, and the character-defining features observed in seaside resort towns. This research will be accessed using books, journal articles, and websites.

Research on the origins of the seaside resort town in England will be found in Alain Corbin’s *The Lure of the Sea* and John Hassan’s *The Seaside, Health, and the Environment in England and Wales Since 1800*. Supplementing these texts, Fred Gray’s *Designing the Seaside: Architecture, Society, and Nature* will provide an overview of

¹ Charles A. Birnbaum, “Preservation Brief 36: Protecting Cultural Landscapes – Planning, Treatment and Management of Historic Landscapes,” Technical Preservation Services, National Park Service, September 1994, <https://www.nps.gov/tps/how-to-preserve/briefs/36-cultural-landscapes.htm>.

England's seaside resort towns' built environments. For information on America's first seaside resorts, Cindy S. Aron's *Working at Play: A History of Vacations in the United States* will cover early resorts and how seaside resort towns eventually became fundamental to the American vacation.

For an overview of the evolution of New Jersey's seaside resort towns, Harold F. Wilson's *The Story of the Jersey Shore* and Dominick Mazzagetti's *The Jersey Shore: The Past, Present, and Future of a National Treasure* will be advised. Additionally, the National Park Service's *Resorts and Recreation: An Historic Theme Study of the New Jersey Heritage Trail Route* will also provide a thorough overview of New Jersey's coastal development.

Applying the background research on England, America, and New Jersey's seaside resort towns, the seaside resort town's character-defining features, both natural and cultural, will be identified and categorized. Following this process, criteria will be created to assist in choosing three case studies that can be studied to determine if the specified character-defining features are present today.

Each case study will require additional background research and interviews with informed townspeople to ensure each case study's history, preservation and conservation efforts, and natural and cultural threats to these resources are understood before visiting. After completing an individual case study's preliminary research and interview, a site visit will occur to assess if the character-defining features previously identified through background research exist. This process will be repeated for each case study. The findings from each site visit will be compared to determine unique and shared character-defining features. Individual analyses of these findings and an overall analysis will be

followed by a conclusion that summarizes what this research reveals about seaside resort towns' conditions today.

Limitations

The coronavirus pandemic will impact this thesis by influencing what case studies will be chosen, the duration of site visits, and the research facilities visited. Living in Philadelphia, the author will be choosing case studies located two hours away or less to avoid staying overnight to minimize the risk of exposure. While the intent of visiting each location will be to research at libraries and museums, the pandemic may impact their hours of operation. While every effort will be made to use information learned in pre-visit research and interviews to determine what character-defining features exist and where to observe them, some may be inadvertently overlooked.

Organization of Thesis

There will be six chapters in this thesis, starting with Chapter One, which introduces the research question and methodology that will be used to answer it. Chapter Two provides an overview of the origins of the seaside resort town in England and America's history of seaside resort towns. At the end of this chapter, the character-defining features observed in England and America's seaside resort towns will be identified. Chapter Three explores the evolution of seaside resort towns in New Jersey, a summary of their character-defining features, and the contemporary preservation challenges of New Jersey's seaside resort towns. Chapter Four features the case studies with descriptions of their locations, tourism, histories as seaside resort towns, existing

conditions, assessments of what character-defining features they contain, and preservation challenges. Chapter Five provides a comparison and analysis of each case study's existing character-defining features. Chapter Six revisits the original research question, reflects on what parts of the research process could be improved, suggests future areas of research, and offers final conclusions on what was discovered during the analysis of existing character-defining features.

CHAPTER 2

BACKGROUND RESEARCH: ENGLAND AND AMERICA

In the United States, coastal tourism contributes approximately \$124 billion in gross domestic product annually.² While its value to the modern economy is undeniable, the coast's significance extends beyond this contemporary capacity. As diverse natural and built environments, coastal regions have always been integral to the livelihood and culture of the United States. From American Indians settling along the Northwest Coast over 10,000 years ago to the first permanent English settlement, Jamestown, and its strategic accessibility to the Atlantic Ocean, these communities represent a lasting tradition of coastal settlement.³ Subsequent development has evolved to meet each era's needs and desires.

Since early human occupation, coastal settlements have materialized on almost every continent, yet it was England that seized the opportunity to universally alter the coastline's utilization through the creation of the seaside resort town. Inspired by the southern coast of England's transformation, the United States' decision to pursue seaside resort development would permanently redefine its coastline. This chapter will feature two main sections containing several topics that provide essential background context to

² "Tourism and Recreation," Office for Coastal Management - National Oceanic and Atmospheric Administration, accessed September 22, 2020, <https://coast.noaa.gov/states/fast-facts/tourism-and-recreation.html>.

³ "Infinity of Nations: Art and History in the Collections of the National Museum of the American Indian," Smithsonian National Museum of the American Indian, accessed October 10, 2020, <https://americanindian.si.edu/static/exhibitions/infinityofnations/northwest-coast.html>.

assist in answering the research question. The first section, “Origins of the Seaside Resort Town in England,” explores England’s seaside resort town development. The following section, “America and the Seaside Resort Town,” addresses America’s adaptation of the seaside resort town. Following these two sections, there will be a summary of the character-defining features of England and America’s seaside resort towns. The goal of this chapter is to present the history and development of seaside resort towns in England and America and an overview of the character-defining features that have occurred throughout their existence.

Origins of the Seaside Resort Town in England

Changing Perceptions of the Coast

Before the coast became a desirable place to visit and live, it was avoided and feared. Historically, public aversion to the sea and shoreline resulted from recurring imagery in the period’s popular sources, such as the bible, catastrophist theories, and mythology. When represented in the bible, the ocean’s association with creation, the flood, and consequently sin and punishment panicked faithful men and women. In *Lure of the Sea*, Alain Corbin summarizes the root of this fear in the belief that “the present sea is merely the great abyss once again restrained by God.”⁴ Reinforcing the bible’s narrative of the ocean as a threat, religious cosmology and catastrophism relied on the bible’s teachings to justify the world’s formative geological events. A popular book published at the end of the seventeenth century that promoted biblical catastrophism was William Whiston’s *A New Theory of Earth*. Whiston explained the flood originated from

⁴ Alain Corbin, *The Lure of the Sea: The Discovery of the Seaside in the Western World 1750 – 1840*, (Berkeley, CA: University of California Press, 1994), 4.

“a divinely guided comet” that “caused the deluge through the condensation of vapours (sic) from the comet’s tail.”⁵ With the flood being “at the center of their cosmogonies,” Whitson and his successors fostered the public’s dread of the ocean.⁶

Other literature genres became just as influential in shaping the public’s rejection of the ocean. In mythology, the sea and its accompanying deities and creatures evoke danger and fear of the unknown. Homer’s *The Odyssey*, one of the most well-known epic poems, characterizes the sea as a treacherous obstacle preventing Odysseus from returning home. Although written in the eighth century B.C., *The Odyssey* and other ancient texts guided writers looking to elicit the same fear within their audiences. Daniel Defoe’s *Robinson Crusoe* is the first of many castaway stories capitalizing on classic stereotypes of the ocean’s dangers.⁷ When sailors’ conditions in real life supplemented fictitious stories of sailors, alarm produced by literature became substantiated. Tales of the sea’s wrath and the horrors experienced within ships were detailed. In the early eighteenth century, scientific literature detailed the rapid spread of disease on ships, the horrors of seasickness, and even proposed the sea itself was rotting.⁸

By the seventeenth century, while literature condemning the sea was prolific, advocates praising the ocean’s powers through religion and art emerged. Despite the clergy’s original portrayal of the ocean, the reintroduction of natural theology at this time, also known as physico-theology, revolutionized the ocean’s role in England. Instead of a chaotic and unpredictable force, the ocean became just as revered as land’s natural

⁵ Stephen D. Snobelen, “Whiston, William (1667-1752),” *Oxford Dictionary of National Biography*, 2004, accessed September 23, 2020, <https://www.oxforddnb.com/view/10.1093/ref:odnb/9780198614128.001.0001/odnb-9780198614128-e-29217>.

⁶ Corbin, *The Lure of the Sea*, 5.

⁷ *Ibid.*, 15.

⁸ *Ibid.*, 17.

features.⁹ In late-seventeenth century England, renowned philosopher and theologian John Ray encouraged Christians to develop their faith alongside nature in *The Wisdom of God Manifested in the Works of Creation*.¹⁰ In the same century, Jan Van Goyen's paintings improved the coast's representation by simply changing the perspective. Instead of displaying a conventional birds-eye view, Van Goyen's paintings made the spectator feel as if they were standing on the shore.¹¹ By using this technique, Van Goyen reclaims the shoreline. His choice to include fishers and other laborers connected humanity to nature.¹²

Discovery of the Ocean's Curative Properties

In the late sixteenth century, physicians began to promote hydrotherapy in scientific literature.¹³ While hydrotherapy originated in Ancient Greece, its popularity in the late seventeenth century resulted from the wealthy's search for treatments to cure an array of medical problems.¹⁴ Known as the book that launched hydrotherapy as a medical practice, *An Enquiry into the Right Use and Abuses of the Hot, Cold, and Temperate Baths in England*, by John Floyer in 1697 advocated for the use of cold baths "for both bodily and mental diseases."¹⁵ Although an ancient remedy, baths had been regarded as

⁹ Ibid., 24 - 26.

¹⁰ "John Ray (1628-1705)," accessed October 13, 2020, <https://ucmp.berkeley.edu/history/ray.html>.

¹¹ "Dutch Landscapes and Seascapes of the 1600s," National Gallery of Art, accessed October 13, 2020, https://www.nga.gov/features/slideshows/dutch-landscapes-and-seascapes-of-the-1600s.html#slide_5.

¹² Corbin, *The Lure of the Sea*, 38.

¹³ Adele Braun, "The Historic Healing Power of the Beach," *The Atlantic*, August 29, 2013, accessed September 7, 2020, <https://www.theatlantic.com/health/archive/2013/08/the-historic-healing-power-of-the-beach/279175/>.

¹⁴ Braun, "The Historic Healing Power of the Beach."

¹⁵ "Floyer and the Medical Importance of Bathing (1750-1830)," *Revolutionary Players: Making the Modern World*, History West Midlands, accessed September 24, 2020, <https://www.revolutionaryplayers.org.uk/floyer-and-the-medical-importance-of-bathing/>.

expensive to maintain and susceptible to becoming a breeding ground for disease for several centuries.¹⁶ After Floyer's book was published, bathing became a popular prescribed medical treatment instigating a resurgence in baths. The growing belief in water's medicinal values led to seawater use in the mid-eighteenth century. Seawater became a replacement for mineral water because of its higher salt concentration, which helped treat "rheumatic and gouty conditions."¹⁷ Dr. Richard Russell was the first to address the benefits of bathing in and drinking seawater in *A Dissertation on the Use of Seawater in the Diseases of the Glands* (1750).¹⁸ He specifically recommended Brighton's waters as the best location to sea bathe and opened a practice there in 1753.¹⁹

Scarborough's Discovery

Long before Dr. Russell recommended Brighton's beach for sea bathing, Britain's first seaside resort town took shape. In 1626, Scarborough's mineral springs were discovered under a cliff at South Bay by Mrs. Farrer, the wife of Scarborough's bailiff. The town quickly became a spa destination after it became known that the water's high level of magnesium sulfate had curative properties for several illnesses.²⁰ Dr. Robert Witte published this research in *Scarborough Spa* in 1660.²¹ When seawater was

¹⁶ A van Tubergen and S van der Linden, "A Brief History of Spa Therapy," Department of Internal Medicine, Division of Rheumatology, University Hospital, Maastricht, The Netherlands, 2002, accessed September 25, 2020, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1754027/pdf/v061p00273.pdf>.

¹⁷ John Hassan, *The Seaside, Health and the Environment in England and Wales since 1800*, (London, England: Routledge, 2016), 16.

¹⁸ Braun, "The Historic Healing Power of the Beach."

¹⁹ Hannah Midgley, "Historic Brighton: Dr. Richard Russell and the Miracle of Sea-Water Therapy," *Brighton Journal*, January 12, 2018, accessed September 25, 2020, <https://brightonjournal.co.uk/historic-brighton-dr-richard-russell-and-the-miracle-of-sea-water-therapy/>.

²⁰ Stephen Riley, "Scarborough Railway Seaside Holiday Posters," *Yorkshire Journal*, 2018, accessed September 29, 2020, <https://theyorkshirejournal.files.wordpress.com/2018/11/2018-4-scarborough-posters-pages-50-89.pdf>.

²¹ "Scarborough Spa and the First British Seaside Resort," *Yorkshire Journal*, 2010, accessed October 13, 2020, <https://theyorkshirejournal.files.wordpress.com/2017/04/theyorkshirejournal-2010-01.pdf>.

discovered to have as many benefits as spring water, the town took advantage of its coastal location. One of the earliest character-defining features of seaside resort towns was the bathing machine; the machine's inclusion in a 1735 engraving of Scarborough's beach is the earliest known depiction (Figure 1). A bathing machine is "a small bathhouse on wheels which is capable of being driven into the water and in which bathers dress and undress."²² In the engraving created by draughtsman John Settington, someone is stepping out of a bathing machine near the shoreline, and several people are sea bathing. In 1754, Reinhold Rucker Angerstein, a Swedish industrial spy, came to Scarborough and observed that the town's shipping and fishing industries were becoming overshadowed by the leisure industry.²³ By the early nineteenth century, Scarborough's focus had entirely shifted from its springs and commerce to the sea, and accommodations for bathers became abundant.²⁴ A variety of visitors came, including aristocrats, farmers, and businessmen.²⁵

²² "Bathing machine," *Merriam-Webster.com Dictionary*, Merriam-Webster, <https://www.merriam-webster.com/dictionary/bathing%20machine>.

²³ John K. Walton, *Mineral Springs Resorts in Global Perspective: Spa Histories*, (London, England: Routledge, 2014), 41.

²⁴ *Margate's Seaside Heritage*, English Heritage, 2007, <https://historicengland.org.uk/images-books/publications/margates-seaside-heritage/margates-seaside-heritage/>, 9.

²⁵ John K. Walton, "The History of British Spa Resorts: An Exceptional Case in Europe?" Universidad del País Vasco, 2011, http://www.tstrevista.com/tstpdf/tst_20/articulo20_04.pdf.



Figure 1: Photo of a 1735 engraving by John Settington, “showing a view from the south looking across South Bay towards the harbour and castle,” which includes the first known depiction of a bathing machine, seen near the shoreline (courtesy of Historic England)

The South Coast and Spread of the Seaside Resort: Brighton and Margate

During the Georgian period (1714 – 1830), England’s spas and resorts developed on the South Coast. John Haasan’s *The Seaside, Health, and the Environment in England and Wales since 1800* analyzes how these towns acquired popularity through hosting high society and royalty. Brighton and Weymouth were the first to do so successfully and became the second homes of several kings.²⁶ In 1783, The Prince of Wales, later known as George IV, came to Brighton to visit his uncle, the Duke of Cumberland, and to test

²⁶ Haasan, *The Seaside, Health, and The Environment*, 15-18.

the seawater's curative properties on his neck's glandular swellings.²⁷ His visit proved successful and initiated the town's history of royal patronage. Frequent royal visits shaped the towns' identity by instilling traditions and a built environment mirroring the king's prestige.²⁸ In particular, a "heavily regimented social interaction and an obsession with hierarchies and rituals" were expected when a royal visit occurred.²⁹ Brighton prospered under George IV, and it acquired elaborate architecture like the Royal Pavilion, the forerunner of seaside Orientalism.

In Fred Gray's *Designing the Seaside: Architecture, Society, and Nature*, he explores the "seaside as another place" among other topics related to the seaside's development. This concept emerged on the South Coast through the Royal Pavilion. While it was initially a farmhouse when purchased by the Prince of Wales in 1786, its expansion and neo-classical redesign began when royal architect Henry Holland was hired to create what was originally known as the Marine Pavilion. In 1815, the Prince Regent hired John Nash to transform the building into the Royal Pavilion.³⁰ Inspired by Thomas and William Daniels' *Oriental Scenery* and the Prince Regent's fondness of Hindu architecture, Nash implemented eastern architectural elements, such as domes and minarets.³¹ Controversial due to its appropriation of architecture from countries subject to western imperialism, seaside Orientalism imitates and mixes eastern architectural features

²⁷"A Prince at the Seaside," The Open University, accessed September 27, 2020, <https://www.open.edu/openlearn/history-the-arts/history-art/brighton-pavilion/content-section-2>.

²⁸ "Short History of the Pavilion," Royal Pavilion and Museums, accessed November 16, 2020, <https://brightonmuseums.org.uk/royalpavilion/history/short-history-of-the-royal-pavilion/>.

²⁹ Orvar Löfgren, *On Holiday: A History of Vacationing*, (Berkeley, California: University of California Press, 1999), 113.

³⁰ Fred Gray, *Designing the Seaside: Architecture, Society, and Nature*, (London, England: Reaktion Books Ltd, 2006), 91.

³¹ "John Nash, Royal Pavilion, Brighton," Khan Academy, accessed November 15, 2020, <https://www.khanacademy.org/humanities/becoming-modern/romanticism/england-constable-turner/a/john-nash-royal-pavilion-brighton>.

to evoke escaping to destinations abroad.³² As this style spread along the coast, it originally signified prestige but became increasingly vernacular in form. Following the Royal Pavilion's establishment of this style, other Brighton architects chose to continue its use, as seen on the Western Pavilion and West Pier. This style would frequently appear in other towns, especially when using cast-iron. The seaside's lack of a dominant style led to seaside Orientalism becoming one of the most recognizable styles along the South Coast.³³

To the east, Margate welcomed visitors of varying economic status. Originating as a town that relied on farming, fishing, and shipping, Margate developed into a seaside resort town out of necessity. The town's first advertisement encouraging a "seawater bath" was issued in a Kent newspaper in 1736. By the 1750s, Margate was the first resort to offer bathing machines with modesty hoods which provided shelter from the elements and privacy.³⁴ Another innovation initiated by Margate was hospitals that specialized in sea bathing. Founded in 1791, the Royal Sea Bathing Hospital used open-air treatment for impoverished Londoners with tuberculosis.³⁵ Not only did Margate have facilities to treat ailments of the lower socioeconomic class but accommodated them as vacationers as well. Its location along the Thames and proximity to London made it accessible to the middle and middle-lower socioeconomic classes.³⁶ In essence, Margate resembled the suburbs of London. When vacationing in Margate, visitors would have likely stayed in Georgian terraced houses.³⁷

³² Gray, *Designing the Seaside*, 98.

³³ *Ibid.*, 92 – 94.

³⁴ *Margate's Seaside Heritage*, English Heritage, 5.

³⁵ "Royal Sea Bathing Hospital," Historic England, accessed November 15, 2020, <https://historicengland.org.uk/listing/the-list/list-entry/1088987>.

³⁶ *Margate's Seaside Heritage*, English Heritage, 1.

³⁷ *Ibid.*, 31- 32.

The Pleasure Pier

A defining feature of Margate's identity as a seaside resort town and many others is the continued use of piers. The town's first stone pier, known as the Harbour Arm, was built in 1810 and still exists today. At the end of this pier, a lighthouse was built in 1828. It was destroyed and replaced in 1955.³⁸ Soon after the Harbour Arm's construction, the Jarvis Landing Stage was constructed in 1824, but a storm damaged it in 1851.³⁹ Some structures were initially called landing stages because of their original function as platforms for passengers, or freight, leaving or arriving by boat.⁴⁰ The Margate Jetty, the first iron pleasure pier, was designed by the famous seaside architect Eugenius Birch and completed in 1855 (Figure 2).⁴¹ Its success inspired other piers' construction using Birch's designs at Aberystwyth, Blackpool, Bournemouth, Brighton, Deal, Eastbourne, Hastings, Hornsea, Lytham, New Brighton, Plymouth, and Scarborough.⁴² By 1900, there were 80 piers along the coast. Unlike the landing stage, the pleasure pier facilitated more than the act of loading and unloading. As piers' purpose evolved, they became more extensive and ornate, often embellished with oriental architecture. They focused on providing vacationers with experiences through entertainment. From the late nineteenth century to the mid-twentieth century, piers became fundamental to any competitive resort town. Seaside resort towns continually improved piers to be more structurally sound and reshaped to meet their visitors' desires. Vacationers could visit a theater, music hall,

³⁸ "Lighthouses of Southeastern England," accessed February 20, 2021, <http://www.ibiblio.org/lighthouse/engse.htm>.

³⁹ "Margate Jetty," National Piers Society, <https://piers.org.uk/pier/margate-jetty/>.

⁴⁰ "Landing stage," *Merriam-Webster.com Dictionary*, Merriam-Webster, <https://www.merriam-webster.com/dictionary/landing%20stage>.

⁴¹ *Margate's Seaside Heritage*, *English Heritage*, 42.

⁴² "Eugenius Birch," *Architects of Greater Manchester 1800 – 1940*, accessed January 15, 2021, <https://manchestervictorianarchitects.org.uk/index.php/architects/eugenius-birch>.

garden, and roller-skating rink in one location while being situated on the sea because of the pier's support system of cast and wrought iron substructures.⁴³ Although only half of these piers remain today, their existence has reinforced the seaside resort town's responsibility to cater to the vacationer's expectation for entertainment and amusement.



Figure 2: Designed by Eugenius Birch and completed in 1855, the Margate Jetty was the first iron pleasure pier (<https://www.loc.gov/item/2002697063/>)

The Railway's Impact on Seaside Resort Development in England

A defining innovation of the Industrial Revolution that led to the coast's accessibility was the advancement of transportation through railways. Britain's first modern railway to carry passengers and freight appeared in 1825.⁴⁴ Anticipating the railway's impact on travel, England coined the term "holidaymaker" in 1836 to describe

⁴³ Gray, *Designing the Seaside*, 204 - 206.

⁴⁴ "British Railways," *Encyclopedia Britannica*, 2019, <https://www.britannica.com/topic/British-Railways>.

British vacationers.⁴⁵ By the mid-nineteenth century, the railway reached the coast and became favored among holidaymakers. The railway's advent in Brighton in 1841 facilitated needed growth after its damaging post-regency decline.⁴⁶ While previously dominated by the elite, Brighton had become known as "London-by-the-sea" because of its popularity with Londoners of all classes, especially when the price of tickets became more affordable during the second half of the century. When traveling from London, a five-and-a-half-hour trip by stagecoach was shortened to two hours or less by rail.⁴⁷ Brighton accommodated this increase in traffic by building rows of terraced housing and improving its infrastructure by installing a new sewer system.⁴⁸ In Margate, while successful just before the 1846 railway arrival, the town struggled to compete initially due to visitors being interested in other locations that were just as easily accessible. However, by the end of the nineteenth century, the railway's spread no longer inhibited Margate's popularity as the town adjusted by improving its infrastructure and investing in more accommodations and entertainment.⁴⁹ A type of entertainment structure that became popularized after the railroad's introduction was the bandstand. Defined as "a usually roofed platform on which a band or orchestra performs outdoors," the bandstand became common to many seaside resort towns.⁵⁰ Music was believed "to have an

⁴⁵ *Merriam-Webster.com Dictionary*, s.v, "holidaymaker," accessed November 22, 2020, <https://www.merriam-webster.com/dictionary/holidaymaker>.

⁴⁶ Haasan, 36.

⁴⁷ Ava M. Gottschall, "Railway Expansion in England and Wales, 1850 – 1911: The Subsequent Affect on Tourism, Migration, and the Environment in Brighton," 2006, accessed November 22, 2020, https://www.mtholyoke.edu/courses/rschwartz/railways/History_Geography__Railways_and_Social_Change_in_France_and_Great_Britain,_1830-1930/Student_Research_Projects/Gottshalk_Railways_tourism.htm.

⁴⁸ "Discover the Royal Pavilion," *Victoriana Magazine*, accessed November 16, 2020, <http://www.victoriana.com/Travel/royalpavilion.htm>.

⁴⁹ *Margate's Seaside Heritage*, English Heritage, 31 – 43.

⁵⁰ "Bandstand." *Merriam-Webster.com Dictionary*, Merriam-Webster, <https://www.merriam-webster.com/dictionary/bandstand>.

influence on moral health,” so musicians were encouraged to perform at seaside resort towns.⁵¹ Approaching the twentieth century, Margate had three bandstands.⁵² While many have been demolished, some like Margate’s Oval Bandstand still exist today.

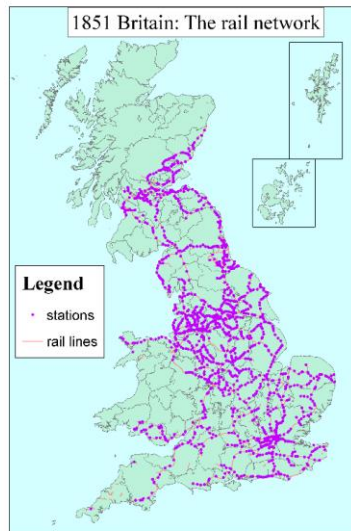


Figure 3

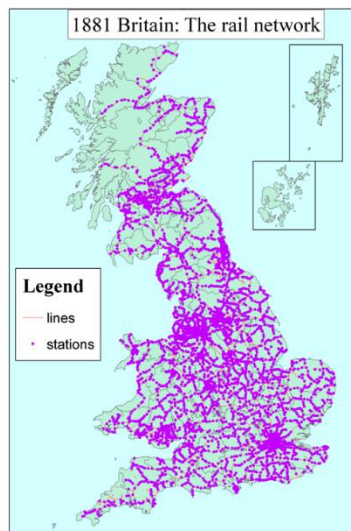


Figure 4

Figures 3 and 4: From 1851 to 1881, Britain’s rail network was greatly expanded, especially to the coast (<https://www.geog.cam.ac.uk/research/projects/occupations/britain19c/railways>)

⁵¹ “A Brief Introduction to Bandstands,” Historic England, July 6, 2018, <https://heritagecalling.com/2018/07/06/a-brief-introduction-to-bandstands/>.

⁵² *Margate’s Seaside Heritage*, English Heritage, 43.

Marketing the Seaside Resort Town

Promoting the railway and their destinations, posters became another contributing factor to the increasing popularity of resorts. In the Northeast, the York Scarborough line arrived in Scarborough in 1845. North Eastern Railway acquired the line in 1854 and advertised its services through simple, letter-press posters.⁵³ By the late nineteenth century and early twentieth century, standard informational posters were replaced with large lithographical posters advertising seaside resort towns through bright colors and imagery of people enjoying beaches and coastal activities, often with the town's architecture on display. One of the earliest existing lithographic railway posters features a boy flying a kite and advertises "Cheap Week-end, Ten-day, and Tourist Tickets" to Scarborough via the North Eastern Railway (Figure 4). They were displayed on platform hoardings, in station lounges, travel agent offices, and even schools.⁵⁴ In 1923, England's railway companies merged into four companies, the Great Western (GWR), London, Midland, and Scottish (LMS), London and Northeastern (LNER), and Southern (SR). Valuing the influence of marketing, each company acquired advertising departments. The posters used to engage audiences had minimal text, an emphasis on shadow and light, and often took on an abstract appearance (Figure 5).⁵⁵ Railway posters featuring coastal destinations encouraged everyone to visit and were indicative of the coast's transformation from health resorts catering to an elite crowd into destinations "of more plebian tastes," targeting anyone seeking relaxation, recreation, and entertainment.⁵⁶ As

⁵³ Stephen Riley, "Scarborough Railway Seaside Holiday Posters," *The Yorkshire Journal*.

⁵⁴ Paul Rennie, "Railway Posters from Britain: 1923 – 1939." 2020, <https://posterhouse.org/blog/railway-posters-from-britain-1923-1939/>.

⁵⁵ Amanda Ruggeri, "Tourism Gone Vintage," British Broadcasting Corporation, 2015, accessed November 22, 2020, <https://www.bbc.com/culture/article/20150817-vintage-tourism-posters-railways-britain>.

⁵⁶ Hassan, *The Seaside, Health, and the Environment*, 38.

powerful tools of persuasion, railway posters shaped the holidaymakers' perception of seaside resort towns, from their beaches to their architecture, even before visiting.⁵⁷ Consequently, the railway physically altered the coastal landscape and its portrayal to attract more riders, which increased the number and type of visitors traveling to the coast.



Figure 5:1909 North Eastern Railway poster “Scarborough Braces You Up, The Air Does It” (<https://collection.sciencemuseumgroup.org.uk/objects/co229848/scarborough-braces-you-up-poster>)

⁵⁷ Fred Gray, *Designing the Seaside*, 10.

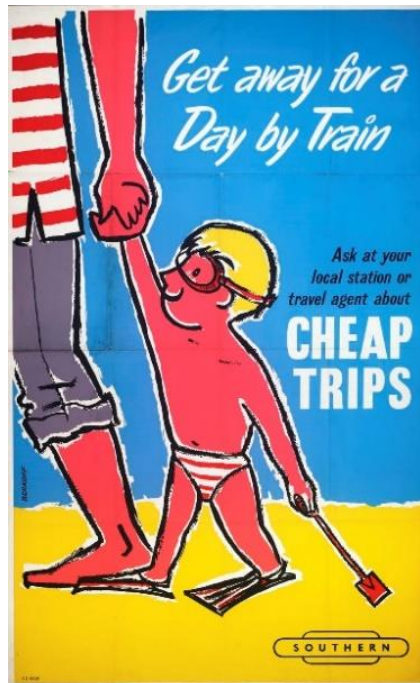


Figure 6: 1962 British Railways Southern Region poster, “Get Away for a Day by Train,” is a lithograph with an abstract style, bold text, and the railway’s logo (<https://collection.sciencemuseumgroup.org.uk/objects/co232929/get-away-for-a-day-by-train-poster>)

Twentieth-Century Travel to the South Coast

Between 1880 and 1914, as railway connections multiplied along the coast, many seaside resort towns chose to modernize and expand to compete with other towns.⁵⁸ With more than one hundred seaside resort towns along the British and Welsh coasts by the early twentieth century, these towns needed to stay as fashionable as possible.⁵⁹ Rail service was the preferred transportation for holidaymakers from its inception. It continued to be the dominant choice, with 62 percent of tourists still traveling to the coast by train in 1937.⁶⁰ Following the Holiday Pay Act of 1938, resorts prospered because of

⁵⁸ Hassan, *The Seaside, Health, and the Environment*, 55.

⁵⁹ John K. Walton, “The seaside resort: a British cultural export,” accessed September 7, 2020, <https://archives.history.ac.uk/history-in-focus/Sea/articles/walton.html>.

⁶⁰ Hassan, *The Seaside, Health, and the Environment*, 108.

the institution of paid vacation time for the working class.⁶¹ While not as prosperous as during the interwar period, the coast resumed welcoming holidaymakers following World War II.

On December 5, 1958, Britain's first motorway opened and connected the north to the south.⁶² Although new road network infrastructure increased the automobile's popularity and allowed for travel to new places, it did not cause the decrease in the coast's appeal that would occur shortly after. However, it did result in the coastline's redevelopment to accommodate vacationers traveling by car. During the mid-twentieth century, "car parks, camping grounds, caravan sites, and chalet parks" appeared.⁶³ Encompassing these types of development, the holiday camp, defined as "a place that provides accommodations and entertainment for larger numbers of people who are on holiday," became a popular destination.⁶⁴ As their popularity increased, holiday camps replaced tents with permanent, communal structures. Most holiday camps transitioned from small resort communities to extensive resorts. Advertised as "classless" to attract all holidaymakers, the holiday camp was the epitome of the seaside's open invitation.⁶⁵

Late Twentieth-Century and Current Challenges

The proliferation of new development following the automobile's popularization burdened the coastline. To address the issue and protect the land that remained, the

⁶¹ Ellen Castelow, "The Great British Seaside Holiday," Historic UK, Accessed October 8, 2020, <https://www.historic-uk.com/CultureUK/Great-British-Seaside-Holiday/>.

⁶² David Barnett, "Connecting North to South: How the country's first motorway changed road travel," The Independent News, accessed October 8, 2020, https://www.independent.co.uk/news/long_reads/motorway-m6-roads-britain-anniversary-north-south-england-preston-a8090521.html.

⁶³ Hassan, *The Seaside, Health, and the Environment*, 161.

⁶⁴ "Holiday camp," Oxford Learner's Dictionaries, accessed November 24, 2020, <https://www.oxfordlearnersdictionaries.com/us/definition/english/holiday-camp>.

⁶⁵ Gray, *Designing the Seaside*, 290 – 292.

National Trust initiated Enterprise Neptune in 1965.⁶⁶ That year, a professor and his students surveyed the South Coast and discovered that one-third was undeveloped.⁶⁷ While the South Coast holds a rich history of the world's earliest seaside resort towns, it is just as remarkable that over 700 miles of coastlines remain untouched due to the National Trust's efforts. That same decade, seaside resort towns began to decline. Air travel and the package holiday business persuaded holidaymakers to substitute their trip to the South Coast with inexpensive trips abroad. As these towns experienced neglect, they lost their character. Deteriorating buildings were replaced "with plain boxes of conference and entertainment centres or with nondescript apartment buildings seeming to shun the seaside location."⁶⁸ Some of these towns never fully recovered and are still working on rebranding their identities today.

In *Margate's Seaside Heritage*, a publication by Historic England, the modern seaside resort town is defined "as a type of industrial town whose main product has faced stiff competition from new foreign markets."⁶⁹ While trying to survive, these towns have sacrificed aging structures for new construction. However, the historic character that has been lost in some towns is especially valuable to the modern tourist who seeks to experience nature and heritage.⁷⁰ To meet this preference, efforts to protect what remains are crucial to these towns' futures. One town that is successfully preserving its historic fabric is Weymouth, where they managed to prevent large-scale development projects

⁶⁶ Hassan, *The Seaside, Health, and the Environment*, 161.

⁶⁷ Patrick Barkham, "How the National Trust saved our coastline," *The Telegraph*, March 31, 2015, accessed October 14, 2020, <https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/articles/How-the-National-Trust-saved-our-coastline/>.

⁶⁸ Gray, *Designing the Seaside*, 62.

⁶⁹ *Margate's Seaside Heritage*, Historic England, 59.

⁷⁰ Hassan, *The Seaside, Health and the Environment*, 249.

through active preservation efforts, such as the repair of historic buildings.⁷¹ While not without challenges, the South Coast still relies on tourism today.

Starting in the late eighteenth century and into the nineteenth century, seaside resort towns materialized along the coast of Europe with the concept crossing the Atlantic Ocean to North America.⁷² England's seaside resort towns influenced the development of America's shorelines which followed a similar trajectory of England's successes and challenges. The following section will discuss how America adapted the seaside resort town and the history of this development.

America and the Seaside Resort Town

Mineral Springs

Before the wholesale embrace of the seaside resort town concept in nineteenth-century America, the pursuit of health involved visiting water sources inland. Emulating England, mineral springs attracted citizens looking to improve their well-being. In the eighteenth century, towns with mineral springs, like Berkeley Springs, West Virginia, Stafford, Connecticut, Saratoga Springs, New York, and Bristol, Pennsylvania, began to capitalize on their springs' ability to produce natural remedies to ailments through bathing in and drinking of their waters.⁷³ Specifically, mineral water functioned as an alternative to more invasive treatments like bloodletting and painkillers.⁷⁴ Due to limited transportation means, many could not afford the luxury of visiting these locations. Those

⁷¹ *Weymouth's Seaside Heritage*, English Heritage, 2008, <https://historicengland.org.uk/images-books/publications/weymouths-seaside-heritage/weymouths-seaside-heritage/>, 62.

⁷² John K. Walton, "The seaside resort" Department of Humanities, University of Central Lancashire.

⁷³ Cindy Aron, *Working at Play: A History of Vacations in the United States*, (New York, NY: Oxford University Press, 1999), 17.

⁷⁴ Jon Sterngass, *First Resorts: Pursuing Pleasure at Saratoga Springs, Newport, and Coney Island*, (Baltimore, MD: The John Hopkins University Press, 2001), 8.

who could were wealthy and influential individuals. Like the royal patronage of England's Seaside Resort Towns, the presence of famous visitors at America's mineral springs, and later resorts, contributed to their exclusive foundations. George Washington first visited Berkeley Springs in the mid-eighteenth century.⁷⁵ John Adams traveled to Stafford Springs in the late eighteenth century after being prescribed a visit by his physician.⁷⁶ In Bristol's case, it acquired greater popularity after Dr. John De Normandie presented its transformation from marshlands into a spa to Philadelphia's American Philosophical Society in 1768. His observations detailed and commended Bristol Spring's citizens' efforts who took what he believed was an unhealthy environment and reclaimed it to their benefit. He even encouraged other colonies to follow Bristol's example if they were looking to capitalize on their springs.⁷⁷ Unfortunately, although spas supported their visitors' health, they also profited by exploiting natural resources and their landscapes, a recurring theme throughout the history of resort development.

While eighteenth-century mineral springs popularized destinations with access to water, their infrequency and sometimes poor condition encouraged their enhancement, the establishment of more mineral springs for public use, and eventually coastal alternatives to satisfy the search for water's healing properties. In the nineteenth century, Saratoga Springs became known as the "Queen of Spas" due to its popularity among affluent populations. While early springs had limited facilities, Saratoga Springs

⁷⁵ Aron, *Working at Play*, 17.

⁷⁶ Charlotte Libov, "A Once Famous Spa Seeks Rediscovery," *The New York Times*, June 30, 1985, accessed October 15, 2020, <https://www.nytimes.com/1985/06/30/nyregion/a-once-famous-spa-seeks-rediscovery.html>.

