DESIGN GUIDELINES
FOR THE PRESERVATION OF
HISTORIC STRUCTURES

Borough of Beach Haven
Ocean County
New Jersey

“Six Miles at Sea”
ACKNOWLEDGEMENTS:

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The authors would like to thank the following individuals for their invaluable assistance with this project:

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*Cover images:*

Clockwise from top right: 132 Coral Street, 119 Marine Avenue, 500 South Atlantic Avenue, and 115 Berkeley Avenue.

Glenn Koch and Jeanette Lloyd compiled the history timeline on pages 7-10. Glenn Koch supplied many of the vintage postcard images seen throughout the book.

Printed by Minisink Press in Newton, New Jersey.

This project has been financed with Federal funds from the National Park Service, U.S. Department of the Interior, and administered by the New Jersey Department of Environmental Protection, Historic Preservation Office. The contents and opinions do not necessarily reflect the views and policies of the U.S. Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

This program receives Federal financial assistance for identification and protection of historic resources. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability or age in federally assisted programs. If you believe that you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, National Park Service, 1849 C Street N.W. (NC200), Washington, D.C. 20240.
Design Guidelines for the Preservation of Historic Structures

Borough of Beach Haven
Ocean County
New Jersey

Beach Haven Historic Preservation Advisory Commission

2007
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INTRODUCTION:

Beach Haven is fortunate in having a large number of well-preserved buildings from 1874 to the 1950s in their original neighborhood settings. This architectural bounty is one of this community's most striking and valuable assets. As a result of a high level of stewardship in years past, a broad spectrum of the borough's 130 years of growth is represented. From the modest baymen cottages and summer dweller's bungalows to the larger estate houses originally built for the stockholders in the Tuckerton & Long Beach Building Association, all contribute to Beach Haven's unique character as a historic seaside community.

The Beach Haven Historic Preservation Advisory Commission (HPAC) has prepared these guidelines to help broaden the understanding and appreciation of Beach Haven's architecture by pointing out some of the distinguishing features that make up the special character of each style and building type. It is hoped that the examples provided, and the list of information sources, will assist property owners to help preserve the character of their own place and thus, this historic community.

Buildings located within the boundaries of the Greater Beach Haven Historic District are locally regulated. This newly expanded district encompasses the smaller Beach Haven Historic District listed on the New Jersey and National Registers of Historic Places in 1980, the Bed & Breakfast Overlay Zone that received local designation in 2004, and several blocks to the north and south of the B & B Overlay Zone. The Greater Beach Haven Historic District was researched and documented in 2006 in an Intensive Level Architectural Survey conducted by McCabe & Associates, Inc. This work was commissioned by the HPAC and largely funded by a grant from the Certified Local Government (CLG) program. The 2006 Survey of the Greater Beach Haven Historic District included 384 properties in the area between Fifth Street to the north, Atlantic Avenue to the east, Chatsworth Avenue to the south, and one lot in from Bay Avenue on the west. A map of the district is on page 10.

In the Greater Beach Haven Historic District, there are numerous vernacular versions of late-19th and early-20th-century architectural styles and building types. In general, the buildings are well preserved. The last fifty years of modifications have been primarily limited to enclosing front porches, installing replacement windows, laying asphalt shingle roofing, and applying synthetic siding. The original forms of all the buildings remain easily recognizable. Each property has been determined to be key, contributing or non-contributing to the Greater Beach Haven Historic District based on age, the degree of alteration, and its historic association.

The preservation examples and strategies in this booklet are based upon the criteria established by the U. S. Secretary of the Interior. Since most work on the exterior of buildings falls under the jurisdiction of the HPAC, the HPAC must review and approve any proposals before work can begin. More information is available at the Beach Haven Borough Hall located on the corner of Engleside and Bay Avenues. Please contact the Building/Zoning Department at (609) 492-0111 regarding application forms and emergencies. Additional information, including the chapters in the Code of Beach Haven about historic preservation, is available on the Borough website at www.beachhaven-nj.gov. For specific questions that are not covered in the Code, please e-mail the HPAC at hpac@beachhaven-nj.gov.
**How To Use These Guidelines:**

Property owners, real estate agents, developers, contractors, tenants, and architects should use these Design Guidelines when considering any project that will affect the exterior of a property in the Historic District. The Design Guidelines provide suggestions for an appropriate direction for project planning. For any project that is subject to review by the Historic Preservation Advisory Commission (HPAC), the applicant should refer to the Design Guidelines at the beginning of the planning process, to avoid efforts that later may prove to be inappropriate and ultimately rejected by the HPAC. The HPAC will also use these Design Guidelines in its review of proposed projects in the Historic District.

In each case, a unique combination of circumstances and preservation variables will require the HPAC to conduct its review and make its decision on the merits of the particular case. In making its determination of the appropriateness of a project, the Commission will determine whether:

1.) The proposed work complies with the criteria in the Historic Preservation chapters of the Code of Beach Haven and with these Design Guidelines,
2.) The integrity of the individual historic building or property is preserved,
3.) The integrity and overall character of the Historic District is preserved, and
4.) New buildings or additions are designed to be compatible with the surrounding historic properties.

Each chapter and subchapter of these Design Guidelines is organized to provide background information as well as specific regulatory principles and requirements.

**Preservation Design Process**

Locally regulated Historic Districts are created not to prevent change but to implement appropriate changes. The Beach Haven HPAC provides assistance to property owners in shaping changes and improvements to properties while meeting the standards of the Code of Beach Haven and the Design Guidelines. The preservation ordinances established a process that ensures that changes to properties in the Historic District will be consistent with the spirit and character of the Historic District while also meeting owners' and residents' contemporary needs. During the preservation design and review process, plans are examined and evaluated before construction work begins.

These ordinances do not require property owners to make any changes to their homes or buildings. They do not apply to any interior work nor to routine maintenance of exterior features that do not constitute a change in appearance or materials. However, most exterior alterations, demolitions, new construction, additions or relocations of buildings in the Historic District are subject to evaluation and approval by the HPAC through the review process.

Recently, a Technical Review Committee has been established to make preliminary reviews of major renovations, additions or new construction.

The Commission may provide consultation and assistance to property owners about proposed changes to their homes or buildings. In the early planning stages of a home improvement project, owners are encouraged to contact the Historic Preservation Advisory Commission by email at hpac@beachhaven-nj.gov.
DEFINITIONS OF KEY TERMS

HISTORIC DISTRICT:
The term “historic district” defines a group of buildings, properties or sites that have been designated by the Federal, State or local governments as historically or architecturally significant. Properties within an historic district represent a particular place at a particular time or collectively illustrate the development of a place over time. The properties, normally over fifty years in age, have a geographical continuity in addition to a shared history. Each resource within the boundary is normally designated as contributing, non-contributing, and key (each defined below) based on criteria established by the National Register of Historic Places.

ARCHITECTURAL SURVEY:
A survey is an ongoing inventory process identifying, describing, and evaluating the historic significance of all properties located in the community. The results of the surveys are recorded in inventory forms, property lists, and maps. These documents are regularly updated. As a result of the survey process, sites can be recommended to the Borough Commission for formal designation as historic properties.

KEY PROPERTIES:
Key properties are buildings, structures, sites, objects or improvements that due to their significance would individually qualify for historic landmark status.

CONTRIBUTING PROPERTIES:
These are buildings, structures, sites, objects or improvements which are integral components of an historic district. The reasons include the facts that they date from an identified time period, which makes them historically significant or because they represent an architectural style, type or method of construction that is historically significant. In general, a contributing property helps make a historic district look historic, while a non-contributing property does not.

NON-CONTRIBUTING PROPERTIES:
These are buildings, structures, sites, objects or improvements that do not have significant historical value. The reason can be that it was not constructed during the historic district’s designated time period or it does not represent an architectural style, type or method of construction that is historically significant. Also, non-contributing properties result from major alterations that have severely reduced the original architectural integrity of a property that would otherwise be eligible.

CERTIFICATE OF APPROPRIATENESS (COA):
A document produced by the HPAC demonstrating their review of any proposed work on any property within a historic district. The review is based on the application, the representation of the applicant at a hearing, and the plans and documents presented. A Certificate of Appropriateness will be issued if the application is appropriate to the Historic District and in conformity with the Design Guidelines. A Certificate of Appropriateness will be denied if the application is inappropriate to the Historic District or not in conformity with the Design Guidelines.
A BRIEF TIMELINE HISTORY OF BEACH HAVEN:

1609—Voyage of Captain Henrik Hudson on the Half Moon passes Long Beach Island.

1640-1776 — The desolate, nearly treeless barrier island known in colonial times as Long Beach was of little use to any but sportsmen and those coastal farmers who allowed their cattle to roam the sand hills. There was plenty of fresh surface water in the numerous bogs and ponds.

1850—Ocean County created out of southern half of Monmouth, by New Jersey Legislature. At the south end of the island (now Holgate), Captain Thomas Bond owned and operated a hotel called the Long Beach House. Wealthy Philadelphians along with men from Tuckerton and the vicinity around Mount Holly came for fishing and duck hunting. It was here that they began planning a nearby resort for their families. These adventurous men visited sites north of Holgate looking for suitable ground and a natural creek that could be used to ease the transport of building materials.

1871—U.S. Life Saving Service instituted in Ocean County follows rescue work of Captain Bond.

