

**Atlantic County Historic Resources Surveyed in March 2023**



# Memo

Project: Ocean Wind 1

Subject: March 2023 Survey of Eight Additional Built Resources in Atlantic County

Date: March 30, 2023

From: Ann Keen, HDR, Inc.  
Liz Blackwell, SEARCH

Ocean Wind LLC (Ocean Wind), a subsidiary of Ørsted Wind Power North America LLC, proposes to construct and operate the Ocean Wind Offshore Wind Farm Project (Project) off the coast of New Jersey. Ocean Wind is developing the Project pursuant to the Bureau of Ocean Energy Management (BOEM) requirements for the commercial lease of submerged lands for renewable energy development on the outer continental shelf (Lease Area OCS-A 0498). Ørsted has contracted HDR Engineering, Inc. (HDR) to provide environmental support for the project. HDR has subcontracted SEARCH, Inc. (SEARCH) to support cultural resources assessments.

Ocean Wind's Construction and Operations Plan (COP) was given a Notice of Intent in April 2021. Appendix F of the COP is the *Ocean Wind Visual Effects on Historic Properties Report*, also known as the *Historic Resources Visual Effects Assessment* (HRVEA), completed by the SEARCH/HDR team in March 2021, with revisions completed through January 2023. Appendix F includes visual effects evaluations for historic properties that are either listed in or eligible for the National Register of Historic Places (NRHP). In coordination with the New Jersey Historic Preservation Office (NJHPO), BOEM established a preliminary area of potential effects (PAPE) for the Project, and SEARCH/HDR conducted a thorough review of the PAPE to identify historic properties requiring evaluation in the *Ocean Wind Visual Effects on Historic Properties Report*. Historic properties were identified through review of NJHPO files, and through a historic resources survey conducted for the project. Historic resources survey results are presented in the *Architectural Intensive Level Survey, Ocean Wind Offshore Windfarm, New Jersey Report* completed by SEARCH/HDR in September 2021, with revisions completed in October 2022.

During the course of Section 106 consulting party meetings, the SEARCH/HDR team was made aware of eight historic-age resources inadvertently omitted from the 2021 survey and 2022 updates. The eight resources were recorded on March 6, 2023. SEARCH/HDR conducted research, completed NJ HPO Inventory Forms, and made NRHP eligibility recommendations for each resource. Table 1 provides information on the resources surveyed and NRHP eligibility recommendations. None of the eight newly surveyed resources is recommended eligible for NRHP listing.

**Table 1. Resources surveyed in March 2023 as a result of Section 106 consultation.**

County	Municipality	Historic Name	Address	NRHP Recommendation
Atlantic	Atlantic City	Holiday Inn	2201 Boardwalk	Not eligible
Atlantic	Atlantic City	Malibu Motel	108 S Montpelier Avenue	Not eligible
Atlantic	Atlantic City	The Plaza	101 S Plaza Place	Not eligible
Atlantic	Ventnor City	5000 Boardwalk	5000 Boardwalk	Not eligible
Atlantic	Ventnor City	Regency Towers	5200 Boardwalk	Not eligible
Atlantic	Ventnor City	The Oxford	112 S Oxford Avenue	Not eligible
Atlantic	Ventnor City	Cambridge House	111 S Cambridge Avenue	Not eligible
Atlantic	Margate City	9600 Atlantic	9600 Atlantic Avenue	Not eligible

Following is a brief summary and NRHP recommendation for each of the eight surveyed resources. Inventory forms with detailed information on each resource are appended to this letter.

***Holiday Inn, 2201 Boardwalk, Atlantic City***

The Holiday Inn at 2201 Boardwalk is a 23-story rectangular plan, midcentury hotel built in 1966. Based on a comparison with historic photographs, the resource has undergone loss of original balconies, infill of an original 0.5-acre sundeck, partial wall recladding, and installation of a themed restaurant along the building’s Boardwalk elevations. Developed by John McShain, noted builder of the Jefferson Memorial and the Pentagon, the hotel was designed by Philadelphia-based architect Aaron Cornish.

Background research did not reveal any associations with historically important events or persons (Criteria A and B). The hotel is not likely to yield information important to prehistory or history (Criterion D). As an example of McShain’s high-profile properties in Atlantic City, the building may have held significance under Criterion C for Architecture. However, the hotel has low integrity of design, setting, materials, workmanship, feeling, and association. Modifications prevent the resource from conveying its potential significance under

Criterion C for its association with McShain. The Holiday Inn of Atlantic City is therefore recommended Not Eligible for inclusion in the NRHP.

***Malibu Motel, 108 S Montpelier Avenue, Atlantic City***

The Malibu Motel at 108 S Montpelier Avenue is a four-story condominium building built as a motel in 1959. Signage has been removed, access to upper stories has been modified, and windows have been replaced. Balconies are not original and exterior staircases are more recent metal replacements. Philadelphia-based architect George Daub designed the building. Daub's listing in the American Architects Directory includes small- to large-scale residential and commercial buildings.

Per the survey methodology, special attention was paid to recreation- and tourism-related property types potentially eligible under Criterion A. However, the motel has diminished integrity of design, materials, workmanship, feeling, and association, restricting its ability to convey any potential significance under Criterion A for Recreation. Background research did not reveal any associations with historically important persons (Criterion B). Architect Daub is not identified as an influential architect who would qualify as a master under Criterion C. The building is a modest and no-longer-intact example of midcentury motel design on the New Jersey Shore. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. The Malibu Motel is recommended Not Eligible for inclusion in the NRHP.

***The Plaza, 101 S Plaza Place, Atlantic City***

The Plaza at 101 S Plaza Place is a 13-story rectangular plan, midcentury condominium building, originally constructed as an apartment building in 1965. The Plaza was developed by E.J. Frankel Enterprises, founded in 1936 by Ephraim Jay Frankel. The company was responsible for a number of buildings in Philadelphia, Delaware, New Jersey, and Florida. The Plaza is an example of a midcentury high-rise building designed by Philadelphia-based architect Lawrence Polillo, active in Pennsylvania and New Jersey in the 1960s and 1970s.

Background research did not reveal any associations with historically important events or persons (Criteria A and B). Architect Polillo is not identified as an influential architect who would qualify as a master under Criterion C. Polillo's design for The Plaza does not embody locationally specific, regionally unique, or distinctive characteristics of midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. The Plaza is recommended Not Eligible for inclusion in the NRHP.

***5000 Boardwalk, 5000 Boardwalk, Ventnor City***

5000 Boardwalk is a 17-story U-plan, midcentury condominium building constructed in 1975. The building was constructed and owned by Philadelphia-based Jack W. Blumenfeld & Company, a real estate development firm established ca. 1965 with properties in the greater Philadelphia area and New Jersey, including 9600 Atlantic in Margate City.

Background research did not reveal any associations with historically important events or persons (Criteria A and B). Blumenfeld & Company is not identified as an influential builder/developer who would qualify under Criterion B or Criterion C. The building's design does not embody notable features or materials that distinguish it as late midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. 5000 Boardwalk is recommended Not Eligible for inclusion in the NRHP.

***Regency Towers, 5200 Boardwalk, Ventnor City***

Regency Towers at 5200 Boardwalk is a 20-story rectangular plan, midcentury condominium building. Construction began in 1972 and the building opened for occupancy in 1974. Regency Towers was built by Max Gurwicz and Son, a father and son team of developers known for residential single- and multi-family buildings, shopping centers, and hotels. Established in 1954, the company remains in business and focuses on single-family and townhouse residential estates.

Background research did not reveal any associations with historically important events or persons (Criteria A and B). Max Gurwicz and Son's accomplishments do not appear to rise to the level of significance required to qualify under Criterion C. Research did not uncover the architect associated with the building's design, therefore the building is not likely associated with a master under Criterion C. Further, Regency Towers does not embody significant features of late midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. Regency Towers is recommended Not Eligible for inclusion in the NRHP.

***The Oxford, 112 S Oxford Avenue, Ventnor City***

The Oxford at 112 S Oxford Avenue is a 10-story, rectangular-plan apartment building constructed in 1928 and executed in an Italian Renaissance Revival-influenced style. What appear to be contrasting yellow brick courses at the ground level, depicted in a period postcard, have been painted the same color as the rest of the exterior brick. The same is true for details at the top of the building—architectural detailing has been removed or covered in thick layers of paint. McIlvain & Company of Philadelphia designed and developed The Oxford, along with Cambridge House in Ventnor.