⁷⁷ Vaughn Scribner, "The Happy Effects of These Waters," *Early American Studies, An Interdisciplinary Journal* 14, no. 3 (Summer 2016): 410, <http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,shib&db=31h&AN=116806982&site=eds-live>.

developed to include amenities such as bathhouses and saloons.⁷⁸ Some springs specifically catered to supporting the ill, but others merged health and entertainment. The seaside resort town solidified this shift from purely pursuits of health to its combination with pleasure.⁷⁹ Further supporting the public's increasing integration of water for health purposes at this time, doctors began to publish research on the benefits of visiting mineral springs and the coastline. In 1831, Dr. John Bell published *Baths and Mineral Waters*, one of the first publications regarding mineral springs in America. While this book featured 21 spring locations, his 1855 edition included 181 locations.⁸⁰ An indication of sea bathing's rise in popularity is visible in Dr. Bell's 1831 publication, which discusses sea bathing's curative properties. He acknowledges that while sea bathing is like taking a cold bath, several beneficial factors enhance the experience. These factors include elements of the environment, like the water's concentration of salt and wind exposure, or the body's reaction to the environment, observed in its exertion against the waves causing an "increased rapidity of the circulation."⁸¹ His description of the sedentary nature of traditional bathing juxtaposed with the activity of sea bathing and swimming demonstrates a growing motivation for both health and recreation.

Another influential text, *Elements of Hygiene* (1835) by Dr. Robley Dunglison, proposed a "change of air," rather than the water alone, cured illnesses.⁸² To illustrate his

⁷⁸ Hollocher, Kurt, Lacie Quintin, and Dan Ruscitto, "Geochemistry and Source of Saratoga Springs," accessed December 20, 2020, <https://ottohuller.com/nysga2ge/Files/2002/NYSGA%202002%20C11%20-%20Geochemistry%20and%20Source%20of%20the%20Saratoga%20Springs.pdf>.

⁷⁹ Aron, *Working at Play*, 23-24.

⁸⁰ Stearns, Norah D., Harold T. Stearns, and Gerald A. Waring, *Thermal Springs in the United States*, United States Department of the Interior, 1935, 59.

⁸¹ John Bell, *On Baths and Mineral Waters*, (Philadelphia, PA: Office of the Journal of Health and the Family Library of Health &c., Henry H. Porter, Proprietor, 1831), 167.

⁸² Aron, *Working at Play*, 17 – 19.

belief, he shared that in the early nineteenth century, the city of London considered transporting seawater through pipes from the ocean “so citizens might have the advantage of sea-bathing, without the inconvenience of going many miles after it.”⁸³ While an interesting idea to increase access by eliminating the necessity to visit the seaside, Dungalison argued that humans would lose the advantages of the coast’s change in atmosphere. He advocated for leaving one’s typical climate every so often because “the effect of a change from one to another is often very remarkable in improving the health.”⁸⁴ Despite Dr. Dungalison’s claims, attempts to transport spring water worked successfully in America, initially with the bottling of Saratoga Spring’s carbonated water starting in the 1820s and officially in 1844 when the company Poland Springs began to sell its bottled water as a cure for kidney problems.⁸⁵ Unfortunately, as observed in New York, some mineral springs were exploited beyond repair and no longer function due to damaging drilling used to retrieve larger outputs.⁸⁶ Although the bottling of its waters did not prevent mineral springs from remaining well-visited throughout the nineteenth century, the simultaneous introduction of new coastal destinations generated competition that led mineral springs to be considered inferior sources for health-giving waters by the twentieth century.

⁸³ Robley Dungalison, *Elements of Hygiene*, 1835, U.S. Library of Medicine Digital Collections, 127, <https://collections.nlm.nih.gov/bookviewer?PID.nlm:nlmuid-61411100R-bk#page/128/mode/2up/search/sea>.

⁸⁴ Robley Dungalison, *Elements of Hygiene*, (Philadelphia, PA: Lea & Blanchard, 1835), 128.

⁸⁵ Frank Chapelle, *Wellsprings: A Natural History of Bottled Spring Waters*, (New Brunswick, NJ: Rutgers University Press, 2005), 15.

⁸⁶ Hollocher, Kurt, Lacie Quintin, and Dan Ruscitto, “Geochemistry and Source of Saratoga Springs.”

Early American Coastal Destinations

Beyond mineral springs, early maritime towns also became popular destinations to visit in the eighteenth century for leisure and entertainment. Among the first, Newport, Rhode Island hosted visitors as early as the 1720s. As a major port city before the Revolutionary War, Newport's thriving commerce supported its success as an early coastal destination.⁸⁷ Newport's success appealed to planters, merchants, and other Colonial upper-class society members who traveled there to experience the entertainment and activities, like concerts, dances, and boat rides, that resulted from the town's thriving economy.⁸⁸ Along with socializing opportunities, it also functioned as a health resort, as indicated by its early nickname, the "Carolina hospital." Before the Revolutionary War, Planters from South Carolina, especially Charleston, traveled by boat and stayed from May to October.⁸⁹ While known as the fifth-largest city in the United States in 1774, Newport's economy suffered following the Revolutionary War, and the War 1812 caused further damage. The prosperity evident before the Revolutionary War was not observed at the beginning of the nineteenth century. Newport struggled to survive with its wharves abandoned and only a cotton factory and a lace factory supporting the economy, much less compete with other destinations. Fortunately, Newport's economic recovery and status as a contending destination eventually arose due to the introduction of hotels, such as the Ocean House and the Atlantic House, in the mid-nineteenth century.⁹⁰ In the Gilded Age, from the 1870s into the twentieth century, the country's wealthiest families

⁸⁷ Sterngass, *First Resorts*, 41.

⁸⁸ Aron, *Working at Play*, 16.

⁸⁹ Carl Bridenbaugh, "Charlestonians at Newport, 1767-1775," *The South Carolina Historical and Genealogical Magazine*, no. 2 (1940): 43-47, accessed December 30, 2020, <http://www.jstor.org/stable/27571619>.

⁹⁰ Sterngass, *First Resorts*, 40-47.

built summer cottages, more accurately described as mansions. Built in the Gothic, Shingle, and Beaux-Arts styles with lavish interiors, this architecture represented Newport's association with high society.⁹¹ During this time, these families introduced recreational activities like yachting, sailing, tennis, golf that merged with middle-class weekend activities, such as strolling on the beach and going to concerts, clambakes, and dances.⁹² However, Newport remained mostly an upper-class destination until it transitioned to serve as a military base from 1914 until World War II and later a central location of the navy. Following the navy's removal in the 1970s, Newport's focus returned to its tourism, specifically heritage tourism. Today, the Preservation Society of Newport County maintains eleven historic properties and landscapes, including several summer cottages built during its time as a popular coastal destination, that have become integral to Newport's identity and allure.

Around the same time that Newport began its recovery in the mid-nineteenth century, "America's Playground," Coney Island emerged as a seaside hub of amusements. Starting in 1847, a Manhattan sidewheeler, a boat with two paddle wheels on each side, transported people to a pier on the western end of the island to participate in card and dice games while enjoying beer and clams. Despite its simple beginnings, Coney Island would become a source of endless entertainment for Americans near and far. The establishment of three hotels by the 1870s - The Brighton Beach, The Manhattan Beach, and The Oriental Hotel - strengthened Coney Island's appeal. Wealthy families,

⁹¹ "Aspects of Architecture & Design," The Preservation Society of Newport County, <https://www.newportmansions.org/learn/architecture/aspects-of-architecture-design>, accessed December 30, 2020.

⁹² Michael R. Evans, "Newport Rhode Island – America's First Resort: Lessons in Sustainable Tourism," *Journal of Travel Research*, 1997; 36 (2): 63-67, <https://journals.sagepub.com/doi/10.1177/004728759703600209>.

accompanied by their servants, visited Coney Island during the summer to sea bathe. In 1884, the construction of a gravity-powered roller coaster called the Switchback Railway initiated Coney Island's role in the history of amusements. In 1897, entrepreneur George Tilyou's Steeplechase Park, the first of Coney Island's three major amusement parks, solidified Coney Island's legacy of providing the business of pleasure. Twentieth-century Coney Island, coined "the poor man's riviera," sought visitors of all classes to observe spectacles and enjoy rides at an affordable cost. Unfortunately, these amusements' substandard construction resulted in their demise due to damaging fires. Steeplechase Park operated longer than its competition, Luna Park and Dreamland, until 1967 when it also closed.⁹³ As the first seaside entertainment resort, Coney Island inspired other amusement parks along the sea and elsewhere.⁹⁴ Today, Coney Island still serves as a place to experience entertainment. While it may have lost its original iconic amusement parks, Luna Park was rebuilt. Additionally, the boardwalk and beach are still integral to why people visit.

Although spas, resorts, and seaside destinations were more commonly found in the north and frequented by southerners in earlier times, the south was not without its later equivalents. Jekyll Island, located off the coast of Brunswick, Georgia, transitioned into a seaside resort town for the wealthy at the end of the nineteenth century. In 1886, members of the newly formed Jekyll Island Club purchased the island for \$125,000 to establish an exclusive hunting club. Members included the nation's wealthiest and most

⁹³ *Coney Island*, Films On Demand, 2000, Accessed December 28, 2020, <https://fod.infobase.com/PortalPlaylists.aspx?wID=103311&xtid=114661>.

⁹⁴ Darrius Frazier, "Coney Island," *Historia*, Volume 14 (2005), accessed December 28, 2020, <https://www.eiu.edu/historia/2005issue.php>.

influential Americans, including the Rockefeller, Vanderbilt, and Morgan families.⁹⁵ Like Southerners traveling to the north, by the late nineteenth to the early twentieth century, wealthy northern families found their escape in the south. Surrounding a clubhouse, these families built cottages for their seasonal stays during the winter. Although initially oriented around hunting, fishing, and riding, as preferences changed, the resort introduced golf, tennis, and social activities.⁹⁶ Being situated along the East River rather than the Atlantic Ocean, the island's development along the beach did not occur until after the State of Georgia obtained the island in 1947 and designated it as a state park. Jekyll Estates became the first hotel located on the beach in 1958.⁹⁷ Today, the Jekyll Island Club continues to function as a resort and hosts visitors in its clubhouse. The Jekyll Island Club National Historic Landmark District contains part of its grounds and 34 historic structures.⁹⁸

Early Transportation

As the number of resorts increased in the nineteenth century, the availability of transportation to access them became crucial to their success. Before the railroad, people traveling far distances boarded stagecoaches, steamboats, or both, to reach their destinations. Those who had access to these modes of transportation could enjoy the country's earliest resorts, whether they wanted to visit mineral springs, the mountains, or

⁹⁵ Richard Jay Hutto, *Their Gilded Cages: The Jekyll Island Club Members*, (Henchard Press, Ltd, 2005), 7-8.

⁹⁶ "Jekyll Island Conservation Plan Natural History," Cabin Bluff Land Management, June 13, 2007, accessed December 28, 2020, http://hstrial-megan.homestead.com/CP_Appendix_A._Natural_History.pdf.

⁹⁷ "Island History," Jekyll Island, accessed December 28, 2020, <https://www.jekyllisland.com/history/island-history/>.

⁹⁸ "National Historic Landmark District," Jekyll Island Georgia, accessed December 31, 2020, <https://www.jekyllisland.com/history/historic-landmark-district/>.

the seaside.⁹⁹ Major cities in the Northeast like Philadelphia, New York, and Boston hosted stagecoach services starting in the late eighteenth century. In the years following the War of 1812, steamboats started to become more popular than stagecoaches because they not only expedited trips but also provided an increased level of comfort. For instance, before the steamboat, the journey between Cooper's Ferry in Philadelphia to Cape May would take an entire day.¹⁰⁰ In 1819, a steamboat called the *Vesta* traveled the Delaware River twice a week and brought passengers between Philadelphia and Cape May for five dollars. Its success led to the availability of more steamboat services and lower prices.¹⁰¹ While stagecoaches still operated, they often acted as feeders to steamboats because of their frequent use to bring passengers to their docks.¹⁰²

Advancing Travel to the Coast via the Railroad

Although still necessary to access areas not serviced by rail, the stagecoach had fallen out of favor following the completion of the First Transcontinental Railroad in 1869. By joining the Union Pacific and Central Pacific railroads in Utah, travel from the east coast to the west coast was finally possible for freight and passengers. It transformed travel significantly by shortening time and cost. Considering a trip from New York to San Francisco now only took a week, the continent's full accessibility supported a growing

⁹⁹ "Chapter 1: Early Resorts," *Resorts and Recreation: A Historic Theme Study of the New Jersey Heritage Trail Route*, National Park Service, accessed January 1, 2021, https://www.nps.gov/parkhistory/online_books/nj1/chap1.htm.

¹⁰⁰ Jeffery M. Dowart, *Cape May County, New Jersey: The Making of An American Resort Community*, (New Brunswick, NJ: Rutgers University Press, 1992), 70.

¹⁰¹ Russell Roberts and Rich Youmans, *Down the Jersey Shore*, (New Brunswick, NJ: Rutgers University Press, 1993).

¹⁰² Oliver W. Holmes, "Stagecoach Travel and Some Aspects of the Staging Business in New England, 1800-1850," *Proceedings of the Massachusetts Historical Society* 85 (1973): 36 – 57, accessed January 2, 2021, <http://www.jstor.org/stable/25080744>.

travel culture.¹⁰³ Steamboats continued to operate throughout the nineteenth century and into the early twentieth century; however, the railroad acquired most of the steamboat's business by the end of the century. When considering the inconveniences of the nineteenth century's previous transportation methods like the steamboat's massive size and roads' poor quality, new transportation advancements became eagerly supported.¹⁰⁴ Between 1830 and 1880, 93,000 miles of railroad track materialized.¹⁰⁵ Prior to the First Transcontinental Railroad, England inspired the rail transport of freight on the East Coast. Investors eagerly supported creating routes that connected America's largest cities. Launching the railroad's legacy in America, the first steam-operated railway, the Baltimore and Ohio Railroad, opened in 1830 and carried freight and passengers.¹⁰⁶ One of the next significant railways in the Northeast, the Camden and Amboy, transported freight between Philadelphia and New York City.¹⁰⁷ Completed in 1833, it became New Jersey's first and the United States' third railroad.¹⁰⁸ While these railroads set precedents, the true turning point for seaside resort towns occurred when trains were specifically designed for passengers. As a more affordable and faster transit alternative, the railroad expanded the coast's audience and built environment. In the second half of the nineteenth century, the railroad's capacity to bring larger crowds with varying socioeconomic

¹⁰³ "The Impact of the Transcontinental Railroad," American Experience, Public Broadcasting System, accessed January 10, 2021, <https://www.pbs.org/wgbh/americanexperience/features/tcrr-impact-transcontinental-railroad/>.

¹⁰⁴ James J. Fink, *The Automobile Age*, (Cambridge: The MIT Press, 1990), 2.

¹⁰⁵ "A History of Steamboats," U.S. Army Corps of Engineers, accessed January 4, 2021, <https://www.sam.usace.army.mil/Portals/46/docs/recreation/OP-CO/montgomery/pdfs/10thand11th/ahistoryofsteamboats.pdf>.

¹⁰⁶ "Baltimore and Ohio Railroad," Encyclopedia Britannica, accessed January 2, 2021, <https://www.britannica.com/topic/Baltimore-and-Ohio-Railroad>.

¹⁰⁷ Dominick, Mazzagetti, *The Jersey Shore: The Past, Present, and Future of a National Treasure*, (New Brunswick, NJ: Rutgers University Press, 2018), 66.

¹⁰⁸ "The Camden and Amboy Railroad," Delaware River Heritage Trail, accessed January 2, 2020, <https://www.delawareriverheritagetrail.org/Camden-and-Amboy-Railroad.html>.

statuses and their increased wages encouraged new development shaped to support seaside resort town visitors' interests.¹⁰⁹

Atlantic City provides an early example of the railroad's impact and role in seaside resort town development. Known initially as Absecon Island, Atlantic City's creation is attributed to Dr. Jonathan Pitney, its earliest advocate. While some doctors prescribed a trip to the ocean, Pitney chose to create his own health resort. Known as the "Father of Atlantic City," he planned Absecon Island's transformation from a desolate, mosquito-infested barrier island to a luxurious health resort. To ensure his plan's success, Pitney needed to convince the state legislature to construct a rail line.¹¹⁰ Pitney's proposal was initially met with opposition until March of 1852 when New Jersey approved the Camden and Atlantic Railroad Company to build a rail line to Absecon Island.¹¹¹ Originally running from Haddonfield, New Jersey, and later expanded to Camden, New Jersey, the line ended in Absecon, where boats ferried passengers to the island.¹¹² While Pitney's intent for the railroad was to provide access to his health resort, its implementation led to visitors not only seeking health but also recreation and entertainment, contributing to a new culture of leisure. As seen in Atlantic City, resort towns significantly benefited from the railroad, which inspired the development of boarding houses, hotels, infrastructure, and attractions.

¹⁰⁹ John Soane, "The Origin, Growth, and Transformation of Maritime Resorts since 1840," *Built Environment* (1978-), 18, no. 1 (1992), accessed January 7, 2021, 15.

¹¹⁰ Nelson, Johnson, *Boardwalk Empire: The Birth, High Times, and Corruption of Atlantic City*. (Medford, NJ: Plexus Publishing, Inc., 2002), 4.

¹¹¹ "Atlantic County's First Railroad," Atlantic County Government, accessed October 17, 2020, <https://www.atlantic-county.org/history/first-railroad.asp>.

¹¹² "Camden Atlantic Railroad," Absecon Historical Society, accessed January 2, 2020, <http://www.abseconhistory.com/camden-atlantic-railroad.html>.

A Product of the Railroad: The Boardwalk

As a direct result of the railroad's arrival in Atlantic City, the boardwalk became a standard structure of seaside towns on both coasts. From the moment they disembarked their train until they walked into their hotels, visitors dragged their luggage, and unwanted sand, into hotel lobbies. In 1870, Atlantic City's municipal authorities funded Hotel owner Jacob Keim and railroad conductor Alexander Boardman to invent a method to stop sand from being tracked into hotels. To do this, they helped passengers avoid the sand by placing a mile of wooden boards that they could walk on to get to their hotels. A temporary fix, boards were replaced several times until the town implemented a steel and concrete reinforced permanent structure in 1896.¹¹³ The boardwalk contributed to Pitney's original intent for the health resort by encouraging strolling along it as a form of exercise and as a way of obtaining the seaside's healthful climate and sunshine; it also became a center of entertainment. Adjacent to the structure, intriguing architecture that imitated the world's most iconic buildings enticed tourists. At night, lights illuminated the area, especially at the boardwalk's amusement piers. One of the most captivating aspects of the boardwalk, unseen before, was the balance between its natural environment and artificial attractions. While contentious, this dynamic also made Atlantic City and its proteges celebrated.¹¹⁴

¹¹³ Bryant Simon, *Boardwalk of Dreams: Atlantic City and the Fate of Urban America*, (New York, NY: Oxford University Press, 2004), 22.

¹¹⁴ Simon, *Boardwalk of Dreams*, 25- 30.



Figure 7: “Sunday Morning on the Boardwalk, Atlantic City, New Jersey, USA,” taken in 1896, shows large crowds of visitors promenading along the boardwalk and its amusements like “Pleasure Lake Chutes,” an early ride in which people board a boat that plunges into water at high speed (<https://www.loc.gov/item/2018649623/>)

America’s Equivalent to the Holiday

Simultaneous to the railroad industry’s growth, the first articles promoting the act of vacationing surfaced in the 1850s. Mainly targeted toward businessmen, the articles encouraged taking a vacation not only to partake in the long-established tradition of improving one’s health but to relax and experience “mental and spiritual renewal.”¹¹⁵ Additionally, publications featuring specific resorts and destinations fostered a desire to travel. In 1869, clergyman William Henry Harrison Murray published one of the first wilderness guidebooks, *Adventures in the Wilderness; or, Camp-life in the Adirondacks*, which suggested that exploring nature would improve one’s health and spirit. Its influence led to the establishment of 200 hotels and camps by 1875 to accommodate the

¹¹⁵ Aron, *Working at Play*, 33-34.

influx of Murray's inspired readers. It is believed that the popularization of the word "vacation" originated from the act of New Yorkers vacating their homes in the city during the summer to visit the Adirondacks.¹¹⁶ While deriving from this, the word broadly became used to refer to various trips. Just as the British word holiday, it mainly came to refer to visiting the seaside. Published just a year earlier than Murray's guide, Charles H. Sweetser's *The Book of Summer Resorts* categorized resorts into chapters including "Lakes, Rivers, and Mountains," "Springs and Falls," "Seaside Resorts," and the "Dominion of Canada." In his substantial chapter on seaside resorts, Sweetser's decision to begin the chapter with Long Branch, New Jersey, tells of its favor by this time. He also includes sections on a variety of locations along the east coast including, in this sequence: Newport, Rhode Island and surrounding areas, the Connecticut shore, Long Island, Staten Island, and Coney Island, New York, Cape May, New Jersey, the Massachusetts Coast, the Maine Coast, and the New Hampshire Coast.¹¹⁷ By providing a range of resorts and their prices, Sweetser assisted travelers in finding a resort within their budget.¹¹⁸

From the late nineteenth century onward, the Progressive Era's (1896 – 1916) reform measures led to the creation of leisure time for the working class. Although generally given limited time off, workers chose to spend this time away from their

¹¹⁶ Tony Perrottet, "Where Was the Birthplace of the American Vacation?" *Smithsonian Magazine*, April 2013, accessed January 3, 2020, <https://www.smithsonianmag.com/travel/where-was-the-birthplace-of-the-american-vacation5520155/#:~:text=The%20American%20vacation%20was%20born,%E2%80%9Choliday%E2%80%9D%20in%20common%20parlance>.

¹¹⁷ Charles H. Sweetser, *Book of Summer Resorts: Explaining Where to Find Them, How to Find Them and Their Especial Advantages With Details of Time Tables and Prices; A Complete Guide for the Summer Tourist With Maps and Illustrations*, (New York, NY: Evening Mail, 1868), <https://hdl.handle.net/2027/aeu.ark:/13960/t6zw23548>.

¹¹⁸ "Chapter 1: Early Resorts," *Resorts & Recreation: An Historic Theme Study of the New Jersey Heritage Trail*.

industrial environments and somewhere they could enjoy with their families.¹¹⁹ The railroad served this interest by providing daily round trips. In a British Victorian literary journal called the *Cornhill Magazine*, Francis H. Hardy wrote an article on “Seaside Life in America” in 1896. During his visit, he observed a two-million-dollar railroad bridge, connecting Philadelphia and New Jersey, built across the Delaware River. Surprised by the cost, he learned how fundamental the infrastructure was for the “visitors who come one day, or from Saturday to Monday,” which contribute an additional eight million people to the more than three million who visit for more than two weeks at a time.¹²⁰ This article indicates a continuation of the upper class's extended stays and the more recent prevalence of shorter trips. In addition to the railroad industry capitalizing on the working class’s parameters, resorts chose entertainment and amusements to target day-trippers. Popular areas included those near urban centers like Coney Island, Rockaway, and Starin’s Glen Island outside New York City and Revere Beach outside of Boston. By being exposed to an assortment of ways to spend their free time within a short distance from their homes, like going to the beach, experiencing amusements, or both, the working class could find meaning outside of their consuming work life.¹²¹

On the Road

According to Professor of Ethnology and author of *On Holiday: A History of Vacationing*, Orvar Löfgren, the automobile serves as a “symbol of the return of

¹¹⁹ “America at Leisure,” Library of Congress, accessed December 19, 2020, <https://www.loc.gov/collections/america-at-work-and-leisure-1894-to-1915/articles-and-essays/america-at-leisure/>.

¹²⁰ Francis H. Hardy, *The Eclectic Magazine of Foreign Literature (1844-1898)*, 1897;65:37, accessed January 9, 2020, <https://search.proquest.com/magazines/seaside-life-america/docview/89767083/se-2?accountid=14537>.

¹²¹ Aron, *Working at Play*, 186.

individual adventure and exploration” by functioning as “a much more sensual technology in which the speed was felt as the wind against the face and the vibrations of the surface.”¹²² First engineered at the end of the nineteenth century, the earliest versions belonged to the wealthiest Americans. As prices dropped due to mass production, car ownership rose. By 1914, factories produced more automobiles than carriages and wagons. By the 1930s, there were 23 million registered automobiles.¹²³ Also, most of the working class attained paid vacation time.¹²⁴ As an affordable and flexible option, the car permanently transformed travel and the landscape being traveled on. In addition to the necessary infrastructure of a road network, a variety of roadside development occurred. Expanded road networks led to the development of gas stations, restaurants, entertainment, retail, and accommodations. Resulting from this new development, commercial strips started to materialize along roads. Defined as “a linear pattern of retail businesses along a major roadway,” that is “characterized by box-like buildings with prominent parking lots visible from the roadway, multiple driveways, large signs, and a dependency on automobiles for access and circulation,” the commercial strip became a common occurrence in the mid-twentieth century.¹²⁵

Before the escalation of this development, some Americans chose auto-camping, particularly if they sought to experience nature and not be restrained by the schedule that trains and hotels required.¹²⁶ Defined as “the action of camping with the use of an

¹²² Löfgren, *On Holiday*, 59.

¹²³ John A. Jakle, “Chapter Fifteen: Landscapes Redesigned for the Automobile,” *The Making of the American Landscape*, (Routledge, 2010), 293-294.

¹²⁴ Aron, *Working at Play*, 184.

¹²⁵ Ross A. Moldoff, “Controlling Strip Development,” *Planning Commissioners Journal*, 53, Winter 2004, 1, <https://plannersweb.com/wp-content/uploads/2012/08/333.pdf>.

¹²⁶ Warren James Belasco, *Americans on the Road: From Autocamp to Motel, 1910 – 1945*, (Cambridge: The MIT Press, 1979), 43.

automobile,” autocamping acted as an adventurous alternative to traditional and often more expensive vacations.¹²⁷ In Frank Everet Brimmer’s 1923 book *Autocamping*, he praises the freedoms and benefits that it provides. He advises families on how to participate by suggesting what type of tent, beds, clothes, cooking supplies, and camera to acquire.¹²⁸ This pursuit’s complete evolution is detailed in Warren Belasco’s *Americans on the Road: From Autocamp to Motel, 1910 – 1945*. Initially, travelers settled in self-chosen spots alongside the road, but as autocamping became more common, campsites were established. These sites began free of charge with limited facilities. However, after entrepreneurs recognized their profitability, they improved campsites to offer more services. Travelers became more drawn to campsites with amenities. Growing out of this desire, cabins became commonplace, and eventually, the motor court and the motor hotel, or motel, emerged.¹²⁹

The cabin began this transition by improving travel mobility through conveniences like heating, showers, bedding, radios, food, and more that were usually the traveler’s responsibility to provide.¹³⁰ As preferences shifted away from the lifestyle early autocamping promoted, motorists expected increasingly more from the places at which they chose to spend an evening or more. In between the experience of campgrounds and hotels is where the motor court and motel existed. To provide a local, unique experience for travelers, many motels of the 1930s through the 1960s chose vernacular architectural styles that played on the town’s name, location, or fantasy destinations. Additionally,

¹²⁷ David Leroy Harmon, "American camp culture: a history of recreational vehicle development and leisure camping in the United States, 1890-1960 " (2001). Retrospective Theses and Dissertations. 433. 15.

¹²⁸ Frank Everet Brimmer, *Autocamping*, (Cincinnati, OH: Stewart Kidd Co, 1923).

¹²⁹ Belasco, *Americans on the Road*, 4.

¹³⁰ Belasco, *Americans on the Road*, 133 – 134.

motels increasingly used eye-catching signs to attract motorists. Many of these signs acted as simulacrum or “empty signifiers,” not representing the location's reality.¹³¹ Despite each motel's unique attempts to seize the motorist's attention, they also ensured an atmosphere of anonymity. Unlike in hotels where guests were subject to and expected to display a well-established public decorum, the motel's architecture encouraged informality.¹³² Focusing on accommodating the automobile, the early motor court or motel layout often separated rooms into individual buildings with adjacent parking. By the 1950s, two or three-story U- or L-shaped buildings with center courtyards became preferred; the courtyard might feature a gathering space or pool, and cars would be parked surrounding the structure's perimeter. Around this time, motel chains entered the lodging industry, and identical buildings started to materialize across the country.¹³³ As the motel chain Holiday Inn ran small motels out of business, one of its executives stated in 1963 that “Ford put up a set of assembly-line wheels under the average American. It's up to us to supply the assembly-line lodging.”¹³⁴ With the addition of major chains and increased automobile ownership, the number of motels also increased. In 1928, there were around 3,000 motels. In 1958, with 57 million registered automobiles, there were almost 60,000 motels.¹³⁵ Accessible, affordable, and informal, motels easily allured motorists.

¹³¹ Andrew Wood, “‘The Best Surprise Is No Surprise’: Architecture, Imagery, and Omnitopia Among American Mom-and-Pop Motels,” *Space and Culture* 8, no. 4 (November 2005): 407.

¹³² Wood, “‘The Best Surprise Is No Surprise,’” 400.

¹³³ Megan Kendrick, “Roadside Motels,” Society of Architectural Historians, accessed January 10, 2020, <https://sah-archipedia.org/essays/CA-01-ART-01>.

¹³⁴ Audrey W., “The Rise and Fall of American Motels,” Arcadia Publishing, accessed January 10, 2021, <https://www.arcadiapublishing.com/navigation/community/arcadia-and-thp-blog/january-2019/the-rise-and-fall-of-american-motels>.

¹³⁵ John A. Jakle, Keith A. Sculle, Jefferson S. Rogers, *The Motel in America*, (Baltimore, MD: JHU Press, 2002), 20.

While initially a highway occurrence, motels became common in seaside resort towns, especially in locations where the automobile directly inspired the resort's development. In the mid-twentieth century, motels clustered in coastal areas from Miami, Florida, to the Wildwoods, New Jersey. Traditionally, summer houses, boarding houses, and hotels hosted visitors prior to World War II, but beginning in the 1950s, families searched for affordable accommodations shaped to their vacation needs.¹³⁶ The motel, with its inexpensive rates, proximity to the beach, and amenities, like parking and pools, populated shorelines during the 1950s to 1960s. In addition to being architecturally identified as Mid-century Modern style and form, these motels also became known as Space Age, Populuxe, Googie, and Doo Wop.¹³⁷ In *Remembering Roadside America: Preserving the Recent Past As Landscape and Place*, geographer John A. Jackle and historian Keith A. Sculle emphasize vacationers as "an audience seeking suspension of the routine" seeking "to place themselves in uncommon situations."¹³⁸ While recurring architectural elements existed, like flat roofs with wide overhangs, prominent angles, neon signs, and asymmetry, each motel chose a unique theme to differentiate itself from the competition. From celestial to tropical, each theme communicated the public's growing interest in traveling to new places.¹³⁹ Unfortunately, chain motels and hotels led to the neglect and demolition of many independently-owned motels.

¹³⁶ Kirk Hastings, *Doo Wop Motels: Architectural Treasures of the Wildwoods*, (Stackpole Books, 2007), 9.

¹³⁷ Beth Lennon, "Wildwood Motels: Midcentury Modern for Everybody," National Trust for Historic Preservation, accessed January 11, 2021, https://savingplaces.org/stories/retro-roadmap-wildwood-motels-midcentury-modern-for-everybody#.X_xw6TmSk2x.

¹³⁸ John A. Jakle, and Keith A. Sculle, *Remembering Roadside America Preserving the Past as Landscape and Place*, 1st ed. (Knoxville: University of Tennessee Press, 2011), 224.

¹³⁹ "Neon and Angles: Motels of the Wildwoods," *Historic Preservation Bulletin*, Historic Preservation Office, New Jersey Department of Environmental Protection, Summer 2006, accessed January 11, 2021, 3, <https://rucore.libraries.rutgers.edu/rutgers-lib/34999/PDF/1/play/>.

Modern Challenges of the Resort Town in the Late Twentieth Century

Although the age of the automobile opened the coast to more vacationers and additional development, it also induced the desire to explore new destinations. Further expanding American travel, commercial aviation fully emerged following World War II. Although flights were made available by the 1930s, the 1950s through 1960s became known as the golden years of commercial air travel.¹⁴⁰ In the mid-1950s, almost 85% of passengers chose to fly for pleasure over business.¹⁴¹ However, it is important to note that even the “tourist class” fare was expensive for most American families. Frequent fliers came from the upper class who could afford the costly rates required to travel domestically and abroad.¹⁴² Additionally, with the average paid vacation time ranging around two weeks in America, compared to 4 weeks in Europe, most families found shorter vacations within the country more feasible. In 1987, three-fourths of American travel occurred on the highway.¹⁴³ Accessed by America’s highways, an increasing number of leisure opportunities put pressure on mature seaside resort towns. In Jon Sterngass’s *First Resorts: Pursuing Pleasure at Saratoga Springs, Newport, and Coney Island*, he expresses the unfortunate reality that “greater individual freedom and the ubiquity of money wages fueled an entertainment explosion, and a colossal industry developed to supply the nation’s diversions.”¹⁴⁴ In response to America’s late twentieth and twenty-first-century leisure industry of theme parks, casinos, and other entertainment

¹⁴⁰ Jenifer Van Vleck, *Empire of the Air: Aviation and the American Ascendancy*, (Cambridge, MA: Harvard University Press, 2013), 7.

¹⁴¹ Vleck, *Empire of the Air*, 218.

¹⁴² Vleck, *Empire of the Air*, 301.

¹⁴³ Erkan Sezgin and Medat Yoyal, “Golden Age of Mass Tourism: Its History and Development,” *Visions for Global Tourism Industry: Creating and Sustaining Competitive Strategies*, (Rijeka, Croatia: InTech, 2012), 87.

¹⁴⁴ Sterngass, *First Resorts*, 267.

complexes, the seaside resort town faces the challenge of achieving relevance while still maintaining its identity. Löfgren acknowledges that even when resorts choose to modernize, they tend to “all of a sudden slide back into decay and oblivion.”¹⁴⁵

When a seaside resort town recognizes its natural and cultural character-defining features and focuses on maintaining them, it may be possible to remind residents and visitors alike of that town’s unique identity to avoid stagnation. In the journal *Annals of Tourism Research*, Professor of Tourism Management Sheela Agarwal addresses the continuous process of restructuring the seaside resort through Professor Richard W. Butler’s Tourism Area Life Cycle Model. This model reveals four directions a seaside resort town may follow after its stagnation period, including rejuvenation, post-stagnation, residential, and decline. Agarwal’s suggestions to restructure to avoid decline include “the re-orientation of tourism attractions, environmental enhancement, or the repositioning of the destination within an overall market.”¹⁴⁶ As heritage-based destinations increase in popularity, seaside resort towns have the potential to use their cultural resources to promote heritage tourism if public and private enterprises unite.¹⁴⁷

¹⁴⁵ Löfgren, *A History of Vacationing*, 184.

¹⁴⁶ Sheela Agarwal, “Restructuring seaside tourism: The Resort Life Cycle,” *Annals of Tourism Research* 29 (2002): 27.

¹⁴⁷ Agarwal, “Restructuring seaside tourism,” 42 – 44.

Summary of the Character-defining Features of England and America's Seaside Resort Towns

Throughout their evolution, England and America's seaside resort towns formed around or acquired the following character-defining features:

- Natural resources, including the ocean, beach (generally flat with dunes and varying sand particle sizes), rivers, and estuaries. In addition to these, America's seaside resort towns often formed on barrier islands, so bays and wetlands also became applicable.
- Sea bathing hospitals, other bathing facilities, and bathing machines were initially standard in England due to a focus on health. After they fell out of favor, towns transformed bathing machines into beach huts. Other structures that occurred on or near the beach include pavilions and seaside pools. While bathing was not as disciplined in America, there were bathing stations for changing and other beach structures.
- Hardened structures, specifically wooden groins, first appeared in Brighton in the 1720s. Towns introduced concrete groins in the nineteenth century.¹⁴⁸ True of America as well, concrete groins started to appear in the nineteenth century but became more frequent in the twentieth century.
- Lighthouses are on the coast in some of England's seaside resort towns. They are also seen frequently on America's east coast.
- Due to the influence of transportation, the infrastructure of different transportation modes is relevant, such as stagecoach routes, landing stages, railroad tracks/depots, and road networks. In America, the commercial strip developed because of the automobile.
- Varying accommodations occurred over time, including the lodging-house or boardinghouse, the grand hotel, hotel, terrace house, and holiday camp. Similarly, in America, the first accommodations included farmhouses and boardinghouses and transitioned into grand hotels. Following the railroad, more hotels and residences were built. The automobile encouraged the development of casual accommodations, like the motel.
- In England, architectural styles commonly followed those in urban areas, such as Georgian, Victorian, Edwardian, Neo-Georgian, and Modernist. However, seaside Orientalism was unique to the coast. In America, architectural styles seen in seaside resort towns followed those seen in other cities off the coast. Often, Victorian architecture is predominant because of the period that most of these towns developed. When development surged in the mid-twentieth century, Mid-century Modern development appeared, especially in the form of motels.

¹⁴⁸ "The first were built of wood in the 1720s," My Brighton and Hove, UK Web Archive, March 2006, <https://www.mybrightonandhove.org.uk/places/placesea/groynes/groynes#:~:text=The%20first%20groynes%20were%20built,be%20built%20into%20the%20sea.>

- An early form of entertainment for wealthy visitors in England and America was attending dances and other events hosted by hotels. When seaside resort towns became accessible to all audiences, the pleasure pier and boardwalk became the primary entertainment sources. Adjacent to the coast, and often along promenades and boardwalks, other entertainment structures appeared.