1871—Tuckerton businessman Archelaus Pharo successfully completes his branch railroad to Philadelphia providing this coastal community with a direct rail link to the big city. At the same time, this visionary developer buys 670 acres of Long Beach Island land for $243. Eventually this acreage becomes the community of Beach Haven. A year later he builds a railroad spur from Tuckerton to Edge Cove on Little Egg Harbor for the convenience of passengers to sail across the bay.

1873—The Tuckerton & Long Beach Building, Land, and Improvement Association is incorporated and Pharo completes the transfer of his 670 acres to the Association for $6,666.66. Newly elected president Charles Parry presides over the first Commission meeting in Tuckerton. Beach Haven is officially founded when the state approves the charter. Pharo’s daughter chooses the name, “Beach Haven” for the resort.

1874—First two cottages are built on Second Street by Archelaus Pharo. Charles Parry, also president of the Philadelphia based Baldwin Locomotive Works builds the Parry House hotel on Centre Street. Lloyd Jones builds the Beach Haven House at the end of Mud Hen Creek. It stands until 1967 and is now the site of Buckalews Restaurant.
1875—Robert Engle and his cousin Samuel, Quakers from the vicinity of Mt. Holly buy land between South Street (now Engelside Avenue) and Amber Street to build the Engelside Hotel. It stood until 1943 when it was destroyed by fire.

![Engleside Hotel c. 1878](image)

Thomas Sherbourne, land owner of the entire south end of Beach Haven, builds the farmhouse that will eventually form the nucleus of the sprawling, three-story building on Liberty Avenue, now known as the “Beck Farm.” Streets were laid out, leveled, and graveled.

1876—Beach Haven Yacht Club founded as a sailing society with Charles Gibbons III as Commodore. A public wharf is built at the end of Mud Hen Creek (Dock Road) to accommodate passengers arriving on catboats and steamboats.

1877—The Magnolia House on Centre Street is established. Hiram Lamson is its owner and operator. It is later sold to the Conklin family. The Acme Hotel (present day Ketch) is constructed on Dock Road at the end of the public wharf by John and Ruby Cramer.

1878-1881—The resort grows as additional summer and year-round houses are built. Quaker-inspired houses are constructed on Third Street. Beach Avenue becomes the heart of the business area as small stores are erected along it. Cottage construction does not cross to the protected lands between Atlantic Avenue and the ocean.

1881—In August, the Parry House burns to the ground. No one is injured, but it reemphasizes the town’s need for a fire company. Mrs. Charles Parry sponsors the construction of the Holy Innocents Episcopal Church (now the Long Beach Island Historical Association Museum) in gratitude that no lives were lost in the Parry House fire. First service is conducted on July 9, 1882. “Portia Cottage” (123 Coral Street) was built for the Dr. Edward Williams and his family. Both are Shingle style buildings with Stick style embellishments designed by notable Philadelphia architect John Allston Wilson.

1883—The Beach Haven Volunteer Fire Company is established on April 28, 1883. The Baldwin Hotel (1883-1960) is built on land between Pearl and Marine Streets. Named for the founder of the Baldwin Locomotive Company, it had a capacity for 400 guests. It was designed by John A. Wilson and commissioned by Charles Parry. The Baldwin Hotel owners operated a small train from the hotel to the bay named the Mercer B and nicknamed the “Beach Haven Flier.”

![Hotel Baldwin’s horse-drawn trolley](image)

1884—The first Beach Haven School is erected on Third Street and Miss Lilly Bates becomes the first teacher. The building is the present day Baptist Church.
1885—Baymen’s cottages are being built on Second Street between Bay and Beach Avenues (pictured below). The owners make a living by raising oysters, clamming, and fishing for the markets. During duck and geese season, they guide sportsmen out to points around the meadows and maintain boats, decoys, and duck blinds. Others operate large catboats, party boats, or yachts.

“Curlew Cottage” located at 112 Coral Street. Daughter Catherine Drinker Bowen is a celebrated biographer and one of Drinker’s sons developed the “iron lung.” Famed Impressionist and portraitist Cecilia Beaux often visits her relatives, the Drinker family, and she paints a number of family portraits while here. Curlew Cottage was sold in 1994, after nearly 105 years of Drinker family occupancy. New businesses include Spackman’s Seaside Pharmacy, Cox’s Ice House and Store, and Hopper’s Ice Cream Parlor.

1890—On November 11, the new Borough of Beach Haven is established by the New Jersey Legislature. William L. Butler is elected as the first mayor. The original Kynett Methodist Church was built by G.S. Butler. It is destroyed by fire on Palm Sunday, 1932. A new brick church is built on the same lot and dedicated in August of 1933 (pictured below).

1893—The first chapel of St. Thomas Aquinas Roman Catholic Church, designed by Philadelphia architect Edward Durang is built and consecrated at Fourth Street and Beach Avenue. The Beach Haven Water Works is established. A 75-foot wooden water tower is erected consolidating the town’s water system.

1887-1889—Most of the seaside cottages are completed on Coral Street for the Philadelphia railroad executives of the Baldwin Locomotive Works. Dr. Edward Williams and John Converse complete their mirror-image “Onion Dome” houses designed by John A. Wilson on Atlantic Avenue. Most of the Queen Anne style houses are built on Centre Street on the former site of the Parry House hotel. Most of the Queen Anne houses facing the Hotel Baldwin are completed on Pearl Street. Dr. Henry Drinker who became the President of Lehigh University buys
1904—The Corinthian Yacht & Gun Club is built on the northwest corner of Marine Street and Beach Avenue. It is unabashedly aristocratic and used for gunning, shooting, and other social activities. The club folds in 1911 but was the precedent of the Little Egg Harbor Yacht Club founded by Elmer F. Weidner in 1912.

1905—The 1905 New Jersey census indicated that there were 301 residents living in 78 Beach Haven dwellings.

1909 -1911—Sandlot baseball flourishes between Marine and Ocean Streets. Charles Beck buys the old Sherbourne farmhouse on Liberty Avenue. He is a Philadelphia printer and engraver and the man who coined the phrase “Six Miles at Sea,” so closely associated with Long Beach Island.

1914—A huge celebration is held in June in honor of the construction of a drawbridge and causeway over the Barnegat Bay and the completion of a boulevard to Beach Haven. Festivities include a luncheon at the Engleside Hotel, baseball games, and a dinner at the Baldwin Hotel followed by fireworks.

1920s—The present Beach Haven Library, a Colonial Revival design by R. Brognard Okie, is built in 1924. It is presented to the Borough by Mrs. Elizabeth Pharo in memory of her late husband, W. W. Pharo and his parents. Bungalows are constructed on Belvoir and Berkeley Avenues and on Fourth Street.

In 1923, Floyd L. Cranmer establishes a small building company. This company would go on to build many of the mid-20th century Colonial Revival style beach houses. The first of the “Seven Sisters” cottages is built on the corner of Atlantic Avenue and Berkeley Street (right). Designed by architecture student Henry Reed, Cranmer’s company would build six additional houses based on this design by 1936.

1935—Southern branch of the railroad ceased operation when the bridge was washed out by a storm in November.

1940s—On September 14th, 1944, a destructive unnamed hurricane hits southern Ocean County and more than 28 houses are destroyed in Beach Haven. Joe Hayes opens his Surfline Theater on Engleside Avenue in what had once been a tin-roofed garage. This building, later used as a scenery shop is torn down in 2007 to make way for an actors’ dormitory.

1962—A devastating March storm results in losses of both life and property. The damage prompts a significant change to local building codes and construction practices. From this time on, new houses would be built on stilts with parking areas, either open or enclosed, at the ground level.

First of the “Seven Sisters.”
700 S. Atlantic Avenue.
**Why Preserve?**

Preserving the buildings, structures, sites and monuments that record Beach Haven’s history is not just an educational or aesthetic exercise. There are very real economic, social, and cultural benefits that stem from historic preservation.

The economic benefits are compelling. In today’s economic climate, it is less expensive to rehabilitate or restore an existing building that was built with quality materials than to build a new one, even when inexpensive materials are used in construction. In addition, renovating buildings often stimulates neighboring property owners to upgrade and maintain their buildings. This creates local jobs and can lead to the stabilization and improvement of property values. The quality materials used for buildings in past years are easy to repair, maintain, and replicate.

The social and cultural benefits of preservation are equally significant. By its very nature, historic preservation retains the unique character of buildings and entire neighborhoods. Preserved buildings signal to residents and visitors alike, that the past is valued as older structures provide tangible evidence of a broad and rich cultural heritage.

In New Jersey, the Municipal Land Use Law, which governs local planning and zoning, allows for the creation of Historic Preservation Commissions and the inclusion of Historic Preservation Element in the municipal Master Plan. This gives municipalities the ability to set up guidelines regulating historic sites and districts through local zoning ordinances. The ordinances allow for local control and evaluation, and provide a means of reducing or preventing damage or destruction to historic resources resulting from renovation, construction or development. The Borough of Beach Haven enacted such an ordinance in 2004.

In 2007, the district was expanded to include several streets to the north and south of the original protected historic district. The districts are portrayed in greater detail on the following pages.