Background research did not reveal any associations with historically important events or persons (Criteria A and B). McIlvain's accomplishments do not appear to rise to the level of significance required to qualify under Criterion B or Criterion C. The building is a modest and no-longer-intact example of prewar, classically influenced design. If intact, it may have held significance as a prewar multistory apartment building under Criterion C, but window replacement, painted-brick finish, and removal of architectural details have diminished its integrity of materials, workmanship, and feeling. Therefore, it is unable to convey any Criterion C significance. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. The Oxford is recommended Not Eligible for inclusion in the NRHP.

***Cambridge House, 111 S Cambridge Avenue, Ventnor City***

Cambridge House at 111 S Cambridge Avenue is a seven-story, rectangular-plan apartment building constructed in 1931. It shows influence of an Italian Renaissance Revival style, popular in the United States in 1890–1930, with its rounded-arch entry bays with column details on the southeast elevation. The building was designed by Philadelphia-based McIlvain & Co. and constructed by Atlantic City-based Morrell S. Bowen. McIlvain & Company also developed The Oxford in Ventnor.

Background research did not reveal any associations with historically important events or persons (Criteria A and B). McIlvain's accomplishments do not appear to rise to the level of significance required to qualify under Criterion B or Criterion C. The building is a modest and no-longer-intact example of prewar, classically influenced design. If intact, it may have held significance as a prewar multistory apartment building under Criterion C, but window replacement, stucco finish, and fenestration modifications have diminished its integrity of design, materials, workmanship, and feeling. Therefore, it is unable to convey any Criterion C significance. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. Cambridge House is recommended Not Eligible for inclusion in the NRHP.

***9600 Atlantic, 9600 Atlantic Avenue, Margate City***

9600 Atlantic is a 17-story U-plan, midcentury condominium building that opened in 1975. The building was constructed and owned by Philadelphia-based Jack W. Blumenfeld & Company, a real estate development firm established ca. 1965 with properties in the greater Philadelphia area and New Jersey, including 5000 Boardwalk in Ventnor City.

Background research did not reveal any associations with historically important events or persons (Criteria A and B). Blumenfeld & Company is not identified as an influential builder/developer who would qualify under Criterion B or Criterion C. The building's design does not embody notable features or materials that distinguish it as late midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. 9600 Atlantic is recommended Not Eligible for inclusion in the NRHP.

As a result of this investigation, no updates to the *Ocean Wind Visual Effects on Historic Properties Report/Historic Resources Visual Effects Assessment* are required.

We would be happy to discuss the results of this survey and recommendations if any questions arise.

Ann Keen, HDR, ann.keen@hdrinc.com, 972.732.2102  
Liz Blackwell, SEARCH, liz.blackwell@searchinc.com, 720.226.5894

# BASE FORM

Historic Sites #:

**Property Name:** Holiday Inn of Atlantic City

**Street Address:** *Street #:* 2201 *Apartment #:* \_\_\_\_\_  
*(Low)* *(High)* *(Low)* *(High)*

*Prefix:* \_\_\_\_\_ *Street Name:* Boardwalk *Suffix:* \_\_\_\_\_ *Type:* \_\_\_\_\_

**County(s):** Atlantic **Zip Code:** 08401

**Municipality(s):** Atlantic City **Block(s):** 40

**Local Place Name(s):** \_\_\_\_\_ **Lot(s):** 6

**Ownership:** Private **USGS Quad(s)** Atlantic City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:**

National Historic Landmark:	_____	SHPO Opinion:	_____
National Register:	_____	Local Designation:	_____
New Jersey Register:	_____	Other Designation:	_____
Determination of Eligibility:	_____	Other Designation Date:	_____

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

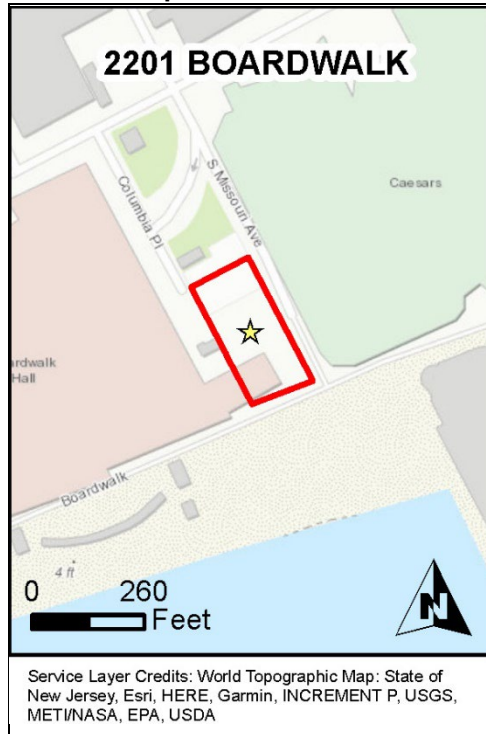
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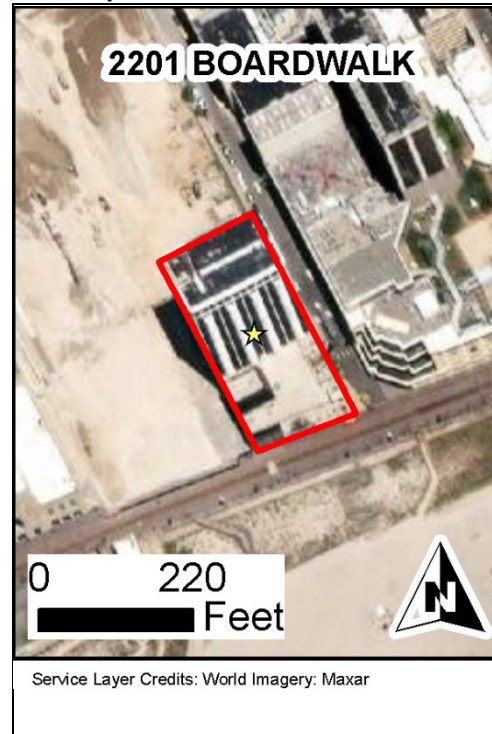
## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

American Architects and Buildings

2023 "Aaron Colish (1910-1997)." Electronic document. Available online at: [https://www.americanbuildings.org/pab/app/ar\\_display.cfm/22509](https://www.americanbuildings.org/pab/app/ar_display.cfm/22509), accessed February 2023.

The Atlantic City Experience

2023 "Holiday Inn of Atlantic City." *Atlantic City Free Public Library*. Available online at: <https://www.atlanticcityexperience.org/?view=article&id=155:holiday-inn-missouri-avenue&catid=10012>, accessed March 2023.

Atlantic City Free Public Library (ACFPL)

2021 "Atlantic City History." Electronic document, <http://acpl.org/ac-history-menu/atlantic-city-faq-s/15-heston-archives/147-atlantic-city-history-22.html>, accessed March 30, 2021.

*Atlantic City Press*

1966 "23-Story Holiday Inn Sets Formal Opening for Aug. 14." August 6, 1966.

Hagley Museum

2022 John McShain Papers 2000 Finding Aid, <https://findingaids.hagley.org/repositories/3/resources/942>, accessed March 2023.

National Park Service (NPS)

2019 "Ash Wednesday Storm of 1962." Electronic document, <https://www.nps.gov/articles/ash-wednesday-storm-of-1962.htm>, accessed March 29, 2021.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

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## BASE FORM

Historic Sites #:

### Philadelphia Architects and Buildings

1966 "Holiday Inn of Atlantic City." [Photograph]. Aaron Colish Collection, Architectural Archives, University of Pennsylvania. Available online at:

[https://www.philadelphiabuildings.org/pab/app/im\\_display.cfm/504386](https://www.philadelphiabuildings.org/pab/app/im_display.cfm/504386), accessed March 2023.

1967 "Holiday Inn of Atlantic City." [Postcard]. Aaron Colish Collection, Architectural Archives, University of Pennsylvania. Available online at:

[https://www.philadelphiabuildings.org/pab/app/im\\_display.cfm/504383](https://www.philadelphiabuildings.org/pab/app/im_display.cfm/504383), accessed March 2023.

### *Press of Atlantic City*

1979 Penthouse Names Chief for A.C. April 17, 1979:14.

### Town Square Publications

2010 "Atlantic City, New Jersey History." Electronic document,

<https://local.townsquarepublications.com/newjersey/atlantic-city/01/topic.html>, accessed April 15, 2021.