Known for having an extensive collection of early seaside resort towns, New Jersey's Coast is the next chapter's focus. New Jersey's seaside resort towns' evolution and character-defining features will be further articulated.

CHAPTER 3

BACKGROUND RESEARCH: NEW JERSEY

New Jersey's Legacy of Seaside Resort Towns

Before New Jersey's coast became popularly referred to as the "Jersey Shore," a rich history of settlement and industry unfolded. To understand how New Jersey's coast became known for its seaside resort towns, it is necessary to study its origins of development from an overview of the state's geography and early coastal history. These factors ultimately led to New Jersey's adaptation of the seaside resort town.

New Jersey's Coastal Regions

The New Jersey Division of Travel and Tourism has divided the state into six tourism regions that generally correlate with the state's geographic regions: Skylands, Gateway, Delaware River, Shore, Greater Atlantic City, and Southern Shore.¹⁴⁹ With half of the tourism regions focusing on the coast, it is easy to understand its valuable role in the state's contemporary identity and economy. In New Jersey, the Public Trust Doctrine ensures the public has access to "all tidally flowed lands," including "the ocean, bays, and tidal rivers, as well as the adjoining shoreline over which these waters flow."¹⁵⁰ The

¹⁴⁹ "New Jersey Cities and Regions," Official Tourism Website of New Jersey, <https://www.visitnj.org/new-jersey-cities-regions>.

¹⁵⁰ Susan M. Kennedy. *A Practical Guide to Beach Access and the Public Trust Doctrine in New Jersey*. Urban Coast Institute. Monmouth University. Summer 2017. <https://www.monmouth.edu/uci/documents/2018/10/beach-access-report.pdf>. 1.

same level of accessibility is often not seen on other states' coastlines that host private beaches. The Public Trust Doctrine guarantees the Jersey Shore will always exist for the public's enjoyment, contributing to the Jersey Shore's appeal.



Figure 8: New Jersey's tourism regions along the Jersey Shore include Shore (Monmouth and Ocean Counties), Greater Atlantic City (Atlantic County), and Southern Shore (Cape May and Cumberland Counties) (<https://www.newjerseycamper.com/search.html>)

Professor Emeritus Peter O. Wacker's *Land and People: A Cultural Geography of Preindustrial New Jersey Origins and Settlement Patterns* provides an overview of the state's geographic features and early settlement. Divided into the Inner Coastal Plain and Outer Coastal Plain, the Atlantic Coastal Plain occupies three-fifths of New Jersey's area. Wacker describes the Outer Coastal Plain, where the Jersey Shore is located, to have regular topography that gently slopes to the southeast with watercourses that flow in open valleys. Well-sorted porous sand that hinders most agricultural practices because of its acidic nature and lack of silt or clay primarily covers the Outer Coastal Plain.¹⁵¹ Salt

¹⁵¹ Peter O. Wacker, *Land and People: A Cultural Geography of Preindustrial New Jersey Origins and Settlement Patterns*, (New Brunswick, NJ: Rutgers University Press, 1975), 2-10.

marshes are “the most significant natural vegetative cover other than forest in New Jersey” and exist behind barrier islands. These coastal landforms are home to many of New Jersey’s seaside resort towns.¹⁵² New Jersey has more than 300,000 acres of tidal wetlands along the coast.¹⁵³ These ecosystems are integral to the coast’s protection because of their ability to decrease erosion, flooding, and storm damage. They also function as habitats for wildlife like birds, mammals, reptiles, and fish, many of which are endangered or threatened.¹⁵⁴

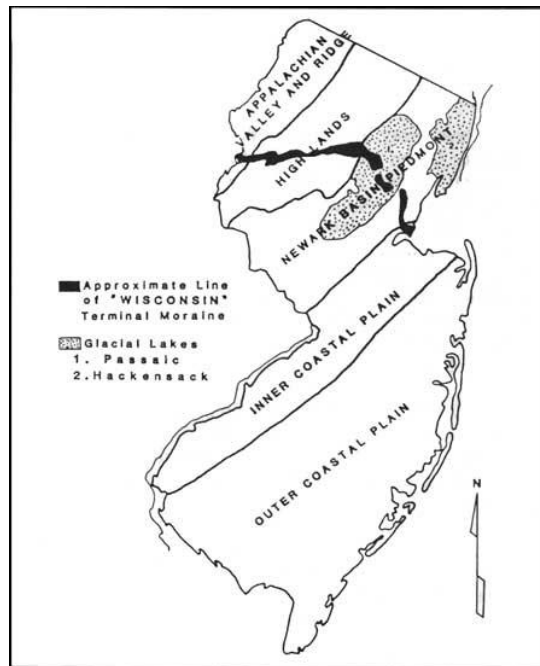


Figure 9: In this drawing labeled “Generalized landform regions of New Jersey showing the Inner and Outer Coastal Plains,” the coastal plain’s large size is visible (https://www.nps.gov/parkhistory/online_books/nj2/chap1.htm)

¹⁵² Wacker, *Land and People*, 15-16.

¹⁵³ “What is the New Jersey Coast?” The New Jersey Coastal Management Program, NJ Department of Environmental Protection and Office of Coastal Planning, 2002, <https://www.nj.gov/dep/cmp/fact2.pdf>.

¹⁵⁴ Kathryn Flynn, “Understanding Wetlands and Endangered Species: Definitions and Relationships,” Alabama Cooperative Extension System, Auburn University, 1996.

According to New Jersey’s Wildlife Action Plan, the Atlantic Coastal Plain along the eastern edge of Monmouth, Ocean, Atlantic, and Cape May counties “consists of barrier islands and beaches, tidal salt marshes, rivers, shallow bays and lagoons.”¹⁵⁵ Currently, there are ten barrier islands along New Jersey’s coast. They are described as “inherently unstable” because “they move and change shape in response to storms, tides, winds, and human efforts to create stability.”¹⁵⁶ In addition to the destruction caused by day-to-day erosion, storms permanently alter these coastlines by causing substantial land loss.¹⁵⁷ While the state undertakes beach renourishment efforts to address these losses, it is a temporary solution that must consistently reoccur to be effective. In addition to loss of the island itself, the structural damage resulting from storms can be devastating. Despite the disadvantages, New Jersey’s seaside resort towns on barrier islands and the coast are resilient. Offering unique natural and built environments, the Jersey Shore accounted for almost half of the state’s tourism spending in 2018.¹⁵⁸ Before exploring the character-defining features that continue to contribute to vacationers’ experience, a brief history of New Jersey’s coastal development will be examined.

¹⁵⁵ “Landscape Assessments and Conservation Strategies: Atlantic Coastal Landscape,” NJ Wildlife Action Plan, January 23, 2008, 54, <https://www.state.nj.us/dep/fgw/ensp/wap/pdf/coastal.pdf>.

¹⁵⁶ Norbert P. Psuty, *New Jersey’s Barrier Islands: An Ever-Changing Public Resource*, Center for Coastal and Environmental Studies, (Rutgers University, 1983), i.

¹⁵⁷ Robert A. Morton, “An Overview of Coastal Land Loss,” United States Geological Survey – Coastal and Marine Geology Program, accessed January 18, 2020, <https://pubs.usgs.gov/of/2003/of03-337/waves.html#:~:text=Powerful%20storms%20rapidly%20raise%20water,the%20permanent%20land%20losses%20worldwide.&text=Land%20loss%20and%20property%20damage,surge%20coincides%20with%20high%20tide>.

¹⁵⁸ Wayne Perry, “N.J. tourism spending on a roll, hitting \$44.7B in 2018,” *Philadelphia Tribune*, May 9, 2019, accessed January 18, 2020, https://www.phillytrib.com/news/state_and_region/n-j-tourism-spending-on-a-roll-hitting-44-7b-in-2018/article_7d37bc81-803c-5565-8238-1f53543d118f.html.

New Jersey's Early Inhabitants

The original occupants of New Jersey, Delaware, Southern New York, and Eastern Pennsylvania were the Lenni-Lenape, also known as the Delaware Indians.¹⁵⁹ In New Jersey, three subtribes inhabited the area: the Minsi, the Unamee, and the Unalachtigo. The Minsi settled in the northwest, the Unamee settled in the center and along the shore from Sandy Hook to the Mullica River's mouth, and the Unalachtigo settled in the south along the Cape and Delaware Bay.¹⁶⁰ None of the tribes permanently settled on the shore, but all three visited for their livelihood. They fished in the ocean occasionally, but they primarily relied on the bays and estuaries.¹⁶¹ Some of their fishing locations included what are now known as Sandy Hook, Point Pleasant, Toms River, Leeds Point, and Cape May.¹⁶² Today, these are still popular places to fish.

While many of the names of New Jersey's towns and natural features originate from the languages of the Lenni-Lenape tribe, there are few intact sites on the coast apart from the Tuckerton Shell Mound in Little Egg Harbor Township. Profiting from the land and resources Native American men and women discovered, New Jersey's first European settlers pursued various coastal industries from the seventeenth century onward. They initiated the development of some towns that would later become seaside resort towns.

¹⁵⁹ "Our Tribal History," The Nanticoke Lenni-Lenape: An American Indian Tribe, accessed October 22, 2020, <https://nanticoke-lenape.info/history.htm>.

¹⁶⁰ Mazzagetti. *The Jersey Shore*, 24-25.

¹⁶¹ Mazzagetti, *The Jersey Shore*, 24.

¹⁶² Harold F. Wilson, *The Story of the Jersey Shore*, (Princeton, NJ: D. Van Nostrand Company, Inc., 1964), 4.

Early Industries and Activity on the Coast

While early settlers of New Jersey pursued numerous industries across the state, this section will focus on industries and activity found and dependent on the coast. One of New Jersey's earliest maritime industries developed on the state's southernmost point, Cape May. Whaling, defined as "the occupation of catching and extracting commercial products from whales," became a primary industry of New Jersey's coastal economies by the late seventeenth century.¹⁶³ By the eighteenth century, there was a great demand for whale blubber because of its oil's ability to fuel lamps and baleen, whalebone, to create consumer goods.¹⁶⁴ While there were earlier attempts by the Dutch to establish a whaling industry, it was not until the English took control of New Jersey in 1662 that the industry flourished. Another factor that initiated its prevalence was English physician and governor of West Jersey, Dr. Daniel Coxe. In 1692, Coxe sold his bayside and seaside property to the land speculation company West Jersey Society. From this purchase, the society was able to sell 42 tract titles to whalers.¹⁶⁵ Some of the first whaling families relocated from Long Island, Connecticut, and the Massachusetts Bay area seeking freedom from religious persecution, less competition, fewer whaling laws, and land availability.¹⁶⁶ Additionally, the availability of maritime jobs for "coopers, shipwrights, carpenters, mariners, weavers, and other craftsmen" supplemented whaling incomes.¹⁶⁷

¹⁶³ "whaling," Merriam-Webster.com Dictionary, s.v., accessed January 22, 2021, <https://www.merriam-webster.com/dictionary/whaling>.

¹⁶⁴ Wilson, *The Story of the Jersey Shore*, 10.

¹⁶⁵ Richard M. Romm. "America's First Whaling Industry and the Whaler Yeomen of Cape May 1630 – 1830." Camden Graduate School Electronic Theses and Dissertations. 2010. <https://doi.org/doi:10.7282/T39023V3>

¹⁶⁶ Romm, "America's First Whaling Industry," 18.

¹⁶⁷ Joan Berkey. *Early Architecture of Cape May County, New Jersey: The Heavy Timber Frame Legacy*. Cape May County Historical and Genealogical Society, Cape May Court House, NJ. 2008. 2.

Following the arrival of the earliest settlers from Long Island, their architectural tradition of heavy timber framing joined with mortise and tenon joints, originating from half-timber houses in England, became common in the area.¹⁶⁸ Although a limited number of buildings with heavy timber framing remain due to fires, rot, and demolition by neglect, a few examples remain intact.¹⁶⁹ One of New Jersey's oldest existing examples of this type of construction is the Reeves-Iszard-Godfrey House located in Upper Township of Cape May County. The oldest section was built in 1695.¹⁷⁰ It is believed that Cape May County has the largest collection of surviving heavy timber frame construction buildings in the state; while there are around two dozen, few have been studied.¹⁷¹

In Cape May, 35 families dominated the whaling industry for three generations. In addition to controlling the industry, they also held a majority of the town's public offices and owned most of the land.¹⁷² By the nineteenth century, the industry became obsolete. While architecture associated with whaling is rare, the original whaling families' prosperity and power made it possible for their descendants to transform Cape May from a town dependent on whaling and farming into a coastal retreat and eventually a seaside resort town.

The Revolutionary War stimulated early industries like privateering. Between 1776 and 1783, privateers stole more than fifteen-million dollars-worth of British

¹⁶⁸ Berkey, *Early Architecture of Cape May County*, 11- 13.

¹⁶⁹ Ibid, 19.

¹⁷⁰ Andrea Tingey, "Four Centuries by the Shore in a Day," *Down Jersey: From Bayshore to Seashore*, Vernacular Architecture Forum, May 2014, 271.

¹⁷¹ "Richard Stites Jr. House," National Register of Historic Places Registration Form, U.S. Department of the Interior, National Park Service, October 1990, 13, <https://npgallery.nps.gov/GetAsset/d9b12198-184e-4b47-92c7-6ab5a82710bd>.

¹⁷² Mazzagetti, *The Jersey Shore*, 31.

goods.¹⁷³ Historic sites and monuments exist along the coast to commemorate events and people of the Revolutionary War. While markers are often the only physical indication of what occurred, these spaces recognize an essential part of New Jersey's history. Some of these sites and monuments on the coast include Monmouth Battlefield State Park, the Affair at Little Egg Harbor Monument, Joshua Huddy Park, Toms River Blockhouse Site, the Affair at Cedar Bridge Historic Site, and the Long Beach Massacre Monument.¹⁷⁴

Also related to maritime operations, the U.S. Lifesaving Service became essential to addressing fatal shipwrecks. In the eighteenth century into the early nineteenth century, a substantial number of shipwrecks occurred due to an increase in maritime trade.¹⁷⁵ There were limited lighthouses and other landmarks to guide ships safely to shore.¹⁷⁶ When shipwrecks occurred, there was a lack of facilities, equipment, and volunteers to assist these tragedies' victims. To address this problem, in 1848, New Jersey Congressman Dr. William A. Newell received \$10,000 from the Federal Government to build "crude one-and-a-half story shingled boathouses" on the coast spaced between Sandy Hook and Little Egg Harbor. The following year, six more boathouses materialized from Brigantine to Cape May. By 1855, New Jersey had a total of 28 stations.¹⁷⁷ While administered by the U.S. Revenue Cutter Service, the lack of organization led to the hiring of lawyer Sumner I. Kimball in 1871 to investigate how to

¹⁷³ Ibid.

¹⁷⁴ Kala Kachmar, "7 Cool Revolutionary War sites at the Shore," USA Today, July 4, 2015, accessed January 23, 2020, <https://www.app.com/story/news/history/2015/07/03/new-jersey-revolutionary-war-sites/29671381/>.

¹⁷⁵ "U.S. Lifesaving Service," National Park Service, accessed January 29, 2020, <https://www.nps.gov/articles/life-saving-service.htm>.

¹⁷⁶ Daniel Koski-Karell, "Old Coast Guard Station Manasquan Inlet," National Register of Historic Places Registration Form, accessed April 4, 2021. 18.

¹⁷⁷ "Ocean City, NJ Lifesaving Station," National Register of Historic Places Registration Form, May 3, 2013, <https://www.nps.gov/nr/feature/places/pdfs/13000385.pdf>.

improve the agency's operations. As a result of his findings, Kimball established more stations, regulations, and permanent six-person boat crews at each station.¹⁷⁸ That same year, the agency officially became known as the U.S. Life Saving Service. In 1915, the U.S. Revenue Cutter Service and U.S. Life Saving Service merged to form the U.S. Coast Guard.¹⁷⁹ After 1915, there were enough U.S. Coast Guard facilities to be spaced in three-mile intervals along New Jersey's coast.¹⁸⁰ After President Theodore Roosevelt took office in 1933, he invested in new standardized U.S. Coast Guard stations along the east coast. New Jersey acquired eight of the Colonial Revival 2-1/2 story, white rectangular buildings with red roofs. A preserved example of this type of station is the Manasquan Inlet Old Coast Guard Station in Point Pleasant Beach, New Jersey.¹⁸¹ In New Jersey, only 19 of the original 42 lifesaving stations remain, but their legacy is still visible along the coast.¹⁸² When shipwrecks were no longer a common occurrence and towns developed to serve vacationers, their safety took priority. Inspired by the U.S. Life Saving Service efforts, lifeguarding emerged in the twentieth century and remains critical to most of New Jersey's beaches today. While beaches without lifeguards are typical today in other coastal states, New Jersey's coast has prioritized their presence. Structures like stands, towers, and stations have materialized to assist their efforts in protecting swimmers.

¹⁷⁸ "U.S. Lifesaving Service," National Park Service.

¹⁷⁹ "History of the USLSS," US Life Saving Service Heritage Association, accessed January 29, 2021, <https://uslife-savingservice.org/about-us/history-of-the-uslss/>.

¹⁸⁰ Koski-Karell, "Old Coast Guard Station Manasquan Inlet," 19.

¹⁸¹ *Ibid*, 19-20.

¹⁸² Jon Hurdle "Historians Fight to Preserve New Jersey's Endangered Lifesaving Stations," NJ Spotlight News, December 27, 2019, accessed January 29, 2021, <https://www.njspotlight.com/2019/12/historians-fight-to-preserve-new-jerseys-endangered-lifesaving-stations/>.

In addition to the coastal industries and activities mentioned above, other early industries included the manufacture of glass, iron, and ships. While significant to New Jersey's coastal heritage, the facilities where these industries occurred are gone. Unlike these industries, which faded before the Civil War, agricultural practices continued throughout the nineteenth century. A few early farmsteads exist along Shore Road, today known as U.S. Route 9.¹⁸³

The Pioneers of New Jersey's Seaside Resort Town Development

New Jersey's first seaside resort towns were being developed even before the Revolutionary War. While coastal industries initially overshadowed this development, the seaside resort town would persevere and grow to become fundamental to New Jersey's coastal identity and economy. The first known seaside resort towns, and some of the earliest in the country, include Tucker's Island, Cape May, and Long Branch.

Some historians believe Tucker's Island is New Jersey's first seaside resort town. Unfortunately, it is difficult to substantiate this claim since the island no longer exists today. Located on the now non-existent Short Beach, the southernmost part of Long Beach, Tucker's Island was first occupied in the 1740s by Ephraim Morse, his family, and their cattle. He provided shelter to seamen during storms and later welcomed visitors to enjoy the island. After Morse abandoned the island following a dangerous storm, Reuben Tucker bought his land in 1765 and opened a boarding house.¹⁸⁴ After the boarding house burned down in 1845, there was limited evidence of vacationers for the

¹⁸³ Andrea Tingey, "Four Centuries by the Shore in a Day," 251 – 252.

¹⁸⁴ John Bailey Lloyd. *Eighteen Miles of History on Long Beach Island*. 1994. <http://www.down-the-shore.com/18milesex3.html>.

next two decades until the railroad arrived in Tuckerton in 1871 providing easier access to Beach Haven and Tucker's Island. When Alfred Stevens, a life-station saving crewmember, opened a hotel called the St. Albans in 1879, it seemed like the island would recover its popularity and was even renamed Sea Haven to compete with Beach Haven. However, when the Tuckerton Railroad extended to Beach Haven and not Tucker's Island in 1886, the island abandoned its attempt to reclaim its status.¹⁸⁵ By the early twentieth century, several storms caused damage, and one storm in 1920 resulted in the creation of a new inlet that left the shore eroded. As more of the island disappeared, inhabitants evacuated. By 1938, most of the island was submerged.¹⁸⁶

It is believed that Cape May's origins as a seaside resort town, known as Cape Island until its incorporation as Cape May City in 1869, began in the mid-eighteenth century. This belief is corroborated by a 1766 Pennsylvania Gazette advertisement by Robert Parsons, resident of Cape May County, whose advertisement to sell his plantation described the location as "within one mile and a half of the seashore, where numbers resort for health, and bathing in water; and this place would be very convenient for taking in such people."¹⁸⁷ By 1772, Philadelphians had the weekly opportunity to travel by ferry across the Delaware River to a stagecoach line that traveled to Cape May.¹⁸⁸ Jersey wagons, or oyster wagons, also took passengers to the shore. Their original function of transporting oysters to markets continued, but on the return trip to the coast, travelers were taken to three locations: Cape May, Tucker's Island, and Long Branch. The journey

¹⁸⁵ Lloyd, *Eighteen Miles of History*.

¹⁸⁶ "Early Resorts." Resorts and Recreation: An Historic Theme Study of the New Jersey Heritage Trail Route. National Park Service. https://www.nps.gov/parkhistory/online_books/nj1/chap1.htm

¹⁸⁷ Robert, Parsons. "To Be Sold, A Valuable Plantation." *Pennsylvania Gazette*. June 26, 1766.

¹⁸⁸ Mazzagetti, *The Jersey Shore*, 58.

was uncomfortable and long, but when stagecoaches replaced Jersey wagons, ease of travel only improved slightly.¹⁸⁹ Reinforcing its new status as a destination, from the end of the Revolutionary War to the beginning of the nineteenth century, infrastructure projects occurred throughout Cape May County. In 1785, a road constructed between Cold Spring and Cape May had several public houses.¹⁹⁰ In 1801, Ellis Hughes publicized his inn, The Atlantic, in the *Aurora General Advertiser*. He persuaded Philadelphians to visit by praising the beauty and allure of Cape May. In the newspaper, he described the area as “the most delightful spot the citizens can retire to in the hot season.” Additionally, he informed potential visitors of their transportation options, including a stagecoach that “starts from Cooper’s Ferry on Thursday in every week, and arrives at Cape Island on Friday.” He even provided directions for those arriving in their own carriages.¹⁹¹

During the first half of the nineteenth century, Cape May established itself as one of the most popular resorts of its time.¹⁹² By 1816, increased accessibility to the island was made possible by the Delaware, a steamboat that traveled between Philadelphia and New Castle, Delaware, where guests would ride a sloop, or sailboat, to the island. Later, this service could be performed directly, without sloops, because of the construction of steamboat landings.¹⁹³ That same year, one of the first boarding houses, The Big House, later renamed as Congress Hall in 1828, became one of the island’s first

¹⁸⁹ Mazzagetti, *The Jersey Shore*, 53.

¹⁹⁰ Jeffery M. Dorwart, *Cape May County, New Jersey: The Making of an American Resort Community*. Rutgers University Press, 1992, 63.

¹⁹¹ Lewis Townsend Stevens, *The History of Cape May County, New Jersey: from aboriginal times to the present day*, 1897, 225.

¹⁹² Dorwart, *Cape May County, New Jersey*, 70.

¹⁹³ Emil R. Salvini, *The Summer City By the Sea: Cape May, New Jersey, an Illustrated History*, (New Brunswick, NJ: Rutgers University Press, 1995), 9.

accommodations.¹⁹⁴ Inspired by its success, other boarding houses materialized several years later. Published in 1834, Thomas F. Gordon's *A Gazetteer of the State of New Jersey* mentions the development of more accommodations. Specifically, he says, "There are here six boarding houses, three of which are very large; the sea bathing is convenient and excellent, the beach affords pleasant drives, and there is excellent fishing in adjacent waters. There is a post office here."¹⁹⁵ By 1840, the island also had two large hotels. By the mid-nineteenth century, there were several more, including the Mount Vernon, the largest hotel globally at the time of its opening in 1853; only two years later, it burned down. A year after that, the Mansion House, another popular hotel, also caught fire.¹⁹⁶ Cape May would endure several more fires that destroyed its seaside resort town development. Between 1869 and 1878, three fires decimated the city and its wooden structures.¹⁹⁷ Cape May's most devastating fire in 1878 destroyed thirty acres of land encompassing "more than half a million dollars' worth of property, including Congress Hall, the Columbia, seven other hotels, and about thirty private cottages."¹⁹⁸ While disastrous, the 1878 fire required Cape May to rebuild, which led to one of America's most extensive collections of Late Victorian architecture. While the seaside resort town gradually declined following its fires due in part to the creation of Atlantic City and increased popularity of other resorts closer to urban centers, ultimately easier access via

¹⁹⁴ "The History," Cape Resorts, <https://www.caperesorts.com/congress-hall>.

¹⁹⁵ Thomas F. Gordon, *A Gazetteer of the State of New Jersey*, (Trenton, NJ: Daniel Fenton, 1834), 118.

¹⁹⁶ Wilson, *The Story of the Jersey Shore*, 73.

¹⁹⁷ Dorwart, *Cape May County, New Jersey*, 120.

¹⁹⁸ Wilson, *The Story of the Jersey Shore*, 73.

the Garden State Parkway and historic preservation movement of the 1970s encouraged Cape May's recovery and led to its prosperity today.¹⁹⁹

On the opposite end of the coastline, originally known as the “American Brighton” due to its position on a bluff that no longer exists, Long Branch was another early resort that claims to be New Jersey's first.²⁰⁰ Located in Monmouth County and named for its location along a branch of the South Shrewsbury River, it initially started as a farming community. Sheep husbandry was popular among early settlers and led to tanning and milling industries. While rural, there was a stagecoach line from Cooper's Ferry to Shrewsbury by 1759, the closest stop to Long Branch.²⁰¹ While some visitors stayed at the Fish Tavern, the first lodging option before the Revolutionary War, farmers invited others to rent out rooms in their farmhouses. Philadelphians began visiting near the end of the century.²⁰² The first documented guest and Philadelphian, Elliston Perot, rented a space in Captain Phillip White's farmhouse in 1788.²⁰³ In 1792, the first known advertisement for Long Branch was placed in *Dunlap's American Advertiser* and informed Philadelphians of the destination's “houses under the bank for the convenience of sea bathing.”²⁰⁴ In addition to new visitors, prominent families chose to settle in Long Branch beginning at the end of the eighteenth century and continuing through the nineteenth century as the town grew. In 1805, three boarding houses existed along the

¹⁹⁹ “How the fire of 1878 and preservation drive of the 1970s explain Cape May,” WHYY, September 25, 2014, <https://whyy.org/segments/how-the-fire-of-1878-and-preservation-drive-of-the-1970s-explain-cape-may/>.

²⁰⁰ Mazzagetti, *The Jersey Shore*, 61.

²⁰¹ *Entertaining a Nation – The Career of Long Branch*. Federal Writers' Project of the Works Progress Administration of the State of New Jersey. Hardpress Publishing. 14 – 15.

²⁰² Mazzagetti, 61.

²⁰³ *Entertaining a Nation – The Career of Long Branch*, 21.

²⁰⁴ Mazzagetti, 61.

beach.²⁰⁵ The popularity of these boarding houses was exhibited by The Shrewsbury's expansion in 1806 to hold 250 guests. Despite the War of 1812's damaging consequences for America's economy, Long Branch's first school and first general store were established at the beginning of the war and survived. The success of the first general store encouraged the growth of more businesses.²⁰⁶ By the 1820s, there was an increased interest in health improvement, evidenced by set bathing rules for men and women.²⁰⁷ While initially "modest farmhouses and small frame dwellings" were the only accommodations for those prescribed a trip to Long Branch, hotels began to appear in the 1840s.²⁰⁸

Outdoor social activity off the beach in Long Branch transpired on piers and the town's road along the shoreline, Ocean Avenue. Long Branch's first pier for steamships, the Bath House Pier, was built in 1828. This pier allowed New Yorkers to travel directly to Long Branch instead of going overland from Sandy Hook or Red Bank.²⁰⁹

Unfortunately, it was destroyed in 1854 by a nor'easter storm. Subsequent piers would incorporate social gatherings when Long Branch's popularity among elites rose near the end of the nineteenth century. While often brief existences, piers would operate as social spaces for high society.²¹⁰ Unfortunately, just as the Bath House pier, Long Branch's three subsequent piers were just as susceptible to damage. In 1872, industrialists Jay Gould and Jim Fisk built the East End Excursion Pier that only lasted for a single week. To ensure the next pier was sound, the Long Branch Pier Association was formed to

²⁰⁵ Wilson, 25.

²⁰⁶ *Entertaining a Nation – The Career of Long Branch*, 20- 21.

²⁰⁷ *Ibid*, 24.

²⁰⁸ Wilson, 25-26.

²⁰⁹ Mazzagetti, 62.

²¹⁰ Roberts and Youmans, 35.

create the Ocean Pier opposite the Ocean Hotel. In addition to receiving visitors from New York, this pier was the location of Long Branch's first walking contest.²¹¹ Although the pier's tubular iron increased its strength, a blizzard obliterated the wood used on the ocean end in 1881.²¹² Long Branch's fourth pier, the Iron Pier, opened soon after the Ocean Pier's destruction. Known as the most elaborate of the piers, the Iron Pier was entered through an arched building that housed a bar and drugstore.²¹³ Although impacted by a tugboat in 1893, it was repaired and lasted into the twentieth century. In 1912, the Long Branch Pier opened to the public. Also known as the Fishing/Amusement Pier, it existed for 75 years until 1987 when a fire destroyed the pier and part of the boardwalk. While no piers survive, their histories are significant because they communicate the importance of transportation and entertainment in Long Branch and the measures taken to compete against rivaling shore towns such as Atlantic City.

Long Branch's prosperity partially spurred from its well-known visitors and reputation as the "summer capital." The Raritan and Delaware Railroad, established in 1860, and the Long Branch and Sea-Shore Railroad, established in 1865, ensured the town's accessibility.²¹⁴ The town's first connection to American presidents began with Mary Todd Lincoln's visit in 1861.²¹⁵ In 1869, President Ulysses S. Grant and his family vacationed there for the first time and started Long Branch's legacy of presidential visitors.²¹⁶ After Grant, Presidents Rutherford B. Hayes, James A. Garfield, Chester A. Arthur, Benjamin Harrison, William McKinley, and Woodrow Wilson also called Long

²¹¹ *Entertaining a Nation – The Career of Long Branch*, 60.

²¹² *The Jersey Shore in Monmouth County: An Exhibition of Documents and Photographs*. Monmouth County Archives. 13.

²¹³ *Entertaining a Nation – The Career of Long Branch*, 84

²¹⁴ Mazzagetti, *The Jersey Shore*, 75.

²¹⁵ Roberts and Youmans, 52.

²¹⁶ Wilson, 74.

Branch their second homes.²¹⁷ Grant believed “he had never seen a spot better suited for a summer residence.”²¹⁸ What attracted these men also captivated other wealthy Americans to choose Long Branch over other seaside resort towns. Two of its most prominent attractions were gambling and horse racing. Although initiated in the 1830s, these activities thrived following an influx of affluent people who supported these ventures. In the same decade that Long Branch’s presidential connection began, gambling clubs like the Pennsylvania Club and New York Club appeared. Like these clubs, horse racing also involved betting. The first trotting season at Monmouth Park, three miles outside of Long Branch, began in 1870 and led to more hotels and larger crowds.²¹⁹ Monmouth Park’s decline started when state legislation began an attempt to end pari-mutuel wagering.²²⁰ Monmouth Park closed in 1893, shortly before betting on horse races became illegal in 1894. The park’s closure forced Long Branch to refocus its appeal. This rebranding allowed for a greater focus on the shoreline, which resulted in the construction of a boardwalk and the improvement of the town’s beaches.²²¹

Atlantic City and the Railroad

From 1850 to 1900, the Jersey Shore experienced one of its most significant periods of growth.²²² As new seaside resort towns developed during this period due to the expansion of railroad along the coast, the state’s oldest seaside resort towns struggled

²¹⁷ Roberts and Youmans. 52.

²¹⁸ *Entertaining a Nation – The Career of Long Branch*, vii.

²¹⁹ Wilson, 75 -76.

²²⁰ “History of Monmouth Park.” Monmouth Park.

<https://www.monmouthpark.com/about/history/#:~:text=Monmouth%20Park's%20long%20and%20storied,three%20miles%20from%20Long%20Branch.&text=Three%20years%20after%20the%20first,a%20syndicate%20of%20George%20L>.

²²¹ *Entertaining a Nation – The Career of Long Branch*, 3.

²²² Wilson, *The Story of the Jersey Shore*, 49.

to compete with them by the end of the century. Cape May began to decline at the end of the nineteenth century. Although Long Branch experienced the peak of its popularity during this time, Atlantic City was already providing it with competition. Unlike Cape May and Long Branch, whose seaside resort town histories date to the late eighteenth century, Atlantic City did not exist until 1854 when it became the first shore town to be reached by railroad. Dr. Jonathan Pitney and the Camden and Atlantic Railroad Company made this possible. New Jersey's first railroad company, the Camden and Amboy, constructed a route between Bordentown and South Amboy in 1833. Initially, this was the only company approved to erect railroads. Convincing it to build a route to a desolate part of the Jersey Shore proved challenging.²²³ Despite this hindrance, Pitney began his plan to transform Absecon Island into a health resort. The creation of Absecon Island's Atlantic County in 1837 is because of Pitney, who advocated for its formation. This success was his first step to obtaining a more significant role in Absecon Island's development. Following the county's creation, Pitney became the county government's first chairman and its State Constitutional Convention representative.²²⁴ The next crucial step was to increase Absecon Island's accessibility via the railroad. In a letter-writing campaign aimed at Philadelphia newspapers, Pitney pitched his proposal and sought support for a railroad between Camden and the Atlantic County.²²⁵ Although unsuccessful, his published letters broadcasted Absecon Island's potential to become a destination for Philadelphians. When Pitney's attempt at securing legislative support failed as well, he turned to South Jersey's entrepreneurs like Samuel Richards. Richards'

²²³ Johnson, 6.

²²⁴ Johnson, 2.

²²⁵ Johnson, 4.

family had ties to an assortment of profitable industries, including “iron works, glass furnaces, cotton mills, paper factories, brickyards, and farms.” With Richards seeking more success by investing in an opportunity connecting his lands to Philadelphia, he eagerly committed himself to the project and became the driving force behind Pitney’s plan. Due to Richards’ persuasive argument to the state legislature that the railroad would greatly benefit the glass and iron industries, Pitney acquired support.²²⁶ On March 19, 1852, the Camden and Atlantic Railroad Company received its charter.²²⁷ Two years later, on July 1, 1854, 600 people traveled by train and rode a ferry from the town of Absecon to Atlantic City.²²⁸ Pitney persevered, and his aspirations to transform Absecon Island into a health resort came to fruition. With each passing decade, Atlantic City’s original intent as a health resort was engulfed by other ambitions for the city’s future, especially as its purpose transformed to provide “attractions to the growing middle class who wanted to share in the pleasures of the upper class.”²²⁹

Although Atlantic City was not without complications in its first decade, an 1860 Camden and Atlantic Railroad advertisement in Cowell’s business directory entitled “Sea bathing near Philadelphia!” called Atlantic City the “most frequented Sea-Side resort in the United States” and claimed that 70,000 people visited during the 1859 season from June to November.²³⁰ To further promote the resort, the advertisement detailed the wide, walkable graveled streets, availability of hotels and boarding houses, presence of sailing and fishing, and a pleasant atmosphere, all of which could be experienced by taking a

²²⁶ Johnson, 7-8.

²²⁷ Charles L. Towle, "History of the Camden and Atlantic Railroad and Associated Railroads 1852-1897," *The Railway and Locomotive Historical Society Bulletin*, no. 73 (1948): 17, <http://www.jstor.org/stable/43517493>.

²²⁸ “Camden Atlantic Railroad.” Absecon Historical Society. <http://www.abseconhistory.com/camden-atlantic-railroad.html>

²²⁹ Mazzagetti, 73.

²³⁰ “Sea bathing Near Philadelphia” Cowell’s Business Directory. 1860. 16.

short two-hour trip on the Camden and Atlantic Railroad.²³¹ Atlantic City's incorporation of the railroad served as a blueprint for other shore towns to increase seasonal visitors. In 1860, the Raritan and Delaware Bay Railroad, previously known as the New Jersey Southern Railroad, reached Long Branch.²³² In 1863, the newly created West Jersey Railroad arrived in Cape May. Before the railroad, most of the Jersey Shore was undeveloped. One indicator of the railroad's impact is the shore counties' dramatic population increase from before the railroad reached the shore and after each shore county was accessible by rail. In 1850, the total population of Monmouth, Ocean, Atlantic, and Cape May counties was 55,700 people, and by 1885 the population had doubled to 111,000.²³³ By 1900, almost all areas along the shore could be reached via railroad.²³⁴

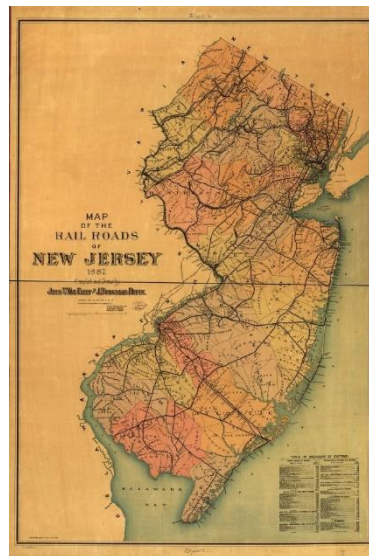


Figure 10: This 1887 map of New Jersey's railroad system demonstrates that by the late nineteenth century, most of the shore was accessible by rail (<https://www.loc.gov/item/98688516/>)

²³¹ Ibid.

²³² Mazzagetti, 75.