*The loss of the Coral Street house in Beach Haven (pictured above) acted as a catalyst for the drive to establish a local preservation ordinance.*
**Historic Preservation Ordinance**

Beach Haven’s Historic Preservation Ordinance (Ordinance #2004-24) was enacted on October 12, 2004. It established the Historic Preservation Advisory Commission, defined the Commission’s responsibilities, and provided a specific mechanism for review of any property owner’s proposal to demolish, relocate, alter, or add on to a structure within the Bed & Breakfast Overlay Zone (shown in map on the right). This review process is solely on the local municipal level.

**The Historic Preservation Advisory Commission**

The Beach Haven Historic Preservation Advisory Commission (HPAC) consists of seven regular members and two alternates. They are appointed by the Mayor and confirmed by the Board of Commissioners. The HPAC members represent a variety of backgrounds and have knowledge about local history, building design, building materials, and preservation. More information about the HPAC can be found at the municipality’s web site: www.beachhaven-nj.gov. In 2007, HPAC meetings are scheduled for the last Tuesday of each month, unless a national holiday falls on that day. The meetings are held in accordance with the Open Public Meetings Act and they follow the procedures set forth in the ordinance.

The ordinance also sets forth the HPAC’s powers and duties. These include undertaking a comprehensive survey of the Borough to identify properties that should be designated Historic Landmarks, preparing a list and map of the historic sites, and hearing and deciding applications for Certificates of Appropriateness. In addition, the Commission is to advise the Land Use Board and other Borough agencies, provide educational materials, and review National Register nominations.
Right: The Greater Beach Haven Historic District map. The district is roughly bounded on the east by Atlantic Avenue, on the south by Chatsworth Avenue, on the west by Bay Avenue, and by Fifth Street to the north.

One of the HPAC's many responsibilities is to undertake a comprehensive survey of the Borough of Beach Haven to identify historic properties. In 2006, the HPAC hired the professional preservation firm, McCabe & Associates, Inc. to conduct an intensive level architectural survey of Beach Haven's historic neighborhoods. Several blocks to the north and south contiguous of the Bed & Breakfast Overlay Zone were determined to contain properties of equal historic importance as those within the locally designated zone.

The boundaries of the historic district were expanded and renamed the Greater Beach Haven Historic District (shown on the map to the right). This survey was the documentation used to nominate the Greater Beach Haven Historic District as a locally designated Historic Landmark. The designation process took place in the spring of 2007 during public hearings before the Land Use Board and the Board of Commissioners.

The Historic Preservation Zone was enlarged by Ordinance #2007-8 enacted on April 9, 2007.
CERTIFICATE OF APPROPRIATENESS

A Certificate of Appropriateness (CoA) issued by the Historic Preservation Advisory Commission is a document that indicates permission and it is required before work can begin. Owners of all properties within the Greater Beach Haven Historic District (or an authorized representative) must apply for a CoA if the following work or actions are proposed: demolition; relocation of a structure; construction of a new structure or addition; and major exterior renovations.

Demolitions: Before a demolition of a historic structure can be authorized, there are a number of factors that must be considered. For example, its architectural and aesthetic significance and the probable impact of its removal upon the ambience of the Historic District must be deliberated.

Relocations: Before a relocation of a historic structure can be authorized, there are a number of factors that must be considered. For example, the historic loss to the site, the probability of significant damage to the structure itself, and the compatibility of the surrounding area of the proposed new location must be deliberated.

New Construction: In regard to new construction, the visual compatibility of the proposed new structure in relation to its surrounding must be considered. The considerations will be based on the Visual Compatibility Factors listed on page 36.

Major exterior renovations: These are defined as changes in the exterior façade of a building, which result in significant changes from the existing designs through the use of or installation of siding, trim, shutters, central air conditioning units, doorways, windows, exterior openings of any kind, decks, porches, dormers, roofline changes, roofing, heating units, and the like. Options are discussed in greater detail in the Section “What’s Appropriate and Not Appropriate” on pages 21 through 39.

Certificates of Appropriateness are NOT required for:
- work on the interior
- repainting
- repairs
- maintenance projects that do not meet the definition of major exterior renovations
- temporary handicap ramps

When a Historic Landmark or resource in the Historic District requires immediate repair to preserve its continued habitability and/or the health and safety of its occupants, emergency repairs may be performed without first obtaining a CoA from the HPAC. However, this must be in accordance with applicable construction codes immediately upon approval of the Construction Official, who shall certify that a bona fide emergency exists. Where feasible, temporary measures to prevent further damage should be used provided the measures are reversible without damage to the structure or building. The property owner needs to apply for a CoA within thirty (30) days of the commencement of emergency repairs.

All parties are advised to read the Code of Beach Haven Chapter 108 available from Beach Haven website: www.beachhaven-nj.gov.
APPLYING FOR A CERTIFICATE OF APPROPRIATENESS (COA)

Applicant obtains Application from Zoning/Building Dept

Applicant returns completed Application to Zoning/Building Dept

Zoning/Building Dept rejects Application if incomplete

Zoning/Building Dept notifies Applicant and HPAC Secretary

Zoning/Building Dept reviews for completeness

HPAC Secretary notifies Applicant of acceptance and sets Hearing date

HPAC HEARING

Application DENIED

Applicant may APPEAL to Land Use Board

HPAC sends Rationale to Land Use Board

Application ACCEPTED

Acceptance memorialized in Resolution at next meeting

Copy of CoA/Resolution issued to Applicant

Applicant shows CoA/Resolution to Building Department to obtain any permits
**Preservation Considerations and Techniques:**

**The Secretary of the Interior’s Standards**

The Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings (The Standards) serves as the official set of standards for projects that receive funding through state or local agencies. It is also an excellent reference to be used for guiding the choice of the appropriate treatment for various types of buildings. They can be found online at www.cr.nps.gov/hps/tps/standguide/.

The Standards provides a detailed listing of actions that are recommended and not recommended when undertaking a project relating to an historic structure. There are four preservation strategies that are addressed: preservation, rehabilitation, restoration and reconstruction. These have been defined by the Department of the Interior as follows:

**Preservation** is the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair or historic materials and features rather than on extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a preservation project. See example on page 41.

**Rehabilitation** is the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those proportions or features which convey its historical, cultural or architectural values. See example on page 42.

**Restoration** is the act or process of accurately recovering the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and/or the reconstruction of missing features from the period of significance. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project. See example on page 43.

**Reconstruction** is the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

According to The Standards, new or infill construction in an historic district should reflect the scale, materials and style of the buildings in the district, but it should not attempt to replicate them entirely, thus creating a false sense of history. Rather, the new construction should clearly be new. The ideal is to create a clear differentiation between new and old, while preserving the historic character of any building.
The Standards for Rehabilitation of 1995 state:

A.) A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

B.) The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

C.) Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

D.) Changes to a property that have acquired historic significance in their own right will be retained and preserved.

E.) Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

F.) Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

G.) Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

H.) Archaeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

I.) New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale, and proportion, and massing to protect the integrity of the property and its environment.

J.) New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

While the standards give general criteria against which work can be measured, guidelines are the more specific instructions for how to meet the standards. For example, "antique masonry shall be preserved" is a standard and "avoid sandblasting antique masonry" is a guideline for meeting the same standard.

The Standards are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect our nation's irreplaceable cultural resources. For example, they cannot, in and of themselves, be used to make essential decisions about which features of the historic building should be saved and which can be changed. But once a treatment is selected, the Standards provide philosophical consistency to the work.
One of the unsurpassed sources of information on the various technical aspects of preserving or restoring historic buildings is the series of monographs entitled *Preservation Briefs*, which are issued periodically by the U.S. Department of the Interior, National Park Service. These briefs address a wide variety of preservation issues and techniques, e.g. restoring windows and doors, replacing original siding, issues relating to exterior painting, the restoration of deteriorated exterior woodwork, and rehabilitating historic municipal buildings for adaptive reuse to mention only a few. These are now online at www.nps.gov/history/hps/tps/publications.htm.

Prior to the commencement of work on an historic building, it is extremely important to undertake sufficient re-search to determine its original appearance and the changes that have taken place over time. Although it can be challenging at times, many people enjoy a good hunt for historical information. Historic photographs and images (plans, postcards, period engravings, insurance maps, etc.) are some of the best sources of evidence, but the building itself may provide many clues, based on its form, structure, and surviving details.

These should all be investigated carefully before undertaking the proposed project. Pages 46 and 47 contain a list of sources where information can be found about historic Beach Haven and historic preservation.

**NEW JERSEY’S REHABILITATION SUBCODE**

In 1996, local construction offices in New Jersey issued building permits authorizing work that had an estimated cost of over $7 billion. Additions and alterations of existing structures accounted for almost half. This is a much higher percentage than in most other states. Rehabilitation work is most pronounced in New Jersey's cities where conversions and rehabilitation projects have an integral role in the creation of decent, affordable housing. In Trenton, housing rehabilitation work outpaced new housing construction by more than 14 to one. New Jersey has an old housing stock. Half of the state's 3.1 million houses were built before 1959. New Jersey also has many older nonresidential buildings that are vacant or underutilized and are good candidates for adaptive reuse.

Both in New Jersey and nationally, the building code, which is oriented towards new construction, can add unnecessarily to the time and expense of rehabilitating existing buildings because it was not written with existing buildings in mind. For new buildings, complying with the construction code is a straightforward process, but it is difficult to apply the code rationally and predictably to existing buildings. Because developers and building owners cannot predict with certainty what will be required to bring a deteriorated building back into use, projects that pose the greatest uncertainty in terms of time and resources are not attempted at all and the buildings remain unused.