### Additional Information:

Additional Information

More Research Needed?  Yes  No

### INTENSIVE LEVEL USE ONLY

Attachments Included:  Building  Structure  Object  Bridge

Landscape  Industry

Within Historic District?  Yes  No

Status:  Key-Contributing  Contributing  Non-Contributing

Associated Archaeological Site/Deposit?  Yes

(Known or potential Sites – if yes, please describe briefly)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

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Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>Trump Plaza</u>		
<b>Historic Name:</b>	<u>Holiday Inn of Atlantic City</u>		
<b>Present Use:</b>	<u>Vacant/Not in use</u>		
<b>Historic Use:</b>	<u>Residential Activity, Transient</u>		
<b>Construction Date:</b>	<u>1966</u>	<b>Source:</b>	<u>Press of Atlantic City 1966</u>
<b>Alteration Date(s):</b>	<u>1979, 1990</u>	<b>Source:</b>	<u>The Atlantic City Experience 2023</u>
<b>Designer:</b>	<u>Aaron Colish</u>	<b>Physical Condition:</b>	<u>Poor</u>
<b>Builder:</b>	<u>John McShain Builders</u>	<b>Remaining Historic Fabric:</b>	<u>Low</u>
<b>Style:</b>	<u>Modernistic</u>		
<b>Form:</b>	<u>Other: High Rise</u>	<b>Stories:</b>	<u>23</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b>	<u>12</u>
<b>Roof Finish Materials:</b>	<u>Unknown</u>		
<b>Exterior Finish Materials</b>	<u>Concrete; glass (curtain wall)</u>		

### Exterior Description:

The Holiday Inn at 2201 Boardwalk is a 23-story rectangular plan, midcentury hotel built in 1966. Newspaper descriptions note the original 0.5-acre deck along the Boardwalk was located on the fifth floor and featured an open-air Olympic-sized swimming pool. Exterior walls are clad in concrete except for the southeast elevation (facing the Boardwalk), which is a glazed curtain wall. Entry on the northwest elevation is a four-bay, steel and glazed double-height insert. Doors are double-leaf and glazed. The building's long sides face southeast and northwest. The southeast elevation includes 12 bays distinguished by concrete balconies on floors 3–18 in Bays 2, 5, 8, and 11 (counting from south to north). Based on a comparison with historic photographs, the resource has undergone loss of original balconies, infill of the 0.5-acre sundeck, partial wall recladding, and installation of a themed restaurant along the building's Boardwalk elevations.

### Interior Description:

Not Applicable.

### Setting:

The Holiday Inn of Atlantic City is located on the north side of the Boardwalk, between Missouri Avenue and Columbia Place, one parcel removed from the Jim Whelan Boardwalk Hall (the National Historic Landmark-designated Atlantic City Convention Hall). The building is located on an otherwise vacant block after the demolition of Trump Plaza in 2021. Other buildings in the immediate area vary in scale and include the former convention hall, restaurants, hotels, and casinos.

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## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Atlantic City is located on Absecon Island, where the Leni-Lenape tribe often visited to fish and collect shells they used as currency. Jeremiah Leeds built the first structure on the island in 1785, and his descendant had built seven permanent dwellings by 1850 (Town Square Publications 2010). The city incorporated in 1854 and rail development soon followed. The city grew quickly in the late nineteenth century as a resort town located near New York and Philadelphia. Unlike primarily residential communities on the New Jersey Shore, Atlantic City development included businesses, recreational spaces, and tourist attractions like theaters and the Boardwalk. Half of the Boardwalk was destroyed in the Great Atlantic Hurricane of 1944. The city's popularity continued through the mid-twentieth century, but diminished in the 1950s when air travel allowed vacationers more options (ACFPL 2021). Atlantic City was heavily damaged by the Ash Wednesday Storm of 1962, which flooded and destroyed beachfront properties and roads and caused major coastline loss (NPS 2019). Another wave of large-scale development followed the city's gambling legalization in 1976 (ACFPL 2021).

The Holiday Inn of Atlantic City at 2201 Boardwalk is a 23-story hotel that opened in 1966. Development company John McShain Builders constructed the hotel at a cost of approximately \$7 million; it included 400 rooms and four restaurants/cocktail lounges (Atlantic City Press 1966:7). The building has been known under a variety of names as it changed ownership. The Holiday Inn closed in 1979 and was purchased by publisher Bob Guccione, who renamed it Bob Guccione's Penthouse Casino and joined it via pedway to the Boardwalk Hotel (the former Four Seasons Hotel) to the southwest (Press of Atlantic City 1979:14). The Penthouse Casino was incorporated into the Trump Plaza complex in the early 1990s until the Trump Plaza closed in 2014 (demolished 2021).

### Significance:

The Holiday Inn of Atlantic City is associated with midcentury, pre-gambling-era development Atlantic City. It opened in 1966 as a high-rise hotel and was marketed as a meeting location for all sizes of groups. Several high-rise and mid-rise condominium and apartment buildings appeared along the Boardwalk during this time period, often attributed to the completion of the Atlantic City Expressway in 1964. The Holiday Inn of Atlantic City was developed by John McShain (1898–1989) and his company, John McShain Builders (John McShain, Inc.). In the 1930s through the 1950s, most company projects were in Philadelphia and Washington, DC. McShain won contracts to build the Jefferson Memorial in 1938, the Franklin D. Roosevelt Library (Hyde Park, NY) in 1939, and the Pentagon in 1940. McShain ran the fiftieth largest construction firm in the United States in 1950, with more than \$100 million in contracts (Hagley Museum 2022). John McShain began investing in hotels in Philadelphia and Atlantic City in the 1940s and 1950s, including the Ambassador, The Claridge, and the Traymore in Atlantic City (Hagley Museum 2022). By the 1960s and 1970s, the company rose to one of the ten largest construction companies in the country.

The Holiday Inn of Atlantic City is an example of a midcentury high-rise hotel designed by Philadelphia-based architect Aaron Cornish. Cornish's biography on American Architects and Builders includes 16 buildings, most of which are large-scale residential types including hotels and apartment buildings. A nearby extant example is 5000 Boardwalk, a condominium building in Ventnor City. Research did not reveal significant architectural achievements by Cornish, thus the building's association with Cornish does not establish NRHP significance.

### Eligibility for New Jersey

and National Registers:  Yes

No

### National

Register Criteria:

A

B

C

D

### Level of Significance

Local

State

National

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### Justification of Eligibility/Ineligibility:

Background research did not reveal any associations with historically important events; therefore, the Holiday Inn of Atlantic City is not known to be significant under Criterion A. The hotel is not known to be associated with historically important persons; therefore, it is not significant under Criterion B. The hotel is associated with well-known Philadelphia-based builder John McShain, who constructed several important landmarks, including the Pentagon, the Jefferson Memorial, and the Kennedy Center in Washington, DC. As an example of McShain's high-profile properties in Atlantic City, the building holds significance under Criterion C for Architecture. The hotel is not likely to yield information important to prehistory or history; thus, it is not significant under Criterion D.

The Holiday Inn of Atlantic City has low integrity of design, setting, materials, workmanship, feeling, and association due to loss of original balconies and signage, infill of the 0.5-acre deck, partial wall recladding, and installation of a Rainforest Café themed restaurant along the building's Boardwalk elevation. Modifications prevent the resource from conveying the potential significance it may have held under Criterion C for its association with John McShain. It is therefore recommended Not Eligible for inclusion in the NRHP.

### For Historic Districts Only:

Property Count: Key Contributing: \_\_\_\_\_ Contributing: \_\_\_\_\_ Non-Contributing: \_\_\_\_\_

### For Individual Properties Only:

List the completed attachments related to the property's significance:

### Narrative Boundary Description:

The survey boundary includes the entire legal parcel associated with the building at 2201 Boardwalk.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
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Organization: HDR and SEARCH

# CONTINUATION SHEET

Historic Sites #:

## ADDITIONAL PHOTOGRAPHS



**Photo Description:**  
Holiday Inn of Atlantic City, 2201 Boardwalk, view to the southeast.



**Photo Description:**  
Holiday Inn of Atlantic City, 2201 Boardwalk, view to the northeast.

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# CONTINUATION SHEET

Historic Sites #:



Figure 1. Holiday Inn of Atlantic City postcard, ca. 1967 (*Philadelphia Architects and Buildings* 1967)

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# CONTINUATION SHEET

Historic Sites #:



Figure 2. Holiday Inn of Atlantic City Advertisement, 1966 (*Press of Atlantic City* 1966:7)

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## CONTINUATION SHEET

Historic Sites #:



Figure 3. Photograph of the Holiday Inn, ca. 1967 (Philadelphia Architects and Buildings).