²³³ Wilson, *The Story of the Jersey Shore*, 48.

²³⁴ Mazzagetti, *The Jersey Shore*, 109.

Another outcome of the railroad expansion was the development of new municipalities created exclusively to become seaside resort towns. On March 29, 1878, the Borough Act was passed and allowed the formation of borough governments in seaside resort towns.²³⁵ This act permitted “deserted beaches with nothing more than brush, shrubs, and trees to be carved away from large inland-oriented townships and converted into newly minted boroughs so that lots could be easily plotted and sold.”²³⁶ Following the act's establishment, thirty-five seaside boroughs were incorporated by 1925.²³⁷ The addition of these boroughs caused New Jersey’s shoreline development to spread. These municipalities would become integral to the Jersey Shore’s seaside resort town identity. Entrepreneurs, railroad developers, and religious leaders shaped these towns to suit their desires, whether that meant a profitable resort or religious camp meeting site.

Types of Seaside Resort Towns Following the Railroad

Following the mass incorporation of boroughs and other municipalities in the late nineteenth century through the early twentieth century, shore-goers had a variety of seaside resort towns to choose from, each offering unique experiences. A revived interest in religious camp meetings sparked by the end of the Civil War led to several religious seaside resort towns, including South Seaville, Ocean Grove, Sea Grove, and Ocean City. Although camp meetings occurred along the Jersey Shore before this time, South Seaville was the state’s first long-term Methodist camp meeting site. It was first located at Cape

²³⁵ Act of March 29, 1878 (102 N.J. Laws 232, Ch. 156), §, 24, <https://www.localgeohistory.pro/en/nj/law/act-mar-29-1878-102-nj-laws-232-ch-156-s-24/>.

²³⁶ Ibid.

²³⁷ Mazzagetti, *The Jersey Shore*, 112.

May's Agricultural Fair Grounds from 1864 to 1875 and transferred to Seaville Station in 1875. Surrounding a pavilion and later a tabernacle, members bought individual lots and rented canvas tents or built cottages. Some of the original cottages still exist today.²³⁸ Directly along the coast in Monmouth County and granted a charter in 1870, Ocean Grove became the next permanent Methodist camp meeting ground. The town grew around its auditorium, where services occurred. Although replaced in 1894 with the Great Ocean Grove Auditorium, this structure still exists today. Like other camp meeting grounds, summer visitors initially used tents. As the town's popularity grew and acquired year-round residents, cottages, hotels, and bathhouses were built.²³⁹ Founded in 1875 for Presbyterians, Sea Grove, known today as Cape May Point, also formed around its worship center. The town's streets radiated from a central octagonal pavilion where services were held. Although the pavilion no longer exists, the street pattern still radiates around this space which is now a park.²⁴⁰ Inspired by Ocean Grove, Ocean City started as a Methodist camp meeting ground. Incorporated in 1884, the four Methodists founders constructed a tabernacle, sold lots, and developed a "vibrant city with wharves and electric lights and industry." Unlike Ocean Grove, Ocean City was incorporated as a city soon after its creation in 1897 and became secular. While limited physical evidence of its origins remains, Ocean City still prohibits the sale of alcohol.²⁴¹

²³⁸ "Chapter III: Religious Resorts," *An Historic Theme Study of the New Jersey Heritage Trail Route: Resorts and Recreation*, National Park Service, https://www.nps.gov/parkhistory/online_books/nj1/chap3.htm.

²³⁹ "Ocean Grove Camp Meeting Association," National Register of Historic Places Inventory Nomination Form," 1981, https://www.state.nj.us/dep/hpo/hrrcn_sandy_MON_GB_135_PDF/MON_GB_135_v38_ID10473_Neptune%20Township.pdf.

²⁴⁰ Dorwart, *Cape May County, New Jersey*, 122.

²⁴¹ Mazzagetti, *The Jersey Shore*, 99 -100.

While Christian seaside resort towns often developed in opposition to Atlantic City's elaborate display of entertainment, other towns emulated aspects to entice vacationers to their shores. In the late nineteenth to the early twentieth century, newly established shore towns relied on the efforts of "land development companies and speculators enticing the first visitors to the area."²⁴² Many of these visitors were families and day-trippers or excursionists. In addition to building accommodations, entertainment became necessary. In Ocean City, its boardwalk became a feature directly linked to its identity. Adjacent to Ocean Grove, Asbury Park's boardwalk rivaled Atlantic City's.²⁴³ Towns that developed their boardwalks and piers to entertain offered shops, food, rides, shows, and more. Although there are many boardwalks along New Jersey's coast, most of these boardwalks were not developed to the extent of Atlantic City's boardwalk. Additionally, since they are easily susceptible to storm damage, many have been replaced or lost.²⁴⁴ As the century progressed and railroads lost favor, boarding houses and hotels became replaced with motels, single-family homes, and eventually condominiums.²⁴⁵ In the center of these towns, commercial districts developed.

While the boardwalk and its attractions were popular among all crowds, the wealthy continued to seek exclusivity in the form of recreation facilities, such as yacht and tennis clubs. An example of this that still exists today is the Little Egg Harbor Yacht

²⁴² "Motels of the Wildwoods," National Register of Historic Places Multiple Property Documentation Form, 2003, 3.

²⁴³ Roberts and Youmans, *Down the Jersey Shore*, 102.

²⁴⁴ "Chapter IV: The Boardwalk," *An Historic Theme Study of the New Jersey Heritage Trail Route: Resorts and Recreation*, National Park Service, https://www.nps.gov/parkhistory/online_books/nj1/chap4.htm.

²⁴⁵ Mazzagetti, *The Jersey Shore*, 261.

Club in Beach Haven.²⁴⁶ Smaller seaside resort towns provided residences and accommodations but focused on the beach as its main attraction, with additional development not being prioritized. Instances of this include the towns surrounding Atlantic City, including Brigantine, north of Atlantic City, and Ventor City, Margate City, and Long Port south of Atlantic City.²⁴⁷ Nestled between attraction-filled towns of the Wildwoods in the south and Ocean City in the north, Avalon and Stone Harbor on Seven Mile Island did not experience the same type of development as its neighbors. The island is known for its “high dunes, wide beaches, and preserved natural vegetation,” even hosting a bird sanctuary since 1941.²⁴⁸

Segregation and Discrimination During the Reconstruction Era

Despite the variety and accessibility of seaside resort towns following the railroad’s establishment, the Jersey Shore was not inclusive for all vacationers. In David E. Goldberg’s dissertation for the University of Virginia, *The Retreats of Reconstruction: Race, Leisure, and the Politics of Segregation at the Jersey Shore, 1865 – 1920*, he explores this inequity. As seaside resort towns experienced an influx of white working-class vacationers and “black college students and southern laborers” in the late nineteenth century, racial tensions surfaced.²⁴⁹ In Atlantic City, ninety-five percent of workers during this era were black. Positions ranged from “headwaiters, managers, desk clerks,

²⁴⁶ “Chapter VI: Resort Development in the Twentieth Century,” *An Historic Theme Study of the New Jersey Heritage Trail Route: Resorts and Recreation*, National Park Service, https://www.nps.gov/parkhistory/online_books/nj1/chap6.htm.

²⁴⁷ Mazzagetti, *The Jersey Shore*, 200 -201.

²⁴⁸ Mazzagetti, *The Jersey Shore*, 242 – 243.

²⁴⁹ David E. Goldberg, "The Retreats of Reconstruction: Race, Leisure, and the Politics of Segregation at the New Jersey Shore, 1865--1920" (2013). Graduate Theses, Dissertations, and Problem Reports. 442. 38. <https://researchrepository.wvu.edu/etd/442>.

and entertainers” to seasonal positions like “busboys, dishwashers, or rolling-chair attendants.”²⁵⁰ Despite desiring the service of black men and women, many white vacationers expressed that they would not share the same public spaces, like the beaches and amusement areas, with them. This irony was especially evident in Asbury Park, where white vacationers petitioned and succeeded in segregating public areas. Implementing “clock-time segregation,” Asbury Park officials designated the beach and boardwalk’s use to black vacationers only after regular business hours.²⁵¹ Atlantic City used seasonal segregation and restricted the vacationing months of black families to August and September.²⁵²

In reaction to repeated instances of discrimination, black residents and vacationers hosted public protests by occupying spaces restricted to white vacationers. By doing this, they fought for their rights as citizens and consumers.²⁵³ Continued support of segregation led to the establishment of black-owned businesses in Atlantic City’s Northside and Asbury Park’s West Side. The creation of these spaces cultivated opportunities to participate in and consume leisure and entertainment, free of discrimination.²⁵⁴ For example, the nightclubs and concert halls of Asbury Park’s Springwood Avenue regularly hosted performers like Duke Ellington, Ella Fitzgerald, and Billie Holiday.²⁵⁵ Unfortunately, preserving this movement's legacy has proved challenging because all but one music venue, the Turf Club, has been destroyed. As a

²⁵⁰ Ibid.

²⁵¹ Goldberg, "The Retreats of Reconstruction: Race, Leisure, and the Politics of Segregation at the New Jersey Shore, 1865—1920," 48.

²⁵² Ibid.

²⁵³ Ibid, 76 - 82

²⁵⁴ Ibid, 141 – 151.

²⁵⁵ Ibid, 188.

result, efforts to protect the area's cultural heritage through research and oral history interviews are underway.²⁵⁶

Driving to the Shore

While the railroad stimulated development and ensured the shore's accessibility into the 1920s, the automobile further supported seaside resort towns and their visitors by decreasing travel time and making the weekend getaway even more attainable. The automobile, and its accompanying infrastructure, shaped the shoreline that is visible today. The first shore-goers that arrived by automobile came at the end of the nineteenth century. At first, there were only a few gravel roads running cross-state, east-west, and north-south. The state constructed oyster shell-paved causeways over marshes called "meadow roads" to provide access to barrier islands from the mainland.²⁵⁷ The automobile's advantages first became apparent to the public through "shore tours." People with "tally-ho" automobiles, originating from the stagecoach with the same name, invited large groups to partake in drives along the shore to experience its beauty. As the popularity of automobiles increased, new development appeared. Businesses associated with the stagecoach such as livery stables, blacksmith shops, and wheelwright shops became refitted or replaced with garages to store, repair, and sell automobiles.²⁵⁸ In Beach Haven, just before the completion of a causeway, entrepreneur Frederick Ostendorff built a 200-car garage, the largest on the east coast in 1913.²⁵⁹

²⁵⁶ "Preserving Asbury Park's African American Music Heritage," National Council on Public History, June 27, 2019, <https://ncph.org/history-at-work/preserving-asbury-parks-african-american-music-heritage/>.

²⁵⁷ "New Jersey Historic Roadway Study." KSK Architects Planners Historians, Inc. 2011. 54.

²⁵⁸ Wilson, *The Story of the Jersey Shore*, 88- 89.

²⁵⁹ "Long Beach Island Region Written Historical and Descriptive Data." Historic American Buildings Survey. National Park Service. <http://lcweb2.loc.gov/master/pnp/habshaer/nj/nj1500/nj1560/data/nj1560data.pdf>. 4.

Understanding the importance of shore towns to the economy, the state legislature authorized New Jersey's first state highway along the coast in 1909, Ocean Highway, now known as Route 9. The route from Cape May to the Atlantic Highlands became the first road maintained by the state instead of individual towns or companies. While successful, it was impossible to drive between barrier islands. In 1915, a group of shore towns congregated to expand Ocean Highway by building a 40-mile route from Cape May to Atlantic City to connect its southern barrier islands. However, this route's construction, later known as Ocean Drive, would not start until 1940, when the New Deal's Federal Emergency Administration of Public Works supplied funding to the Cape May County Bridge Commission.²⁶⁰ Ocean Highway's success encouraged the creation of the state highway system in 1917.²⁶¹ One of the first documented incidents of the automobile's dominance at the shore happened on July 4, 1922, when cars from within and outside New Jersey, especially Pennsylvania and New York, overwhelmed Atlantic City's avenues.²⁶²

As automobile ownership increased, the state recognized the necessity of a route that not only serviced the entire shoreline but did so safely and efficiently. During World War II, roads and bridges deteriorated. After the war and gas rationing ended, their condition worsened as hundreds of thousands of cars headed to the shore.²⁶³ Authorized in 1946 and completed in 1957, the 173-mile Garden State Parkway revolutionized and revived travel to the coast.²⁶⁴ The New Jersey Highway Authority (NJHA), established in

²⁶⁰ "Bridge History." Cape May County, NJ Government. <https://capemaycountynj.gov/653/Bridge-History>

²⁶¹ "New Jersey Historic Roadway Study." 71.

²⁶² Wilson, *The Story of the Jersey Shore*, 91.

²⁶³ Jeffery M. Dorwart. *Cape May County, New Jersey: The Making of an American Resort Community*. New Brunswick: Rutgers University Press. 1992. 232.

²⁶⁴ Mazzagetti, 261-262.

1952 by the state legislature, oversaw the project and worked to ensure the road balanced “the conveniences of the modern superhighway with the scenic beauty of New Jersey.”

The 153-mile trip from Paterson, NJ (near New York City) to Cape May (the southernmost town) would take 1.5 hours less than when driving on local roads.²⁶⁵

Following the parkway’s introduction, more people were interested in visiting the shore and living there. Between 1950 and 1960, the population of 35 of the 38 seaside municipalities increased. One of the highest increases occurred in Wildwood Crest, which experienced a 70% population increase.²⁶⁶

In a study prepared for the New Jersey Department of Transportation, Federal Highway Administration, and New Jersey Historic Preservation Office, KSK Architects Planners Historians, Inc. identified roadway and roadside elements for four overlapping eras that document the evolution of New Jersey’s roads: Early Roads (ca. 1621- ca. 1815), Internal Improvements (ca. 1790 – ca. 1889), Good Roads (ca. 1870 – ca. 1917), and Highway (ca. 1891 – ca. 1946). The study defines roadway elements as located within the right-of-way and associated with the roadway system while roadside elements are constructed outside of the right-of-way.²⁶⁷ In the Early Roads Era, roadway elements include bridges, dams, retaining walls, milestones, dirt, gravel, corduroy (log) road surfaces, drainage ditches, culverts, boat docks, and driveways.²⁶⁸ The Internal Improvements Era introduced embankments, toll gates, plank road surfaces, and raised roadbeds. During these first two eras, roadside elements included structures related to the

²⁶⁵ Cory Kegerise and Gregory Dietrich, “Garden State Parkway: A Historic Journey,” Cultural Resource Consulting Group, <https://www.njta.com/gsphistory/index.html#contact>.

²⁶⁶ Mazzagetti, *The Jersey Shore*, 263.

²⁶⁷ “New Jersey Historic Roadway Study.” KSK Architects Planners Historians, Inc. 2011. 10.

²⁶⁸ *Ibid.* 29.

stagecoach like troughs, hitching posts, stagecoach stops, wheelwright shops, and blacksmith shops. In addition to these, farms, mills, and warehouses were present. Accommodations included hotels, inns, taverns, and farmhouses. Cluster/crossroad communities in rural locations and neighborhoods in urban areas were also visible.²⁶⁹

Progressing into the Good Roads Era, new roadway elements supported safe travel such as route designation and directional signage, street lighting, traffic control devices, grade separations, guard rails, macadam-surfaced roads, shoulders, curbing, sidewalks, pedestrian islands, and shade trees. The Highway Era advanced earlier safety measures by implementing most of the things that are standard of road networks today, including reflective curbing, divided highways, by-passes, parking, channelized lanes, medians, traffic circles, and landscaping.²⁷⁰ The Good Roads Era's roadside elements indicate an attempt to serve more traffic with the erection of motels, produce stands, commercial buildings, filling stations, service stations, restaurants, drug stores, hardware stores, general stores, advertisements, and landscaping.²⁷¹ By the Highway Era, an automobile-centric landscape took shape. Besides the above roadside elements, commercial strip development, auto-show rooms, drive-in theaters, hamburger/hotdog stands, comfort stations, autocamps, bus shelters, scenic overlooks, and billboards materialized.²⁷² Although the railroad laid the foundation for New Jersey's seaside resort towns, the Highway Era's improvements and accompanying development brought the Jersey Shore nationwide acclaim.²⁷³

²⁶⁹ Ibid. 45.

²⁷⁰ Ibid. 101.

²⁷¹ Ibid. 72.

²⁷² Ibid. 101.

²⁷³ Ibid. 82.



Figure 11: Map of New Jersey Turnpike (Yellow) and Garden State Parkway (Green) (https://commons.wikimedia.org/wiki/File:NJ_GSPTP.png)

Storm Damage in the Second Half of the Twentieth Century and Beyond

In March of 1962, a nor'easter struck the east coast and inflicted hundreds of millions of dollars in property damage in six states, including New Jersey. Deemed as the Ash Wednesday Storm of 1962 due to most damage occurring that day, this fatal storm destroyed 45,000 homes on New Jersey's Coast.²⁷⁴ Most impacted was Long Beach Island, which experienced several breaches in the island's dunes that resulted in the creation of three channels through the island from the ocean to Barnegat Bay. In total, 80% of the island's structures were damaged or destroyed. As a result of the destruction experienced along the coast, some towns decided not to reconstruct their wooden

²⁷⁴ Justin Auciello, "57 years ago today, the 'Ash Wednesday' nor'easter was lashing N.J.," March 6, 2019, WHYY, accessed January 31, 2020, <https://whyy.org/articles/57-years-ago-today-the-ash-wednesday-noreaster-was-lashing-n-j/>.

boardwalks. In contrast, Cape May and Sea Isle City chose to replace them with promenades of more durable materials like macadam that could function as walkways and storm protection.²⁷⁵

As for newly constructed houses, precautions were taken by including stilts with open or enclosed parking areas underneath to prevent future damage.²⁷⁶ Although still considered one of the most damaging storms in New Jersey's history, the Ash Wednesday Storm of 1962 did not stop increased populations as development continued unchecked. From 1960 to 1980, permanent populations doubled in the seaside resort towns of Monmouth Beach, Sea Girt, Lavallette, Surf City, Avalon, Brigantine, Ocean City, and Sea Isle City. During this period, vacationers took advantage of affordable lots and built second homes.²⁷⁷ At the end of the century, another devastating storm occurred in December of 1992. Although not as destructive as the Ash Wednesday Storm of 1962, the storm damaged 3,200 homes, the boardwalks of Bradley Beach and Belmar, and demolished Ocean Grove's historic fishing pier. The most impacted places included Union Beach, Atlantic Highlands, Sea Bright, Monmouth Beach, Sea Girt, Long Beach Island, and Longport.²⁷⁸

In October of 2012, New Jersey faced the fourth-worst storm in American history, Hurricane Sandy. Just the year before, Hurricane Irene damaged 200,000 houses. Surpassing this, Hurricane Sandy destroyed and damaged 300,000 houses and caused \$31

²⁷⁵ Emil R. Salvini, "The Great Atlantic Storm of 1962," NJ Spotlight News, March 6, 2012, accessed January 31, 2021, <https://www.njspotlight.com/news/uncategorized/the-great-atlantic-storm-of-1962/>.

²⁷⁶ "Design Guidelines for the Preservation of Historic Structures," Beach Haven Historic Preservation Advisory Committee, 2007, 7.

²⁷⁷ Mazzagetti, *The Jersey Shore*, 190.

²⁷⁸ Justin Auciello, "Video: 23 years ago today, 'The Great Nor'easter' began striking the Jersey Shore," WHYY, December 11, 2015, accessed January 31, 2020, <https://whyy.org/articles/video-23-years-ago-today-the-great-noreaster-began-striking-the-jersey-shore/#:~:text=The%20highest%20wind%20gust%20of,delared%20a%20federal%20disaster%20area.>

billion worth of damages.²⁷⁹ The entire coastline was impacted. According to the United States Geological Survey, the waves and storm surge that resulted from Hurricane Sandy “severely eroded the beach and dune systems that represented, in many places, the first line of defense for the New Jersey coastline.”²⁸⁰ This erosion left properties unprotected, resulting in the unpreventable destruction of New Jersey’s historic resources along the coast. A report by New Jersey’s Department of Environmental Protection reveals that 12,000 acres of “Critical Environment and Historic Sites” were impacted by Hurricane Sandy.²⁸¹ In Seaside Heights, the hurricane submerged the boardwalk and amusement pier.²⁸² Spring Lake’s boardwalk, severely damaged by Hurricane Irene and rebuilt, was destroyed again. Extensive damage was also seen at Sea Girt’s boardwalk.²⁸³ In the years since, many towns have rebuilt and repaired their boardwalks. Unfortunately, owners of damaged historic buildings were subject to regulations requiring the elevation of buildings in addition to the already necessary repairs. While instituted to protect these properties from additional storms, elevating buildings can also impact historic integrity.²⁸⁴

²⁷⁹ Mazzagetti, *The Jersey Shore*, 299.

²⁸⁰ “Hurricane Sandy Response – Storm Impacts and Vulnerability of Coastal Beaches,” USGS, accessed January 31, 2021, https://www.usgs.gov/centers/spcmssc/science/hurricane-sandy-response-storm-impacts-and-vulnerability-coastal-beaches?qt-science_center_objects=0#qt-science_center_objects.

²⁸¹ “Damage Assessment Report on the Effects of Hurricane Sandy on the State of New Jersey’s Natural Resources,” Office of Science, New Jersey Department of Environmental Protection, May 2015, <https://www.nj.gov/dep/dsr/publications/hurricane-sandy-assessment.pdf>.

²⁸² Mazzagetti, *The Jersey Shore*, 300.

²⁸³ Desirée Taylor, “Shore Towns Lose Boardwalks, Sand Dunes from Hurricane Sandy,” NJ Spotlight News, October 30, 2012, accessed January 31, 2021, <https://www.njspotlight.com/video/shore-towns-lose-boardwalks-sand-dunes-from-hurricane-sandy/#:~:text=Hurricane%20Sandy%20impacted%20much%20of,the%20beach%20on%20residential%20streets>.

²⁸⁴ “Historic Resources and Communities Damaged by Super Storm Sandy,” Preservation New Jersey, 2013, accessed January 31, 2020, <https://www.preservationnj.org/listings/historic-resources-and-communities-damaged-by-superstorm-sandy/>.

Summary of the Character-defining Features of New Jersey's Seaside Resort Town

Like other seaside resort towns on the coast of England and America, New Jersey's seaside resort towns saw significant periods of growth following the railroad and automobile. As a result, accommodations spread rapidly. Additionally, most of the coast's seaside resort towns are on barrier islands. With their growth limited to the confines of their islands, New Jersey's seaside resort towns have especially compact development. The following character-defining features have occurred in New Jersey's seaside resort towns:

- Most of New Jersey's seaside resort towns are on barrier islands. As a result, the ocean and bay have distinct coastal environments. With its dunes and vegetation, the beach differs from the bay and its wetlands. Inlets between barrier islands connect the bay and ocean. While the beach generally offers swimming, the bay hosts boating.
- New Jersey's coast uses hardened structures to prevent erosion. Other identifiable features directly along the coast include lighthouses, lifesaving stations, and lifeguard stations.
- Influenced by the same transportation improvements seen in England and the rest of America, New Jersey's seaside resort towns depended on stagecoach routes, the railroad, and road networks to transport vacationers. Gas stations and motels were a direct result of the automobile's introduction.
- Early accommodations, like farmhouses and boardinghouses, were joined by grand hotels, hotels, and summer residences. When transportation increased accessibility, more modest houses appeared. Eventually, motels became common and favored by motorists seeking affordable accommodations.
- While the earliest seaside resort towns retain examples of early architecture, like houses with heavy timber framing, seaside resort towns that developed in places that were previously uninhabited acquired architectural styles common in the era in which they were created. Because of this, Victorian architectural styles and features are most common. Other styles appeared between the Victorian era and midcentury, such as the Craftsman style and vernacular architecture. The midcentury introduced Mid-century Modern architecture and housing types built in suburban neighborhoods.
- Vacationers initially relied on their accommodations for entertainment. However, more entertainment options came as New Jersey's seaside resort towns were incorporated. In addition to the boardwalk and pleasure pier, there were also casinos, convention halls, and music venues.

New Jersey's evolution of seaside resort towns is a cyclical narrative of growth and destruction. The following section will explore why the loss of some character-defining features may be unavoidable due to natural and cultural preservation challenges. However, it will also address how seaside resort town communities can act and preserve these critical character-defining features.

Contemporary Natural and Cultural Preservation Challenges of New Jersey's Coast

New Jersey's coastline and seaside resort towns face persistent challenges to their natural and cultural resources. Acknowledged as "the most developed and densely populated shoreline in the country," with only 31.2 miles out of 130 miles being undeveloped, the Jersey Shore is a collection of seaside resort towns dependent on tourism but increasingly at risk because of it.²⁸⁵ As the impact of climate change increases, generating growing rates of sea level rise that cause more frequent flooding, worse storms, and permanent erosion, so does the vulnerability of the shore's natural and cultural resources. Contributing to nature's catastrophes, demolishing historic resources is second nature to developers looking to profit on the high demand of visiting the shore during the summer months. This section will expand on what challenges are most prevalent and the efforts being made to protect endangered resources in seaside resort towns.

²⁸⁵ "NJ Shoreline Protection and Vulnerability," Stockton University, accessed January 26, 2020, <https://stockton.edu/coastal-research-center/njbpn/protection-vulnerability.html>.

Coastal Management

According to the State of New Jersey’s Hazard Mitigation Plan, “erosion and flooding are the primary coastal hazards that lead to the loss of lives or damage to property and infrastructure in developed coastal areas.” Especially vulnerable to sea level rise due to sinking land and the gulf stream slowing down, causing the east coast to retain more water, New Jersey’s coastal hazards are becoming more challenging to address.²⁸⁶ A standard method of preventing coastal erosion from causing property damage is building hardened structures, like “seawalls, bulkheads, revetments, rip-rap, gabions, and groins.”²⁸⁷ Following the impact of storms and hurricanes on recently developed seaside resort towns from 1915 – 1921, the large-scale construction of hardened structures occurred. While originally uncoordinated and unaware of the detrimental impact these projects had on neighboring towns, once understood, coastal management practices became regional by the 1980s.²⁸⁸ Groins, the most frequently used hardened structure, effectively protect property but create instability and lead to accelerated erosion where built.²⁸⁹ While they increase sand on the updrift side, the loss of sand on the downdrift side is unpreventable, causing erosion.²⁹⁰ Due to this, the use of these structures often leads to the need for additional hardened structures, as evidenced by the New Jersey

²⁸⁶ “New Jersey’s Sea Level is Rising,” SeaLevelRise.org, <https://sealevelrise.org/states/new-jersey/#:~:text=The%20sea%20level%20off%20New,than%20it%20was%20in%201950.&text=This%20in%20crease%20is%20mostly%20due,and%20it%27s%20causing%20major%20issues>.

²⁸⁷ “Section 5.2 Coastal Erosion & Sea Level Rise,” State of New Jersey 2014 Hazard Mitigation Plan, 2, http://ready.nj.gov/mitigation/pdf/2019/mit2019_section5-2_Coastal_Erosion.pdf.

²⁸⁸ “Beach Replenishment,” Environmental Trends Report, New Jersey Department of Environmental Protection, Division of Science and Research, November 2018, accessed January 2021, 1, <https://www.nj.gov/dep/dsr/trends/Beach%20Replenishment.pdf/>.

²⁸⁹ “Section 5.2 Coastal Erosion & Sea Level Rise,” State of New Jersey 2014 Hazard Mitigation Plan, 2.

²⁹⁰ D.M. Bush, O.H. Pilkey, W.J., Neal, “Coastal Topography, Human Impact On,” Encyclopedia of Ocean Sciences, 2nd Edition, 2001, 581 – 590, <https://www.sciencedirect.com/topics/earth-and-planetary-sciences/groin>.

Department of Environmental Protection’s 1993 survey of Shoreline Structures indicating a total of 368 groins, the majority of these being in Monmouth County.²⁹¹ Although commonly used in early coastal management practices, hardened structures are advised against and even prohibited in some states.²⁹² In an attempt to increase their efficacy, new and existing groins are made permeable, allowing sand to pass through.²⁹³ Today the Jersey Shore uses beach nourishment in collaboration with hardened structures. Beach nourishment is crucial to reducing coastal property damage and maintaining New Jersey’s beaches. It is defined by the New Jersey Department of Environmental Protection as “the placement of large quantities of sand on an eroding beach to advance the shoreline seaward and increase its elevation as well as to construct dunes.”²⁹⁴ Dredging ships collect sand, and pipes connected to the dredge pump sand onto the beach. According to a study done by Western Carolina University’s Program for the Study of Developed Shorelines and the Nature Conservancy, structures behind New Jersey’s nourished beaches were subject to significantly less damage from Hurricane Sandy in 2012 than those not nourished between 2000 and 2012.²⁹⁵

²⁹¹ “NJDEP Shoreline Structures of the Coastline of New Jersey Along the Atlantic Ocean and Inland Bays,” New Jersey Department of Environmental Protection, 1993, accessed January 26, 2021, <https://www.state.nj.us/dep/gis/digidownload/metadata/statewide/shorstrc.htm>.

²⁹² “Coastal Engineering – Hard Structures,” National Park Service, April 9, 2019, <https://www.nps.gov/subjects/geology/hard-structures.htm>.

²⁹³ “Shore protection structures.” State of New Jersey Department of Environmental Protection, Division of Coastal Engineering, accessed January 26, 2021, <https://www.nj.gov/dep/shoreprotection/structures.htm>.

²⁹⁴ “Beach Replenishment,” New Jersey Department of Environmental Protection, Division of Science and Research, 1,

²⁹⁵ Adam D. Griffith, Andrew S. Coburn, Katie M. Peek, Robert S. Young, “Chapter 5: Hurricane Sandy: Did Beach Nourishment Save New Jersey?” *Learning from the Impacts of Hurricane Sandy*, 2015, 57 – 68.



Figure 12: Seen on Ocean City’s beach, this pipe transports sand pumped from a dredge anchored offshore (photo taken by author)

Despite the state’s efforts, New Jersey received a D- in the Surfrider Foundation’s 2020 State of the Beach Report. States in the West Coast, Southeast, Mid-Atlantic, Northeast, and Gulf States regions receive grades on the “management of their coastal resources.” Ratings of Bad, OK, and Good are given for four categories: Sediment Management, Development, Coastal Armoring, and Sea Level Rise.²⁹⁶ According to the report, “New Jersey greatly improved its approach to future sea level rise planning and is attempting to improve past haphazard development standards by requiring builders to analyze climate change impacts when developing along the coastline.” These efforts are

²⁹⁶ “Methodology,” State of the Beach Report 2020, 10, <https://ee5-files.s3-us-west-2.amazonaws.com/publications/State%20of%20the%20Beach%20Report%20-%202020.pdf>.

vital because New Jersey's sea-level rise projections are double the global average.²⁹⁷

While the state's attempts to plan for this rise contributed to New Jersey's rating of "OK" for Sea Level Rise, it received a rating of "Bad" for Sediment Management, Coastal Armoring, and Development. Findings include that the state is too dependent on beach nourishment and should create monitoring plans for these projects. The report also criticizes New Jersey's limited restrictions on constructing and repairing hardened structures when it should be implementing alternatives like living shorelines.²⁹⁸

Coastal Development

Between the years 1950 to 2000, New Jersey's coastal counties' populations grew from 3,345,010 to 5,281,247.²⁹⁹ Just over twenty years later, of the state's population of 8.9 million people, 7.15 million live in coastal portions of the state.³⁰⁰ During the summer, seasonal populations join year-round residents. In 2018, NJ Advance Media analyzed census data to determine which shore counties experienced the largest seasonal populations. It is important to note that the study did not include visitors staying in hotels, motels, and campgrounds, which would have increased the already high seasonal populations observed. Cape May County was labeled "the king of the beach migration,"

²⁹⁷ "DEP Presents New Study Predicting Dramatic Increase in Sea-Level Rise Along the New Jersey Shore by 2050; Reports Introduced at First Meeting of Interagency Council on Climate Change." State of New Jersey Department of Environmental Protection." December 12, 2019. https://nj.gov/dep/newsrel/2019/19_0098.htm.

²⁹⁸ *Ibid.*, 36 – 37.

²⁹⁹ Matthew J.P. Cooper, Michael D. Beevers, Michael Oppenheimer, "Future Sea Level Rise and the New Jersey Coast: Assessing Potential Impacts and Opportunities," June 2005, Woodrow Wilson School of Public and International Affairs, Princeton University, http://cdn.publicinterestnetwork.org/assets/sR9N-sL9cXyA7pGI_ODVlw/Future_Sea_Level_Rise.pdf.

³⁰⁰ "Fast Facts: New Jersey," National Oceanic and Atmospheric Administration, Office for Coastal Management, accessed January 30, 2021, <https://coast.noaa.gov/states/new-jersey.html#:~:text=Coastal%20Demographics,coastal%20portions%20of%20the%20state>.

with 42.9% of its population there for half the year. On the other end of the spectrum, Monmouth County is the most residential, with only 16.5% of its population being seasonal. In the middle, Ocean County came in at 33.5% and Atlantic at 29.2%.³⁰¹ When observing these numbers by individual town, it becomes even more apparent how coastal counties' economies rely on their seasonal populations. For example, the Wildwoods year-round population is under 15,000, but during the summer, this population can reach over 250,000.³⁰² Another study conducted under NJ Advance Media analyzed the state's population densities and found that "most New Jersey shore communities boast a population density of more than 5,000 people per square mile, even without the summertime population" (Figure 13).

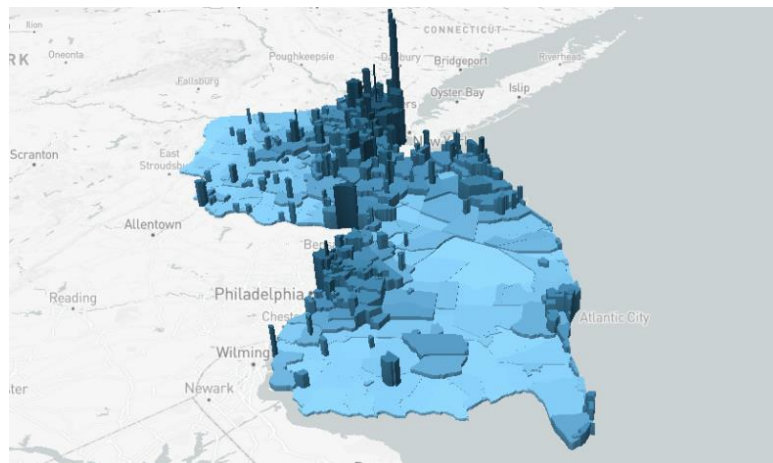


Figure 13: This 3D map of New Jersey shows that the shore's population density is high in Monmouth County, Atlantic County, especially near Atlantic City, and Cape May County (<https://www.nj.com/news/2019/01/3d-maps-show-parts-of-nj-are-the-most-densely-populated-on-the-planet.html>)

³⁰¹ Stephen Stirling, "These N.J. shore towns are about to see their populations explode," NJ Advance Media, May 19, 2018, accessed January 30, 2020, https://www.nj.com/data/2018/05/these_nj_shore_towns_are_about_to_see_their_populations_explode.html.

³⁰² "The Wildwoods," Preservation New Jersey, 2019, accessed January 30, 2021, <https://www.preservationnj.org/listings/the-wildwoods/>.

Accommodating the increasing influx of summer visitors but disregarding historic resources, new development overwhelms the coast each year. Preservation New Jersey, a non-profit historic preservation organization, identified Some of the most urgent preservation challenges related to overdevelopment. In 2019, the organization designated the Wildwoods as one of its 10 Most Endangered Historic Places. Universal to many shore towns, the Wildwoods' zoning ordinances encourage the demolition of single-family residences in favor of multi-family condominiums. Contributing to this issue are the Federal Emergency Management Agency's (FEMA) post-Hurricane Sandy regulations that require any building located in the flood zone being preserved, restored, or renovated have to be lifted at or above the base flood level elevation. Since this is an expensive obstacle to most homeowners, this regulation often leads to more demolitions. A study by Zillow predicts 9.2% of the state's houses will be a risk of coastal flooding by 2100 (Figure 14). It is essential to find a solution to implementing FEMA's regulations to adapt to serve not only new construction but also older buildings. Fortunately, New Jersey's Historic Preservation Office developed "Elevation Design Guidelines for Historic Properties" with guidance and case studies that consider how to prevent flood damage while minimizing damage to character-defining features.³⁰³

Also indicative of the shore's overdevelopment, a study done by the Department of Environmental Protection in 2015 shows that beyond the beaches of New Jersey's coastal towns, most are victim to "building booms [that] have left little grass, sand, dirt, or other permeable materials to soak up the rain" in which "small lots paired with high

³⁰³ "Elevation Design Guidelines for Historic Properties," New Jersey Historic Preservation Office, Department of Environmental Protection, December 2019, accessed January 31, 2021, 28, https://www.nj.gov/dep/hpo/images/_MULT_DG_32_v2_ID14078r.pdf.

real estate values have encouraged people to build out properties to capacity” (Figure 15). Thus, floodwaters are more damaging to infrastructure and homes because they have limited areas to be absorbed.³⁰⁴

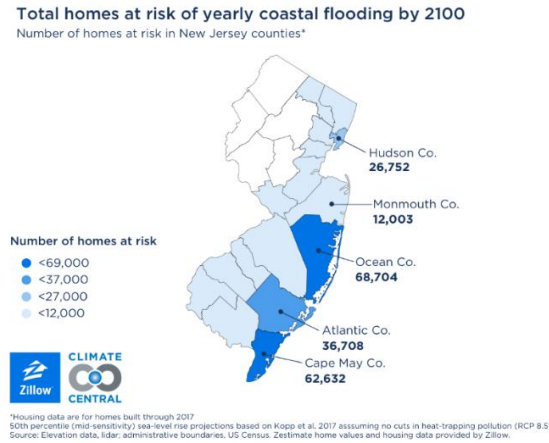


Figure 14: By 2100, Climate Central predicts that 9.2% of New Jersey’s houses will experience the impacts of coastal flooding (<https://www.zillow.com/research/ocean-at-the-door-21931/>)

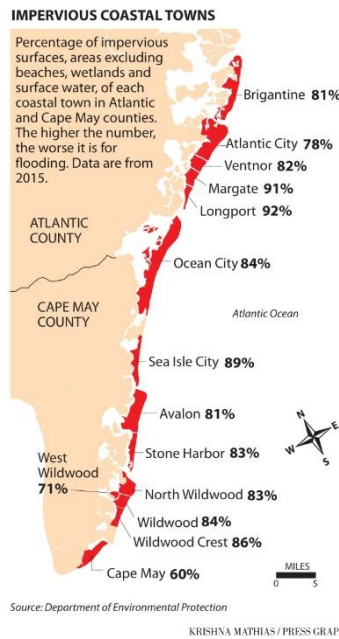


Figure 15: Due to the development, the Jersey Shore is 81% paved, deterring floodwater absorption (https://pressofatlanticcity.com/weathercenter/rising_waters/81-of-the-jersey-shore-is-paved-and-water-has-nowhere-to-go/article_4173f866-8241-589b-9b08-97eabdc4b815.html).