Thus, the challenge New Jersey faced was to develop provisions for existing buildings that were rational, predictable, and that delivered safe and sound rehabilitated structures.
The Rehabilitation Subcode is the first comprehensive set of code requirements for existing buildings. It is a stand-alone subchapter and, therefore, it contains all the technical requirements that apply to a rehabilitation project. This is an important concept.

The Rehabilitation Subcode includes provisions for buildings that meet the standards for historic buildings established by the relevant State or Federal agencies. The Subcode allows the use of replica materials, establishes provisions for historic buildings used as historic museums, and identifies building elements that may meet relaxed code requirements in order to preserve the historic value and integrity of a historic building.

For more detailed information about the Rehabilitation Subcode, please view the informative web site at the Department of Community Affairs: www.state.nj.us/dca/codes/rehab
Beach Haven’s development began in 1874, a time period that was rich in European influence over American architects and builders. However, due to the specific sizes of the 50 x 100 foot lots, the house designs were variations of a rectangular plan. The narrow faces and deep sides have many windows for cross ventilation. After the turn of the 20th century, most of the houses that were constructed in Beach Haven were designs taken from pattern books and plan books. Kit houses, such as those sold by Sears Roebuck & Company also were built in the borough. The various stylistic influences are summarized on the following pages.

**Nineteenth Century Styles**

**Gothic Revival (1840 – 20th Century)**
By the 1840s, Americans were looking for new ideas in building design. Medieval cathedrals were a natural source of inspiration and were particularly appropriate for churches. However, the style can also be seen in domestic architecture. With the introduction of jigsaws, quite modest houses could enjoy a wealth of medieval details. Often referred to as Carpenter Gothic or Victorian Gothic, dwellings are characterized by:
- steep gabled roofs
- pointed arch lancet windows
- gingerbread trim
- board and batten siding

One example of a Gothic Revival style house in Beach Haven is at 133 Fifth Street.

**Italianate (1840 – 1885)**
Renaissance Europe was another source of inspiration for builders and architects in the last decades of the 19th century. The palaces of royalty, merchants, and bankers provided an ideal architectural model for the wealthy beneficiaries of America’s booming industrial might. Houses built in the Italianate style are characterized by:
- balanced compositions
- low pitched roofs
- overhanging eaves with heavy brackets
- rounded or segmental arches
- window and door crowns or hoods
- square towers and cupolas

133 Fifth Street

111 Coral Street
SECOND EMPIRE (1860-1875)
After the Civil War, houses took on a French flavor with the addition of the mansard roof. Developed earlier in the 17th century by French architect Francois Mansart, mansard roofs became popular in Paris during the reign of Napoleon III (1852-1870). The fashion spread to England and the United States. Similar in form and detail to Italianate houses, the Second Empire style is defined by the top story’s steeply pitched concave, convex, or straight roofline. One of the most prominent examples of the Second Empire style in Beach Haven is the Saint Rita Hotel pictured right in this postcard view from the 1940s.

STICK STYLE (1870-1890)
A variation of the Carpenter Gothic, the Stick Style is also a revival of European rustic country architecture, for example, the gingerbread-ornamented chalets of the Alps and the half-timbered cottages of Tudor England. A Stick style building is highlighted by functional looking decorative "stick work" that suggests the interior structural components of house construction and of half-timbered houses. Unlike true half-timbering, the stickwork is merely applied decoration and has no structural relation to the underlying balloon-frame construction. 123 Coral Street is a very good Beach Haven example of Stick Style.

QUEEN ANNE (1880-1910)
The eclectic Queen Anne Style was popular in the last two decades of the 19th century. Queen Anne characteristics include:
- asymmetrical compositions
- turrets
- bay windows
- wrap-around porches
- a variety of surface textures

Typically found on large lots in suburban settings, there are also great examples found in Beach Haven. The house at 125 Engleside Avenue pictured here displays several Queen Anne style characteristics including a variety of exterior textures and framed windows.
**Shingle Style (1880-1910)**

This American style, closely associated with resort and shore cottages became popular as the 19th century turned to the 20th century. This style's characteristics include:

- a composition of geometric order
- a continuity of surface expressed best with a sheathing of wood shingles
- pitched gables creating a roof covering volumetric expanses more horizontal than vertical

The house at 117 Engleside Avenue is a very good example of the Shingle style in Beach Haven.

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**Twentieth Century Styles & Building Types**

**Craftsman (1905 - 1930)**

The Craftsman style is an American interpretation of the English Arts and Crafts movement spearheaded by Gustav Stickley. Stickley designed houses and published the plans in his magazine “The Craftsman.” The well-built houses were inspired by common buildings of the American vernacular landscape. Common characteristics of a Craftsman-era house include:

- the use of local materials that emphasize the builders' skills
- architectural simplicity and structural honesty

A good example of a Craftsman style house is located at 110 North Atlantic Avenue.

**Colonial Revival (1880-1950)**

The 1876 Centennial of the United States produced an intense interest in colonial American housing. In the 1880 and 1890s, houses were built that were virtually identical in form and massing to earlier Georgian and Federal era dwellings. Characteristics included:

- side gable roofs
- symmetrical and balanced facades with flat undecorated wall surfaces
- Palladian windows
- ornamental details around the front door

The house at 500 South Beach Avenue is a good example of Colonial Revival style architecture.
PLANBOOK AND KIT HOUSES (1900 - 1950)

In the early twentieth century, large numbers of modest-sized houses were built in towns across the country. This affordable house movement was a reaction to the excesses of house building during the previous century. Many architects designed plans that were widely advertised in the national trade and home magazines and sold in planbooks. For example, the architectural survey revealed that the cottages at 809 S. Beach Avenue; 113, 120, 215 Fourth Street; and 123, 210, and 220 Fifth Street were all built from the same set of plans. Also companies such as Sears, Roebuck & Company, Alladin, and Radford Architectural Company manufactured kit houses.

Building types included bungalows, Foursquares, cottages, Cape Cods, and Ranches. Many good examples of these building types can be found in the Greater Beach Haven Historic District, some of which are pictured below. Bungalows are typically one and one-half story in height and have a porch incorporated into the façade. Foursquares are cubic in form and have a characteristic pyramidal roof, often, but not always with a dormer in front. Small Cape Cod and Ranch houses evoke the simple dwellings erected by the earliest colonialists and they became very popular in the post-WWII decades.

This architectural diversity shows that Beach Haven adapted to building trends and accommodated the new and the old side by side. The various styles are expressed in the details and the different expressions from each time period are important to preserve.
Local ordinance #2004-24 states: “The Borough of Beach Haven recognizes that it has areas, places and structures of historic and architectural significance. It is in the interest of the general welfare to preserve these areas, places, and structures to ensure that new development is compatible and relevant with these areas, places and structures. The ordinance is intended to achieve these purposes and objectives and to promote the preservation of the environment through creative development techniques and good civic design and arrangements, prevent the degradation of the environment through improper use of the land, and promote the most appropriate use of land in the Borough.”

Section 108-8 outlines the Standards of Consideration.

In making its determinations about appropriateness, the Historic Preservation Advisory Commission shall take into consideration specific standards depending on what action is proposed.

In regard to all applications affecting an historic site or an improvement within an historic district, the following factors shall be considered:

1.) The impact of the proposed change on the historic and architectural character.

2.) Its importance to the Borough and the extent to which its historic or architectural interest would be adversely affected to the detriment of the public interest.

3.) The extent to which there would be involvement of textures and materials that could not be reproduced or could be reproduced only with great difficulty.

4.) The extent to which the proposed action would adversely affect the public’s view of a landmark or structure within a Historic District from a public street.

This chapter deals specifically with alterations affecting the exterior of the buildings within the Greater Beach Haven Historic District. It includes suggestions for appropriate porches and stoops, rear decks, trim, siding, windows, shutters, doors, garage doors, roofs, dormers, utilities, masonry, additions, and new construction. These suggestions are meant to convey general information and provide inspiration. They are not to be construed as exact models for changes.
The shapes, forms, proportions, massing, spacing, and textural qualities of the individual building components together collectively define a building's architectural style. Each style has recognizable parts such as window shapes, decorative cornices, trim, arches, and columns as detailed in the earlier section on architectural styles. Each building in the Greater Beach Haven Historic District incorporates a few, several or many of the identifying parts.

As part of the 2006 Architectural Survey, the style of each building in the historic district was identified. That identification will help guide the HPAC's decisions regarding appropriateness.

**Appropriate:**
On a late 19th century Stick style dwelling, the panel door, bracketed chamfered columns, spires, and wood trim contribute to its distinguished Victorian era character.

**Not appropriate:**
Modernizations including: a solid wood door; a smaller replacement window; removals of the trim, piano window, and chimney; and new straight posts has led to a dramatic loss of character.

**Appropriate Materials**

Wood, brick and mortar, stone, and glass are all natural and sturdy building materials that have stood the test of time. They can be repaired, patched, or even replaced in sections. Historic materials should be used when planning any alteration. New products that closely resemble wood are being manufactured. Contact the HPAC at hpac@beachhaven-nj.gov for recommended "new" products that are sturdy, durable in harsh climates, yet are easy to maintain.