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# BASE FORM

Historic Sites #:

**Property Name:** Malibu Motel

**Street Address:** *Street #:* 108 *Apartment #:* \_\_\_\_\_  
*(Low)* *(High)* *(Low)* *(High)*

*Prefix:* S *Street Name:* Montpelier *Suffix:* \_\_\_\_\_ *Type:* Ave

**County(s):** Atlantic **Zip Code:** 08401

**Municipality(s):** Atlantic City **Block(s):** 27

**Local Place Name(s):** Island Club Condominiums **Lot(s):** 5

**Ownership:** Private **USGS Quad(s)** Atlantic City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:**

National Historic Landmark: _____	SHPO Opinion: _____
National Register: _____	Local Designation: _____
New Jersey Register: _____	Other Designation: _____
Determination of Eligibility: _____	Other Designation Date: _____

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

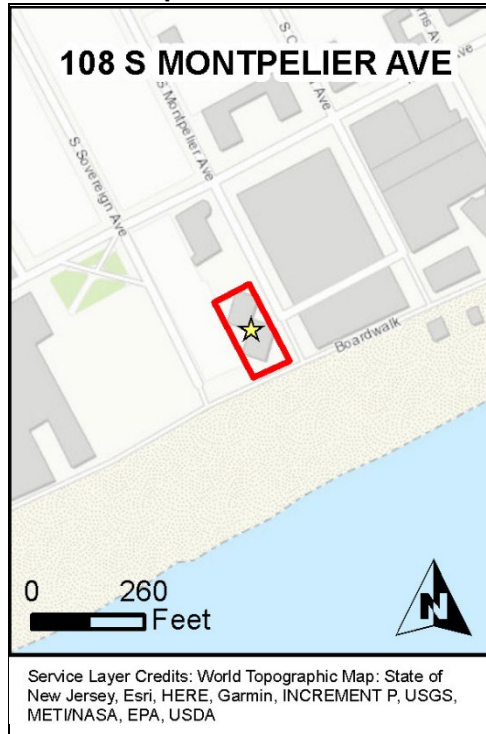
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

American Institute of Architects.

1955 *1956 American Architects Directory*. R.R. Bowker LLC. Available online: <https://aiahistoricaldirectory.atlassian.net/wiki/spaces/AHDAA/pages/20644319/1956+American+Architects+Directory>, accessed March 2023.

Bill Bard Associates

ca. 1960 "Malibu Motel." [Postcard]. Monticello, New York. Scan courtesy Ryan Khatam. Available online at: <https://www.flickr.com/photos/timetravelnow/4677426774/>, accessed March 2023.

*Press of Atlantic City* (Atlantic City, New Jersey)

1958 "New Motel to Replace Hotel Here." November 21, 1958:17.

1959 "Malibu Motel Opens With Fashion Show." June 24, 1959:42.

1972 "Workman Hurt in 10-Foot Fall." December 7, 1972.

O'Brien, Ellen

1975 "3 Motels Converted To Condos." *Press of Atlantic City* (Atlantic City, New Jersey). August 21, 1975.

### Additional Information:

Additional Information

More Research Needed?  Yes  No

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

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## BASE FORM

Historic Sites #:

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### INTENSIVE LEVEL USE ONLY

**Attachments Included:**     Building     Structure     Object     Bridge  
    Landscape     Industry

**Within Historic District?**     Yes     No

**Status:**     Key-Contributing     Contributing     Non-Contributing

**Associated Archaeological Site/Deposit?**     Yes  
(Known or potential Sites – if yes, please describe briefly)

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## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>Island Club Condominiums</u>		
<b>Historic Name:</b>	<u>Malibu Motel</u>		
<b>Present Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Historic Use:</b>	<u>Residential Activity, Transient</u>		
<b>Construction Date:</b>	<u>1959</u>	<b>Source:</b>	<u>Press of Atlantic City 1959</u>
<b>Alteration Date(s):</b>	<u>1972, 1975</u>	<b>Source:</b>	<u>Press of Atlantic City 1972:14, Press of Atlantic City, 1975:1</u>
<b>Designer:</b>	<u>George Daub</u>	<b>Physical Condition:</b>	<u>Fair</u>
<b>Builder:</b>	<u>Masset Building Co.</u>	<b>Remaining Historic Fabric:</b>	<u>Medium</u>
<b>Style:</b>	<u>Modernistic</u>		
<b>Form:</b>	<u>Other</u>	<b>Stories:</b>	<u>4</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b>	<u>6</u>
<b>Roof Finish Materials:</b>	<u>Unknown</u>		
<b>Exterior Finish Materials</b>	<u>Concrete, brick veneer</u>		

### Exterior Description:

108 S Montpelier Avenue is a four-story condominium building built as a motel in 1959. Its plan is generally two connected 6-bay-by-2-bay rectangles. Philadelphia-based architect George Daub designed the building and it was executed in a utilitarian style influenced by Midcentury Modernism. The roofline and balconies at the corners of the northeast and southeast elevations (facing the Boardwalk) are rounded, evoking a marine/boat-like aesthetic. The building comprises three stories of motel rooms above ground-level parking and office space. The building was fenced off at the time of the survey, with limited visibility from the public ROW. Google Street View from 2021 indicates the main entry on S Montpelier Ave has a double-leaf, metal-framed, glazed door with a transom, flanked by paired, full-height fixed windows. The office is clad in brick veneer, as is the central volume connecting the two rectangular-plan volumes. The office entrance has sawtooth roof edging. Eaves are extended above the fourth story to cover walkways. Motel rooms have fixed, picture windows, and flush metal doors. Gallery railings are metal with mesh inserts. Balconies are not original and exterior staircases are more recent metal replacements. As indicated in a 1959 photograph, "Malibu Motel" signage is no longer extant (see Continuation Sheet, Figure 1).

### Interior Description:

Not Applicable.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

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**Setting:**

108 South Montpelier Avenue is located at the corner of South Montpelier Avenue and the Boardwalk, with its main entrance facing northeast (S Montpelier Ave). The building is located in a mixed-use area in Atlantic City, Atlantic County. Other buildings in the area vary in scale. There are high- and mid-rise residential buildings, as well as commercial interests and parking lots in the immediate vicinity.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Atlantic City is located on Absecon Island, where the Leni-Lenape tribe often visited to fish and collect shells they used as currency. Jeremiah Leeds built the first structure on the island in 1785, and his descendant had built seven permanent dwellings by 1850 (Town Square Publications 2010). The city incorporated in 1854 and rail development soon followed. The city grew quickly in the late nineteenth century as a resort town located near New York and Philadelphia. Unlike primarily residential communities on the New Jersey Shore, Atlantic City development included businesses, recreational spaces, and tourist attractions like theaters and the Boardwalk. Half of the Boardwalk was destroyed in the Great Atlantic Hurricane of 1944. The city's popularity continued through the mid-twentieth century but diminished in the 1950s when air travel allowed vacationers more options (ACFPL 2021). Atlantic City was heavily damaged by the Ash Wednesday Storm of 1962, which flooded and destroyed beachfront properties and roads and caused major coastline loss (NPS 2019). Another wave of large-scale development followed the city's gambling legalization in 1976 (ACFPL 2021).

Completed in 1959, 108 S Montpelier Avenue was constructed by the Massett Building Co. for the Malibu Motel Corp (*Press of Atlantic City* 1958:17). The four-story motel cost more than \$500,000 to build and was designed by Philadelphia-based architect George Daub (*Press of Atlantic City* 1959:42). The building operated as a motel until it was converted into condominiums in the mid-1970s. By 1975, the building was known as the Island Club Condominiums (O'Brien 1975:1).

### Significance:

108 S Montpelier is associated with the later midcentury development period in Atlantic City. The building was built by Massett Building Co., based in Egg Harbor, New Jersey. 108 S Montpelier is an example of a midcentury motel attributed to Philadelphia-based architect George Daub. Daub's listing in the American Architects Directory includes small- to large-scale residential and commercial buildings. Research did not reveal significant architectural achievements by George Daub, thus the building's association with Daub does not establish NRHP significance.