³⁰⁴ Avalon Zoppo, “81% of the Jersey Shore is paved, and water has nowhere to go,” The Press of Atlantic City, March 14, 2019, accessed January 30, 2021, https://pressofatlanticcity.com/weathercenter/rising_waters/81-of-the-jersey-shore-is-paved-and-water-has-nowhere-to-go/article_4173f866-8241-589b-9b08-97eabdc4b815.html.

Other Challenges

In 1999, New Jersey's Historic Preservation Office created "The New Jersey Historic Preservation Commission Directory." At the time, 165 of the state's municipalities had historic preservation commissions out of 428 municipalities that responded. In total, the state has 565 municipalities. From this data, it was found that 27 commissions were in the coastal counties of Monmouth, Ocean, Atlantic, and Cape May. While some counties have gained historic preservation commissions, like the newly created Atlantic City Historic Preservation Commission in 2019, others have lost theirs. While North Wildwood and Wildwood had historic preservation commissions, these no longer exist. In general, most of New Jersey's seaside resort towns do not have historic preservation commissions. If these towns were to establish governing authorities, they would have the jurisdiction to prevent demolitions and supervise the alteration of historic properties and construction of new properties to ensure the protection of their communities' historic integrity.

Another issue that New Jersey historic property owners faced was the absence of a state historic preservation tax credit. As one of only 13 states without the program previously, New Jersey's residents looking to receive funding to preserve, rehabilitate, or restore their building had to rely on the Federal Historic Rehabilitation Tax Credit Program. According to Preservation New Jersey, not having a state historic preservation tax credit deterred the redevelopment of historic properties due to the lack of funding to lessen costs.³⁰⁵ Driven by the New Jersey Chapter of the American Institute of Architects and Preservation New Jersey, the program's proposal became endorsed by Governor Phil

³⁰⁵ Michael J. Hanrahan, "Historic Tax Credits – NJ Update," Preservation New Jersey, February 1, 2020, accessed January 31, 2021, <https://www.preservationnj.org/historictaxcredits/>.

Murphy in 2019. It passed in late December 2020 as a part of a tax-break bill appropriating \$50 million per year to historic preservation.³⁰⁶ Benefits include creating jobs, revitalizing run-down areas, increasing revenue through income sales tax and property taxes, and incentivizing investing locally.³⁰⁷ By using existing infrastructure, instead of contributing to the coast's existing overdevelopment crisis, this new program has the potential to save the coast's remaining historic structures related to its resort development.

Summary of the Preservation Challenges of New Jersey's Seaside Resort Towns and Action Taken to Ameliorate These Challenges

Like all seaside resort towns, those on New Jersey's coast face storms, and more recently, the noticeable impact of climate change and sea level rise. The resulting storm surges can be highly damaging to coastal properties. Despite the consequences of building close to the coastline, this land's high value attracts developers. Below, the primary preservation issues are categorized into natural and cultural challenges. Following each challenge, there is a description of how seaside resort towns have addressed these issues.

Natural Challenges

- *Erosion* - typically addressed by hardened structures and beach nourishment.
- *Flooding* - typically addressed by hardened structures, beach nourishment, rebuilding dunes, and elevating houses.

³⁰⁶ Sophie Nieto-Munoz, "Gov. Murphy signs Massive \$14 billion corporate tax break bill," January 7, 2021, Accessed January 31, 2021, NJ.com, <https://www.nj.com/coronavirus/2021/01/gov-murphy-signs-massive-14-billion-corporate-tax-break-bill.html>.

³⁰⁷ "State Historic Preservation Tax Credit," Preservation New Jersey, accessed January 31, 2021, <https://www.preservationnj.org/wp-content/uploads/2018/02/HTC-White-Paper.pdf>.

Cultural Challenges

- *Development* – typically addressed by creating local historic districts overseen by historic preservation commissions or forming organizations that support the protection of cultural resources.

From England's South Coast to America's East Coast, the seaside resort town's evolution demonstrates an ongoing fascination with the benefits and pleasure that being at the coast provides. To serve this desire, a built environment of accommodations and amenities merged with existing natural features to form a destination unlike any other.

In preparation for observing and comparing three of New Jersey's seaside resort towns as case studies in the next chapter, the character-defining features of England, America, and New Jersey seaside resort towns are summarized below into two main categories, natural and cultural.

Natural character-defining features of New Jersey's seaside resort towns may include the ocean, beach, barrier islands, wetlands, or estuaries. Topography and geology, focusing on the beach, will also be included.

Cultural character-defining features of New Jersey's seaside resort towns contain a wider variety of features that can be classified as: Coastal Management, Transportation and Infrastructure, Accommodation and Residence, Architectural, Bathing and Beach, and Entertainment and Retail.

Chapter Four provides insight into three of New Jersey's seaside resort towns to determine if the character-defining features identified through Chapters Two and Three can still be seen today.

CHAPTER 4

NEW JERSEY SEASIDE RESORT TOWN CASE STUDY SITES

Applying the character-defining features of typical seaside resort towns researched and identified in Chapters Two and Three, this chapter addresses the research question's focus on New Jersey seaside resort towns. An investigation of three seaside resort towns on an individual scale revealed what character-defining features are present today and how each town's unique and shared natural and cultural character-defining features contribute to New Jersey's collective history of seaside resort towns. To accomplish this, a case study methodology was chosen to obtain data on extant character-defining features. Before selecting case study sites, criteria were defined to assist in determining which municipalities along New Jersey's coast would be most effective at answering the research question. Following the selection of criteria and case study sites, pre-visit research and interviews were conducted to obtain a background history of each municipality and identify information sources, such as libraries and historic societies, or knowledgeable people with whom to speak. After completing these steps, a site visit was made to each case study site to determine what character-defining features exist today.

Case Study Selection Criteria

New Jersey's shore is known for its large collection of seaside resort towns. The definition of criteria to assist in choosing three representative case study sites was used to distinguish the common and unique character-defining features among seaside resort towns in New Jersey that should be preserved. The criteria are:

- 1) **The municipality must have been founded as a seaside resort town in New Jersey.** This requirement assists in choosing case studies in which each municipality's identity as a seaside resort town was fundamental to its creation.
- 2) **Each case study must have been founded after the railroad arrived on New Jersey's coast in 1854.** While New Jersey's earliest seaside resort towns formed before the railroad, following the railroad's introduction, a second, more extensive set of seaside resort towns formed. Due to a greater number of seaside resort towns forming following the railroad, choosing towns that developed after 1854 will ensure the case studies are representative of the majority of New Jersey's seaside resort towns and comparable in their evolution of development.
- 3) **Out of the identified character-defining features of England, America, and New Jersey's coasts, each case study must have character-defining features represented in each category.** While all the defined features are historic precedents, some no longer exist. A case study possessing character-defining features in each category demonstrates how the town has prioritized retaining its historic seaside resort town character-defining features because of their significance to its identity. However, each case study's unique character-defining features will also be identified and recorded.

- 4) **The chosen seaside resort towns must be geographically distributed along New Jersey's coast to ensure that different areas located on the Outer Coastal Plain are represented.**
- 5) **Each case study must have developed directly along the ocean, whether on a barrier island or the mainland.**
- 6) **There must be a significant seasonal population to ensure continued use as a seaside resort town.** While the number of seasonal visitors to each case study varies, the existence of a significant seasonal population can be determined by examining tourism's role in each town's economy. A brief overview of each town's tourism industry will be provided to confirm this criterion.

Based on these six criteria, three locations were chosen: Asbury Park, Beach Haven, and the Wildwoods, concentrating on Wildwood and Wildwood Crest (Figure 16). While Wildwood and Wildwood Crest are individual municipalities, they were observed as one case study for the purposes of this thesis.

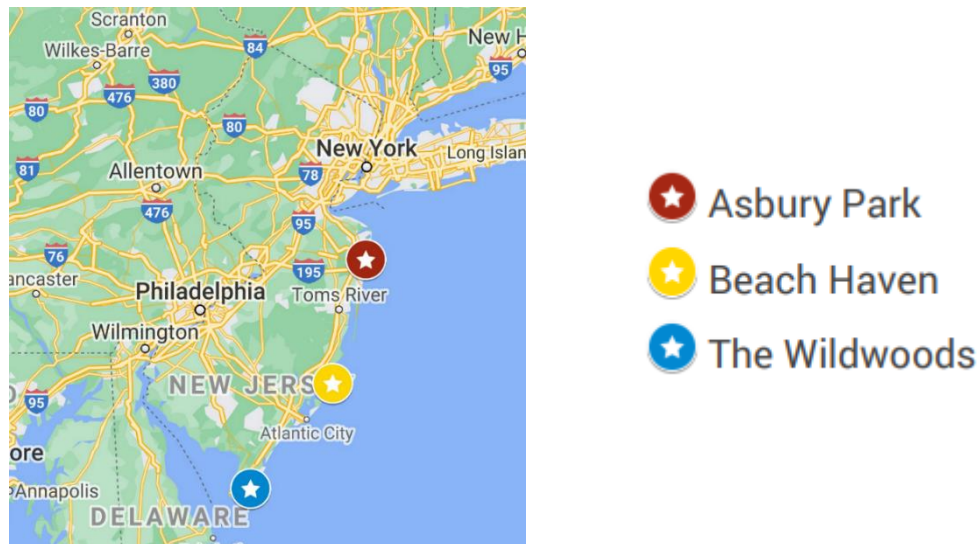


Figure 16: Map of case study sites along New Jersey's coastline (courtesy of Google Maps)

Case Study Methodology

Prior to visiting each case study, interviews were arranged with one person familiar with their town's history and preservation practices. Interviews and case study site visits occurred in February 2021. Each person was asked the same set of questions concerning their town's identity, conservation and preservation challenges, and their town's efforts to preserve natural and cultural resources (See Appendix A for the list of questions). For Asbury Park, Don Stine, former president of the Asbury Park Historical Society, was interviewed via phone. For Beach Haven, Jeanette Lloyd, chairwoman of the Beach Haven Historic Preservation Advisory Commission, was interviewed via phone. For the Wildwoods, Taylor Henry, president of the Wildwood Historical Society, was interviewed over Zoom. Each interviewee was sent the questions and tables of character-defining features before their interview to ensure they were aware of what was being asked and had time to prepare. While each interviewee was asked the same questions, discussions sometimes involved other topics significant to their town's history.

All case studies were visited in person within two days of their interviews. The insight obtained from each interview and prior research of each case study's natural and built environments were used to identify the site's most crucial areas to observe and photograph. During each case study site visit, any open research facilities, such as libraries and museums, were visited. In Beach Haven, the Beach Haven Public Library was visited. In the Wildwoods, the George F. Boyer Museum was visited. In Asbury Park, no research facilities were open. Following this, an examination of each site's character-defining features occurred by conducting a wide-scale survey. The following tables were used as checklists to confirm which character-defining features are present

today. In addition to looking for the overarching seaside resort town character-defining features at each site, unique town-specific features were also documented.

For each case study site, a description of the municipality's location, tourism, history, existing conditions, and preservation challenges was researched and written. To clearly understand all the possible character-defining features that might be found in each case study, tables were created summarizing the natural and cultural features identified in Chapters Two and Three. The tables are organized first by natural resources, then by cultural resources in the following order: Coastal Management, Transportation and Infrastructure, Accommodation and Residence, Architectural, Bathing and Beach, and Entertainment and Retail. If a character-defining feature applies to a case study, "yes" is indicated. If not, "no" is indicated. Each table also includes a column for notes and examples. If applicable, other character-defining features that were observed are indicated at the bottom of the tables.

Regarding architectural character-defining features in each case study site, one-day visits did not allow for complete surveys of each case study's architectural history. For Asbury Park, the *Monmouth County Historic Sites Inventory Summary Report* (prepared in 1984 but updated in 2019) and LUCY, New Jersey's Cultural Resources GIS Online Map Viewer, were used to help focus the site visit. Those two resources indicated Asbury Park's concentration of residential resources are located on or near Grand Avenue, on 4th Avenue, and the streets north of Sunset Lake between Main Street and Park Avenue. For Beach Haven, its historic district contains the greatest collection of the borough's historic resources. For the Wildwoods, the interviewee Taylor Henry identified the area west of New Jersey Avenue between Maple and Juniper Street as having one of

the most complete collections of historic homes in Wildwood. For Wildwood Crest, Henry's book *Wildwoods Houses Through Time* provided an overview of where this area's historic houses are located. While other streets were observed, Henry's expertise helped identify exact locations of the defined architectural styles and types. Following each case study's character-defining features, their corresponding preservation sections cover the challenges of preserving natural and cultural resources. A summary table of challenges concludes each case study assessment.

Asbury Park

Location

Asbury Park is a city within Monmouth County, New Jersey, the coastline's northernmost county. The city is 1.4 square miles of land and has a population of approximately 15,597 people.³⁰⁸ The beach is roughly a mile long. To the north, its border is defined by Deal Lake. To the South, Wesley Lake partially divides Asbury Park from Ocean Grove (Figure 17a and 17b).

³⁰⁸ "Asbury Park, NJ," *American Community Survey 5-year estimates*, U.S. Census Bureau, Census Reporter, 2019, <https://censusreporter.org/profiles/16000US3401960-asbury-park-nj/>.

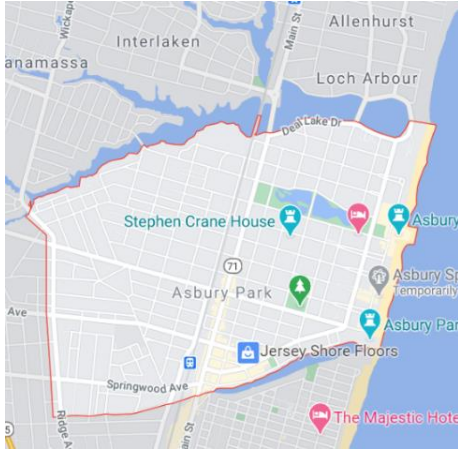


Figure 17a

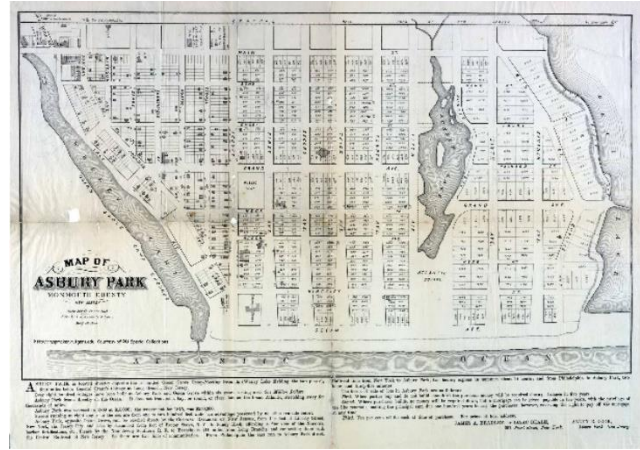


Figure 17b

Figure 17a and 17b: Figure 17a is a current map of Asbury Park (courtesy of Google Maps), and Figure 17b is a map of Asbury Park from 1877 (https://mapmaker.rutgers.edu/MONMOUTH_COUNTY/OldMonmouthCounty.html). The city’s grid plan and streets that widen as they approach the ocean have been maintained. The three lakes still act as boundaries and geographic landmarks (https://mapmaker.rutgers.edu/MONMOUTH_COUNTY/OldMonmouthCounty.html)

Tourism

According to *One Asbury Park: A Community Workforce Strategy*, the city’s economy depends on “the booming tourism season,” which is a “catalyst that drives large sectors of the City’s economy, specifically retail, hospitality, food service, and entertainment.”³⁰⁹ Although Asbury Park’s total revenue from tourism is not available, its revenue from beach tag sales was \$1.9 million for the 2020 season.³¹⁰ As for the entire county, tourism in Monmouth County is a \$2.6 billion industry.³¹¹ While a seasonal

³⁰⁹ *One Asbury Park: A Community Workforce Strategy*, Thomas P. Miller & Associates, Spring 2017, <https://www.cityofasburypark.com/DocumentCenter/View/204/One-Asbury-Park-A-Community-Workforce-Strategy-by-Thomas-Miller-and-Associates-at-the-2017-City-Council-Public-Workshop-Session-PDF>, 3.

³¹⁰ Avalon Zoppo, “These Jersey Shore towns made more money on beach tags in 2020 than the year before,” NJ Advance Media, February 9, 2021, <https://www.nj.com/coronavirus/2021/02/most-jersey-shore-towns-made-more-money-on-beach-tags-in-2020-see-the-numbers.html>.

³¹¹ “Freeholders & tourism partners kick off summer season,” Department of Public Information and Tourism, May 20, 2019, accessed February 25, 2021, <https://www.visitmonmouth.com/PressDetail.aspx?ID=2685>.

population study has not been conducted recently, a 2007 study by the City of Asbury Park Sewerage Authority shows the average baseline population was 16,862, but on an average summer day, that number was supplemented with an additional 54,759 people who were visiting.³¹²

History

Inspired by the Methodist seaside resort town and camp meeting site of Ocean Grove and in search of creating a health retreat to escape from New York City, brush manufacturer James Bradley established Asbury Park in 1871. Although originally Catholic, Bradley married Helen M. Packard, a Methodist, and converted to Methodism. The year before Asbury Park's establishment, Bradley and his wife visited Ocean Grove. Interested in creating his own seaside resort town, Bradley bought 500 acres just north of Ocean Grove. Initially, Bradley planned for Asbury Park to be an extension of Ocean Grove.³¹³ Named after Francis Asbury, the first bishop of the Methodist Episcopal Church of America, Asbury Park attracted Protestants but was not limited to them. Soon after its creation, it became known as a secular seaside resort town and capitalized on this contrast from Ocean Grove.³¹⁴

Bradley's planning of Asbury Park appeared to align with the City Beautiful Movement's principles, which gained popularity following the 1893 World's Columbian Exposition. Aspects that Bradley implemented included "sweeping vistas, the large scale

³¹² "Monmouth County Summer Coastal Population Study," Monmouth County Planning Board, November 2008, 27, <https://www.friendsofmonmouthcountyparks.com/documents/24/Coastal%20Pop%20Study%20Report.pdf>.

³¹³ Don Stine, Interview, By Caitlyn McSwigan, February 18, 2021.

³¹⁴ Joseph G. Bilby and Harry Ziegler, *Asbury Park: A Brief History*, (Charleston, SC: The History Press, 2009).

use of water, the installation of modern services, and a general concern with public health and welfare.”³¹⁵ Bradley chose to lay out the town in a grid pattern of wide streets and large lots. The New York and Long Branch Railroad began servicing Asbury Park by 1875 and encouraged Asbury Park’s development of hotels, residences, and businesses.³¹⁶ Ocean Avenue, along the ocean, and Grand Avenue, running through the center of town, were the main thoroughfares. Along Grand Avenue, known as Asbury Park’s show street, there were several churches, an auditorium, a hotel, and large residences. Ocean Avenue, along the boardwalk built in 1880, functioned as “a public play space spanning the entire length of the resort.”³¹⁷ The town developed fast, and by 1885, there were already “3,000 permanent residents, hundreds of hotels and boardinghouses, seven churches, a functioning public school and a vibrant family-oriented tourist industry.” In 1888, Bradley launched the first electric trolley on New Jersey’s coast and one of the first in the country. Known as the Beltline, the trolley ran from “Main Street to Cookman Avenue, along the beach and then returned along Deal Lake to Main Street.”³¹⁸ Cookman Avenue became the main retail street of Asbury Park’s commercial district.³¹⁹ During the 1890s, Springwood Avenue developed into another business district with stores and taverns.³²⁰ By the turn of the century, the town was

³¹⁵ Calista K. Clearly, “From ‘Beach Front Palaces’ to Preservation Dilemmas: The History and Historic Preservation of the Two Defining Structures of Asbury Park’s Shorefront Landscape,” Masters Thesis, (University of Pennsylvania: 1996), 7.

³¹⁶ “Asbury Park At Last Wins Fight For Sunday Trains,” *Asbury Park Press*, October 11, 1911, 1.

³¹⁷ Grover, Kathryn, *Hard at Play: Leisure in America, 1880-1940*, (Amherst, MA: University of Massachusetts Press, 1992), 25.

³¹⁸ “Asbury Park Commercial Historic District,” National Register of Historic Places Registration Form, June 18, 2014, 22.

³¹⁹ “Asbury Park Commercial Historic District,” 4.

³²⁰ “History and Background,” Amended Springwood Avenue Redevelopment Plan, City of Asbury Park Department of Planning and Redevelopment, April 2016, 13.

considered one of New Jersey's top seaside resort towns, along with Long Branch and Atlantic City.³²¹

While Bradley's aversion to Atlantic City's abundance of amusements prevented the Asbury Park Boardwalk from becoming similar early in its development, the town was not without its own varieties of entertainment. An early attraction that would survive into the late twentieth century was Palace Amusement Park. Located off the boardwalk at the southern end of Kingsley Street and built in 1888, its pavilion housed a carousel. Outside of it, there was a Ferris Wheel. Over time, the amusement pavilion expanded and obtained more attractions. Early attractions along the boardwalk included the Fifth Avenue Arcade, a natatorium, a steeplechase ride, and a casino.³²² Unfortunately, several fires impacted Asbury Park's entertainment facilities. In 1926, Asbury Park's Main Street Theater, "a vaudeville and motion picture theater" burned down.³²³ Following this travesty, more fires occurred. The Fifth Avenue Arcade burned down in 1927 and the Casino burned down in 1928. The construction of new facilities was prompted. Two of the boardwalk's most iconic structures resulted, Convention Hall and the Casino. Both buildings, built by 1930 and constructed by the firm Warren and Wetmore, were designed in the Beaux-arts style. Located at the southern end of the boardwalk, the Casino contained "video poker and dark rides."³²⁴ Constructed adjacent to this building in 1930, and also designed by Warren and Wetmore, the Steam Plant was built to heat the

³²¹ Joseph G. Bilby and Harry Ziegler, *Asbury Park: A Brief History*.

³²² Clearly, "From 'Beach Front Palaces' to Preservation Dilemmas," 12-14.

³²³ "THEATRE IS DESTROYED IN ASBURY PARK FIRE; Blaze Threatens Business Houses and Lumber Yard – Damage is \$200,000." *New York Times*. April 12, 1926, <https://www.nytimes.com/1926/04/12/archives/theatre-is-destroyed-in-asbury-park-fire-blaze-threatens-business.html?smid=url-share>, accessed February 24, 2021.

³²⁴ "The Casino," Vintage Asbury Park, <https://www.side-o-lamb.com/the-casino>, accessed February 24, 2021.

boardwalk's amusements for year-round enjoyment.³²⁵ Located in the middle of the boardwalk, Convention Hall was built to compete with other seaside resort towns. Described by the New Jersey Historic Trust as an "early ocean-front mixed use complex," the hall contained a Paramount Theatre, exhibition hall, shops, and amusements.³²⁶

During the second half of the twentieth century, Asbury Park's community generated a music scene that is still fundamental to its cultural heritage. In Asbury Park's West Side, Springwood Avenue had seventeen clubs that hosted some of America's most famous musicians, including Ella Fitzgerald, Billie Holiday, and Duke Ellington. While the street's music scene originated in the early twentieth century, it is most well-known for its popularity during the 1950s and 1960s when it became "a jazz hub of the east coast."³²⁷ The following decade between July 4 and July 10 in 1970, Springwood Avenue experienced riots resulting from racial tension experienced in Asbury Park and around the country. In Asbury Park, employers discriminated against the local black community and hired white youth outside of town, resulting in massive unemployment. There were also limited recreational opportunities and poor housing conditions. Bradley's advocacy of segregation during his lifetime led to these injustices. The riots caused over five million dollars in damages, and the community never fully recovered.³²⁸ The Turf Club is the

³²⁵ Clearly, From 'Beach Front Palaces' to Preservation Dilemmas, 341.

³²⁶ Asbury Park Convention Hall and Paramount Theatre," New Jersey Historic Trust, <https://www.njht.org/dca/njht/funded/sitedetails/asburyparkconventionhall.html>, accessed February 24, 2021.

³²⁷ "Asbury Park African-American Music Heritage Project," *Asbury Insider*, <https://asburyinsider.com/the-soul-of-asbury/>, accessed February 24, 2021.

³²⁸ Maritza Fernandez, "Asbury Park Race Riot (1970)," BlackPast, July 1, 2018, <https://www.blackpast.org/african-american-history/asbury-park-race-riot-1970/#:~:text=Asbury%20Park%2C%20New%20Jersey%27s,people%20approximately%2C%20were%20African%20American.>

only one of Springwood Avenue's clubs that still exists today. In 1974, the Stone Pony opened and became another important location of Asbury Park's music history. Described as "the heart of Asbury Park," the Stone Pony helped Asbury Park attract visitors in a time of recovery. Some of its most famous performers who launched their careers there include Southside Johnny and the Asbury Jukes, Bruce Springsteen and the E Street Band, and Jon Bon Jovi. Today, the Stone Pony and Convention Hall function as the cornerstones of Asbury Park's music scene.³²⁹

Existing Conditions

While Asbury Park has undergone changes throughout its existence as a seaside resort town, it has retained its original layout created by Bradley. Beginning at the town's eastern section along the ocean, the boardwalk is now home to primarily new development, but the historic buildings that do remain still define its appearance. At the southern end and beginning of the Asbury Park boardwalk next to Wesley Lake, the Steam Plant and Casino, with its connected Carousel House, still exist as landmarks of Asbury Park (Figures 18-20). Described by Atlas Obscura as "skeletal but grand reminders of the area's former beauty," these vacant buildings no longer offer the amusements they originally had. However, they still contribute to the community by functioning as galleries for art installations. In the center of the boardwalk, Convention Hall is still used for its original purpose, an entertainment venue and retail space (Figures 21-22). It underwent restoration in 1996 and 2007. The only other building of historic

³²⁹ Nick Corasaniti, "How a Legendary Club Rode the Ups and Downs of the Jersey Shore's Most Rocking Town: An Oral History of the Stone Pony," *New York Times*, October 17, 2018, <https://www.nytimes.com/interactive/2018/10/17/nyregion/stone-pony-asbury-park-nj.html>.

significance along the boardwalk is Howard Johnson's Pavilion. Opened in 1963, the Googie-style building contrasts greatly with the nearby Beaux-arts Convention Hall. It is still used as a restaurant today. On Ocean Avenue, the street adjacent to the Boardwalk, two historic establishments include Wonder Bar (Figure 23), which opened in 1954, and the Stone Pony (Figure 24), which opened in 1974. However, the building itself dates to the 1920s.³³⁰ Both have welcomed some of Asbury Park's most famous musicians. While they have been altered, they still feature live music and ensure the perpetuation of Asbury Park's music scene.



Figure 18: The Casino building, a vacant but defining, structure of the Asbury Park Boardwalk (photo by author)

³³⁰ Don Stine, Interview, By Caitlyn McSwigan, February 18, 2021.



Figure 19



Figure 20

Figures 19 and 20: The Carousel House, attached to the Casino building, is now used for art installations (photo by author)



Figure 21: View of Convention Hall from the southern end of the boardwalk (photo by author)



Figure 22: In the center of the building, the Grand Arcade connects the Paramount Theatre, on the left, with the Convention Hall, on the right (photo by author)



Figure 23: Entrance of the Stone Pony, located at the corner of 2nd and Ocean (photo by author)



Figure 24: Wonder Bar, another popular establishment for music, located at the corner of 5th and Ocean (photo by author)

There were over one hundred hotels and motels in Asbury Park during the early to mid-twentieth century, but few have survived.³³¹ A notable one that still exists is the Berkeley-Carteret, known today as the Berkeley Oceanfront Hotel (Figure 25). Built in 1924 as a luxury hotel, it served a middle-class and upper-middle-class clientele by the 1950s. While it closed in 1976 during Asbury Park’s decline, it was renovated in 1983 and began receiving guests again soon after. This is the only remaining early grand hotel in Asbury Park.³³² While there are not many oceanfront condominiums, the Asbury Ocean Club and North Beach Condominium, both on Ocean Avenue, may indicate a trend of more condominiums in the years to follow. While these structures are new, the Britwood is a renovation of a historic 1920 apartment building and was converted into a condominium. The Spanish Colonial style building is located on 2nd Avenue.



Figure 25: The Beaux-Arts style Berkeley Oceanfront Hotel is located on Ocean Avenue and is the only remaining grand hotel (photo by author)

³³¹ Lisa Lamb, “Hotels,” Vintage Asbury Park, accessed February 25, 2021, <https://www.side-o-lamb.com/hotels>.

³³² Peter Lucia, “The Berkeley Carteret Hotel,” Nowever Then, accessed February 25, 2021, <https://noweverthen.com/asbury/ap1fold/ap1.6.html>.

There is no historic preservation commission in Asbury Park, yet there is still a large collection of historic residential architecture. The *Monmouth County Historic Sites Inventory Summary Report*, prepared in 1980 and updated in 2019, provides information on some of the city’s remaining historic resources. For residential architecture, these areas include “along or near the Grand Avenue axis” and “north of Sunset Lake, between Main Street and Park Avenue.”³³³ On LUCY, New Jersey’s Cultural Resources GIS Online Map Viewer, three historic districts are identified as National Register eligible. While not officially designated, these proposed districts include the New York and Long Branch Railroad Historic District, Sunset Lake Historic District, and Liberty Square Historic District (Figure 26). The Sunset Lake Historic District, directly north of Sunset Lake, includes an entire row of National Register eligible houses on Sunset Avenue (Figure 27). Partially included within this district, Grand Avenue contains several early Victorian residences. Outside of this district, the Stephen Crane House, where the Asbury Park Historical Society is housed, is one of the city’s oldest surviving houses. Constructed in 1878, the Victorian cottage is located on 4th Avenue. Along that street, there are a variety of historic buildings (Figure 28). Although Asbury Park lacks designated districts for its historic residential architecture, these buildings should not be overlooked.

³³³ *Monmouth County Historic Sites Inventory Summary Report*, New Jersey Historic Preservation Office, Monmouth County Park System, 2019, 53, [https://www.hazletwp.org/DocumentCenter/View/1525/Historic_Sites_Inventory_Report_2019?bidId=.](https://www.hazletwp.org/DocumentCenter/View/1525/Historic_Sites_Inventory_Report_2019?bidId=)

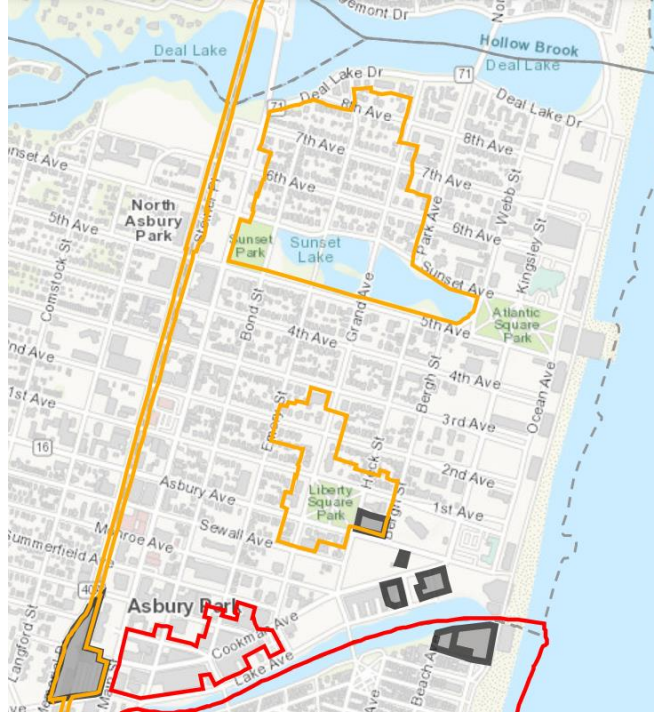


Figure 26: On LUCY, the red outlined area at the bottom of the map is the Asbury Park Commercial Historic District, while the two orange outlined areas are eligible districts, including the Sunset Lake Historic District at the top and the Liberty Square Historic District in the middle (courtesy of LUCY, NJ CRGIS Online Viewer)



Figure 27: Sunset Avenue Houses that are eligible for the National Register (photo by author)



Figure 28: A Queen Anne found on 4th Street (photo by author)

Another significant area is the Asbury Park Commercial Historic District. Designated as a National Register district in 2014, it contains 49 contributing resources built between 1871 and 1963. Due to this range of time, various architectural styles are visible. In general, the district contains “simple Victorian frame structures near Main Street, interspersed with Beaux-Arts, Art Deco, and commercial modern styles” (Figure 29).³³⁴ Described as a mass resort, Asbury Park’s district is integral to its seaside resort town identity. It is evidence of the intentional decision of Bradley and subsequent planners to provide a familiar urban experience that is balanced with the unfamiliar and unique experiences of Asbury Park’s seaside entertainment and recreation.³³⁵ The district functioned as one of the area’s most popular shopping destinations until Asbury Park’s

³³⁴ “Asbury Park Commercial Historic District,” National Register of Historic Places Registration Form, June 18, 2014, 2-3.

³³⁵ “Asbury Park Commercial Historic District,” 19.

decline in the 1970s when businesses began to move out of town.³³⁶ To the west of this district is Springwood Avenue and the West Side. Except for the Turf Club, no other historic nightclubs exist. The railroad track, along Memorial Drive, still functions as a division between the West Side and the rest of Asbury Park. There are no areas of historic significance identified on the West Side on LUCY. While there have been plans to revitalize this area, it is evident that this area has been neglected in favor of the east side's redevelopment.



Figure 29: Commercial buildings located on Cookman Avenue within the Asbury Park Commercial Historic District (photo by author)

³³⁶ Don Stine, Interview, By Caitlyn McSwigan, February 18, 2021.

Asbury Park's Character-defining Features

In Tables 1-7, all the natural and cultural character-defining features of seaside resort towns are categorized. When applicable, general notes or examples of town-specific character-defining features are provided.

Table 1: Natural Resource Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Beach/Ocean Interface	Yes	Asbury Park developed adjacent to the ocean.
River	No	
Estuary	No	Wesley Lake, previously called Long Pond, used to be an estuary that flowed into the ocean. It was dammed when the development of Ocean Grove began.
Bay	No	
Wetland	No	
Barrier Island	No	
Dunes/ Dune Grass	No	Most of the beach lacks dunes.
Inlet	No	
Nature Reserve	No	
Topography	Yes	Asbury Park has flat terrain typical of other seaside resort towns along America's East Coast.
Geology	Yes	The grain size of the sand is above average for New Jersey's beaches, which makes it rougher. It is still relatively fine, despite being described as "very coarse" (NJ Advance Media).
Additional Natural Resource Character-defining Features Observed		
<i>Feature</i>	<i>Notes</i>	
Lake	Asbury Park is known for its lakes. Deal Lake (north border) and Wesley Lake (south border) frame the town's boundaries. Wesley Lake used to be called Long Pond and was an estuary. In the center of town is Sunset Lake. These lakes have been used for recreational activities since the town's founding.	

Table 2: Coastal Management Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Hardened Structures	Yes	Built in the early twentieth century, a series of groins are used. Some were notched to allow the water to move more freely (Stine).
Lighthouse	No	
Lifesaving Station	No	Deal Lifesaving Station, built in 1849 and known as one of New Jersey's original stations, was abandoned in 1946. It no longer exists.