The products mentioned in this section are not intended to be formal endorsements by the Borough of Beach Haven, the State of New Jersey or the National Park Service of a specific manufacturer, supplier or product. The information is simply designed to point out the fact that there are such materials available and that they are likely to be considered appropriate for in-kind replacements, repairs, renovations, additions, and restorations. HPAC review is still required and it will be conducted on a case-by-case basis.
Porches, Porticos, Decks, and Stoops

To illustrate what the impact of a proposed change would have on the historic and architectural character of a house, we can look at typical porches. The front porch plays the role as the transition between the public space of the street and the private areas of a house’s interior. Historically, porches were the stage for social activities and the setting for protected outdoor living. Most of Beach Haven’s porches remain open.

The 19th century’s Victorian porches include decorative trim showing off the skilled machining of wood. As one of many, the house at 224 Amber Street (pictured below) has very lovely pierced panel balusters and jig-sawed brackets.

Partial enclosures using divided light windows can be seen on several houses such as the house at 124 Coral Street (below). The enclosed portion is on the side and the remaining parts of the wrap-around porch remain open. Many of Beach Haven’s second-story sleeping porches have also been enclosed and can now be considered to be historic rooms.

127 Third Street

Front porches enclosed with screens also make an appearance in Beach Haven. There is a slight loss of the open and airy feel. Screens can be placed in such a manner that leave the porch posts and brackets visible, which does not create as great a loss compared to their removal or complete enclosure. The wrap around porch at 127 Third Street (pictured above) has been screened-in.

Porch details of Victorian-era houses in the Gothic Revival, Italianate, Second Empire, Stick, and Queen Anne styles (pictured below) include chamfered or turned posts, brackets, spindled valences, turned balusters, and floorboards all made from hardwoods.

124 Coral Street

The HPAC will welcome all proposals to partially or fully reopen previously enclosed porches.
The Craftsman era of the early 20th century saw fully enclosed porches incorporated into the plan of the entire façade. This can be seen in the three bungalows on North Atlantic Avenue just south of Fifth Street (pictured above). The decorative muntins of the porch windows are also a character defining feature of this style.

There are several houses that have evergreen plantings as enclosures, for example the house at 810 South Atlantic Avenue (pictured above right). This is an early 20th century American Foursquare and a vegetative screen is a good alternative to enclosing the porch with walls.

Shingle and Craftsman style porches and balconies are incorporated into the total design of the building and typically have solid, shingled, knee walls. Railings are also made from larger pieces of wood and often are placed horizontally or on the diagonal as in the two photographs below.

Columns during the early 20th century were sometimes tapered and more massive than earlier Victorian era columns.
Early 20th century Colonial Revival style porch details such as the one pictured above include: Tuscan or Classical columns or squared posts; sturdy entablatures; and plain wood balusters.

**Appropriate:**

An open porch on an early 20th-century planbook house. The porch is an inviting entryway and an important element of the house's character.

**PORTICOS** The portico pictured above is appropriately designed for a Colonial Revival style house. It has Tuscan columns supporting a pedimented canopy with dentilled trim. Porticos are rare in Beach Haven.

**Not appropriate:**

The same house with an enclosed porch. The house is less inviting with its blank facade and its historic character has been diminished.
DECKS

The front porch was one building element that was virtually eliminated during the middle of the 20th century. Instead, do-it-yourself homeowners and local contractors built decks made from plain or painted lumber off the sides and backs of these modern houses. Appropriate decks should be proportional to the house and yard and be in as unobtrusive locations as possible. The appropriate rear decks shown below are located behind the houses.

**Appropriate:**

![Deck Example](image1)

**Appropriate:**

![Deck Example](image2)

STOOPS

Like porches, stoops also contribute to the character of a building. Many of Beach Haven’s buildings were constructed very close to the ground and have only one step or two up to the door. They indicate the main entryway and serve the useful function of a landing outside the front door. Because they stand in the weather, stoops must be sturdy, constructed from reparable materials, and receive routine maintenance.

**Appropriate stoops:**

Below are three appropriate stoops on early 20th century buildings. The brick steps and sidewalks seen below on 215 Marine Street (far left) have the correct proportions and were built with sturdy materials. The wood stoop at 205 Fifth Street (center) has a simple design. Craftsman stoops can have wood shingle sidewalks, such as those built on the house at 119 Belvoir Avenue (far right).

![215 Marine Avenue](image3)

![205 Fifth Street](image4)

![119 Belvoir Avenue](image5)
TRIM

The use of wood for all exterior trim is highly encouraged. The HPAC may consider the use of synthetic materials that have the appearance of wood. The HPAC will welcome the reinstallation of the type of trim that is seen in the historic photographs of the town and that is known to be previously present based on physical evidence.

Appropriate trim for 19th century styles:

Carpenter Gothic and Queen Anne:
- finials, pendants, and vergeboards in the gables
- cresting along roof ridges
- dormers are decorated with carved wood trimboards
- porches may have valences, brackets, and lattice panel inset between the piers

Italianate and Second Empire:
- carved brackets and moldings at the cornices
- cresting along roof ridges
- dormers are decorated with carved wood trim

Stick style:
- plain wood planks and cornerboards
- king posts and queen posts in the gable peaks

Shingle style:
- diamond patterns in the wood shingle exterior

Appropriate trim for 20th century styles:

Craftsman:
- exposed rafter ends
- knee brace brackets at the eaves
- plain stick balusters sometimes set at angles to each other
- plain wood window surrounds

Planbook houses:
These vary in the degree and types of trim. Research should involve identifying the pattern book, plan book, or kit house catalog from which the building was purchased.

Colonial Revival:
Elaborate trim primarily around the front door and windows.
Siding

The exterior cladding or outer skin of each frame building contributes to its historic character. The cladding's shape, texture, positioning, and relationship to the other architectural features such as cornerboards, soffits, and window and door trim create an important part of a building's historic appearance. Some styles are even known by the type of cladding—for example, the Shingle style.

The HPAC recognizes that many houses originally clad with clapboards have been covered with cedar shingles. This material is one that has become an important aesthetic and the HPAC encourages keeping the shingles intact.

Asbestos shingles on mid-20th century houses is also an appropriate material due to its association with local builder Floyd Cranmer. Damaged pieces can be replaced with new fiber-cement shingles manufactured in identical patterns without the asbestos.

Appropriate:

- Keep original cladding and trim. Repair or replace any deteriorated sections with like materials.
- If necessary, replicate the appearance of previous claddings when selecting synthetic siding. Cement fiber based claddings duplicate the appearance of wood clapboard. New fiber-cement siding on this South Jersey house (pictured left) looks just like clapboard.
- Make sure that moisture problems are addressed before installing new cladding.
- Follow the manufacturer's installation instructions and applications.

Not appropriate:

- Removing or covering up a house's historic cladding. This results in a reduction of historic character and individuality.
- Changing styles. Each time and style had its preferred exterior claddings.
- Masking structural faults or moisture problems with new claddings.

Vinyl siding has been found unacceptable because it creates sloppy joints like those illustrated in the photograph to the right. It also sags, warps, and is easily punctured. The limited colors are creating monotonous neighborhoods.

Over time, aluminum siding and coil receive dents and the finishes fade. They also can cause the underlying wood structural components to deteriorate. Metal is not capable of adhering to the wood as well as paint. The HPAC recommends wood or fiber-cement siding.
WINDOWS

You may have heard the expression: "the eyes are the windows to the soul." Similarly, a building's windows can be seen as its eyes, which give each building an expressiveness.

Many Beach Haven houses still have their original windows.

The sturdy wood windows constructed in the past can be repaired and made more energy efficient by installing storm windows. When a change of color is desired, new paint can be applied. Although they have many components including a system of hidden weights, double hung windows have been the standard window for many centuries.

Appropriate:

If possible, retain original windows in their original positions. Most replacement windows are not made in the same sizes and don't fit well. Add weatherstripping to increase energy efficiency.

- If you must replace a window unit, purchase a new one made to match what would have been there originally in size, materials, and configuration of lights or panels.
- If the windows are just in need of repair, find a skilled person to make the repairs.
- Retain the original configuration of window trim and any special features.
- Consider installing storm windows with glass panes and sturdy frames to protect the original windows.

Not appropriate:

- Installing windows that alter the configuration, shape or type of the original windows. Plate glass windows and overscale contemporary windows look vastly different than historic double hung windows.
- Covering wood trim with a different material such as aluminum coil. Metal and wood expand and contract at different rates. Often seep holes get covered. Moisture problems arise and due to the covering, they are hidden from view.
- Installing storm windows that are made of plastic sheets or Plexiglas. These materials do not weather well.
- Purely vinyl sashes are not appropriate. They are not as strong and durable as wood. Over time and under the weight of the glass, the upper sashes often begin to bow. If individual lights are broken, they typically cannot be repaired and must be replaced.
Selected appropriate windows for 19th century styles:

Gothic Revival  Second Empire  Italianate  Queen Anne

Selected appropriate windows for 20th century buildings:

Craftsman  Colonial Revival  Mid-20th-c. Modern

Not appropriate:

The original tall windows on the second story of this house in northern New Jersey were replaced with short, square windows. One window was taken out completely. As a result this late 19th century house has lost its expressiveness and balanced inviting façade.