The Malibu Motel building is an example of midcentury New Jersey Shore motel design. The resource does not retain enough historic material to convey any potential significance it may have held under Criterion A for Recreation. Signage has been removed, access to upper stories has been modified, and windows have been replaced.

### Eligibility for New Jersey

and National Registers:

Yes  No

### National

Register Criteria:

A  B  C  D

### Level of Significance

Local  State  National

### Justification of Eligibility/Ineligibility:

Background research did not reveal any associations with historically important events. Also, it has diminished integrity of design, materials, workmanship, feeling, and association, restricting its ability to convey any potential significance under Criterion A for Recreation. Therefore, it is not eligible under Criterion A. Associated with Massett Building Co., the company's accomplishments do not appear to rise to the level of significance required to qualify under Criterion B. Though attributed to architect George Daub, Daub is not identified as an influential architect who would qualify as a master under Criterion C. The building is a modest and no-longer-intact example of midcentury motel design on the New Jersey Shore. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. The Malibu Motel is recommended Not Eligible for inclusion in the NRHP.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

**For Historic Districts Only:**

**Property Count:** Key Contributing: \_\_\_\_\_ Contributing: \_\_\_\_\_ Non-Contributing: \_\_\_\_\_

**For Individual Properties Only:**

**List the completed attachments related to the property's significance:**

**Narrative Boundary Description:**

The survey boundary includes the entire legal parcel associated with the building at 108 S Montpelier Avenue.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:

### ADDITIONAL PHOTOGRAPHS



**Photo Description:**  
Northeast and northwestern elevations, facing south.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH



# CONTINUATION SHEET

Historic Sites #:



Figure 1. Malibu Motel, 1959 (Press of Atlantic City 1959:42)



Figure 2. Postcard of Malibu Motel drawing, ca. 1960 (Bill Bard Associates)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

# BASE FORM

Historic Sites #:

**Property Name:** The Plaza Apartments / Plaza Place

**Street Address:** *Street #:* 101 *Apartment #:* \_\_\_\_\_  
*(Low) (High) (Low) (High)*

*Prefix:* S *Street Name:* Plaza *Suffix:* \_\_\_\_\_ *Type:* PI

**County(s):** Atlantic **Zip Code:** 08401

**Municipality(s):** Atlantic City **Block(s):** 5

**Local Place Name(s):** The Plaza Condominiums **Lot(s):** 1

**Ownership:** Private **USGS Quad(s)** Atlantic City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:**

National Historic Landmark: _____	SHPO Opinion: _____
National Register: _____	Local Designation: _____
New Jersey Register: _____	Other Designation: _____
Determination of Eligibility: _____	Other Designation Date: _____

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

Atlantic City Free Public Library (ACFPL)

2021 "Atlantic City History." Electronic document, <http://acfpl.org/ac-history-menu/atlantic-city-faq-s/15-heston-archives/147-atlantic-city-history-22.html>, accessed March 30, 2021.

National Park Service (NPS)

2019 "Ash Wednesday Storm of 1962." Electronic document, <https://www.nps.gov/articles/ash-wednesday-storm-of-1962.htm>, accessed March 29, 2021.

*Philadelphia Inquirer*. Obituary: Benjamin Frankel (1932–2014). June 6, 2014: Online edition, <https://www.legacy.com/us/obituaries/inquirer/name/benjamin-frankel-obituary?id=9653897>, accessed March 12, 2023.

*Sunday Press* (Atlantic City). The Plaza Display Advertisement. April 18, 1965:7.

Town Square Publications

2010 "Atlantic City, New Jersey History." Electronic document, <https://local.townsquarepublications.com/newjersey/atlantic-city/01/topic.html>, accessed April 15, 2021.

### Additional Information:

Additional Information

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

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More Research Needed?  Yes  No

### INTENSIVE LEVEL USE ONLY

Attachments Included:  Building  Structure  Object  Bridge  
 Landscape  Industry

Within Historic District?  Yes  No

Status:  Key-Contributing  Contributing  Non-Contributing

Associated Archaeological Site/Deposit?  Yes  
(Known or potential Sites – if yes, please describe briefly)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>The Plaza</u>		
<b>Historic Name:</b>	<u>The Plaza Apartments / Plaza Place</u>		
<b>Present Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Historic Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Construction Date:</b>	<u>1965</u>	<b>Source:</b>	<u>Sunday Press (Atlantic City) 1965</u>
<b>Alteration Date(s):</b>	<u>Unknown</u>	<b>Source:</b>	<u></u>
<b>Designer:</b>	<u>Laurence Polillo</u>	<b>Physical Condition:</b>	<u>Good</u>
<b>Builder:</b>	<u>Unknown</u>	<b>Remaining Historic Fabric:</b>	<u>Medium</u>
<b>Style:</b>	<u>Modernistic</u>		
<b>Form:</b>	<u>Other: High Rise</u>	<b>Stories:</b>	<u>13</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b>	<u>23</u>
<b>Roof Finish Materials:</b>	<u>Unknown</u>		
<b>Exterior Finish Materials</b>	<u>Brick, concrete</u>		

### Exterior Description:

101 S Plaza Place is a 13-story rectangular plan, midcentury condominium building, originally constructed as an apartment building in 1965. The building has a flat roof and exterior walls are clad in brick with a concrete course delineating each story. The double-height ground floor has clerestory windows, with intermittent breeze block inserts. The primary entrance is on the southwestern elevation, with modular inserts of fixed metal-frame windows and a double-leaf automatic sliding door. Windows at the residential levels are triple-hung replacements. Balconies are located on the southwest, southeast, and northeast elevations, and feature a precast concrete base and sides with a metal guardrail.

### Interior Description:

Not Applicable.

### Setting:

101 South Plaza Place is located on the northwest wide of the Boardwalk, and occupies the entire block between S Plaza Place, Atlantic Avenue, S Tallahassee Avenue, and the Boardwalk. The building entrance faces southwest and its parking garage is accessed from Atlantic Avenue. The building is located in a residential area in Atlantic City, Atlantic County. Other buildings in the immediate area vary in scale. There are single-family houses that are two to three stories in height, as well as other mid- to high-rise condominium buildings.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Atlantic City is located on Absecon Island, where the Leni-Lenape tribe often visited to fish and collect shells they used as currency. Jeremiah Leeds built the first structure on the island in 1785, and his descendants had built seven permanent dwellings by 1850 (Town Square Publications 2010). The city incorporated in 1854 and rail development soon followed. The city grew quickly in the late nineteenth century as a resort town located near New York and Philadelphia. Unlike primarily residential communities on the New Jersey Shore, Atlantic City development included businesses, recreational spaces, and tourist attractions like theaters and the Boardwalk. Half of the Boardwalk was destroyed in the Great Atlantic Hurricane of 1944. The city's popularity continued through the mid-twentieth century, but diminished in the 1950s when air travel allowed vacationers more options (ACFPL 2021). Atlantic City was heavily damaged by the Ash Wednesday Storm of 1962, which flooded and destroyed beachfront properties and roads and caused major coastline loss (NPS 2019). Another wave of large-scale development followed the city's gambling legalization in 1976 (ACFPL 2021).

The Plaza at 101 S Plaza Place is a 13-story condominium (originally apartment) building completed in 1965 (Sunday Press 1965). The building was referred to as The Plaza, The Plaza Apartments, and Plaza Place when it was first built and marketed (see Continuation Sheet, Figure 1). The building was developed by Philadelphia-based E.J. Frankel Enterprises and designed by Philadelphia-based architect Lawrence Polillo. The building offered private balconies with all one- and two-bedroom apartments, ocean views from every balcony, and two levels of indoor parking.