Table 3: Transportation and Infrastructure Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Stagecoach Route	No	
Landing Stage/Pier	No	
Railroad Track	Yes	It runs parallel to Memorial Drive and is still active today.
Railroad Station/Depot	Yes	While the Asbury Park Station, built in 1922, was demolished in 1978 and replaced, the North Asbury Park Station still exists and is used as a building for the non-profit Prevention Resource Network.
Bridge	Yes	The footbridge over Sunset Lake, restored in 2017, was built as early as 1930. The 1926 bridge that originally connected Asbury Park and Ocean Township was replaced in 2016.
Layout	Yes	Bradley's planning of Asbury park included wide streets. Streets running east and west provide "sweeping vistas" of the ocean by increasing from 100 ft to 200 ft wide when nearing the ocean. Bradley's layout is visible today (Clearly, 7).
Highway	Yes	When the Garden State Parkway is used to reach Asbury Park, motorists take Exit 102 to go on New Jersey Route 66, created in 1953, to arrive in Asbury Park.
Gas Station	No	
Additional Transportation and Infrastructure Character-defining Features		
<i>Feature</i>	<i>Notes</i>	
Utility Building - Steam Plant	Designed by Warren and Wetmore and adjacent to the Casino Building, this 1930 building ensured all the boardwalk's facilities and attractions were heated.	

Table 4: Accommodation and Residence Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Sea Bathing Hospital/Facility	No	
Terraced House	No	
Farmhouse	No	
Boardinghouse	No	Also called rooming houses, these were popular especially early in Asbury Park's history. It is unknown if any historic boardinghouses are still in operation.
Grand Hotel/Luxury Hotel	Yes	The Berkeley-Carteret Hotel, built in 1924, had its interior renovated, but the exterior is unchanged.
Large Summer Residence	Yes	As seen on Grand Avenue, large summer residences were built soon after the town's founding.
Hotel	Yes	Hotel Tides, known initially as the St. Laurent Hotel, was established in 1885. While used as a rooming house during Asbury Park's decline and renovated in the early 2000s, it has retained its front façade.
Bed and Breakfast	No	
Small/Medium Summer Residence	Yes	This is true and visible from the remaining historic architecture.
Holiday Camp/Campground	No	
Motel	Yes	Built in the 1950s, the Empress Motel (known today as the Empress Hotel) is the only remaining motel from this period.
Additional Accommodation and Residential Character-defining Features		
<i>Feature</i>	<i>Notes</i>	
Apartment	The Britwood, originally an apartment building, was constructed in 1928. It functions as a condominium today. Another early apartment building was the Santander, built in 1928. Today, this is also a condominium.	

Table 5: Architectural Character-defining Features			
England			
<i>Style/Type</i>	<i>Date Range</i>	<i>Applicable</i>	<i>Notes</i>
Georgian	1714 - 1837	No	
Seaside Orientalism	19 th century	No	
Victorian	1837 - 1901	Yes	
Edwardian	1901 - 1910	No	
Neo-Georgian	1880 – 1960s	No	
Modernist	1930s – 1970s	Yes	Inspired by this style, the international style is visible at Deal Lake Court Apartments.
America			
<i>Style/Type</i>	<i>Date Range</i>	<i>Applicable</i>	<i>Notes</i>
Colonial	1600s – 1800s	No	
Federal	1780 – 1840	No	
Greek Revival	1830s – 1860s	No	
Gothic Revival	1840s – 1870s	Yes	Ex. 502 4 th Avenue
Italianate	1840s – 1880s	No	
Second Empire	1860s – 1880s	No	
Stick	1870s – 1890s	No	
Queen Anne	1880s – 1910s	Yes	Ex. 700 4 th Avenue
Shingle	1880s – 1910s	Yes	Ex. 306 8 th Avenue
Craftsman	1900s – 1930s	Yes	Ex. 1607 Emory Street
Colonial Revival	1880s – 1950s	Yes	Ex. 509 2 nd Avenue
Mail Order/Kit	1900s – 1950s	Yes	Ex. 1402 Grande Avenue
Mid-Century Modern	1940s – 1960s	Yes	Ex. Howard Johnson’s Pavilion, the Empress Motel
Additional Architectural Character-defining Features			
<i>Style/Type</i>		<i>Notes</i>	
Spanish Colonial Revival		Ex. The Britwood, 218 2 nd Avenue	
Commercial		Ex. Asbury Park Commercial Historic District	
Beaux-Arts		Ex. Casino building, Convention Hall, Steam Plant, Berkeley Oceanfront Hotel	

Table 6: Bathing and Beach Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Bathing Machine	No	
Beach Hut	No	
Bathing Station	No	While bathing stations, also called bathhouses, were built by Bradley before the boardwalk, these original and subsequent stations built after the Casino and Convention Hall no longer exist (Clearly, 10).
Pavilion	No	Built by Bradley, the Asbury Avenue Pavilion, also known as the Bradley Pavilion, built in 1873, was replaced by the first casino in 1903. (Clearly, 11-13).
Seaside Pool	No	Although there was a natatorium (1912) located along the boardwalk, it no longer exists.
Beach Patrol/Lifeguard Station	No	
Additional Observations		
There are not many structures located on the beach. While there are playgrounds, the beach's size prevents the construction of additional structures.		

Table 7: Entertainment and Retail Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Assembly Room/Ballroom	No	
Pleasure Pier	No	Bradley built a pier at the southern end of the boardwalk; however, it no longer exists today.
Boardwalk/Promenade	Yes	Although parts of the boardwalk have been replaced, most recently, the northern section in 2019, it is still in the same location it was when Bradley built the first permanent version in 1880.
Amusement Park	No	Asbury Park's iconic amusement park, Palace Amusements, began in 1888. It gradually expanded into an amusement complex, and its mascot Tillie has become a symbol of Asbury Park. While the Tillie mural was saved, the building closed in 1988 and was demolished in 2004 (Vintage Asbury Park).
Bandstand	No	
Music Venue/Club	Yes	The Stone Pony, Turf Club
Convention Hall	Yes	Convention Hall, completed by 1930, is still fundamental to Asbury Park's role as a seaside resort town.
Casino	Yes	Asbury Park had two casinos. The first one burned down in 1928 and led to the construction of the second one in 1929. This

Table 7: Entertainment and Retail Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
		building still exists today. To clarify, the casinos of seaside resort towns did not always offer gambling and functioned more as entertainment complexes. This is true of Asbury Park's casinos (Clearly, 13).
Tavern/Restaurant/Vendor	Yes	Along the boardwalk, Howard Johnson's Pavilion (1962) is still used as a restaurant today. Designed by John Duhring Fridy in the Googie style, the mid-century modern building is circular with large windows and a pointed roof (Waymarking.com). Some of the commercial district's buildings have always had restaurants on the first floor.
Additional Entertainment and Retail Character-defining Features		
<i>Feature</i>		<i>Notes</i>
Bowling Alley		Asbury Lanes was built in 1962. Restored in 2018, it is still used as a bowling alley today. It is also a music venue.
Commercial District		Asbury Park's commercial district has been an integral section of town since its founding. While commercial districts can be seen in other seaside resort towns, Asbury Park is known to have one of the largest preserved commercial districts along the Jersey Shore. The commercial district contributes to Asbury Park being an "urbanized resort" (Asbury Park Commercial Historic District, 19).

Natural Preservation Challenges

Asbury Park's beach is eroded and provides limited natural protection because of its lack of dunes. However, since most of the city's housing is set back, it is not as vulnerable as housing in other seaside resort towns, especially those on barrier islands.³³⁷ In contrast, buildings and structures along the oceanfront are unprotected. When Hurricane Sandy struck in 2012, 66,000 square feet of the boardwalk was damaged, and

³³⁷ Don Stine, Interview, By Caitlyn McSwigan, February 18, 2021.

businesses were severely impacted.³³⁸ While set back from the ocean, some residences become at risk of being flooded by the lakes occasionally.

Cultural Preservation Challenges

While the Asbury Park Historical Society has advocated for the city's historic resources, the lack of a historic commission means that the areas identified in the *Monmouth County Historic Sites Inventory Summary Report* and LUCY are unprotected. The most well-documented and preserved area of the city is the commercial district.³³⁹ In contrast, the boardwalk and the surrounding area consist of new development. While major landmarks like the Casino building and Convention Hall have been saved, Palace Amusements was demolished, despite the Asbury Park Historical Society's efforts. More recently, the community coalition Save Asbury's Waterfront (SAW) was formed to stop the North End's development and privatization by development company iStar. The company plans to develop a membership-based beach and pool club called the Asbury Beach Club. SAW opposes the project because it not only will develop "one of the largest remaining coastal open spaces in Monmouth County," but it also contributes to Asbury Park's gentrification by promoting exclusivity, especially since membership is included for residents of their other development, The Asbury Ocean Club (Figure 30).³⁴⁰ Despite SAW's efforts, iStar's Asbury Beach Club was approved.

³³⁸ "Asbury Park Rocks on After Superstorm Sandy," ABC News, October 29, 2013, <https://abcnews.go.com/Travel/asbury-park-rocks-post-hurricane-sandy/story?id=20707965#:~:text=After%20being%20destroyed%20by%20Sandy,is%20no%20stranger%20to%20adversity.>

³³⁹ Don Stine, Interview, By Caitlyn McSwigan, February 18, 2021.

³⁴⁰ "Save Asbury's Waterfront," Change.org, accessed February 25, 2021, [https://www.change.org/p/john-moor-save-asbury-s-waterfront.](https://www.change.org/p/john-moor-save-asbury-s-waterfront)



Figure 30: The Asbury Ocean Club, built in 2019 (photo by author)

In *Gentrification Down the Shore*, Asbury Park's seasonal gentrification is explained. Divided from the rest of the city by the railroad tracks, the West Side has not recovered like Asbury Park's East Side and commercial district. This is a result of the city's seasonal gentrification, defined as "gentrification in which there is a transition from a low-income or working-class community to a middle-class or upper-class community increasingly composed of second-home owners and vacationers (both day-trippers and seasonal visitors)." In all five of Asbury Park's census tracts, black homeownership has decreased. Although the rest of the city is often described as revitalized, the West Side has seen limited growth, which means that the East Side is relied upon for services and work opportunities. However, with job opportunities being limited and usually seasonal, year-round residents cannot find sustainable work locally.³⁴¹ In 2020, the Fair Share

³⁴¹ Mary Lizabeth Gatta and Molly Vollman Makris, "Gentrification Down the Shore," (New Brunswick, NJ: Rutgers University Press, 2020).

Affordable Housing Ordinance was passed and will ensure that at least 20% of new housing will maintain affordability for working-class families.³⁴² While a step in the right direction, it is evident that the town needs to limit development on the East Side and invest in the West Side’s recovery. On a high note, the Asbury Park African-American Music Project (AP-AMP) has partnered with the West Side to preserve the community’s cultural heritage by documenting the area’s history of music through research and interviews. The Turf Club was deemed “the last chance to preserve a physical piece of Springwood Avenue’s music history.”³⁴³ It has been saved and transformed into a music center. Its mural celebrates Springwood Avenue’s black musicians. (Figure 31).



Figure 31: The Turf Club, on the corner of Springwood and Atkins, with a new mural (photo by author)

³⁴² Felicia Simmons, “New Asbury Park affordable housing policies protect residents against gentrification,” Asbury Park Press, May 24, 2020, <https://www.app.com/story/opinion/columnists/2020/05/24/new-asbury-park-affordable-housing-policies-protect-residents-against-gentrification/5237561002/>.

³⁴³ “The Turf Club,” Asbury Park African American Music Project, accessed February 25, 2021, <https://www.asburyamp.org/turf-club/>.

Table 8: Preservation Challenges		
<i>Challenge</i>	<i>Type</i>	<i>Notes</i>
Erosion	Natural	Beach nourishment is used.
Flooding/Storm Damage	Natural	The boardwalk and its structures are especially vulnerable to storm damage due to the beach's erosion and lack of dunes. Although Asbury Park's residential architecture is set back, it can still be impacted by flooding.
No Historic Preservation Commission	Cultural	Although there is a historical society, it has no jurisdiction to stop demolitions or monitor historic buildings' changes. According to LUCY, a few districts are eligible for nomination, but they have not been designated.
Development	Cultural	iStar owns 70% of the buildable land along Asbury Park's waterfront. While bringing in substantial revenue for the city, it is also creating a very different coastline from what it was historically.
Other	Cultural	Gentrification/Neglect of the West Side - As the East Side continues to attract new development, the West Side is further disregarded. This development increases the cost of living, provides no sustainable job opportunities, and forces longtime residents to move.

Beach Haven

Location

The Borough of Beach Haven is located at the southern end of Long Beach Island, an eighteen-mile barrier island in Ocean County, New Jersey (Figure 32). Beach Haven is approximately 1 square mile of land and has a population of 1,090.³⁴⁴ The beach is almost 2 miles long. Long Beach Island’s other municipalities, located from north to south, include Barnegat Light, Harvey Cedars, Surf City, Ship Bottom, and Long Beach Township. Below Beach Haven, at the southern tip of the island, is the Holgate section of Long Beach Township. Most of this section is designated as a wilderness area that is part of the Edwin B. Forsythe National Wildlife Refuge managed under the U.S. Fish and Wildlife Service.



Figure 32a

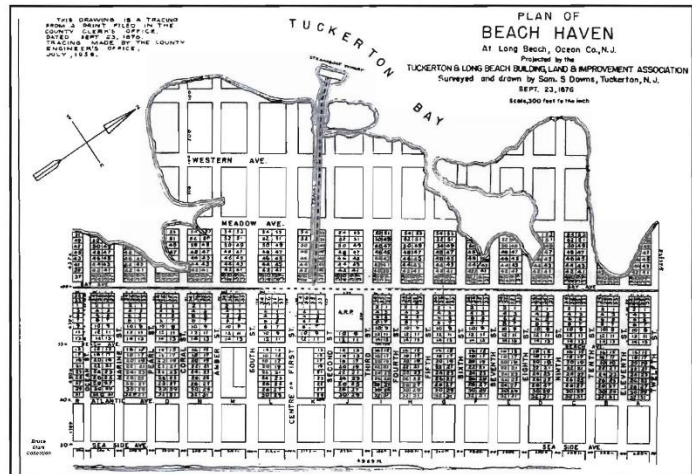


Figure 32b

Figure 32a and 32b: Figure 32a shows Beach Haven today (courtesy of Google Maps). Figure 32b is a plan of Beach Haven drawn by the Tuckerton and Long Beach Building, Land, and Improvement Company in 1876, two years after Beach Haven’s founding (<https://www.nps.gov/nr/feature/places/pdfs/14000933.pdf>). The borough’s grid plan and wide streets have been maintained.

³⁴⁴ “Beach Haven borough, Ocean County, NJ,” *American Community Survey 5-year estimates*, U.S. Census Bureau, Census Reporter, 2019, <https://censusreporter.org/profiles/06000US3402903940-beach-haven-borough-ocean-county-nj/>.

Tourism

In 2019, Ocean County welcomed 9 million visitors and earned \$4.98 billion from tourism.³⁴⁵ Although Beach Haven's statistics are unavailable, Long Beach Island receives anywhere from 150,000 to 200,000 vacationers each summer.³⁴⁶ Visit Beach Haven, the borough's tourism website, promotes the "pristine guarded beaches, bay access for all types of water activities, a thriving downtown with an array highly acclaimed restaurants for causal and fine dining, island shopping, and cultural activities."³⁴⁷ Indicative of Beach Haven's popularity as a seaside resort town is its housing market. According to the Zillow Home Value Index, "the typical home value" in Beach Haven is \$997,590. This value has increased 16.2% over the past year.³⁴⁸

History

Before its founding in 1874 and incorporation in 1890, Beach Haven's inception originated from the desire of Philadelphia businessmen to create a seaside resort town for their families. These men became familiar with the island through the Long Beach House, established in 1851 as a sportsman's resort. Just south of Beach Haven in Holgate, the boarding house attracted men interested in gunning, a popular activity on the island until the mid-twentieth century. Leading these efforts to establish a new resort was

³⁴⁵ Economic Impact of Tourism in New Jersey," Tourism Economics, Prepared for VisitNJ, 2019, 44-45, https://www.visitnj.org/sites/default/files/2019-nj-economic-impact_6-1-20.pdf.

³⁴⁶ "Long Beach Island Winter, How Locals Survive," Best of LBI Buzz, accessed February 25, 2021, <https://bestoflbi.buzz/long-beach-island-winter/>.

³⁴⁷ "About Beach Haven," Visit Beach Haven, accessed February 25, 2021, <https://www.visitbeachhaven.com/plan>.

³⁴⁸ "Beach Haven Home Values," Zillow, accessed February 25, 2021, <https://www.zillow.com/beach-haven-nj/home-values/>.

Archelaus R. Pharo, owner of the Tuckerton Railroad.³⁴⁹ In 1874, he established Beach Haven as “a hay fever sufferer’s resort” through the Tuckerton and Long Beach Building, Land, and Improvement Association, which prepared the town for habitation by securing transportation to the island, as well as surveying, deeding, and selling the land. The association operated until 1908.³⁵⁰

The resort’s first visitors rode the Tuckerton Railroad to Little Egg Harbor Bay and then boarded a steamboat to reach the island. The success of the first hotels constructed, the Parry House Hotel (1874), Beach Haven House (1874), and the Engleside Hotel (1876), inspired the construction of more hotels, boardinghouses, and cottages.³⁵¹ When a trestle bridge allowed for direct transport of passengers and freight to the island in 1886, the construction of more housing and new businesses occurred. Wealthy Philadelphians, members of the Tuckerton and Long Beach Building, Land, and Improvement Association, and associates of the Baldwin Locomotive Works had large summer cottages constructed. Popular among the architecture firms designing these houses was Wilson Brothers and Company, who often implemented Stick and Shingle styles.³⁵² Businesses to serve these summer guests materialized on Beach Avenue and included a pharmacy, general store, ice cream parlor, butcher shop, bakery, barbershop, and clothing store. This street became the town’s business district. In the last decade of

³⁴⁹ Mazzagetti, *The Jersey Shore*, 80.

³⁵⁰ “Beach Haven Borough, Ocean County, New Jersey, Intensive Architectural Survey of the Bed and Breakfast Overlay Zone and the Greater Beach Haven Historic District,” McCabe & Associates, Inc, September 2006, 10 – 12,

https://www.nj.gov/dep/hpo/hrrcn_sandy_OCE_GB_212_PDF/OCE_GB_212_01_INTRO.pdf.

³⁵¹ “Long Beach Island” Ocean County Cultural and Heritage Commission, 3,

https://nj.gov/dep/hpo/hrrcn_sandy_OCE_GB_147_148_PDF/OCE_GB_148_v35.pdf.

³⁵² “Beach Haven Borough, Ocean County, New Jersey, Intensive Architectural Survey of the Bed and Breakfast Overlay Zone and the Greater Beach Haven Historic District,” 16.

the nineteenth century, Beach Haven was incorporated as a borough, two churches were constructed, and the town's water system was established.³⁵³

While the wealthy stayed for a few months and then departed for the year, the baymen occupied the town year-round and were influential in Beach Haven's early development as a resort town. According to Jeanette Lloyd, baymen made their living on fishing but also led charter boats of summer visitors to go fishing and duck hunting. Additionally, before the railroad was built, they transported the materials necessary to build Beach Haven's houses. They were also hired as the craftsman to build these houses.³⁵⁴ Unlike the large cottages they helped construct, their own residences were called baymen's or fishermen's cottages. These modest, cedar-shingled residences were built in the 1880s on the western side of Beach Avenue. While without a specific style, these buildings did have some Gothic Revival Style characteristics.³⁵⁵

Beach Haven remained a popular destination for upper-class and upper-middle-class Philadelphians into the twentieth century. However, in addition to the grand hotels and large cottages of wealthy vacationers and residents, middle-class families arrived and constructed houses on less expensive lots farther from the oceanfront and west of Beach Avenue.³⁵⁶ Other building types materialized, such as American Foursquare and the bungalow. Without a singular style, these buildings used architectural characteristics of multiple styles, such as Queen Anne and Gothic Revival. Similar among high-style and vernacular buildings was their shared use of "clapboard, cedar shingles, and open

³⁵³ "Design Guidelines, Beach Haven, New Jersey," Beach Haven Historic Preservation Advisory Commission, NJ Historic Preservation Office Project, April 2019, 10, https://www.state.nj.us/dep/hpo/images/_OCE_DG_29_ID13643r.pdf.

³⁵⁴ Jeanette Lloyd, Interview, By Caitlyn McSwigan, February 9, 2021.

³⁵⁵ Kathryn M. King, "Sand Spit to Sand Castles," *The SandPaper*, September 7, 1983.

³⁵⁶ "Beach Haven Multiple Resource Nomination," National Register of Historic Places Inventory - Nomination Form, 1983, 4 -5, https://npgallery.nps.gov/NRHP/GetAsset/NRHP/64000490_text.

porches.”³⁵⁷ Increasing this new development, the automobile’s introduction encouraged the arrival of new vacationers. Further expanding travel to the island, an automobile causeway opened in 1914. Due to this increase in visitors, the town invested in a one-and-a-quarter mile yellow pine boardwalk in 1916, replacing the previous one built in 1898. Although it did acquire a few shops and an arcade, its primary purpose was not commercial. It functioned as a promenade for strolling. It became fundamental to the vacationer’s experience until it was destroyed by a hurricane almost three decades after its construction.

By the 1920s, Route 40 provided a direct route from Philadelphia to New Jersey’s Coast. Solidifying the automobile’s increasing popularity, a storm destroyed the railroad bridge in 1935. It was never rebuilt, and the automobile became the preferred mode of transportation.³⁵⁸ During World War II, the U.S. National Guard occupied the island and paused Beach Haven’s resort activity. While damaging to Beach Haven’s economy, even more destructive was the hurricane that hit in 1944 and destroyed the boardwalk, its accompanying structures, the fishing pier, and more than 28 houses. According to the updated Beach Haven Historic District National Register of Historic Places nomination form, “the very character of the community was altered by this hurricane.” Fortunately, following World War II and the Garden State Parkway opening in 1954, the island and Beach Haven recovered and experienced more development, especially in the form of Cape Cod cottages. Outside of the area where the historic district is located today, the

³⁵⁷ “Beach Haven Multiple Resource Nomination,” National Register of Historic Places Inventory - Nomination Form, 1983, 2, https://npgallery.nps.gov/NRHP/GetAsset/NRHP/64000490_text.

³⁵⁸ “Beach Haven Historic District (Boundary Increase and Additional Documentation),” Section 8, 1-2, National Register of Historic Places Registration Form, October 3, 2014, <https://www.nps.gov/nr/feature/places/pdfs/14000933.pdf>.

northern and southern areas became popular areas for development. While new housing was built, the rental industry was also introduced during this time and led to the conversion of existing housing into rental units. Instead of staying for extended periods, the modern vacationer preferred staying for one to two weeks.³⁵⁹

Even more destructive than the hurricane of 1944, the Ash Wednesday Storm of 1962 became known as one of the worst storms to impact the Mid-Atlantic states, with Long Beach Island experiencing some of the worst damage in New Jersey. Over 270 of the island's houses were destroyed. Resulting from this devastation, motels replaced the beachside cottages that had been destroyed.³⁶⁰ To prevent the destruction that would be inflicted by future storms, new legislation was passed to require that new construction be built on pilings. Although this requirement is innovative and essential to stopping structural damage, Beach Haven's architectural character was impacted.³⁶¹

Existing Conditions

As mentioned in the 1983 Beach Haven Multiple Resource Nomination, the town's founding as a railroad resort and speculative real estate development meant public space was not intentionally laid out beyond the beach. Today, this layout is still visible from the town's grid pattern with mostly compact development separated by broad streets. However, there are public spaces present today like the Nelson Avenue Park and Playground with the Boro Ballfield, a baseball field adjacent to tennis courts near the bay, and the Veterans Memorial Park, where the Engleside Hotel once was, near the coastline

³⁵⁹ "Beach Haven Historic District (Boundary Increase and Additional Documentation)," Section 8, 9.

³⁶⁰ "Design Guidelines, Beach Haven, New Jersey," 12.

³⁶¹ "Beach Haven Borough, Ocean County, New Jersey, Intensive Architectural Survey of the Bed and Breakfast Overlay Zone and the Greater Beach Haven Historic District," 20.

(Figure 33). During the summer of 2020, Veterans Memorial Park was used for outdoor performances by the Surflight Theatre. Due to the coronavirus pandemic, the theatre, located across the street from the park, closed. The park provided the perfect location to set up a tent and safely perform for locals and vacationers. The Surflight Theatre was established in 1950 and is a fundamental part of Beach Haven’s history.³⁶²



Figure 33: Veterans Memorial Park, where the Engleside Hotel was located (photo by author)

While most early accommodations in the form of boardinghouses and hotels were destroyed during the twentieth century, residential architecture is abundant. In 1983, the Beach Haven Multiple Resource Nomination, including Beach Haven’s Historic District, was approved for listing on the National Register of Historic Places. The original district only recognized buildings constructed before the twentieth century and contained 92 resources, with 74 contributing and 18 as non-contributing. The contributing resources

³⁶² Rob Anthes, “The show goes on at Beach Haven’s Surflight Theatre,” Community News Service, July 30, 2020, <https://communitynews.org/2020/07/30/the-show-goes-on-at-beach-havens-surfliht-theatre/>.

represented “the Borough of Beach Haven at its peak as a Victorian Resort” by including wealthy Philadelphians' houses, some constructed by the renowned architectural firm Wilson Brothers and Company.³⁶³ In 2014, the district boundaries were expanded to incorporate resources ranging from 1873 to 1940. This 27-square block district “is roughly bounded on the east by the west side of Atlantic Avenue, on the north by an irregular line located midway between Fifth Street and Sixth Street, on the south side by an irregular line midway between Chatsworth and Dolphin Avenues, and on the west by an irregular line located generally to the rear of the commercial establishments fronting on Bay Avenue or to the side of non-contributing houses that abut them.”³⁶⁴ As a result of this expansion, there are 301 properties, with 223 contributing and 78 non-contributing. Existing building styles include Carpenter Gothic, Italianate, Second Empire, Queen Anne, Shingle Style, Stick Style, Craftsman, and Colonial Revival. However, most widespread are vernacular buildings that cannot be identified as a singular style.³⁶⁵ Only one structure is not in its original location but is fundamental to Beach Haven’s history. The Fisherman’s cottage, a house of a bayman built in the late nineteenth century, is located behind the Long Island Beach Museum, another contributing building (Figure 36).³⁶⁶

³⁶³ “Beach Haven Multiple Resource Nomination,” Item 8, 4.

³⁶⁴ “Beach Haven Historic District (Boundary Increase and Additional Documentation),” Section 8, 2.

³⁶⁵ “Beach Haven Historic District (Boundary Increase and Additional Documentation),” Section 7, 1.

³⁶⁶ “Beach Haven Historic District (Boundary Increase and Additional Documentation),” Section 7, 27.



Figure 34: Coral Street contains Beach Haven's 1870s-1880s Victorian cottages that were built for the owners of the Burnham, Parry, and Williams Company, such as this 1874 Queen Anne called the Barclay (photo by author)



Figure 35: Shingles are frequently used on a variety of styles within the historic district, like on this Dutch Colonial house on Belvoir Avenue (photo by author)



Figure 36: The Fisherman’s Cottage, behind the Long Beach Island Museum, is integral to the history of Beach Haven’s baymen (photo by author)

Beach Haven’s additional historic resources are scattered outside of the historic district. Previously, the Sherbourne Farmhouse was known as the town’s oldest building. Built in 1874 as a residence for owner Thomas Sherborne Jr., it evolved into a sportsmen’s retreat in the twentieth century involving “shooting, socializing, and music.”³⁶⁷ While the oldest part of this building still exists today, it was moved from its original location. On the bay, three restaurants, Bird and Betty’s, Parker’s Garage and Oyster Saloon, and Polly’s Dock and Clamhouse, are housed in historic buildings that were popular dining locations throughout the twentieth century (Figure 37). Bird and Betty’s was originally the Acme Hotel and Restaurant, famous for patrons Babe Ruth and

³⁶⁷ “Chapter VI: Resort Development in the Twentieth Century.”

Lou Gehrig of the New York Yankees. Parker’s Garage was originally a restaurant and houseboat rental shop. Polly’s was established eighty years ago and iconic to Beach Haven’s bay. However, not being within a historic district of their own, each restaurant has been altered significantly. At the corner of Centre Street and S. Delaware Avenue is the Holiday Snack Bar (Figure 38). Established in 1948, the small restaurant has always served comfort food, including burgers, pie, and cake. The building has been minimally altered beyond being painted.³⁶⁸



Figure 37: Construction occurring at Bird and Betty’s (photo by author)



Figure 38: The Holiday Snack Bar has been serving customers since 1948 (photo by author)

³⁶⁸ “Burgers + Pies, Delicious Blast from the Past,” Bay Magazine, accessed February 20, 2021, <https://www.bay-magazine.com/single-post/2018/07/01/Burgers-Pies-Delicious-Blast-from-the-Past#:~:text=After%20sprucing%20up%20and%20putting,Holiday%20Snack%20Bar%20was%20born.>

Beach Haven's Character-defining Features

In Tables 9-15, all the natural and cultural character-defining features of seaside resort towns are categorized. When applicable, general notes or examples of town-specific character-defining features are provided.

Table 9: Natural Resource Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Beach/Ocean Interface	Yes	Beach Haven developed adjacent to the coastline.
River	Yes	Little Egg Harbor, Beach Haven's Bay, has several rivers that flow into it, resulting in brackish water.
Estuary	Yes	Little Egg Harbor is also called Little Egg Harbor Estuary. It is highly eutrophic (nutrient-rich), which leaves limited oxygen for marine life, possibly made worse due to the island's development.
Bay	Yes	Little Egg Harbor has been essential to the experience of Beach Haven's vacationers since its inception. Evidenced by this, Beach Haven's Little Egg Harbor Yacht Club has existed since 1912.
Wetland	Yes	Little Egg Harbor contains a salt marsh ecosystem.
Barrier Island	Yes	Beach Haven is located on the southern end of Long Beach Island, an 18-mile long and .5-mile wide (at its widest point) barrier island.
Dunes/Dune Grass	Yes	Beach Haven's dunes are frequently replenished and replanted and essential to the coastline. Native vegetation on dunes includes beach grass, dusty miller, hudsonia, sea rocket, seaside goldenrod, bayberry, and beach plum.
Inlet	Yes	Closest to Beach Haven is the Little Egg Inlet and Beach Haven Inlet (combined into one inlet system). When it becomes filled with sand, this sand is removed and reused to replenish Beach Haven's beach.
Nature Reserve	No	Located just outside of Beach Haven, the Edwin B. Forsythe National Wildlife Refuge protects coastal habitats.
Topography	Yes	Like other seaside resort towns along America's East Coast, Beach Haven is flat. Described in a promotional publication as "gently sloping," the beach today still seems to have this slope with its dunes situated higher up.
Geology	Yes	Promoted as a place for "surf-bathing," the beach was and still is essential to Beach

Table 9: Natural Resource Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
		Haven's vacationers. Categorized as medium-grained sand, it is not as fine as other beaches but not rough. While beach replenishment occurs regularly, the texture remains similar.
Other Natural Resource Character-defining Features Observed		
<i>Feature</i>	<i>Notes</i>	
Adjacent Island	Mordecai Island, a back-barrier island within Little Egg Harbor, is a wildlife habitat and protects Beach Haven from erosion. While severely eroded itself, Mordecai Island is still integral to the bay's ecosystem and Beach Haven. Informational signs along the bay indicate its importance.	

Table 10: Coastal Management Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Hardened Structures	Yes	Most of Beach Haven's groins were built following the Ash Wednesday Storm of 1962.
Lighthouse	No	The only lighthouse that exists on the island is the Barnegat Light, located on the northmost point of the island.
Lifesaving Station	No	Although six stations were constructed in surrounding towns on Long Beach Island, Beach Haven did not have one.

Table 11: Transportation and Infrastructure Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Stagecoach Route	No	Before the railroad and steamboat, sailboats were used to arrive on the island.
Landing Stage/Pier	No	There was a steamboat landing on Dock Road. When the railroad trestle bridge was built across the bay in 1886, steamboat services were no longer necessary.
Railroad Track	No	None of the railroad track remains.
Railroad Station/Depot	No	The Beach Haven Railroad Station was located on Third Street and demolished between 1992 and 1993.
Bridge	Yes	The Dorland J. Henderson Memorial Bridge, also known as the Manahawkin Bay Bridge or The Causeway, was constructed of steel girders in 1958.
Layout	Yes	Beach Haven's grid street plan was laid out by the Tuckerton & Long Beach Building, Land, and Improvement Association. Beach Haven has maintained its street pattern and wide streets.
Highway	Yes	New Jersey Route 72, which continues onto the Dorland J. Henderson Memorial Bridge, reached

Table 11: Transportation and Infrastructure Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
		Long Beach Island by 1941. It is the only road to the island.
Gas Station	No	No historic gas stations exist.

Table 12: Accommodation and Residence Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Sea Bathing Hospital/Facility	No	While surf-bathing was featured in early advertisements, hotels were always the main facilitators of this bathing. For example, bathing suits were rented from the borough's hotels.
Terraced House	No	
Farmhouse	No	Beck Farm, previously known as Sherborne Farm, was constructed in 1874. Today, while the oldest part of the house remains. It has been moved from its original location.
Boardinghouse	Yes	A result of the railroad's introduction, the Magnolia House at 215 Centre St. was established in 1877 as a boarding house. It is currently a bed and breakfast. Similarly, the Hydrangea House at 104 Centre St. was built before 1890 and is also a bed and breakfast today.
Grand Hotel/Luxury Hotel	No	Before cottages, wealthy Philadelphians stayed the entire summer in Beach Haven's grand hotels. These included the Parry House, the Beach Haven House, Engleside Hotel, and the Baldwin Hotel.
Large Summer Residence	Yes	The wealthy, including partners of the Baldwin Locomotive Company, had built cottages east of Beach Avenue in the late nineteenth century. Intact examples remain on Coral Street.
Hotel	No	
Bed and Breakfast	Yes	Although Bed and Breakfasts did exist, most became rental housing following the Garden State Parkway.
Small/Medium Summer Residence	Yes	Smaller houses were constructed farther from the ocean and west of Beach Avenue.
Holiday Camp/Campground	No	Starting as a resort for wealthier families, Beach Haven lacks any campgrounds.

Table 12: Accommodation and Residence Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Motel	Yes	Following the Ash Wednesday Storm of 1962, a few motels materialized along the oceanfront. While none have been considered for historic designation yet, the Engleside Inn (1964) is over 50 years old.
Additional Accommodation and Residence Character-defining Features Observed		
<i>Feature</i>	<i>Notes</i>	
Baymen's cottage	While known for its wealthy cottagers who visited in the summertime, baymen lived in Beach Haven year-round. Built in the 1880s, these cottages represented a different sector of Beach Haven's population. One was saved and was moved behind the Long Beach Historical Museum. It has been restored and will be accessible by the public.	

Table 13: Architectural Character-defining Features			
England			
<i>Style/Type</i>	<i>Date Range</i>	<i>Applicable</i>	<i>Notes</i>
Georgian	1714 - 1837	No	
Seaside Orientalism	19 th century	No	
Victorian	1837 - 1901	Yes	
Edwardian	1901 - 1910	No	
Neo-Georgian	1880 – 1960s	No	
Modernist	1930s – 1970s	No	
America			
<i>Style/Type</i>	<i>Date Range</i>	<i>Applicable</i>	<i>Notes</i>
Colonial	1600s – 1800s	No	
Federal	1780 – 1840	No	
Greek Revival	1830s – 1860s	No	
Gothic Revival	1840s – 1870s	Yes	Ex. Magnolia House, 215 Centre Street - this style is seen on Amber Street and Engleside Street as well.
Italianate	1840s – 1880s	Yes	Ex. 124 Berkeley Avenue - One within the historic district.
Second Empire	1860s – 1880s	Yes	Ex. 123 Centre Street - Three within the historic district.
Stick	1870s – 1890s	Yes	One within the historic district.
Queen Anne	1880s – 1910s	Yes	Ex. 127 Coral Street - Seventeen within the historic district.
Shingle	1880s – 1910s	Yes	Ex. The Long Beach Island Museum, 129 Engleside

Table 13: Architectural Character-defining Features			
			Avenue - Three within the historic district.
Craftsman	1900s – 1930s	Yes	110 North Atlantic Avenue – Only one within the historic district.
Colonial Revival	1880s – 1950s	Yes	Ex. 1000 South Atlantic Avenue - Eleven within the historic district.
Mail Order/Kit	1900s – 1950s	Yes	Ex. 200 Berkeley Avenue - At least two within the historic district.
Mid-Century Modern	1940s – 1960s	Yes	Ex. 216 Pearl St - Following World War II, suburban housing types started to appear in Beach Haven.
Additional Architectural Character-defining Features			
<i>Style/Type</i>		<i>Notes</i>	
Vernacular		Ex. 219 Amber Street - Most of the historic district's contributing buildings do not have a singular style and employ the characteristics of multiple styles. There are a total of 94 buildings described as vernacular.	
Cape Cod		Ex. 125 Norwood Avenue - Most built in the 1950s, these one-and-a-half-story buildings have side-gabled roofs, dormers, and little ornamentation. Cape Cods occur throughout the island and historic district, although most are not within the historic district's period of significance.	

Table 14: Bathing and Beach Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Bathing Machine	No	More commonly seen in England, bathing machines never made an appearance in Beach Haven.
Beach Hut	No	
Bathing Station	No	While bathing stations once existed, they no longer do.
Pavilion	No	While there is a small modern pavilion on the beach, there used to be at least two large pavilions on the beach when the boardwalk existed.
Seaside Pool	No	
Beach Patrol/Lifeguard Stations	No	There is a lifeguard headquarters, but it is not a historic facility. There used to be a first aid station on the beach at Coral Street.