Not appropriate:

By filling in a large, front window bay with smaller stock size windows and infill walls, this house has lost its open and airy feel as well as its historic character.
SHUTTERS

Historically, exterior shutters offered nighttime privacy and shade during the day. Most wood shutters seen in Beach Haven today were constructed within the past 100 years. Design and materials remain little changed from the Colonial era to the Colonial Revival era in the 20th century. An important consistent trend is that solid panel shutters were placed on the first story’s windows while the upper floors typically received louvered shutters. The louvers aided ventilation. On Long Beach Island, shutters that protect against hurricane strength winds are highly recommended.

**Appropriate:**

- Install shutters that are able to close even if they never will be closed.
- Replace inoperable decorative shutters with operable shutters.
- Select Colonial Hurricane shutters.
- Hang the shutters using traditional hardware affixed to the window framing.
- Size the shutters properly so that when closed they just cover the window well.
- Match the shutter design to the architectural style. Architecture with little adornment, such as Colonial Revival style, has simple shutters. The more exuberant styles, such as Italianate, have shutters with more complex designs.

![Shutter Example](image1.jpg)

**Not appropriate:**

- Installing shutters that are not sized to fit the window opening.
- Affixing shutters to the wall.
- Selecting shutters that appear to be from a different time period from that of the building.
- Installing Bahama, Accordion, Roll-down or Panel Hurricane shutters.

![Shutter Example](image2.jpg)

A northern New Jersey house (*pictured above right*) has useless shutters flanking the picture window. The inoperable, single panel, plastic shutters are the wrong material, too small, and affixed to the wall.
DOORS

There is a very large selection of appropriate doors for historic buildings. Only a few are presented here as examples. Typically, doors will match the design and materials of the windows. Side and back doors typically are less intricate than the front doors. The HPAC will consider each request for changing a door on a case-by-case basis.

Selected appropriate front doors (top row) and screen/storm doors (bottom row) for 19th century styles:

Gothic Revival    Second Empire    Italianate    **** Queen Anne ****

Selected appropriate front doors (top row) and screen/storm doors (bottom row) for 20th century buildings:

**** Craftsman ****    Colonial Revival    Mid-20th c. Modern
Not appropriate:

To the left are examples of doors and storm doors that are not appropriate for historic houses. These include doors made from materials such as fiberglass and vinyl, which are not compatible with the overwhelming majority of materials on Beach Haven houses. They are not durable and would detract from the historic character of any front entryway.

The HPAC will welcome any request to change modern storm doors to those with more sympathetic historic designs.

Garage Doors

Appropriate:

This garage at 206 Fourth Street (left) has historic character. The swinging doors are based on the garage’s historic predecessor—a stable. Other appropriate designs for doors may or may not incorporate glass windows across the top and either panels or braced boards across the bottom. There are several contemporary manufacturers that make overhead doors that have these types of designs (right).

Not appropriate:

The northern New Jersey garage pictured on the left could be located anywhere in the United States. It has a blank expression and the modern doors detract from the historic appearance brought about by other aspects of the exterior.

The HPAC will welcome any request to change modern garage doors to those with more sympathetic historic designs.
Roofs

Roofs are a prominent feature of the houses in Beach Haven's historic neighborhoods. Because there are few if any mature street trees, the roof and dormer shapes are important features of each streetscape such as Amber Street pictured below. Wooden shingles were the traditional cladding for roofs of older Beach Haven houses. These shingles (commonly called wood shakes) are still preferred and are highly recommended for key buildings. But the majority of Beach Haven's roofs are clad with asphalt shingles, which became popular during the 1920s and 1930s. Where asphalt is being replaced, HPAC recommends the use of "architectural dimensional shingles."

The most commonly sought permit for improvement in the historic district is for roofing replacement. The application process for a Certificate of Appropriateness became a burden when a simple in-kind replacement was requested. In 2007, the HPAC changed the procedure. Applicants for a roofing permit can now sign a "Replacement in Kind Roofing Certification" at the time they seek a permit. This "certifies" that the homeowner is putting the same material back on their roof, except in the case of asphalt replacement. For that, an applicant is required to use architectural dimensional shingles for any asphalt replacement.

The products mentioned herein are not intended to be formal endorsements by the Borough of Beach Haven, the State of New Jersey or the National Park Service of a specific manufacturer, supplier or product. The information is simply designed to point out the fact that there are such materials available that are considered appropriate for in-kind replacements, repairs, renovations, additions, and restorations. HPAC review is still required.
DORMERS

Treatments to dormers should also be compatible to the rest of the building. If there is clapboard siding on the main building, then the siding of the dormer should also be clapboard.

The roofing materials of the dormer should match the roofing of the main structure. The dormers should remain compatibly proportionate to the house's proportions.

Dormer attic windows are often the last ones to be replaced and can offer a vital clue as to the type of windows that were originally on the house.

**Appropriate:**

- Clad with wood shingles like the main house.
- Has correct proportion to its section of the roof.
- Retains original Queen Anne style wood sash window.
- Retains original wood trim.
- Its roof is sheathed with the same kind of architectural dimensional asphalt shingles as the main roof.

**Not appropriate:**

- The dormer is not in correct proportion to the Colonial Revival style of this early 20th century house in central New Jersey. It is too squat.
- This dormer's walls are clad with vinyl siding instead of wood clapboard like the main house.
- The j-channels and cornerboards are plastic.
- The replacement window is an incorrect shape.
UTILITIES

Modern utilities such as gas meters, water meters, television antennas, satellite dishes, and air conditioning units should be placed in such a manner as to be as inconspicuous as possible. If possible, these modern necessities should be placed in the rear or on the sides as far off the street as possible. Some utilities can also be placed in cabinets.

The HPAC will welcome the repositioning of modern utilities to the least visible part of the property.

MASONRY

The Beach Haven Historic District contains only a few houses of brick, stone or stucco. However, brick chimneys are common and many of the oldest buildings are supported on brick piers. Periodic repointing and patching will protect against deterioration. See Preservation Brief #2, “Repointing Mortar Joints in Historic Brick Buildings” by Robert C. Mack at www.cr.nps.gov/hps/tps/briefs/presbhom.htm

Appropriate treatments:

Repointing is the act of repairing existing masonry joints by removing the cracked or crumbling mortar and installing new mortar. Repointing becomes necessary when there is evidence of moisture retention or cracked mortar. The new mortar should appropriately match the color, composition, strength of bond, depth, and texture of the original mortar as closely as possible. An improper mixture will lead to damaged joints.

Mid-20th-century Modern stucco house at 115 Norwood Avenue

Stucco needs to be patched in order to maintain the integrity of the surface coating or the building’s structure. Water infiltration caused by poor drainage and seepage is a typical culprit causing stucco to eventually pull away from its structural support system.

For more information, see Preservation Brief #22, The Preservation and Repair of Historic Stucco by Anne Grimmer at www.cr.nps.gov/hps/tps/briefs/presbhom.htm.
ADDITIONS

The most appropriate addition for any building is one that blends in. Acceptable additions share similar materials and shapes, and are positioned in ways that do not detract from the original historic structures to which they are attached (as illustrated below).

**Appropriate:**

Historically, significant stylistic traits include window patterns, window hoods, shutters, porticoes, entrances, doorways, roof shapes, cornices, siding, and decorative moldings that distinguish one building or a row of buildings and can be seen from the streets or sidewalks. Planning a new addition must include protection of those historic visual qualities. A contemporary addition should be readily distinguishable from the older structure; however, the new work should be harmonious with the old in scale, proportion, materials, and color.

**Not Appropriate:**

On Beach Haven’s narrow and deep lots, a typical addition is constructed laterally off the rear. Proposed new additions should be planned and reviewed using the visual compatibility factors listed on page 38.

According to information provided in Preservation Brief #14; *New Exterior Additions to Historic Buildings*, an applicant planning an addition to a building in the Historic District should consider the following questions before submission of architectural plans:

1. Does the proposed addition preserve significant historic materials and features?

2. Does the proposed addition preserve the historic character?

3. Does the proposed addition protect the historical significance by making a visual distinction between old and new?

In the drawing above, both the side addition and the enclosed porch significantly alter the historic look of the original house. There are different shapes and rooflines, dissimilar windows, incompatible materials, and the addition’s position is too prominent.

All additions should be sympathetically designed. Compatible additions will maintain the historic character of key and contributing buildings and will sustain the potential for future historic designation of a current non-contributing building.

*Preservation Brief #14 by Kay D. Weeks is online at: [www.cr.nps.gov/hps/tpsvbriefs/presbhom.htm](http://www.cr.nps.gov/hps/tpsvbriefs/presbhom.htm)*
**Visual Compatibility Factors**

1. **Height.** The height of the proposed building shall be visually compatible with existing or adjacent buildings.

2. **Proportion of the Building's Front Façade.** The relationship of the width of the building to the height of the front elevation shall be visually compatible with the buildings and places to which it is visually related.

3. **Proportion of Openings within the Facility.** The relationship of the width of the windows to the height of the windows in a building shall be visually compatible with the buildings and places to which it is visually related and to all buildings on lots within two hundred (200) feet thereof.

4. **Solids to voids:** The relationship of solids to voids in the front façade of a building shall be visually compatible with the buildings and places to which it is visually related.

5. **Rhythm of Spacing of Buildings on Streets.** The relationship of the building to the open space between it and the adjoining buildings shall be visually compatible with the buildings and places to which it is visually related.