### Significance:

The Plaza is associated with midcentury, pre-gambling-era development Atlantic City, opened in 1965 as a high-end luxury building and marketed as a "seashore home" for families from Atlantic City, Philadelphia, and New York City. Several high-rise and mid-rise condominium and apartment buildings appeared on the shores of Absecon Island during this time period. The Plaza was developed by E.J. Frankel Enterprises, founded in 1936 by Ephraim Jay Frankel (1901–1991). His sons Benjamin, Leonard, and William were also involved in the business and Frankel family members continue to serve as principals of Frankel Enterprises as of 2023. The company was responsible for a number of buildings in Philadelphia, including Parkway House, William Penn House, Kennedy House, 220 West Rittenhouse Square, the Mutual Benefit Life insurance Building at 1845 Walnut Street, and the Hilton Hotel at 34th and Civic Center Boulevard, in addition to buildings in Delaware, New Jersey, and Florida (*Philadelphia Inquirer* 2014). E.J. Frankel Enterprises was also the developer of The Warwick in Atlantic City, a nine-story apartment (now condominium) building constructed in 1951. Despite the company's history and longevity, it does not appear to meet the criteria for significant persons under Criterion B. The Plaza is an example of a midcentury high-rise building designed by Philadelphia-based architect Lawrence Polillo (1928–1995). The firm Nowicki and Polillo was active in Pennsylvania and New Jersey in the 1960s and 1970s, designing commercial and apartment buildings including Kennedy House (1967, for E.J. Frankel Enterprises) and 3535 Market Street (1972) in Philadelphia. Under his own name, Polillo designed the Carnival Hotel Casino in Atlantic City in 1986. Research did not reveal significant architectural achievements by Lawrence Polillo, thus The Plaza's association with him does not establish NRHP significance.

The Plaza building is a standard execution of a high-rise building. The building's rectangular form includes windows flush with the wall plane, with dimension created by vertical columns of cantilevered balconies. The building is clad in brick with a concrete course delineating each story. Windows throughout appear to be replacement, as is the entry fenestration at the southwest elevation. The Plaza is a common, functional building that does not embody locationally specific, regionally unique, or distinctive characteristics of midcentury design.

Eligibility for New Jersey  
and National Registers:

Yes  No

National  
Register Criteria:

A  B  C  D

Level of Significance

Local  State  National

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### Justification of Eligibility/Ineligibility:

Background research did not reveal any associations with historically important events; therefore, The Plaza is not known to be significant under Criterion A. Though associated with E.J. Frankel Enterprises of Philadelphia, accomplishments do not appear to rise to the level of significance required to qualify under Criterion B. Though attributed to architect Lawrence Polillo, Polillo is not identified as an influential architect who would qualify as a master under Criterion C. Further, Polillo's design for The Plaza does not embody locationally specific, regionally unique, or distinctive characteristics of midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. The Plaza is recommended Not Eligible for inclusion in the NRHP due to a lack of significance.

### For Historic Districts Only:

Property Count:    Key Contributing: \_\_\_\_\_    Contributing: \_\_\_\_\_    Non-Contributing: \_\_\_\_\_

### For Individual Properties Only:

List the completed attachments related to the property's significance:

### Narrative Boundary Description:

The survey boundary includes the entire legal parcel associated with the building at 101 S Plaza Place.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY      Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

# CONTINUATION SHEET

Historic Sites #:

## ADDITIONAL PHOTOGRAPHS



**Photo Description:**  
The Plaza, view to the northwest.



**Photo Description:**  
The Plaza, entrance, view to the north.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH



# CONTINUATION SHEET

Historic Sites #:

*the Plaza  
has taken  
Atlantic City  
by storm!*

**Almost Completely Rented Before Completion!**

Many of the finest families from Atlantic City, Philadelphia, New York and other areas have chosen the Plaza as their seashore home. However, a few suites are still available for those who wish to enjoy the finest facilities and services offered by E. J. Frankel Management. The rental office is open 9 A. M. 'til 5 P. M. in the lobby. Phone 822-8339.



Architect: Laurence Polillo, 535 N. 22nd St., Phila., Pa.

*these are the features  
that the  
residents will enjoy...*

- Private balcony terrace with every one- and two-bedroom apartment!
- Spectacular ocean views from every balcony!
- Lavishly equipped kitchens featuring eye level ovens, dishwashers and garbage disposals.
- Room by room climate control every day of the year!
- 27-foot living rooms!
- Spacious bathrooms with vanities!
- Extra large closets!
- Completely equipped laundry room on every floor!
- Exclusive swim club and pool . . . free to residents!
- Luxurious Finnish sauna . . . also free to residents!
- High speed automatic elevators and carpeted corridors!
- Beautiful lobby; doorman!
- Two indoor parking levels!
- AND MUCH, MUCH MORE!



Here's where the pleasures of life will begin in Atlantic City! Right on the Boardwalk! Right on the ocean! Right at The Plaza Apartments!

**Plaza Place at the Boardwalk, Atlantic City, New Jersey**

Another fine apartment house by E. J. FRANKEL ENTERPRISES, 2201 Benjamin Parkway, Philadelphia, Pennsylvania

Figure 1. Display advertisement for The Place, 1965 (*Sunday Press* [Atlantic City], April 18, 1965, Page 7)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
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Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:



Figure 2. Drawing of The Plaza (Sunday Press [Atlantic City], April 18, 1965, Page 7)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

# BASE FORM

Historic Sites #:

**Property Name:** 9600 Atlantic

**Street Address:** *Street #:* 9600 *Apartment #:* \_\_\_\_\_  
*(Low)* *(High)* *(Low)* *(High)*

*Prefix:* \_\_\_\_\_ *Street Name:* Atlantic *Suffix:* \_\_\_\_\_ *Type:* Ave

**County(s):** Atlantic **Zip Code:** 08402

**Municipality(s):** Margate City **Block(s):** 30.01

**Local Place Name(s):** \_\_\_\_\_ **Lot(s):** 101

**Ownership:** Private **USGS Quad(s)** Ocean City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:** National Historic Landmark: \_\_\_\_\_ SHPO Opinion: \_\_\_\_\_  
National Register: \_\_\_\_\_ Local Designation: \_\_\_\_\_  
New Jersey Register: \_\_\_\_\_ Other Designation: \_\_\_\_\_  
Determination of Eligibility: \_\_\_\_\_ Other Designation Date: \_\_\_\_\_

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

Galloway, Nanette L.

2019 Proponents of a Margate Boardwalk to Present Report to the Public, July 13. Electronic document on Downbeach.com, <https://www.downbeach.com/2019/06/25/proponents-of-a-margate-boardwalk-to-present-report-to-the-public-july-13/>.

Madley, Grace

1975 Can't Afford Vacation Home? How About a One-Fifth Share? *The Philadelphia Inquirer*. May 6, 1975:111.

*Philadelphia Inquirer*

1974 9600 Atlantic, display advertisement. June 7, 1974:26.

Ralph, MaryAnna

1989 Marven Gardens Historic District, National Register of Historic Places Registration Form. Produced by MAAR Associates, Inc., Newark, New Jersey for the National Park Service, Department of the Interior, Washington, D.C. Available online at <https://npgallery.nps.gov/GetAsset/72836189-dbf8-4fb1-b5da-c06b50c4a725/>.

*Sunday Press* (Atlantic City)

1974 9600 Atlantic, display advertisement. June 23, 1974:B10.

VisitNJShore.com

2021 History of Margate City, NJ. Electronic document, <https://www.visitnjshore.com/margate-city/history/>, accessed March 31, 2021.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

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**Additional Information:**

Additional Information

**More Research Needed?**  Yes  No

**INTENSIVE LEVEL USE ONLY**

**Attachments Included:**  Building  Structure  Object  Bridge  
 Landscape  Industry

**Within Historic District?**  Yes  No

**Status:**  Key-Contributing  Contributing  Non-Contributing

**Associated Archaeological Site/Deposit?**  Yes  
(Known or potential Sites – if yes, please describe briefly)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>9600 Atlantic</u>		
<b>Historic Name:</b>	<u>Ninety Six Hundred</u>		
<b>Present Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Historic Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Construction Date:</b>	<u>1974–1975</u>	<b>Source:</b>	<u>Philadelphia Inquirer 1974</u>
<b>Alteration Date(s):</b>	<u>Unknown</u>	<b>Source:</b>	<u></u>
<b>Designer:</b>	<u>Unknown</u>	<b>Physical Condition:</b>	<u>Good</u>
<b>Builder:</b>	<u>Jack W. Blumenfeld &amp; Co.</u>	<b>Remaining Historic Fabric:</b>	<u>Medium</u>
<b>Style:</b>	<u>Modernistic</u>		
<b>Form:</b>	<u>Other: High Rise</u>	<b>Stories:</b>	<u>17</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b>	<u>16</u>
<b>Roof Finish Materials:</b>	<u>Unknown</u>		
<b>Exterior Finish Materials</b>	<u>Concrete</u>		

### Exterior Description:

9600 Atlantic is a 17-story U-plan, midcentury condominium building. It opened in 1975. Its foundation is concrete and exterior walls are concrete treated to mimic stone. The building has 14 levels of residential space and 3 levels of parking. Metal-framed single and paired windows and paired doors on the residential levels are sliders, all replacement. Primary entrance is on the northwest elevation, facing Atlantic Avenue. It is recessed and covered by a fabric awning supported by metal poles. Ocean-facing balconies on the southeast elevations of the projecting blocks (that form the U plan) are wraparound. Balconies throughout comprise a concrete base with metal railings. Railings appear to be replacement. The building's long sides face northwest and southeast. Google Earth views indicate within the opening of the U plan, an open-air deck and swimming pool are located above the three-story parking garage.