Table 14: Bathing and Beach Character-defining Features
Additional Observations
Beach Haven has limited bathing and beach structures. However, the boardwalk (mentioned below) was built directly on the beach and destroyed by a hurricane in 1944. There is a beach pavilion on Pearl Street, but it is not historic. Hurricanes have destroyed other pavilions that once rested on the shoreline.

Table 15: Entertainment and Retail Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Assembly Room/Ballroom	No	The hotels hosted dances, but none of these structures are present today.
Pleasure Pier/Amusement Pier	No	While there was never a pleasure pier, there was a fishing pier on Beach Haven's bayside. A hurricane destroyed it in 1944.
Boardwalk/Promenade	No	First built in 1898 and later rebuilt larger in 1916, the 22-foot wide boardwalk was a mile and a quarter long. A hurricane destroyed it in 1944. Despite this, it was essential to Beach Haven's early identity.
Amusement Park	Partially	Before Fantasy Island Amusement Park being established on Bay Avenue. in 1985, this location hosted Hartman's Amusement Park. Although Fantasy Island is not yet considered historic, this location's use has not changed in over 50 years.
Bandstand	No	
Music Venue/Club	No	
Convention Hall	No	
Casino	No	
Tavern/Restaurant/Vendor	Yes	While renovated, a few of Beach Haven's historic restaurants still exist along the bay. Bird and Betty's used to be known as the Acme Hotel and Bar. Next to this is Parker's Garage and Oyster Saloon, originally known as Parker's Marine Grill. Next to Parker's is Polly's Dock and Clamhouse. There is also the Holiday Snack Bar.
Additional Entertainment and Retail Character-defining Features Observed		
<i>Feature</i>	<i>Notes</i>	
Clubhouse	The Little Egg Harbor Yacht Club was established in 1912, and the clubhouse was built in 1916.	
Grocery Store	Constructed in 1910, Cranmer's Grocery Store at 210 North Beach Avenue closed in 1963 and was converted into a dwelling. Although no longer a grocery, the building will be soon become a crepe restaurant. Beach Avenue. contained most of Beach Haven's businesses and was considered	

Table 15: Entertainment and Retail Character-defining Features	
	“town center.” Today, Bay Avenue has taken on this role.
Theater	The Surflight Theatre, established in 1950, is a central part of the Beach Haven community. Several of the company's buildings are listed as contributing in Beach Haven’s Historic District.

Natural Preservation Challenges

During the winter months, Beach Haven experiences several nor’easters. During these storms, the bay often rises over the bulkhead and floods the streets. In Beach Haven, it is common for the bay to do more damage than the ocean.³⁶⁹ In addition to the regular flooding caused by nor’easters, the island’s history of flooding caused by hurricanes has contributed to the loss and damage of historic properties. Hurricane Sandy flooded 106 bungalows. Several bungalows within the historic district were destroyed, and later demolished, as a result.³⁷⁰ Following Hurricane Sandy, FEMA established guidelines requiring the elevation of buildings undergoing “substantial improvement,” which is defined as “any reconstruction, rehabilitation, addition, or other improvement of a structure, the cost of which equals or exceeds fifty (50) percent of the market value of the structure before the “start of construction” of the improvement.”³⁷¹ Although a protective measure for historic buildings, it often deters people from restoring a building due to the cost. To prevent altering the character-defining features of its buildings in the historic district, the Beach Haven Historic Preservation Advisory Commission was able to work with zoning officials to incentivize property owners with the “zoning bonus” of a

³⁶⁹ Jeanette Lloyd, Interview, By Caitlyn McSwigan, February 9, 2021.

³⁷⁰ Ibid.

³⁷¹ *Elevation Design Guidelines for Historic Properties*, New Jersey Historic Preservation Office, Department of Environmental Protection, December 2019, 66.

one-car garage if they limited their elevation and did not put parking underneath their residences.³⁷²

Cultural Preservation Challenges

The Beach Haven Historic Preservation Advisory Commission, created in 2004, has successfully ensured Beach Haven’s core of Victorian architecture is protected. In 2007, this district was expanded to 27 square blocks and included 149 contributing resources and 78 noncontributing resources. According to Lloyd, the historic district is a highly desired area to live due to its walkability and concentration of businesses. As a result, people are often interested in demolishing the district’s smaller buildings and constructing larger residences. They also seek to buy existing buildings and expand them. Fortunately, the commission must approve anything that occurs within the historic district. Therefore, the historic district has retained its character and contains an extensive collection of resources representing the town’s history as a seaside resort town.

Outside of the historic district, the commission does not have jurisdiction over what is built. An example of this is the Maritime District along the bay. While surveyed in 1981, this area was never officially recognized as a historic district. As a result, out of the 20 or so buildings that existed, only a few remain and have been altered.³⁷³ Another issue Lloyd highlighted is the construction of McMansions outside of the historic district (Figure 39). Defined as “a large modern house that is considered ostentatious or lacking in architectural integrity,” McMansions detrimentally impact Beach Haven’s identity as a seaside resort town. When constructing these massive buildings, other buildings are

³⁷² *Elevation Design Guidelines for Historic Properties*, 26.

³⁷³ Jeanette Lloyd, Interview, By Caitlyn McSwigan., February 9, 2021.

demolished. New development is widespread along the bay. While the historic district contains many of Beach Haven's historic buildings, others are scattered throughout the borough and are vulnerable to demolition. Architectural styles seen within the historic district can also be seen outside of it. Although the historic district's period of significance is from 1873 to 1940, Cape Cod-style houses, built in the 1950s and 1960s, occur frequently. These buildings are historic and represent what type of development resulted after the establishment of the Garden State Parkway, and more generally, the automobile. If development outside of the historic district continues to progress at the rate it is now, many of these smaller buildings may be lost in favor of larger ones. While the new development of large houses is common, there are no high rises.



Figure 39: A typical McMansion along the bay and outside of the historic district (photo by author)

Although Beach Haven has not been able to retain all its historic resources due to storms, fires, and demolitions, they are not forgotten. Llyod hosts a shuttle tour of Beach Haven and features tour spots for buildings that no longer exist. She shows photographs of Beach Haven's lost architecture. By sharing what Beach Haven's original resort

development appeared like, with its grand hotels and boardwalk, Lloyd communicates the resort’s origins as a destination designed by the wealthy and crafted by the baymen.

Table 16: Preservation Challenges		
<i>Challenge</i>	<i>Type</i>	<i>Notes</i>
Erosion	Natural	Beach nourishment is used.
Flooding	Natural	Being on a barrier island, Beach Haven is impacted by the ocean and bay during storms. More often damaged by flooding from the bay, historic properties acquire significant damage to their foundations.
Development	Cultural	While the Beach Haven Historic District contains most of the borough’s historic architecture, other historic houses outside of the district remain unprotected and susceptible to demolition. New construction, often in the form of McMansions, is common, especially along the bay.

The Wildwoods (Wildwood and Wildwood Crest)

Location

Located in Cape May County on the barrier island known as Five Mile Beach, the Wildwoods is comprised of the City of North Wildwood, Borough of West Wildwood, City of Wildwood, and Borough of Wildwood Crest. South of these municipalities is Diamond Beach, an unincorporated community of Lower Township (Figure 40).

Wildwood and Wildwood Crest will be the focus of this case study. They are the two center municipalities. Wildwood is 1.5 square miles of land and has a population of 5,042.³⁷⁴ Wildwood Crest is 1.3 square miles of land and has a population of 3,096.³⁷⁵

The combined distance of both municipalities’ beaches is just over 3 miles.

³⁷⁴ “Wildwood, NJ,” *American Community Survey 5-year estimates*, U.S. Census Bureau, Census Reporter, 2019, <http://censusreporter.org/profiles/16000US3481170-wildwood-nj/>.

³⁷⁵ “Wildwood Crest borough, Cape May County, NJ,” *American Community Survey 5-year estimates*, U.S. Census Bureau, Census Reporter, 2019, <https://censusreporter.org/profiles/06000US3400981200-wildwood-crest-borough-cape-may-county-nj/>.

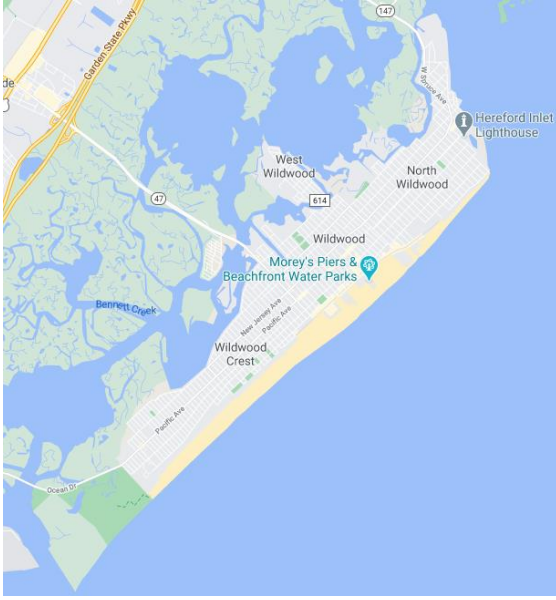


Figure 40a



Figure 40b

Figure 40a and 40b: Figure 40a is a current map of the Wildwoods on Five Mile Beach (courtesy of Google Maps), and Figure 40b is a map of the Wildwoods cropped from a larger map of Cape May County in 1912. By this year, only West Wildwood had not been incorporated yet (https://mapmaker.rutgers.edu/CAPE_MAY_COUNTY/oldCapeMay.html). Wildwood and Wildwood Crest have retained their compact grid plans. Also visible on these maps, the beach of Wildwood and Wildwood Crest has expanded over time.

Tourism

While each municipality has its own government, North Wildwood, Wildwood, and Wildwood Crest are promoted as one entity for tourism purposes. The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) was created in 1993 and “advertises and promotes the island as a family vacation destination.” In addition to marketing the Wildwoods’ permanent attractions, it also “funds and assists special events” to “extend the tourist season.” The Wildwoods host over 180 events each

year.³⁷⁶ The biggest testament to the Wildwoods' perpetuation as a destination is the island's seasonal population of up to 250,000.³⁷⁷

History

The resort development of the Wildwoods, named after its beginning as a forest, originated in the late nineteenth century when two real estate companies formed and developed the island in 1882. The Anglesea Improvement Company bought land on the northern section of the island, where North Wildwood is today. The Holly Beach City Improvement Company bought land on the middle section of the island where Wildwood is today.³⁷⁸ The following year, the West Jersey Railroad arrived in Anglesea.³⁷⁹ Between the land of the island's first two companies, the Wildwood Beach Improvement Company created Wildwood Beach in 1895.³⁸⁰ Developed adjacent to Holly Beach, Wildwood Crest was formed in 1906 by the Wildwood Crest Company. West Wildwood would not be established as a borough until 1920.³⁸¹

Even before the twentieth century, the barrier island quickly developed. By the summer of 1890, less than a decade after its initial development, 40 special excursion trains transported around 400 passengers to experience the island's natural and artificial health and leisure opportunities. There was an observation tower, two amusement piers,

³⁷⁶ "About GWITDA," Wildwoods, accessed February 25, 2021, <https://wildwoodsnj.com/business-info/administration/njsea-gwtida/>.

³⁷⁷ Lori M. Nichols, "Insider tips for a night at the Jersey Shore in Wildwood," May 14, 2019, NJ Advance Media, https://www.nj.com/cape-may-county/2018/08/jersey_shore_at_night_wildwood.html.

³⁷⁸ Rita M. Rothberg, "From the Beginning: Fun Facts about Early Cape May County Government," Cape May County Clerk's Office, 6, <https://www.capemaycountynj.gov/DocumentCenter/View/2333/Early-Cape-May-County-History?bidId=>.

³⁷⁹ Maureen Cawley, "A History of the Wildwoods," <http://wildwoodhistory.org/history-of-wildwoods.html>.

³⁸⁰ Taylor Henry, *Wildwoods Houses Through Time*, (Arcadia Publishing, 2018), 6.

³⁸¹ Cawley, "A History of the Wildwoods," 7.

and a fishing pier during this decade. The Casino Pier offered hot seawater baths, indicating piers' early roles in providing vacationers with activities and experiences. As for accommodations, there were over two dozen boarding houses and hotels. The twentieth century introduced more growth through the construction of grand hotels like Hotel Ruric (1900), Hotel Beachwood (1903), and Wildwood Manor (1906).³⁸² Entertainment structures became a central aspect of the vacationing experience, including the construction of a larger boardwalk, the continued expansion of the Casino Pier and Laker's Pavilion, and the construction of Ocean Pier.³⁸³ Much of the residential architecture of the early twentieth century can be divided into two categories, Victorian and Folk Victorian. While Victorian architecture was constructed by the wealthy, the Folk Victorian style, built by the middle class, applied architectural elements of the Victorian style to more modest homes.³⁸⁴ Starting in the 1920s, additional affordable housing appeared in the form of Arts and Crafts bungalows and other small houses. Since its inception, the Wildwoods was formed as a middle-class family resort, and its early and later architecture reflects that.

The first half of the twentieth century also introduced the construction of more entertainment facilities and new transportation methods. Traveling on the island was made more accessible by the electric trolley from the early 1910s until the 1940s. Operated by 5 Mile Beach Electric Railway, the trolley became essential to getting around the island until replaced by a bus system.³⁸⁵ As automobile ownership rose,

³⁸² Barbara St. Clair, "Early island hotels mostly a memory," Reflections, May 7, 1997.

³⁸³ "Wildwood: The History of An American Resort," directed by David Rodriguez, (Eclipse Productions, 2002), YouTube, <https://www.youtube.com/watch?v=KewZkn-wlz0>.

³⁸⁴ Taylor Henry, *Wildwoods Houses Through the Time*, 7.

³⁸⁵ "Wildwood Trolley To Be Restored," Wildwood Video Archive, January 24, 2019, <https://wildwoodvideoarchive.com/wildwood-trolley-to-be-restored>.

Wildwood's popularity dramatically increased. It is recorded that on Labor Day of 1928, 37,000 visitors arrived by train, but four times as many arrived by automobile. Acting on this, entrepreneurs built more entertainment facilities. During this decade, a convention hall was constructed to compete with Atlantic City.³⁸⁶ Due to the stock market crash in 1929, Wildwoods' businesses and entertainment struggled in the 1930s. While World War II also damaged the resort's economy, the war's end encouraged record numbers of vacationers and economic recovery.³⁸⁷

By the 1950s, the Wildwoods' Doo Wop era began. Defined as "a vocal style of rock and roll characterized by the a cappella singing of nonsense syllables in rhythmical support of the melody," Doo Wop transformed the Wildwoods' culture.³⁸⁸ During its reign, nightclubs were common and materialized throughout the island. Some of these included the Riptide, the Surf Club, the Bolero, and the Manor Supper Club.³⁸⁹ The Rainbow Club, one of the most well-known of these establishments, is where Chubby Checker performed "The Twist" for the first time in 1960. By the end of the 1960s, many of the clubs closed due to the advent of concert halls and stadiums as popular music venues.³⁹⁰

More development materialized alongside the island's thriving music scene, especially due to the Garden State Parkway's establishment in 1954. Fueling the desire of

³⁸⁶ "Wildwood: The History of An American Resort." <https://wildwoodvideoarchive.com/wildwood-trolley-to-be-restored/>.

³⁸⁷ Ibid.

³⁸⁸ "Doo-wop." *Merriam-Webster.com Dictionary*, Merriam-Webster, accessed 21 Feb. 2021, <https://www.merriam-webster.com/dictionary/doo-wop>.

³⁸⁹ Ralph Grassi, "When Wildwood Rocked," February 2005, accessed February 21, 2020, <http://www.furchase.com/Images/Rocks/When%20Wildwood%20Rocked.htm>.

³⁹⁰ Robert Strauss, "The Heart of Rock 'n' Roll Is in Wildwood," *New York Times*, September 4, 2005, accessed February 21, 2020, <https://www.nytimes.com/2005/09/04/nyregion/the-heart-of-rock-n-roll-is-in-wildwood.html?smid=url-share>.

vacationers to make a trip to Wildwood, there were five major amusement centers along the boardwalk by 1960, in addition to clubs, ballrooms, and other attractions.³⁹¹ Motels became necessary for families looking to experience these attractions and defined the architecture of the Wildwoods' oceanfront. The Wildwoods coined the existing term Doo Wop to describe the architecture of the Wildwoods' Mid-century Modern motel development. In doing this, the island connected its identity as the center of Doo Wop music with its architecture that materialized around the same time. This term is unique to the island and not used anywhere else. Commonly built from the 1950s to 1970s in North Wildwood, Wildwood, and Wildwood Crest on Ocean, Atlantic, and Pacific Avenues, these motels were popular accommodations for motorists looking for an affordable place to stay. While choosing unique themes, the motels' layouts were similar, often using an L-shape or U-shape plan.³⁹² The Morey Brothers, also known for their amusement piers, built some of the island's earliest motels. After traveling to Florida and being inspired by the motels of architect Morris Lapidus, the brothers imitated what they observed and added their own flair. Most noticeable are their eye-catching neon signs and ornamentation, referencing each motel's theme. Whether evoking a trip to space or a tropical island, themes provided middle-class vacationers with unique and affordable experiences unavailable to them elsewhere.³⁹³

The late twentieth century and early twenty-first century witnessed the significant neglect of the Wildwoods' historic resources. In the 1970s, the Wildwoods started to

³⁹¹ "Motels of the Wildwoods," National Register of Historic Places Multiple Property Documentation Form, November 2, 2003, 9.

³⁹² "Motels of the Wildwoods," 19.

³⁹³ Stephanie Hoagland, "Stymied by Success: Preservation Stagnation on the Jersey Shore," Garden State Legacy, Issue 40, June 2018.

decline due to a recession, the boardwalk falling out of favor, and the publicization of the island's water pollution problem.³⁹⁴ By 1990, the Wildwoods had the highest unemployment rate on the South Jersey Shore at 19%. As these issues endured, preservation was not prioritized.³⁹⁵ In 1997, the Doo Wop Preservation League was formed "to promote the preservation of the largest collection of mid-twentieth century resort architecture."³⁹⁶ That same year, the Wildwood Historic Preservation Commission was founded. However, it disbanded soon after its creation.³⁹⁷ Despite recognition of the Wildwoods' collection of historic resources, no legislation was in place to stop the demolitions that would follow. In 2003, an article in the *Wildwood Leader* titled "Wildwoods lead county in new construction, whole county increasing" indicated a large number of demolitions and the growing desire for condominiums. Unfortunately, the article praised the new construction and indicated it signified the end of the Wildwoods' negative image.³⁹⁸ The creation of the Motels of the Wildwoods Multiple Property Listing led to more awareness of the significance of the Wildwoods' collection of Doo Wop architecture; however, it does not protect against alterations or demolitions.

Existing Conditions

In 1993, John J. Olivieri published the "City of Wildwood Historic Architectural Planning Study." He surveyed Wildwood's historic housing stock and categorized existing architectural styles into Romantic (Gothic Revival, Italianate), Victorian (Queen

³⁹⁴ "The Motels of the Wildwoods," 18.

³⁹⁵ Stephanie Hoagland, "Stymied by Success," 10.

³⁹⁶ "Our Mission," Doo Wop Preservation League, <https://www.doowopusa.org/>.

³⁹⁷ Taylor Henry, *Wildwoods Houses Through Time*, 9.

³⁹⁸ J. Everts. "Wildwoods lead the county in new construction, whole county increasing," *Wildwood Leader*, Vol. 82, No. 48, April 2, 2003.

Anne, Folk Victorian, Shingle), and Eclectic (Tudor, Prairie, Craftsman). While conducted before many of Wildwood’s demolitions, it serves as a comprehensive guide to what styles are present, their level of occurrence, and their characteristics.³⁹⁹ A more recent text that features the Wildwoods’ collection of existing historic houses is Taylor Henry’s *Wildwoods Houses Through Time*. According to Henry, while new construction is widespread, “many homeowners are leading the way for preservation.”⁴⁰⁰ When focusing on Wildwood and Wildwood Crest, there is a substantial collection of Victorian and Folk Victorian houses. While scattered throughout the municipalities, some streets host more examples than others. According to Henry, west of New Jersey Avenue, between Juniper Avenue and Maple Street, there is a substantial collection of historic houses. In addition to this area, Pacific Avenue also has historic residential architecture. While the east side of the island has more condominium and townhouse development, the west side has more historic residential architecture.⁴⁰¹



Figure 41: A Queen Anne residence on Pacific Avenue (photo by author)

³⁹⁹ John J. Olivieri, “City of Wildwood Historic Architectural Planning Study,” February 1993.

⁴⁰⁰ Taylor Henry, “Wildwoods Houses Through Time,” 12.

⁴⁰¹ Taylor Henry, Interview, By Caitlyn McSwigan, February 16, 2021.

On Pacific Avenue's north end, commercial architecture is typical. Originally known as the island's central business district, Pacific Avenue no longer fulfills that role. Some early existing businesses include the Sea Theatre (1915) and Bonelli's Market (1929). Although both are no longer operating, their buildings remain intact. The Sea Theatre was recently purchased and will be restored (Figure 42).⁴⁰² Pacific Avenue was also known for its nightclubs, including the Rainbow Club at 3819 Pacific Avenue. This building is now the restaurant Cattle n' Clover. On the corner of Pacific Avenue and Schellenger Avenue is where the Oasis Club was located, most recently known as 2nd Street Annie's (Figure 43). To the right of this building is where the Fairview Club was located. Both buildings are set to be demolished and replaced with a four-story mixed-use high rise. As the Wildwoods works with the county on its redevelopment initiative, it is possible that more buildings on Pacific Avenue may be demolished. Two nightclubs, the Stardust and Hurricane East, still exist on Schellenger Avenue. Unfortunately, the Stardust is being torn down and replaced with a Comfort Inn in 2021 (Figure 44). While some buildings of the original nightclubs still exist, most are either no longer recognizable or are at risk of being torn down.⁴⁰³

⁴⁰² Ibid.

⁴⁰³ Taylor Henry, Interview, By Caitlyn McSwigan, February 16, 2021.



Figure 42: Located on Pacific Avenue, the Sea Theatre opened in 1915. While closed since 2011, it was recently purchased with the intent to be restored and reopened in 2021 (photo by author)



Figure 43: Originally known as the Oasis Club, this Pacific Avenue building's block is being demolished and replaced with a mixed-use property (photo by author)



Figure 44: Known as one of the Wildwoods’ most famous night clubs, the Stardust is going to be demolished and replaced with a Comfort Inn (photo by author)

The oceanfront of Wildwood and Wildwood Crest is known for its motels. Adjacent to the boardwalk, Atlantic and Ocean Avenues contain the most. While there used to be over 300 motels, a review conducted in 2018 determined that out of the 198 remaining motels, 43 have been converted into condominiums.⁴⁰⁴ Although most are included within a multiple property submission, this provides no protection. While many were torn down during the early 2000s, their conversion into condominium units is more common today. According to Henry, “it is no longer economically feasible to tear down a motel and build a condo like it used to be.”⁴⁰⁵ While this decision saves the original building, the motel’s character-defining features are often altered or removed. Frequently surrounding these motels are townhouses, the newest development trend (Figure 45).

⁴⁰⁴ Stephanie Hoagland, “Stymied by Success,” 17.

⁴⁰⁵ Taylor Henry, Interview, By Caitlyn McSwigan, February 16, 2021.

While the boardwalk prevents high-rise condominiums from being built in Wildwood, Wildwood Crest's motels are often overshadowed by these structures. Despite the motels often being neglected, they have influenced the Doo Wop architecture replicated around town and have remained influential to the island's identity.

Along the two-mile boardwalk, stretching from North Wildwood to the beginning of Wildwood Crest, there is mostly new development. There are some exceptions, like the Strand Theater, built by Hunt's Theaters Inc., and the Boardwalk Mall. Along the boardwalk, there are three amusement piers and one pier used for storage. All are owned by the Morey family. The storage pier used to be known as Hunt's Pier and was built in 1957. The three other piers were developed in the late twentieth century. While relatively newer, Morey's Piers celebrated its 50th anniversary in 2019. Besides the piers, one of the boardwalk's main attractions is the Sightseer Tramcar. It has been in operation since 1949. While Wildwood's nightlife is not fueled by its nightclubs anymore, the boardwalk performs this role today.



Figure 45: As more townhouses are built, they are changing the character of streets previously dominated by motels, seen in this picture of the Lu Fran Motel next to a townhouse (photo by author)

Wildwood and Wildwood Crest's Character-defining Features

In Tables 17-23, all the natural and cultural character-defining features of seaside resort towns are categorized. When applicable, general notes or examples of town-specific character-defining features are provided.

Table 17: Natural Resource Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Beach/Ocean Interface	Yes	Wildwood and Wildwood Crest developed adjacent to the coastline.
River	No	
Estuary	No	
Bay	Yes	Wildwood is partially blocked from accessing the entire bay because of West Wildwood. The part that is accessible is called Post Creek Basin. For Wildwood Crest's bay, it is known as Sunset Lake, but it is not technically a lake.
Wetland	Yes	Saltmarsh is in the island's tidal channels.
Barrier Island	Yes	The Wildwoods is located on Five Mile Beach and is connected to Two Mile Beach. Initially, Turtle Gut Inlet separated these two islands until 1922, when the inlet was filled.
Dunes/ Dune Grass	Yes	The Wildwoods has maintained its dunes. Vegetation on these dunes vary. According to local horticulturist Steve Murray, Wildwoods' dunes have several communities of plants, including the dune grass, beach heather, and shrub thicket communities. The dune woodland community is almost entirely gone.
Inlet	Yes	The Hereford Inlet is located at the northern end of the island, and the Cape May Inlet is located at the southern end. Historically, Turtle Gut Inlet separated Five Mile Beach from Two Mile Beach. It was filled in 1922.
Nature Reserve	No	Within Wildwood and Wildwood Crest, there is not a nature reserve. However, the Cape May Wildlife Refuge was established in Lower Township in 1989.
Topography	Yes	Overall, the barrier island is flat. The beach has a gentle slope.
Geology	Yes	The Wildwoods' beaches have very fine sand. This is especially helpful to beachgoers who have a long distance to walk since the beach of Wildwood and Wildwood Crest is considered the widest on the coastline, sometimes reaching a quarter-mile in width from the boardwalk to the ocean. Another advantage of having fine sand is that it is easy to drive on, allowing Wildwood and Wildwood Crest to host auto events on the beach (NJ Advance Media).

Table 18: Coastal Management Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Hardened Structures	No	While located at the north end and south end of the island, Wildwood and Wildwood Crest do not use hardened structures.
Lighthouse	No	Since this case study focuses only on Wildwood and Wildwood Crest, North Wildwood's Hereford Inlet Lighthouse is omitted.
Lifesaving Station	No	There was a station at Turtle Gut (where Wildwood Crest is located today); however, it no longer exists.
Additional Coastal Management Character-defining Features		
<i>Feature</i>	<i>Notes</i>	
Outfall line	A structure that transfers runoff water from street gutters into an underground pipe that releases the water into the ocean or bay. On the east side of the island, water is released into the ocean. Water is released into the bay on the west side of the island (Murray).	

Table 19: Transportation and Infrastructure Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Stagecoach Route	No	
Landing Stage/Pier	No	
Railroad Track	No	
Railroad Station/Depot	No	There are no remaining stations.
Bridge	Yes	The George Redding Bridge was built in 1950. Before this, two other bridges existed. The earliest bridge was wooden and built in 1903. It was replaced with a steel bridge when there started to be an influx of automobiles. (The Five Mile Beach Journal).
Layout	Yes	Wildwood and Wildwood Crest have retained their original layouts decided upon by their early land development companies. However, as the island grew larger, additional streets were laid out along the Ocean.
Highway	Yes	From Garden State Parkway, or used without the parkway, New Jersey Route 47 can be taken to reach the Wildwoods. It was extended to the island in 1938.
Gas Station	No	According to Al Brannen, Vice President of the Wildwood Historical Society, there were 32 gas stations on the island in 1964. Today, there are three gas stations.
Additional Transportation and Infrastructure Character-defining Features		
Sightseer Tramcars	This boardwalk transportation option was established in 1949 and transports visitors from North Wildwood to the beginning of Wildwood Crest.	

Table 20: Accommodation and Residence Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Sea Bathing Hospital/Facility	Yes	Originally known as the Dr. Tomlin Sanatorium, 2814 Atlantic Avenue (Enchantra's Bed and Breakfast) used to operate as a hospital and is known for its use of hydrotherapeutic equipment (Henry, 75).
Terraced House	No	While there is no historic terraced housing, the more recent construction of townhouses is similar in concept.
Farmhouse	Yes	Gandolfo House, East Hildreth Avenue (Henry, 24).
Boardinghouse	Yes	Ex. The Pines, 3118 Pacific Avenue, was a boardinghouse throughout the twentieth century (Henry, 72). This type of accommodation is common throughout Wildwood and Wildwood Crest.
Grand Hotel/Luxury Hotel	No	The earliest luxury hotels were destroyed in fires or demolished. An example of a luxury hotel was the Edgeton Inn Hotel. It was built in 1896 and burned down in 1932 (Wildwood Historical Society).
Large Summer Residence	Yes	While Wildwood is known for its Folk Victorian houses, it also has a substantial collection of large Victorian houses built early in the island's history.
Hotel	Yes	Ex. Wildwood Inn, 210 E. Montgomery Avenue, Wildwood, was initially called The Beachwood and built in 1904 (Henry, 111).
Bed and Breakfast	Yes	The Wildwoods has many houses that were converted into Bed and Breakfasts.
Small/Medium Summer Residence	Yes	Being a middle-class resort since its inception, small and medium-sized houses are abundant.
Holiday Camps/Campground	No	There are a few campgrounds on the mainland just outside of the Wildwoods, but none on Five Mile Beach.
Motel	Yes	Motels of the Wildwoods Multiple Property Submission documents most of the Wildwoods' remaining motels. While a substantial amount remains, many were demolished. Today, many are being converted into condominiums.
Additional Accommodation and Residence Character-defining Features		
<i>Feature</i>	<i>Notes</i>	
Rooming House	This is the common terminology for a house with several units that can be rented. Victorian houses or hotels are often converted into rooming houses. In general, the size of a rooming house is in between a house and hotel and has three floors and a porch. An example of this is The Arlington at 325 E. Magnolia Avenue or The Kennedy at 128 E. Andrews Avenue (Henry).	

Table 21: Architectural Character-defining Features			
England			
<i>Style/Type</i>	<i>Date Range</i>	<i>Applicable</i>	<i>Notes</i>
Georgian	1714 - 1837	No	
Seaside Orientalism	19 th century	No	Some of the Doo Wop motels would apply features that resembled the architecture of different countries. For example, the Singapore featured a five-story pagoda. However, most of these motels are now altered or gone. The Singapore is being converted into a condominium.
Victorian	1837 - 1901	Yes	
Edwardian	1901 - 1910	No	
Neo-Georgian	1880 – 1960s	No	
Modernist	1930s – 1970s	Yes	The Wildwoods’ Doo Wop architecture grew from the Modernist movement.
America			
<i>Style/Type</i>	<i>Date Range</i>	<i>Applicable</i>	<i>Notes</i>
Colonial	1600s – 1800s	No	
Federal	1780 – 1840	No	
Greek Revival	1830s – 1860s	No	
Gothic Revival	1840s – 1870s	Yes	Ex. Can be seen on East Rio Grande Avenue, Wildwood (115 E Rio Grande Avenue).
Italianate	1840s – 1880s	Yes	Ex. Delli Paoli Residence, 223 West Oak Avenue, Wildwood – Italianate buildings are very rare in the Wildwoods (Henry, 45).
Second Empire	1860s – 1880s	Yes	Ex. Mansard Duplex, 127 W Magnolia Avenue, Wildwood – Few Second Empire buildings are left (Henry, 40).
Stick	1870s – 1890s	No	Wildwood’s last Stick-style building, St. Ann’s Rectory, was demolished in 2021.
Queen Anne	1880s – 1910s	Yes	Schmidt House, 4016 Pacific Avenue, Wildwood (Henry, 67).
Shingle	1880s – 1910s	Yes	Ex. 6910 Pacific Avenue, Wildwood Crest
Craftsman	1900s – 1930s	Yes	Ex. Kolb House, 208 W. Lavender Rd - When the Crest was incorporated in 1910, Victorianism fell out of favor, and the Craftsman Style became commonly used in Wildwood Crest and the rest of the island (Henry, 64).
Colonial Revival	1880s – 1950s	Yes	Ex. Palmer Way House, 6000 Pacific Avenue, Wildwood Crest (Henry, 91).
Mail Order/Kit	1900s – 1950s	Yes	Ex. Glenmyra, 207 W. Pine Avenue – while there is no record of this being a kit house, it might be since this style bungalow is seen frequently in the Wildwoods (Henry, 50).
Mid-Century Modern	1940s – 1960s	Yes	Doo Wop architecture of motels seen on Ocean Avenue and Beach Avenue.

Table 21: Architectural Character-defining Features	
Additional Architectural Styles and Types	
<i>Style/Type</i>	<i>Notes</i>
Folk Victorian	Ex – Charles Saul Residence, 215 W. Glenwood Avenue - This style was typically used by the middle class who implemented the Queen Anne style's ornamentation to their more modest houses. This style is standard in the Wildwoods because of its history as a “blue-collar vacation destination” (Henry, 7, 35).
Commercial	At the northern end of Pacific Avenue, Wildwood has retained some commercial architecture. However, this street is being redeveloped, and what remains may be impacted.
Bungalow or Cottage	A type commonly seen in the Wildwoods, but not as frequently in the other case studies, is generally called the bungalow or cottage. While there is no specific name for them, hundreds were built from 1910 to 1920. They are simple one-story residences with a front gable. These residences are representative of the Wildwoods as a middle-class seaside resort town (Henry).

Table 22: Bathing and Beach Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Bathing Machine	No	
Beach Hut	No	
Bathing Station	No	
Pavilion	Yes	Douglass Pavilion, located on the boardwalk, is a small structure that is over 100 years old. It provides shade and a space for events (Wildwood Historical Society).
Seaside Pool	No	Sportland Pool was built adjacent to the boardwalk between 23 rd and 24 th Avenues in 1928. It was the island’s largest pool. It closed in the 1980s and was demolished in 2004 (Wildwood Historical Society).
Beach Patrol/Lifeguard Stations	No	There is a lifeguard station on the Wildwood beach, but it is new.
Additional Observations		
While the beach is large, historically, development was not constructed on the beach except for amusement piers. Today, Wildwood and Wildwood Crest are taking advantage of their large beaches. In addition to hosting events on the beaches, a dog park was recently developed on Wildwood’s beach.		

Table 23: Entertainment and Retail Character-defining Features		
<i>Feature</i>	<i>Applicable</i>	<i>Notes</i>
Assembly Room/Ballroom	No	While a few ballrooms existed in the mid-twentieth century, like Hunt’s Starlight Ballroom, none are remaining.
Pleasure Pier/Amusement Pier	Yes	Hunt’s Pier opened in 1957 and still exists today. While it closed in the late twentieth century, it was bought by the Morey family and is used for storage.
Boardwalk/Promenade	Yes	Wildwoods’ first full boardwalk was completed in 1900. Since its creation, it has been moved closer to the ocean twice and has been expanded. Although not unaltered, how it has changed demonstrates the evolving desires of Wildwoods’ vacationers. Today, it is the island’s biggest hub of activity.
Amusement Park	No	Wildwood’s rides are located on amusement piers.
Bandstand	No	
Music Venue	Yes	Some of the Wildwoods’ clubs still exist as bars or restaurants. Although they are generally not used as major music venues like they used to be, they still host local performers.
Convention Hall	No	The current Wildwoods Convention Center was built in 2001 and replaced the 1972 one.
Casino	No	Casino arcades in the 1900s.
Tavern/Restaurant/Vendor	No	

Natural Preservation Challenges

Unlike other seaside resort towns along the Jersey Shore that require regular beach nourishment, Wildwood and Wildwood Crest have the state's largest beach. However, flooding is still the island’s most prominent natural threat. As the bay floods, its water flows into the streets and remains there if the street’s drainage system is full. To address this issue, pumping stations were constructed in 2020. In an effort “to save lives and property through the reduction of hazard vulnerability,” the Cape May County Office of Emergency Management released the *Cape May Hazard Mitigation Plan* in 2021.⁴⁰⁶ In

⁴⁰⁶ Cape May County Hazard Mitigation Plan Update,” accessed February 28, 2021, <https://www.capemaycounty2020hmp.com/>.

Section 5 of the plan, Table 5.4.5-7, “Estimated Population Exposed to the Flood Hazard Areas,” shows 100% of Wildwood’s population and 82.5% of Wildwood Crest’s populations in the Special Flood Hazard Area (SFHA). During a 1 percent annual chance flood, this area will be impacted. A 1 percent annual chance flood, or base flood, is a flood that has a 1 percent chance of being equaled or exceeded during the year it occurs.⁴⁰⁷ Since all of Wildwood’s population and most of Wildwood Crest’s population are within the SFHA, anyone preserving or restoring a house will be subject to FEMA’s post-Sandy regulations and required to elevate the house at or above the Base Flood Elevation, specifically if the house is “substantially improved” in which the cost is over 50% of the market value before the start of construction. Henry acknowledged the importance of these regulations but also how it negatively impacts historic property owners and stated, “we understand that we are at a coastal town, and we don’t want people’s houses to get damaged by flooding every year. But you also have the issue of some houses probably would not have even been damaged, but those FEMA rules were just so strict after Hurricane Sandy that it’s really hard to make it work for a lot of these old homes.”