6. **Rhythm of Entrances.** The relationship of entrances and the porch projections to the street shall be visually compatible with the buildings and places to which they are visually related.

7. **Relationship of Materials.** The relationship of materials, textures, and color of the façade and roof of a building shall be visually compatible with the predominant materials used in the buildings to which it is visually related.

8. **Roof.** The roof shape of a building shall be visually compatible with the buildings to which it is visually related.

9. **Continuity of Walls.** Appurtenances of a building such as walls, open-type fencing forming cohesive walls of enclosure along a street to the extent necessary to maintain compatibility of the building with the buildings and places to which it is visually related.

10. **Scale of Buildings.** The size of a building, the mass of a building in relation to open spaces, the windows, door openings, porches, and balconies shall be visually compatible with the buildings and places to which it is visually related.

11. **Directional Expression of Front Façade.** A building shall be visually compatible with the buildings and places to which it is visually related in its directional character, whether this is a vertical character, a horizontal character or a non-directional character.

12. **Setbacks for new buildings:** New buildings having the same relative placement on the lot as the older structures and the setback distance from the street being equal.

13. **Exterior Features.** A structure's related exterior features such as lighting, fences, signs, sidewalks, driveways, and parking areas shall be compatible with the features of those structures to which it is visually related.
GUIDELINES FOR NEW CONSTRUCTION

New construction in Beach Haven should respect the character of nearby historic properties. Contemporary architectural expression is encouraged to be compatible with the surrounding neighborhood. It should embody an appreciation for and inspiration from the design elements, construction techniques, and natural materials found in the nearby historic buildings. Exact historic duplication is often confusing and is not encouraged. Beach Haven’s local ordinance contains guidelines for new construction. The Visual Compatibility Factors on the previous page should be followed during the planning stages of any new construction project in the Greater Beach Haven Historic District.

Below are several examples of compatible new houses. They share similar materials, shapes, heights, scale, setbacks, and welcoming front porches or entryways with their older neighbors.

200 Norwood Avenue

116 Fifth Street

121 Glendola Street
Preservation Strategies: Three Examples

Three buildings in Beach Haven have been selected to demonstrate various appropriate strategies that may be considered in a preservation project. The buildings were chosen to illustrate the work that enhanced their historical character. Two of the three buildings are listed individually on the National Register of Historic Places. The buildings are owned by private individuals and a non-profit organization.

The following recommendations have been based on an analysis of available historical data, such as old photographs, fire insurance maps, local maps, and other documents available in the Beach Haven Library Museum Archive Center, the Long Beach Island Historical Association, the Bishop Library Division of the Ocean County Library or the Ocean County Deeds Archive at the municipal complex in Toms River.

Where the historical data for a building was incomplete, conclusions were based upon existing physical conditions and comparisons with similar buildings for which data does exist, as well as knowledge of local historical features and of similar buildings.

The suggestions made in these case studies are just that, suggestions. They are not mandatory nor are they absolute. In any preservation project there are a number of ways to proceed, and the final determination must take into account the historical significance, intended use, and applicable building codes. These factors will be worked out in discussions between the property owner and the Beach Haven Historic Preservation Advisory Commission when the owner or tenant applies to the Commission for permission to undertake certain work on the outside of the building.

Beach Haven Free Public Library
247 North Beach Avenue

www.beachhavenpubliclibrary.org
Pictured in an 1895 photograph (above left) and above right in a 2006 photograph, the Long Beach Island Museum represents a good example of adaptive reuse and preservation. The building was originally the Holy Innocents Episcopal Church.

It is a complex Shingle style building with a prominent square tower on its southwest corner. The main block of the building is rectangular in plan with several additions. A front gable wing, originally the chapel, is situated on the eastern side and connected to the main block by the steeply pitched porch roof. All of the roofs and exterior walls are sheathed with cedar shingles.

The fascias are painted wood and the side eaves display exposed rafter tails. The main façade has a bank of four, multiple light, stained glass windows with trefoil trim and thick mullions, just above the porch roof. The front porch extends across the entire front and wraps to the west side corner underneath the tower. The porch has chamfered posts with brackets and wood balusters that form a quatrefoil design. The tower on the southwest corner has a bracketed, flared hip roof with a weather vane at the top.

Because the Long Beach Island Museum is substantially in its original condition, preservation measures pertain to routine maintenance that will continue to protect this historic building’s exterior.

The wood clapboard and wood sash windows need painting periodically. The gentlest possible paint removal processes, such as scraping and sanding by hand or the use of an electric hot air gun are recommended. Sand or water blasting should be avoided as they can cause significant damage to the building’s original materials. Water soaks into the wood and will not allow the paint to adhere properly.

The building’s wood shingles are an appropriate covering for a Shingle Style building. Historically, wood shingles were treated with brick dust and fish oil to increase their durability. If some shingles become deteriorated, they should be replaced whenever possible with new materials that match the old in composition, size, shape, and color. New wood shingles can be dyed to match the look of the aged. If large sections of the shingles become deteriorated, then new shingles, especially those made from wood at the core of the tree, would be the ideal solution.

Housed in a majestic Queen Anne style house, the “Williams Cottage Inn” is the culmination of a painstaking three-year effort to save one of the few remaining beachfront Victorian estates left in the Garden State from the wrecking ball.

Originally constructed in 1886 by legendary Philadelphia architectural firm Wilson Brothers & Company, the once palatial summer retreat of Dr. Edward Williams had deteriorated over the years, even though it is listed in the New Jersey and National Registers of Historic Places.

This house was vacant for several years and about to be demolished, when the Blahut family of southern Ocean County came forward and purchased the property to keep it from being destroyed. Their goal was to carefully restore the landmark 1880s residence to its former grandeur and transform it into a small, distinctive, luxury hotel, thereby promoting the local economy and history of the Beach Haven community.

Known locally as “the Onion Dome” for its onion-shaped cupola, the meticulously rehabilitated Williams Cottage Inn includes a grand entry parlor, formal dining room, large library, and eight luxurious guest rooms each with décor in a unique theme.

Rehabilitation efforts have included changing the floor plan to create guest rooms and an apartment for the caretaker. The most deteriorated windows were replaced with windows that have an appropriate Queen Anne style configuration. Several synthetic materials, one that mimics the appearance of wood and the other of slate, have been used on the trim and roof, respectively.

For information about rehabilitations see: Historic Preservation: An Introduction to Its History, Principles, and Practice by Norman Tyler.
With the installation of new, "old fashioned," wood frame, divided light, casement windows on the second story enclosed porch, this charming shingled house could be restored to an earlier time when the sleeping porch was first enclosed. This would constitute a more historic appearance. The photograph of the house's appearance in 2006 (on the left) was doctored using a computer paint program (on the right) to show that even with a small appropriate project, the house's historic character can be increased considerably.
PRESERVING BEACH HAVEN: STATE AND NATIONAL PROGRAMS

NEW JERSEY AND NATIONAL REGISTERS OF HISTORIC PLACES

The National Register of Historic Places was expanded by Congress in 1966 to identify and protect buildings and sites of local, state, and national importance. The Register lists places of significance to our history, architectural history, archaeology, engineering, and culture. It includes buildings, structures (such as bridges), sites, districts, and large objects (such as ships and monuments). Properties are eligible for listing on the Register if they meet one or more of the following criteria:

A.) The property is associated with events that contribute to the broad patterns of our history.

B.) The property is associated with the lives of individuals significant to our past.

C.) The property is distinctive because it embodies the distinctive characteristics of a type, period or method of construction, it represents the work of a master architect, engineer, landscape architect or builder, it possesses high artistic values, or it represents a significant and distinguishable entity (for example, properties in a historic district) whose components may lack individual distinction.

D.) The property has yielded or may be likely to yield important information in history or prehistory (for example, an archaeological site).

In addition to meeting these criteria, a property must retain its "integrity of location, design, setting, materials, workmanship, feeling and association" in order to be eligible for the National Register.

Prior to a property being listed on the National Register, it may first be listed on the New Jersey Register of Historic Places. The criteria for listing on the New Jersey Register are the same as for the National Register. The State Historic Preservation Office (SHPO) is responsible for making the primary determination of eligibility. New Jersey's SHPO in Trenton may be contacted through the New Jersey Department of Environmental Protection. The SHPO is also responsible for administering the National Historic Preservation Act, New Jersey Register reviews, and Section 106 reviews.

Left: Boundaries of the Beach Haven Historic District, which is listed in the New Jersey and National Registers of Historic Places.
In 1983, the Beach Haven Historic District (seen in the map on page 44) was listed in both the New Jersey and National Registers, along with several individual sites in Beach Haven: The “Onion Domes” at 500 and 502 South Atlantic Avenue, and the Beck Farm on Liberty Avenue.

Listing a site or a district on the New Jersey and National Registers of Historic Places acknowledges its significance, but it does not mean that the sites are open to the public.

**Federal Tax Credits**

The Federal Historic Preservation Tax Incentives program is one of the most successful and cost-effective community revitalization programs. The program fosters private sector rehabilitation of historic buildings and promotes economic revitalization. The Federal Historic Preservation Tax Incentives are available for buildings that are National Historic Landmarks, that are listed in the National Register, and that contribute to National Register Historic Districts and certain local historic districts. In order to qualify, properties must be income-producing and must be rehabilitated according to standards set by the Secretary of the Interior (see pages 13-14).