### Interior Description:

Not Applicable.

### Setting:

9600 Atlantic occupies the block bounded by S Monroe Avenue, Atlantic Avenue, S Madison Avenue, and the beach. The building is located in a residential area in Margate City, Atlantic County. Other buildings in the immediate area vary in scale. There are single- and multi-family houses that are two to three stories in height, as well as one other high-rise condominium building.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Margate City is located five miles south of Atlantic City on Absecon Island, where the Lenni-Lenape tribe often visited to fish and collect shells they used as currency. Early settlers moved to modern Margate City in the early nineteenth century, and by the mid-nineteenth century, fishing, trade, and salt industries attracted increasing numbers of workers (VisitNJShore.com 2021). Completion of a rail line from Philadelphia also opened Margate to seasonal residents, and Margate City neighborhoods like Marven Gardens attracted affluent vacationers interested in buying second homes (Ralph 1989). In 1882, James V. Lafferty built Lucy the Elephant, an elephant-shaped hotel and restaurant, to attract land buyers and commercial development. The city incorporated as South Atlantic City in 1897 and changed its name to Margate City in 1909. Development continued in the late nineteenth and early twentieth centuries following the arrival of railroad service (VisitNJShore.com 2021). The Ash Wednesday Storm of 1962 heavily damaged Margate City, including washing away what remained of the city's boardwalk that had initially been washed out in the Great Atlantic Hurricane of 1944 (Galloway 2019).

9600 Atlantic is a 17-story condominium building completed for occupancy in 1975 (Grace 1975:111). The building has been known as both Ninety Six Hundred and 9600 Atlantic since its construction period. Jack W. Blumenfeld & Company built and owned 9600 Atlantic. It was marketed as a condominium apartment building with 90 one-bedroom and 156 two-bedroom units, 75 percent of which face the ocean.

### Significance:

9600 Atlantic is associated with the later midcentury development period on Absecon Island, with multiple high-rise and mid-rise condominium and apartment buildings appearing on its shores. The building was constructed and owned by Philadelphia-based Jack W. Blumenfeld & Company, a real estate development firm established ca. 1965 with properties in the greater Philadelphia area and New Jersey. Research did not reveal significant architectural achievements by the company, thus the building's association with the company does not establish NRHP significance.

9600 Atlantic is a standard execution of a later midcentury high-rise condominium building. The resource is a functional tower block with replacement windows, doors, and balconies.

### Eligibility for New Jersey

and National Registers:  Yes

No

### National

Register Criteria:

A

B

C

D

### Level of Significance

Local

State

National

### Justification of Eligibility/Ineligibility:

Background research did not reveal any associations with historically important events; therefore, 9600 Atlantic is not known to be significant under Criterion A. Though associated with Jack W. Blumenfeld, Mr. Blumenfeld's accomplishments do not appear to rise to the level of significance required to qualify under Criterion B. The building's design does not embody notable features or materials that distinguish it as late midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. 9600 Atlantic is recommended Not Eligible for inclusion in the NRHP.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

**For Historic Districts Only:**

**Property Count:** Key Contributing: \_\_\_\_\_ Contributing: \_\_\_\_\_ Non-Contributing: \_\_\_\_\_

**For Individual Properties Only:**

**List the completed attachments related to the property's significance:**

**Narrative Boundary Description:**

The survey boundary includes the entire legal parcel associated with the building at 9600 Atlantic Ave.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH



# CONTINUATION SHEET

Historic Sites #:

## ADDITIONAL PHOTOGRAPHS



**Photo Description:**

9600 Atlantic, northwest and southwest elevations, view to the northeast.



**Photo Description:**

9600 Atlantic entrance on northwest elevation, view to the southwest.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:



Figure 1. 9600 Atlantic rendering, 1974 (*Sunday Press*, June 23, 1974, Page B10)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

# BASE FORM

Historic Sites #:

**Property Name:** 5000 Boardwalk

**Street Address:** *Street #:* 5000 *Apartment #:* \_\_\_\_\_  
*(Low)* *(High)* *(Low)* *(High)*

*Prefix:* \_\_\_\_\_ *Street Name:* Boardwalk *Suffix:* \_\_\_\_\_ *Type:* \_\_\_\_\_

**County(s):** Atlantic **Zip Code:** 08406

**Municipality(s):** Ventnor City **Block(s):** 5

**Local Place Name(s):** \_\_\_\_\_ **Lot(s):** 1

**Ownership:** Private **USGS Quad(s)** Atlantic City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:**

National Historic Landmark: _____	SHPO Opinion: _____
National Register: _____	Local Designation: _____
New Jersey Register: _____	Other Designation: _____
Determination of Eligibility: _____	Other Designation Date: _____

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

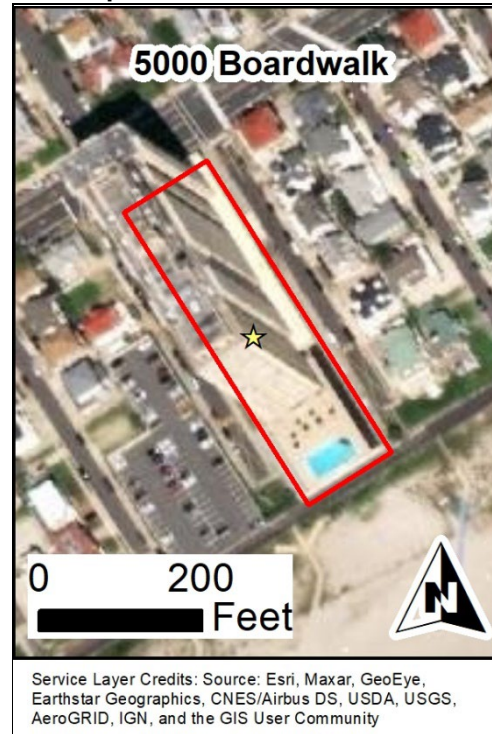
## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

American Architects and Buildings

2023 "Aaron Colish (1910-1997)." Electronic document. Available online at:

[https://www.americanbuildings.org/pab/app/ar\\_display.cfm/22509](https://www.americanbuildings.org/pab/app/ar_display.cfm/22509), accessed February 2023.

Becica Associates LLC

n.d. "5000 Boardwalk Condominiums." Electronic document. Available online at:

<https://becica.com/2014/04/04/5000-boardwalk-condominiums/>, accessed February 2023.

*Courier-Post* (Camden, New Jersey)

1969 "Drawing." March 7, 1969. Page 22.

1970 "5000 Boardwalk Opening in June." February 27, 1970. Page 28.

*The Record*

1983 Advertisement for 5000 Boardwalk. March 27, 1983. Page 68.

Smith, Sarah T.

1963 *The History of Ventnor, New Jersey*. Self-published. Available online at <http://downbeachbuzz.com/wp-content/uploads/2015/11/History-Of-Ventnor.pdf>, accessed April 14, 2021.

Thomas, George E.

1986 John Stafford Historic District, National Register of Historic Places Nomination Form. Produced by Clio Group, Inc., Philadelphia, for the National Park Service, Department of the Interior, Washington, D.C. Available online at <https://npgallery.nps.gov/GetAsset/add3b51-8881-45bf-bb78-c00faa13a9d9>.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

National Park Service (NPS)  
2019 "Ash Wednesday Storm of 1962." Electronic document, <https://www.nps.gov/articles/ash-wednesday-storm-of-1962.htm>, accessed March 29, 2021.