Cultural Preservation Challenges

In 2019, Preservation New Jersey listed the Wildwoods as one of New Jersey’s 10 Most Endangered Historic Properties. The listing was a result of the island’s increasing demolitions and development. While Doo Wop architecture has been at the center of the

⁴⁰⁷ “Section 5.4.5: Flood,” Cape May County Hazard Mitigation Plan, 2021, 23, https://www.capemaycounty2020hmp.com/wp-content/uploads/2021/01/Section-5.4.5-Flood-012521_dfp.pdf.

island's preservation efforts since the late 1990s, other historic accommodations have not received the same enthusiasm. Henry noticed that as the Doo Wop Preservation League brought attention to the island's motels, a negative stigma became attached to older rooming houses, hotels, and residences. While Wildwood and Wildwood Crest promote their legacy of Doo Wop through branding, their historic residential architecture is often ignored. Due to this, it has become the responsibility of residents to protect these places. While there was a historic preservation commission for a short period in the 1990s, it disbanded before the Wildwoods' building boom in the early 2000s. Currently, Preserving the Wildwoods advocates for the city's buildings. Recently, Henry and the organization were able to generate public support, demonstrated by a petition with over 2,700 signatures, to stop the demolition of the St. Ann's Rectory. However, without notice, it was demolished in early 2021.⁴⁰⁸ Built in 1909, the rectory was Wildwood's last Stick-style building. The only other Stick-style building on the island is the Hereford Inlet Lighthouse in North Wildwood.⁴⁰⁹ The current plans for the site include a residential complex of 38 townhouses and duplexes. Wildwood Mayor Pete Byron was supportive of the demolition and believes the city should be more developer-friendly.⁴¹⁰ In response to the demolition, Henry said, "We are trying to use that demolition as a catalyst to protect future places and to say we need a plan here, we can't just have this Wild West mentality where we will do anything a developer wants just because we need ratables."⁴¹¹

⁴⁰⁸ Taylor Henry, Interview, By Caitlyn McSwigan, February 16, 2021.

⁴⁰⁹ "Save the St. Ann's Rectory, Wildwood, NJ," Change.org, accessed February 25, 2021, <https://www.change.org/p/current-future-owners-of-st-ann-s-property-save-the-st-ann-s-rectory-wildwood-nj>.

⁴¹⁰ Michael Tanenbaum, "Philly developer hopes to replace former Wildwood rectory, school with 38 new homes," PhillyVoice, February 26, 2021, <https://www.phillyvoice.com/wildwood-st-annes-trinity-cape-school-hope-development/>.

⁴¹¹ Taylor Henry, Interview, By Caitlyn McSwigan, February 16, 2021.

As condominiums and townhouses continued to be favored over preserving and utilizing existing structures, Wildwood and Wildwood Crest are at risk of losing their identity as middle-class seaside resort towns. Henry emphasized that one of Preserving the Wildwoods' main priorities is to maintain the city's affordability, a principle that has been integral to its identity since its inception. By protecting motels and rooming houses, the city can continue to serve its longtime vacationers. Without a historic preservation commission, this is difficult to accomplish. Henry expressed, "we want the locals to not get pushed out and people who come here on vacation to be able to afford it."

Unfortunately, the mayor of Wildwood is adamant about lowering the city's taxes, which in turn may encourage more large-scale development projects. Each town in the Wildwoods has its own government, which also impacts the island's historic preservation efforts. Henry hopes that if Wildwood can form a historic preservation commission, the other towns will be inspired to do the same.

Table 24: Preservation Challenges		
<i>Challenge</i>	<i>Type</i>	<i>Notes</i>
Flooding	Natural	Wildwood and Wildwood Crest are vulnerable to flooding. Historic property owners are subject to FEMA's post-Sandy regulations and must elevate their house to or above the Base Flood Elevation if they "substantially improve" their building. This added cost can deter people from restoring historic buildings.
No Historic Preservation Commission	Cultural	There is currently no historic preservation commission; however, Henry and Preserving the Wildwoods are working on developing one.
Development	Cultural	In the early 2000s, a building boom led to frequent demolitions, especially for motels. While it is not as common to see motels demolished today, they are vulnerable to being converted into condominiums. Today, as condominiums and townhouses are built, historic residential architecture is being impacted.

Summary

Using the context provided in Chapters Two and Three that examined the natural and cultural character-defining features of the first seaside resort towns from England to America, Chapter Four analyzed the presence, absence, and preservation of these character-defining features through three case studies located on New Jersey's coast to answer the research question, "what are the character-defining features of New Jersey's seaside resort towns that are critical to their identity and warrant preservation." The following chapter will compare each case study's existing natural and cultural character-defining features to determine any trends that communicate what features continue to contribute to these case studies' identities as seaside resort towns.

CHAPTER 5

CASE STUDY ANALYSIS

Chapter Four revealed the extant natural and cultural character-defining features of each case study and how these features represent their towns' identities as seaside resort towns. However, to truly understand the significance of these features in relation to how they represent the history of New Jersey's seaside resort towns, a cross-comparison and analysis of each case study's character-defining features are essential. This chapter combines Asbury Park, Beach Haven, and Wildwood/Wildwood Crest's existing character-defining features. If a character-defining feature is present, an X will be indicated in the appropriate row. Following each table, an analysis of the similarities and differences will examine what the data conveys about the character-defining features that have endured. After analyzing these features, each case study's natural and cultural preservation challenges will also be compared and analyzed to determine the most significant challenges impacting the conservation and preservation of character-defining features.

Analysis of Character-defining Features

Analysis of Natural Resource Character-defining Features

Table 25: Natural Resource Character-defining Features			
<i>Feature</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Beach/Ocean Interface	X	X	X
River		X	
Estuary		X	
Bay		X	X
Wetland		X	X
Barrier Island		X	X
Dunes/Dune Grass		X	X
Inlet		X	X
Nature Reserve			
Topography	X	X	X
Geology	X	X	X
Additional Features	X	X	

Each case study is adjacent to the coastline and located on the Outer Coastal Plain. Asbury Park is located along the northern coast of New Jersey’s mainland, while Beach Haven, Wildwood, and Wildwood Crest are located on barrier islands (Figures 46a-c). Monmouth County’s seaside resort towns are on the oceanfront, unlike the rest of the coastline’s seaside resort towns, which are on barrier islands. Regardless of this distinction, the ocean and other bodies of water are significant to each case study. Since it

is not situated on a barrier island, Asbury Park does not have a bay. However, it does have three freshwater lakes, where recreation like boating and fishing occur. These activities are especially common in Deal Lake, one of the largest artificial lakes in New Jersey. In Beach Haven, its bay and estuary, Little Egg Harbor, has been just as pertinent to its town's identity as the ocean has. The baymen began the borough's tradition of activity on the bay, and it quickly transformed into the primary source of recreation and still is today. In Wildwood and Wildwood Crest, fishing on the bay also began as an industrial pursuit, and it is now a common recreational activity. Boating is also common in the bay of the Wildwoods. In each case study, houses are built surrounding these bodies of water. Overall, the ocean, and other bodies of water, serve as crucial natural character-defining features because they reinforce the shared experience of going to the Jersey Shore.

Along the coast of each case study, beaches range in size and dune habitats. Asbury Park lacks dunes, except for the northern part of the beach, where they were recently rebuilt. In Beach Haven, Wildwood, and Wildwood Crest, there are dunes with vegetation. Asbury Park and Beach Haven's beaches are relatively similar in size and receive beach nourishment regularly. Wildwood and Wildwood Crest are known for having the largest beach on New Jersey's coast, and sand is often removed and transported to North Wildwood, where the beach is eroding. All the beaches are described as gently sloping and differ slightly in sand particle size. Overall, each case study's natural resources are enduring character-defining features that continue to be at the core of why vacationers visit these seaside resort towns. While Asbury Park's

placement along the coast differs from Beach Haven, Wildwood, and Wildwood Crest, it is evident that its natural resources are just as valued as those of the barrier islands.

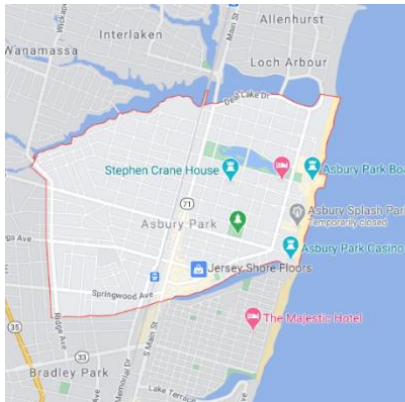


Figure 46a

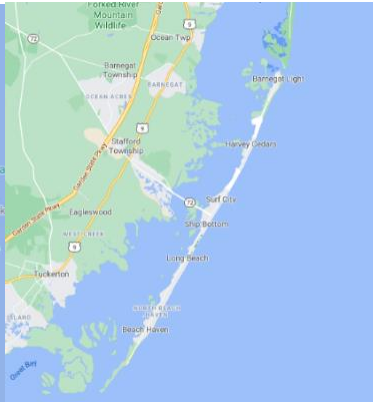


Figure 46b



Figure 46c

Figures 46a-c: Asbury Park (Figure 46a) is on the oceanfront of the mainland, while Beach Haven (Figure 46b), Wildwood, and Wildwood Crest (Figure 46c) are on barrier islands (courtesy of Google Maps)

Analysis of Coastal Management Character-defining Features

Table 26: Coastal Management Character-defining Features			
<i>Feature</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Hardened Structures	X	X	
Lighthouse			
Lifesaving Station			

In contrast with Asbury Park and Beach Haven, Wildwood and Wildwood Crest lack hardened structures. Asbury Park and Beach Haven use groins. In Asbury Park, groins are notched to allow the sand to be distributed more equally. Overall, it appears that hardened structures are common to New Jersey’s coastline. While their use is historic

to New Jersey's coast, it is unclear how old some of the existing hardened structures are. They are regularly advised against today because of the unintended consequence of downdrift erosion, causing some towns to look for ways to modify them. Supporting this trend away from hardened structures, beach nourishment has become the main form of coastal management in New Jersey. Overall, while commonly seen, it is possible that hardened structures may not be as relevant to New Jersey's seaside resort towns in the future.

Lighthouses and lifesaving stations can be found in proximity to the chosen case studies; however, they either never existed or no longer exist in the areas studied. The Sandy Hook Lighthouse is located eighteen miles north of Asbury Park. Said to be built in Asbury Park, the Deal Lifesaving Station was established in 1849 but abandoned in 1946. There is limited information on its exact location. In Beach Haven, there was never a lifesaving station or lighthouse. However, on Long Beach Island, there were six lifesaving stations. At the northern tip of the island, the Barnegat Lighthouse still stands. In the Wildwoods, Wildwood Crest used to have a station at Turtle Gut. In North Wildwood, the Hereford Inlet Lighthouse has been preserved. From these observations, it appears that New Jersey's lighthouses materialized at the northern end of barrier islands, or barrier spits in the case of Sandy Hook, and the location of lifesaving stations varied. Since these structures are no longer necessary for their original functions, their preservation depends on their communities' financial support. However, as evidenced by the use of hardened structures and beach nourishment, the conservation of beaches acquires financial support more quickly, demonstrating its greater significance to the seaside resort town's identity.

Analysis of Transportation and Infrastructure Character-defining Features

Table 27: Transportation and Infrastructure Character-defining Features			
<i>Feature</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Stagecoach Route			
Landing Stage/Pier			
Railroad Track	X		
Railroad Station/Depot	X		
Bridge	X	X	X
Layout	X	X	X
Highway	X	X	X
Gas Station			
Additional Features	X		X

In all the case studies, their original grid plans have been retained. All the case studies' layouts have similar densities, but Asbury Park and Beach Haven tend to have wider streets in some areas. The road used to arrive in the Wildwoods is one of its widest, with New Jersey Avenue and Pacific Avenue also being distinctly larger. Asbury Park's residential housing is set back, while Beach Haven's housing begins close to the beach. In the Wildwoods, the boardwalk prevents residential development from being constructed close to the beach. In general, residences are set back behind condominium and motel development.

The remnants of early transportation infrastructure are limited. While each case study's growth as a seaside resort town originally depended on the railroad, Asbury Park

is the only case study that still uses the railroad. Asbury Park's railroad runs parallel to Memorial Drive and continues to service the Asbury Park Station. Unfortunately, another way Asbury Park's railroad represents the city's history as a seaside resort town is that it continues to perpetuate the racial divide between the West Side and East Side. In Beach Haven, Wildwood, and Wildwood Crest, no railroad stations remain. Another early form of transportation was the electric trolley used in Asbury Park and the Wildwoods. However, it fell out of favor in the mid-twentieth century. As new transportation methods popularize, the infrastructure used by earlier methods is eventually removed.

The automobile's legacy is the most visible form of transportation today. The Garden State Parkway and other historic state routes are still used to access these seaside resort towns. Observed in Wildwood and Wildwood Crest, gas stations are not as necessary as they once were. There were around 32 gas stations on Five Mile Beach in the mid-twentieth century. Today, there are three. In Asbury Park and Beach Haven, there are also limited gas stations. In Asbury Park, an iconic historic building related to the town's infrastructure is the Steam Plant, which heated the boardwalk's buildings and attractions through a concrete tunnel. Today, it is a landmark of the city. In the Wildwoods, the Sightseer Tramcars have been used as transportation on the boardwalk since 1949. In summary, even though the railroad incited major development in these seaside resort towns, the automobile's dominance caused the railroad's demise. Even in Asbury Park, the railroad is not used more frequently than the automobile to arrive in the city for the purpose of vacationing. The automobile's infrastructure takes precedence today.

Analysis of Accommodation and Residence Character-defining Features

Table 28: Accommodation and Residence Character-defining Features			
<i>Feature</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Sea Bathing Hospital/Facility			X
Terraced House			
Farmhouse			
Boardinghouse		X	X
Grand Hotel/Luxury Hotel	X		
Large Summer Residence	X	X	X
Hotel	X		X
Bed and Breakfast		X	X
Small/Medium Summer Residence	X	X	X
Holiday Camp/Campground			
Motel	X	X	X
Additional Features		X	X

While the construction of new accommodations is unavoidable, each case study has managed to maintain various historic residential and commercial accommodations. As seen in all three case studies, the most abundant historic accommodation source is residential architecture. This observation will be discussed more in the following section. Asbury Park used to have many hotels and boardinghouses. Today, only a few historic accommodations have survived, such as a grand hotel, a hotel, and a motel. In Beach Haven, none of the grand hotels the borough was known for have survived. Balancing

this loss, the historic district's collection of early Victorian cottages represents the resort's early history as a retreat for the wealthy. Out of the three case studies, Beach Haven is the only one that was not founded as a middle-class seaside resort town, although it evolved to host the middle class. There are a limited number of surviving hotels in Wildwood and Wildwood Crest. Still, the island does have the most extensive collection of mid-twentieth-century resort architecture in the nation. While Asbury Park has the Empress Hotel, originally a motel, and Beach Haven has the Engleside Inn, they do not play as large a role in the case studies' histories as the motels do in the Wildwoods. As a middle-class resort, the Wildwoods is also known for its collection of rooming houses. Some began as this form of accommodation, and others were created from existing houses.

Since Beach Haven is the only case study with a historic preservation commission, its local historic district is protected with the expectation that future generations will experience Beach Haven's historic architecture. In Asbury Park and the Wildwoods, these protections do not currently exist. It is not certain that these places' remaining historic fabric will remain unaltered, and the historic accommodations being impacted are at the core of these seaside resort towns' identities. As motels are altered and historic residences are torn down, the Wildwoods has begun to resemble an entirely different resort from what it originally was. While the condominiums and townhouses that take the place of these historic buildings function similarly by providing lodging for vacationers, they also set a precedent for favoring new development over supporting the structures that made the seaside resort town desirable originally. In Asbury Park, the waterfront's development is encouraging the construction of accommodations where they

originally were not, changing this area's character. Beach Haven's development is primarily outside of the historic district but still impacts the borough's appearance as larger houses or McMansions are preferred over existing dwellings. In summary, developers are taking advantage of vacationers' evolving desires, and historic architecture is suffering as a result. However, if protected by local historic districts and commissions, as seen in Beach Haven, nodes of architectural character-defining features can be saved.

Analysis of Architectural Character-defining Features

Table 29: Architectural Character-defining Features			
<i>Style/Type</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Georgian			
Seaside Orientalism			
Victorian	X	X	X
Edwardian			
Neo-Georgian			
Modernist	X		
Colonial			
Federal			
Greek Revival			
Gothic Revival	X	X	X
Italianate		X	X
Second Empire		X	X
Stick		X	

Table 29: Architectural Character-defining Features			
Queen Anne	X	X	X
Shingle	X	X	X
Craftsman	X	X	X
Colonial Revival	X	X	X
Mail Order/Kit	X	X	X
Mid-Century Modern	X	X	X
Additional Styles/Types	X	X	X

Despite only one of the case studies having a historic preservation commission, each has a substantial collection of historic architecture. All the case studies feature a variety of Victorian architectural styles. The largest collections can be found in Beach Haven, Wildwood, and Wildwood Crest. While Asbury Park also has Victorian architecture, neighboring Ocean Grove is more well known for it. The most celebrated area containing historic architecture in Asbury Park is its commercial historic district. Wildwood also has a commercial district, but it is vulnerable to redevelopment.

In Beach Haven, the historic district contains the town’s core of historic residential architecture. Just as the Wildwoods is known for its Doo Wop architecture, Beach Haven is known for its large Victorian Cottages. While Beach Haven does contain more vernacular structures than high-style structures, they are still large. In the Wildwoods, most residences built during the Victorian era with no specific style have been designated as Folk Victorian. Despite preservation being the community's responsibility in Asbury Park and the Wildwoods, there is evidence of the stewardship of their buildings. While most styles seen in England’s seaside resort towns did not fully

transfer to New Jersey’s seaside resort towns, Victorian architecture did. Its adaption is evident in every case study. Earlier American architectural styles are not common because of when these towns were established. In each case study, historic architecture directly reflects the people who vacationed and lived there.

Analysis of Bathing and Beach Character-defining Features

Table 30: Bathing and Beach Character-defining Features			
<i>Feature</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Bathing Machine			
Beach Hut			
Bathing Station			
Pavilion			X
Seaside Pool			
Beach Patrol/Lifeguard Station			

This table demonstrates that historic bathing and beach structures have not been retained. While bathing machines and beach huts, both precedents of England, did not occur, bathing stations, pavilions, seaside pools, and lifeguard stations were built regularly. Throughout the twentieth century, storms impacted all three case studies. These structures, often located on or next to the beach, were especially vulnerable. While storms did not destroy the seaside pools of Asbury Park and the Wildwoods, they were demolished after falling out of favor. The only identified structure indicated on this list is the Douglass Pavilion, connected to Wildwood's boardwalk. Interestingly, the beach's

increasing size in Wildwood and Wildwood Crest has encouraged new structures on the beach, like a dog park. Asbury Park has playgrounds on its beach, but nothing else. In Beach Haven, wooden walkways with seating areas were built, but nothing is located beyond the dunes. From this table, it is evident that the ocean’s original purpose of promoting health through bathing is no longer applicable. However, the beach and ocean’s roles as facilitators of leisure and recreation have been sustained. Overall, structures on the beach are limited and implemented cautiously.

Analysis of Entertainment and Retail Character-defining Features

Table 31: Entertainment and Retail Character-defining Features			
<i>Feature</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Assembly Room/Ballroom			
Pleasure Pier/Amusement Pier			X
Boardwalk/Promenade	X		X
Amusement Park		X	
Bandstand			
Music Venue	X		X
Convention Hall	X		
Casino	X		
Tavern/Restaurant/Vendor	X	X	X
Additional Structures	X	X	

Asbury Park and the Wildwoods are similar in that they both have boardwalks that have been replaced and altered over time and prevail along their coastlines. These boardwalks contain primarily new development. In the Wildwoods, the boardwalk has massive amusement piers. Asbury Park's boardwalk lost its famous Amusement park, Palace Amusements, in 2004. In general, Asbury Park's boardwalk is smaller and less commercialized. With no boardwalk, Beach Haven's entertainment is provided through shopping, restaurants, bars, an amusement park, and the Surfflight Theatre. While the theatre is closer to the ocean, the rest of the borough's entertainment is by the bay. Beach Haven's entertainment was provided initially through its grand hotels. Since these hotels no longer exist, new entertainment nodes formed over time. Because Asbury Park and the Wildwoods both have Convention buildings, they attract large performances and other events. What is lacking in both Asbury Park and the Wildwoods are their original nightclubs, which used to be fundamental to their nightlife. Despite the loss of entertainment structures, each case study has focused on those that remain and regularly invest in new spaces. In the Wildwoods, the boardwalk has fully taken over as the island's center of entertainment. While each case study has lost critical entertainment structures and facilities, entertainment has not stagnated. The historic entertainment structures and buildings that remain are supplemented with new entertainment opportunities.

Analysis of Preservation Challenges

Table 32: Natural Preservation Challenges			
<i>Challenge</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Erosion	X	X	
Flooding	X	X	X

Table 33: Cultural Preservation Challenge			
<i>Challenge</i>	<i>Asbury Park</i>	<i>Beach Haven</i>	<i>Wildwood/Wildwood Crest</i>
Development	X	X	X
No Historic Preservation Commission	X		X

Summary of Natural Preservation Challenges

All the case studies face natural challenges that impact preserving their cultural resources, but the most significant natural threat is flooding. According to the data on Climate Central’s Surging Seas Risk Finder, in each case study, there is a 100% chance of at least one flood over four feet taking place between today and 2050. The risk finder allows users to choose scenarios with water levels of up to 10 feet. On the maps below, light blue and green indicate areas below four feet that would be vulnerable to flooding. In Asbury Park, flooding is not as detrimental to cultural resources. In addition to its housing being set back, the city does not have a bay, an additional source of flooding barrier islands must address. However, it is shown that directly along the coastline and its lakes would be impacted.⁴¹² According to the Sunset Lake Park Conservancy, Hurricane

⁴¹² “Asbury Park, New Jersey, USA,” Surging Seas Risk Finder, Climate Central, accessed February 20, 2021, https://riskfinder.climatecentral.org/place/asbury-park.nj.us?comparisonType=place&eaeScenario=RCP+8.5&forecastType=NOAA2017_int_p50&level=6&unit=ft.

Sandy caused Sunset Lake, Asbury Park’s lake in the middle of the city, to flood the streets.

In contrast, Beach Haven and the Wildwoods are more significantly impacted. In Beach Haven, the island's entire bayside is below four feet and vulnerable to flooding.⁴¹³ In Wildwood, the island's bayside and oceanside are below four feet.⁴¹⁴ From these maps, it is evident that Asbury Park is the least impacted by flooding, while Beach Haven is the most affected by flooding. In Beach Haven, it appears that almost half the island is below four feet. In the Wildwoods, areas along the ocean and bay are most vulnerable. The maps below demonstrate how seaside resort towns with bays are more greatly impacted by flooding. Their vulnerability is essentially doubled due to their exposure to both the ocean and bay (Figures 47-49).



Figure 47: Along Asbury Park’s oceanfront and lakes is land that is below 4 feet and vulnerable to flooding (https://riskfinder.climatecentral.org/place/asbury-park.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=6&unit=ft)

⁴¹³ “Beach Haven, New Jersey, USA,” Surging Seas Risk Finder, Climate Central, accessed February 20, 2021, https://riskfinder.climatecentral.org/place/beach-haven.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=5&unit=ft&zillowPlaceType=place.

⁴¹⁴ “Wildwood, New Jersey, USA,” Surging Seas Risk Finder, Climate Central, accessed February 20, 2021, https://riskfinder.climatecentral.org/place/wildwood.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=4&unit=ft&zillowPlaceType=place.

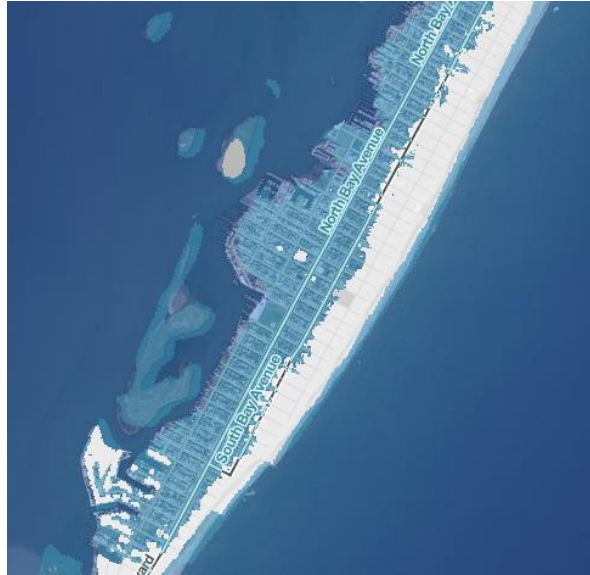


Figure 48: This map demonstrates that Beach Haven is especially vulnerable to flooding because the entire bayside of the island is under four feet (https://riskfinder.climatecentral.org/place/beach-haven.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=5&unit=ft)

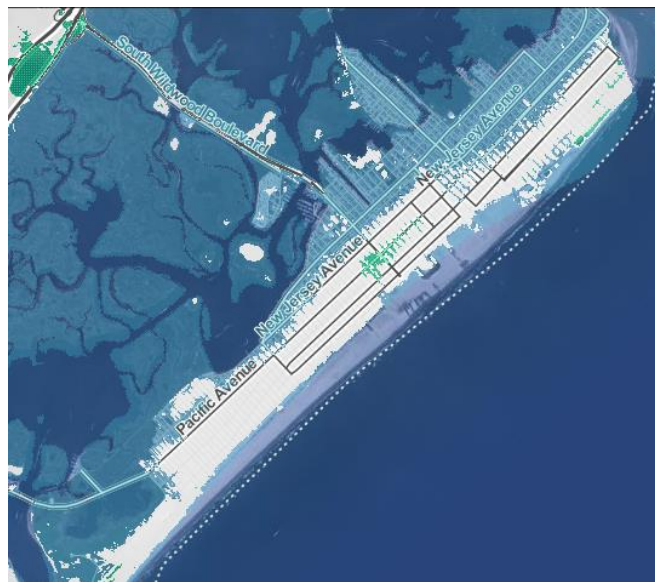


Figure 49: In the Wildwoods, both the bayside and oceanside are under four feet and vulnerable to flooding. Fortunately, in Wildwood and Wildwood Crest, the beach buffers flooding from reaching development on the island's oceanside (https://riskfinder.climatecentral.org/place/wildwood.nj.us?comparisonType=place&forecastType=NOAA2017_int_p50&level=4&unit=ft&zillowPlaceType=place)

Summary of Cultural Preservation Challenges

A substantial amount of new construction is present in each case study. In Asbury Park, the waterfront is vulnerable because the development company iStar owns 70% of buildable land in the waterfront's redevelopment zone.⁴¹⁵ While only one of two condominiums along the waterfront, the Asbury Ocean Club sets a precedent for more largescale development. Asbury Park's lack of a historic preservation commission means historic residences are vulnerable to demolitions. However, it appears that areas closer to the water are taking priority over the areas where residential housing and other accommodations are located. In Beach Haven, condominium development is not an issue. However, there is an influx of McMansions that are replacing smaller houses outside of the historic district. In the Wildwoods, townhouse development is the main culprit of demolitions. Since there is no historic preservation commission in Wildwood or Wildwood Crest, Preserving the Wildwoods is responsible for advocating for the island's cultural resources but has no authority to stop changes or demolitions. While the motels are the focus of the island's marketing, they remain unprotected, with many being converted into condominiums. Asbury Park and the Wildwoods' lack of historic commissions is common in New Jersey's coastal communities. If these municipalities are interested in stopping demolitions and new development in areas with significant cultural resources, then a historic preservation commission is necessary. Unfortunately, the reality of New Jersey's seaside resort towns is that new development is encouraged, even at the expense of historic structures. A historic preservation commission, and designated local historic districts, are required to address overdevelopment in areas of historic interest.

⁴¹⁵ "Asbury Park Waterfront," accessed February 27, 2021, <https://asburyparkwaterfront.com/about-istar/>.

Concluding Analysis

Each table's data communicates the natural and cultural character-defining features sustained and abandoned by several of New Jersey's seaside resort towns. Although these case studies do not represent the entirety of New Jersey's seaside resort towns, their character-defining features are indicative of what other seaside resort towns may have retained. When considering the entire set of data, it is evident that the characteristics of England's seaside resort towns did not fully translate or no longer exist in New Jersey's seaside resort towns. Possibly contributing to this is that England's seaside resort towns did not develop on barrier islands, while most of New Jersey's seaside resort towns did. Additionally, sea bathing and its associated structures were more common in England. However, it is essential to emphasize that America's seaside resort towns did develop similarly in that transportation improvements expedited their growth. As a result, America's accommodations and entertainment structures that followed the development of the railroad and automobile are like those seen in England.

While each case study has a distinctive identity, shared character-defining features show that there are commonalities present. As the coastline acquired more seaside resort towns, each town needed to provide vacationers with the same amenities seen elsewhere and new amenities to make each town stand out. As these towns still contend against one another today, new development is still used to revitalize the appeal of seaside resort towns to attract new vacationers. However, the character-defining features that have been retained prove that vacationers are interested in experiencing not only the newest accommodations and entertainment each town has to offer but also the

historic fabric that symbolizes the earlier histories of these places. In Asbury Park, the boardwalk would be unrecognizable without the Casino building and Convention Hall. Likewise, the loss of Beach Haven's Victorian cottages or the Wildwoods' motels would change the way vacationers perceive these places. If these features were removed, or others of similar significance, these seaside resort towns would be at risk of becoming indistinguishable. While each case study shares character-defining features, what makes these features significant is that they are customized to each town, resulting in a coastline of towns sharing the same reason for existing but with unique attributes that set them apart. While each case study has its own history of development, these towns share the common effort of narrating their histories through existing historic accommodations and entertainment structures. While the loss of cultural resources is often unpreventable, as seen from the loss of character-defining features described in Chapter Four, what can be saved has the potential to evoke how the past has shaped these places.

CHAPTER 6

CONCLUSION

The Jersey Shore welcomes millions of vacationers each summer. One of the key reasons for this continued popularity is that New Jersey's maturing but timeless seaside resort towns can still be identified. Their shared and unique natural and cultural resources are fundamental to their identity. While commonly at risk to natural and cultural threats, the existence of these resources underpins the shared experience of vacationers.

Undeniably, the beach is the focal point. However, this thesis and its research question, "What are the character-defining features of New Jersey's seaside resort towns that are critical to their identity and warrant preservation," demonstrate the beach is only one of many resources that contribute to the appeal of New Jersey's seaside resort towns.

In Chapters Two and Three, answering the research question led to the investigation of seaside resort towns' natural and cultural resources from a global, national, and local context to compile a comprehensive inventory of the character-defining features that generally occur in seaside resort towns. The background research in these chapters, including the evolution of seaside resort towns in England, America, and New Jersey, followed by their corresponding summaries of character-defining features that developed throughout these evolutions, answers what features could exist in New Jersey today. Chapter Three also begins to address what character-defining features need

protection by providing an overview of contemporary preservation challenges impacting New Jersey's Coast.

To assess what character-defining features might still be present today, and if and how seaside resort towns may sustain them, Chapter Four explored three case studies on New Jersey's coast. Each case study required an individual observation of existing conditions through site visits. Using the character-defining features determined in Chapters Two and Three, each case study's site visit involved identifying these features and searching for features unique to each town. Through this identification process, background research, and interviews, each case study's character-defining features were made apparent. Following the identification of these features, the threats impacting them were researched. Knowing what character-defining features exist, their significance to their seaside resort towns, and if natural or cultural preservation challenges threaten them, demonstrated which character-defining features remain integral to the identity of each case study. Chapter Four responded to the research question at the individual level by addressing each case study separately.

Chapter Five fully addresses all components of the research question by combining each case study's findings to determine the character-defining features that exist among all the case studies. By comparing the character-defining features that still exist versus those that were never applicable or no longer exist today, this chapter fulfills the research question's inquiry into what character-defining features are relevant to New Jersey's seaside resort towns while still addressing the distinctive character-defining features that contribute to each town's individuality. This chapter also summarizes the

common preservation challenges among these case studies and what character-defining features are at risk and call for preservation.

Reflections

By choosing a research question that required identifying natural and cultural resources, I was responsible for building my knowledge of both. Before researching the natural resources of New Jersey's coast, I was not fully aware of the extent of coastal management practices used. While the study of any seaside resort town requires examining both natural and cultural resources, I acknowledge that further research could be done on New Jersey's vulnerability to coastal hazards, like storms and erosion. While my thesis concentrated on the current impact of climate change and natural disasters, it would have been beneficial to include more information on how sea level rise projections for New Jersey indicate that the coast will be dramatically impacted within the next 50 to 100 years. According to the New Jersey Department of Environmental Protection, New Jersey's sea level rise projections are two times the global average.⁴¹⁶

Additionally, the investigation of the seaside resort town's character-defining features at a global, national, and local level required a substantial amount of research on a wide variety of topics. As a result of this, some topics are explored more thoroughly than others. For example, this thesis touched on the segregation of New Jersey's seaside resort towns, like in Asbury Park, but its impact was experienced along the entire coastline. It is possible that a broader range of case-study specific topics could have been

⁴¹⁶ "DEP Presents New Study Predicting Dramatic Increase in Sea-Level Rise Along the New Jersey Shore by 2050; Reports Introduced at First Meeting of Interagency Council on Climate Change." State of New Jersey Department of Environmental Protection." December 12, 2019. https://nj.gov/dep/newsrel/2019/19_0098.htm.

explored if more time was dedicated to site visits. When considering how site visits were conducted, if time and circumstances allowed, I would have visited each case study site for more than one day. Designating one day for going to a research facility and the next day for surveying character-defining features would have allowed for more time to observe each case study.

In Chapters Four and Five, it was determined that the only character-defining features that have not remained applicable to these seaside resort towns are those categorized under Bathing and Beach. While initially thought to be an essential category due to the significance of these character-defining features during the early histories of seaside resort towns, they no longer remain relevant due to recreation taking favor over bathing and the vulnerability of historic structures on the beach, which has resulted in their destruction. If I chose to apply the same categories to other seaside resort towns in New Jersey, the Bathing and Beach category should be reconsidered.

Future Research

The chosen seaside resort towns, and other seaside resort towns along New Jersey's coast, could be examined to see what existing character-defining features functioned as Green Book sites, amenities that served black travelers during the late nineteenth to mid-twentieth century when Jim Crow Law took precedence. This area of research is significant because almost the entire Jersey Shore practiced segregation. By identifying natural and cultural character-defining features associated with this period of discrimination, these towns can recognize how restricting the use of these features prioritized the experience of white vacationers over that of black vacationers.

Another aspect to consider if this research is expanded upon is identifying a larger selection of seaside resort towns along New Jersey's coast, the rest of the east coast, or west coast. This would reveal if the same character-defining features identified in these three case studies are common among other seaside resort towns. Additionally, with the chosen case studies being representative examples of seaside resort towns that developed after the railroad's arrival to the coast, the selection of earlier seaside resort towns would reveal if the identified character-defining features are more commonly present in those that developed before or after the railroad.

Conclusions

The development of New Jersey's coastline supported the creation of New Jersey's seaside resort towns, and unsurprisingly, these towns are still dependent on new development today. While it is unlikely that New Jersey's seaside resort towns will stop transforming to fulfill the desires of the modern vacationer, it is also possible that preserving each town's character-defining features could provide vacationers with the same level of satisfaction, especially because many vacationers enjoy partaking in the same activities that were popular more than a century ago. Without the character-defining features of each case study, this would not be possible. As evidenced by each case study, when nodes of character-defining features persevere, they become interconnected with their town's identity. While alteration or removal of character-defining features is often unpreventable, if preserved, their existence may prevent overdevelopment from causing the homogenization of New Jersey's coastline.

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APPENDIX A

Case Study Interview Questions

Background Questions

- Can you give me a brief history of your town's founding and development as a seaside resort town?
- When did you first visit this town?
- Why did you choose to move here?
- How did you get involved in preserving the town's history/historic properties?

Identity

- What historic resources (natural or cultural) are most integral to your town's identity as a seaside resort town?
 - For example, are these resources important to your town's branding or events?
- How do these character-defining features tell the narrative of your town's history as a seaside resort town?
- How is your town representative of the Jersey Shore and/or what makes it different?

Challenges (Conservation)

- How has the relationship of visitors, permanent residents, and seasonal residents with the town's natural resources (beaches/wetlands - if applicable) changed over time?
- How has development (cultural impact) had an impact of your coastline?
- How have natural disasters impacted your coastline and other natural resources?

Challenges (Preservation)

- Of the historic resources (buildings, structures, etc.) lost related to your town's identity as a seaside resort town, what loss has been most impactful?
- Where are the town's historic properties located? Where are they in relation to new development?

- What are some natural threats endangering your collection of seaside resort town resources?
- What are some cultural threats endangering your collection of seaside resort town resources?
- Of the historic properties and structures that are endangered, what is most difficult to protect and why?

Today's Efforts to Retain Seaside Resort Town Character-defining Features

- How is your town taking action to address the natural threats that are most greatly impacting your historic properties related to your history of seaside resort town development? Cultural threats?
- Of your historic built environment that is related to being a seaside resort town, are you actively trying to preserve all of it? Would you say these historic properties still play an important/active role in the vacationer's experience?
- How does having (or not having) a historic preservation commission impact your town's collection of historic seaside resort town properties?
- What does the recent passing of the state historic preservation tax credit mean for your town's historic seaside resort resources (natural and cultural)?

APPENDIX B

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