The tax incentives reward private investment in rehabilitating historic properties such as rental housing, offices, and retail stores. A 20% tax credit is available for certified rehabilitations of certified historic structures for commercial, industrial, agricultural, or rental residential purposes. The 20% tax credit equals 20% of the amount spent. The rehabilitation must be a substantial one and must involve a depreciable building. More information is available by contacting the New Jersey State Historic Preservation Office at (609) 292-2023 or access information from [www.nps.gov/history/hps/tps/tax](http://www.nps.gov/history/hps/tps/tax).

**Certified Local Government Program**

Beach Haven is a participant in the Certified Local Government (CLG) program. This is a national program administered through the State Historic Preservation Office. By participating, Beach Haven can take part in federal and state preservation programs and is eligible to receive matching grants from the Historic Preservation Fund. In many states, CLG grants support the creation of historic preservation plans, school curriculum projects, architectural surveys, and design guideline booklets, to name only a few of the many projects. Using CLG grants, the Beach Haven HPAC has undertaken a number of projects to help residents to better understand the objectives and benefits of preservation. Beach Haven's preservation efforts were featured at the New Jersey League of Municipalities convention in 2006 and the Borough received CLG funding for both the Intensive Level Architectural Survey in 2006 and these design guidelines.
**INFORMATION GUIDE:**

**BEACH HAVEN HISTORY: PUBLICATIONS**


Ocean County Historic Sites Inventory; Beach Haven Borough.” Ocean County 1981.

**BEACH HAVEN HISTORY: WEB SITES**

Beach Haven Then & Now: www.netreach.net/~sixofone/beachhaven.htm

Beach Haven Public Library: www.beachhavenpubliclibrary.org

**GENERAL ARCHITECTURE AND PRESERVATION: PUBLICATIONS**


Restore Media, LLC. *Old House Journal*. The original restoration magazine. Published monthly.


**GENERAL ARCHITECTURE AND PRESERVATION: WEB SITES**

Preservation Briefs On-line: [www.cr.nps.gov/tps/briefs/presbhom.htm](http://www.cr.nps.gov/tps/briefs/presbhom.htm)

Preservation Web: [www.preservationweb.com](http://www.preservationweb.com)

Building Materials and Contractors: [www.thebluebook.com](http://www.thebluebook.com)

Old House Journal On-line: [www.oldhousejournal.com](http://www.oldhousejournal.com)

**PUBLIC / PRIVATE INFORMATION SOURCES**

Beach Haven Public Library, 247 North Beach Avenue, Beach Haven, N. J., 08008. Phone: (609) 492-7081. Web site: [www.beachhavenpubliclibrary.org](http://www.beachhavenpubliclibrary.org)

Long Beach Island Museum, Engleside and Beach Avenues, Beach Haven, N.J., 08008 Phone: (609) 492-0700. Web Site: [www.lbimuseum.org](http://www.lbimuseum.org)

National Park Service, Heritage Preservation Services, Washington, D.C., 20240. Phone: (202) 343-9593. E-mail: hps-info@nps.gov Web site: [www.cr.nps.gov/hps/](http://www.cr.nps.gov/hps/)

New Jersey Historical Commission, P.O. Box 305, Trenton, N.J., 08625. Phone: (609) 292-6062. Web site: [www.state.nj.us/state/history](http://www.state.nj.us/state/history)

New Jersey Historic Preservation Office, Department of Environmental Protection, P.O. Box 404, Trenton, N.J., 08625. Phone: (609) 292-2023. E-mail: njhpo@dep.state.nj.us Web site: [www.state.nj.us/dep/hpo](http://www.state.nj.us/dep/hpo)

GLOSSARY OF ARCHITECTURAL AND PRESERVATION TERMS:

Adaptive Reuse - Converting a building to a new use that is different from its original purpose. A good adaptive reuse project accommodates new functions while it retains the historic character of the building.

Architrave - The lowest horizontal member of an entablature that rests directly on the column capitals and supports the frieze.

Baluster - (Right) One of a series of short pillars or other uprights that support a handrail or coping. Balusters are often lathe-turned, curved, or straight in appearance.

Balustrade - A series of balusters connected on top by a handrail (top rail) and/or underneath by a bottom rail; used on staircases, balconies, porches, etc.

Bargeboard - (Right) Richly ornamented board placed on the incline of the gable. Also called gingerbread trim and vergeboards.

Bay - A vertical division of a façade most often defined by doors and windows.

Bay Window - A window that projects from the plane of a wall at an angle or in a semi-circle.

Board and Batten - Siding consisting of vertical boards with narrow projecting strips of wood covering the joints.

Bracket - (Right) A projecting, supporting component found under eaves or other overhangs and at the top of porch columns.

Chamfer - A bevel cut at either a corner or an edge.

Column - A pillar, usually circular in plan. The parts of the column in classical architecture are the base, shaft, and capital.

Cornerboard - A vertical strip of wood at the corner of a building into which the siding butts.

Cornice - A projecting band of molding across a vertical element, particularly when it serves as a crowning member.

Cresting - A decorative row, usually made of metal, ornamenting the top edges of a roof.

Cross-Gable - A secondary gable roof which meets the primary roof at right angles. Also called an intersecting gable.

Crown - The top of an arch or vault. Also, any uppermost or terminal feature in architecture.

Dentil - Decorative blocks that alternate with blank spaces typically found on cornices.
**Dormer** - A vertical window projecting from the slope of a roof; usually provided with its own roof. The specific name of a dormer is frequently determined by the shape or type of its roof.

**Eave** - That portion of the roof's edge that projects beyond the walls.

**Ell** - An extension that is at right angles to the length of a building.

**Engaged Column** - A column that is built seemingly bonded to the wall.

**Entablature** - *(Right)* The horizontal element that is supported by columns. It is made up of an architrave, frieze, and cornice.

**Facade** - The principal face or front elevation of a building.

**Finial** - *(Left)* An ornamental feature projecting from the point of a gable.

**Fenestration** - The arrangement of windows or other vertical openings in a wall.

**Frieze** - In classical architecture, the member between the architrave and cornice. Also, any plain or decorative band, or board, on the top of a wall immediately below the cornice.

**Gable** - *(Left)* The triangular end of an exterior wall in a building with a ridged roof.

**Gambrel** - A roof shape that is characterized by a pair of shallow pitch slopes above a steeply pitched slope on each side of a center ridge.

**Hipped Roof** - A roof formed by four pitched roof surfaces.

**Jigsaw Work** - Machine sawn woodwork on boards with scrolls, irregular lines, and openwork.

**King post** - A vertical member from the apex to the bottom chord of a pitched truss.

**Light** - A single pane of glass, taken singly or in connection with other lights forming a window.

**Lintel** - The horizontal piece over a window or door. *(See illustration on next page).*

**Maintenance** - Work that often focuses on keeping the property in good condition by repairing features as deterioration becomes apparent, using procedures that retain the original character and finish of the features.

**Massing** - The composed forms of a building that create the impression of weight, volume, and bulk.

**Mullion** - *(Right)* The vertical pieces of wood between adjacent windows or doors.

**Muntin** - *(Right)* Wooden strips holding panes of glass in a window sash.

*Window terms*
**Pediment** - A triangular section framed by a horizontal molding on its base and two sloped moldings on each of its sides; used as a crowning element for doors, windows, porches, and niches.

**Pilaster** - A rectangular or shallow element projecting from a wall; quite often decoratively treated so as to represent a classical column with a base, shaft, and capital.

**Pitch** - The degree of the slope of a roof.

**Portico** - A covered walk or porch supported by columns or pillars that surrounds a doorway.

**Purlin** - A member of the roof framing that holds the supporting common rafters between the ridge and the eaves. These are often left exposed at the eaves.

**Ridge** - The line where two slopes of a roof meet.

**Sash** - *(On previous page)* The framework that window panes are set in.

**Sidelights** - *(Right)* Tall windows or a combination of panels and window lights to the side of a door.

**Sill** - *(On previous page)* The horizontal member at the base of a window or door.

**Soffit** - The exposed undersurface of any overhead component, such as a lintel or cornice.

**Spandrel** - The triangular space between the shoulder of the arch and the rectangular framework that surrounds it; the space between two adjacent arches.

**Spindle** - A slender turned wooden column, used as part of a decorative railing or frieze.

**Transom** - The opening above a door or window filled with glass or a panel.

**Tuscan Columns** - *(Right)* The Tuscan order has a very plain design, with a plain shaft, and a simple capital and base.

**Vernacular** - Simplified version of high-style architecture, often reflecting local preferences or customs.
Sources for Illustrations

- Photographs and drawings by Jeanne Kolva and Wayne T. McCabe of McCabe & Associates, Inc.
- Postcards from the collections of Glenn Koch and Jeanne Kolva.
- Historic photographs from the files of John Bailey Lloyd made available by HPAC Chairwoman Jeanette M. Lloyd.

Street Scene, Beach Haven, N.J.

Coral Street between Beach and Atlantic Avenues circa 1910
Nearsea Cottage at 132 Coral Street is one of Beach Haven's oldest Victorian cottages. Between 2004 and 2006, it was rehabilitated by Russell and Odette Andrew.

Prepared by:
McCabe & Associates, Inc.