**Additional Information:**

Additional Information

More Research Needed?  Yes  No

**INTENSIVE LEVEL USE ONLY**

Attachments Included:  Building  Structure  Object  Bridge  
 Landscape  Industry

Within Historic District?  Yes  No

Status:  Key-Contributing  Contributing  Non-Contributing

Associated Archaeological Site/Deposit?  Yes  
(Known or potential Sites – if yes, please describe briefly)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>5000 Boardwalk</u>		
<b>Historic Name:</b>	<u>5000 Boardwalk</u>		
<b>Present Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Historic Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Construction Date:</b>	<u>1970</u>	<b>Source:</b>	<u>Courier-Post 1970</u>
<b>Alteration Date(s):</b>	<u>Unknown</u>	<b>Source:</b>	<u></u>
<b>Designer:</b>	<u>Unknown</u>	<b>Physical Condition:</b>	<u>Good</u>
<b>Builder:</b>	<u>Unknown</u>	<b>Remaining Historic Fabric:</b>	<u>Medium</u>
<b>Style:</b>	<u>Modernistic</u>		
<b>Form:</b>	<u>Other: High Rise</u>	<b>Stories:</b>	<u>20</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b>	<u>16</u>
<b>Roof Finish Materials:</b>	<u>Rolled Asphalt</u>		
<b>Exterior Finish Materials</b>	<u>Brick, Running Bond</u>		

### Exterior Description:

5000 Boardwalk is a 20-story rectangular plan, midcentury condominium building. The building dates to 1970. The flat roof is covered with rolled asphalt and exterior walls are clad in brick. Its foundation is obscured, but the building has a subterranean parking garage. The building has metal frame windows and doors, and the doors are known to be replacements. The primary entrance is on the ground level of the southwest elevation. It is flush with the wall plane and is accessible via a driveway covered by a porte cochère. The porte cochère features three stucco-clad columns. Stylistically, the porte cochère does not blend with the rest of the building, and was a later addition. The upper stories house the individual condominium units, each of which has a balcony with metal railings. The building's long sides face to the northeast and southwest. These elevations include 16 bays distinguished by the vertical organization of windows and balconies. According to a profile on the company website for Becica Associates LLC Architecture and Engineering, the company provided a conditions assessment, forensic engineering, design and construction administration for the building. The profile notes that there were hazards related to falling concrete from balcony beams. Repairs included replacement of the deteriorated concrete, new coatings, replacement railings, and replacement sliding glass doors. The profile notes other changes including addition of the porte cochère, roof replacement, replacement of the rooftop cooling tower, and cladding for rooftop mechanicals (Becica Associates LLC 2019). The profile does not list the date of the changes, but the work appears to have been complete by at least 2008 as Google Street View imagery from September 2008 shows the porte cochère in place.

### Interior Description:

Not Applicable.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

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**Setting:**

5000 Boardwalk is located on the northwest side of the Boardwalk, and occupies the entire block between S Oakland Avenue, S Austin Avenue, Atlantic Avenue, and the Boardwalk. The building is located on a residential block in Ventnor City, Atlantic County. Other buildings in the immediate area vary in scale. There are single-family houses that are two to three stories in height, as well as other mid- to high-rise condominium buildings.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Ventnor City is located immediately south of Atlantic City on Absecon Island, where the Lenni-Lenape tribe often visited to fish and collect shells they used as currency. The name Ventnor City was chosen in 1889 in honor of Ventnor, England. Development continued in the late nineteenth and early twentieth centuries following the arrival of railroad service. The city incorporated in 1903, and between 1910 and 1917, the number of buildings in Ventnor City increased from approximately 100 to nearly 1,300. New York-based architects John M. Carrère and Thomas Hastings created a downtown plan for Ventnor City ca. 1907–1908 using City Beautiful planning principles. Architect Frank Seeburger designed homes in what is now the John Stafford NRHP-listed historic district (Thomas 1986). The city's popularity continued through the first half of the twentieth century given its proximity to Atlantic City; films advertising Ventnor City were shown in Reading Terminal in Philadelphia, highlighting the city's beaches, boardwalk, public buildings, and homes (Smith 1963). Ventnor City was heavily damaged by the Ash Wednesday Storm of 1962, which flooded and destroyed beachfront properties and roads and caused major coastline loss (NPS 2019). By the mid-1960s, Ventnor City was the second-largest municipality on Absecon Island, largely a residential resort that catered to seasonal rentals (Smith 1963).

The building at 5000 Boardwalk is a 20-story condominium building completed for occupancy in 1970 (Courier-Post 1970). The building has been known as 5000 Boardwalk since its construction period (see Continuation Sheet Figures 1 and 2). The building is attributed to developers Carl and Lawrence Mitnick, as well as architect Aaron Cornish. The building was marketed as a "luxury resort-type complex" with studio and one or two bedroom apartments. An article promoting its opening in 1970 stated that the building would also include a private garage, restaurant, coffee shop, and beauty salon.

### Significance:

5000 Boardwalk is associated with the later midcentury development period in Ventnor City, which saw it become the second largest municipality on the island. Multiple high-rise and mid-rise condominium and apartment buildings appeared on the shores of Absecon Island during this time period (including nearby 4800 Boardwalk, the Vassar Square Condominiums). The building was built by Carl and Lawrence Mitnick, a father and son team of developers known for single-family housing developments in Cape May County. Carl was also a notable leader and advisor in the home building industry. Despite his accomplishments, Carl does not appear to meet the criteria for significant persons under Criterion B. 5000 Boardwalk is an example of a midcentury high-rise condominium building attributed to architect Aaron Cornish. Cornish's biography on American Architects and Builders (website) includes 16 buildings, most of which are large-scale residential types including hotels and apartment buildings. A nearby extant example is the former Atlantic City Holiday Inn at the Boardwalk and Missouri Avenue. Research did not reveal significant architectural achievements by Aaron Cornish, thus the building's association with Cornish does not establish NRHP significance.

The 5000 Boardwalk Condominium building is a standard execution of a high-rise condominium building. The building's rectangular form includes windows flush with the wall plane, with dimension created by vertical rows of cantilevered balconies. The building has brick exterior cladding, which is offset by two horizontal bands of concrete panels. One band visually separates the ground floor from the upper levels (See Additional Photograph 1) and the second runs along the roofline as a simplified cornice. According to a profile on the Becica and Associates LLC website, the balcony railings were all replaced as part of safety improvements to the building (See Continuation Sheet Figure 3). At the time, all sliding glass doors were replaced as well (Becica and Associates LLC n.d.). Over time, individual residents appear to have replaced their windows, with the building now displaying a mix of sash, slider, and fixed window types. Despite being attributed to an architect, 5000 Boardwalk is a standard, functional building that does not notably embody characteristics of late midcentury design. Additionally, it has been modified with replacement railings, fenestration, and a porte cochère (See Continuation Sheet Figure 4) that is not compatible with the design aesthetic.

Eligibility for New Jersey  
and National Registers:

Yes  No

National  
Register Criteria:

A  B  C  D

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH



## ELIGIBILITY WORKSHEET

Historic Sites #:

Level of Significance     Local     State     National

**Justification of Eligibility/Ineligibility:**

Background research did not reveal any associations with historically important events; therefore, 5000 Boardwalk is not known to be significant under Criterion A. Though associated with Carl Mitnick, Mr. Mitnick's accomplishments do not appear to rise to the level of significance required to qualify under Criterion B. Though attributed to architect Aaron Cornish, Cornish is not identified as an influential architect who would qualify as a master under Criterion C. Further, Cornish's design for 5000 Boardwalk does not embody significant features of late midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. 5000 Boardwalk is recommended Not Eligible for inclusion in the NRHP due to a lack of significance.

**For Historic Districts Only:**

Property Count:    Key Contributing: \_\_\_\_\_    Contributing: \_\_\_\_\_    Non-Contributing: \_\_\_\_\_

**For Individual Properties Only:**

List the completed attachments related to the property's significance:

**Narrative Boundary Description:**

The survey boundary includes the entire legal parcel associated with the building at 5000 Boardwalk.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY    Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

# CONTINUATION SHEET

Historic Sites #:

## ADDITIONAL PHOTOGRAPHS



**Photo Description:**  
5000 Boardwalk, view to the east-southeast.



**Photo Description:**  
5000 Boardwalk, view to the west.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

# CONTINUATION SHEET

Historic Sites #:



Figure 1. Advertisement Image of 5000 Boardwalk from 1969 (*Courier Post*, July 3, 1969, Page 32)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

**CONTINUATION SHEET**

Historic Sites #:

# Did you miss Xerox at 8½? Gold at \$35.?

**Now's your chance to make up for it. An investment for tomorrow you can start enjoying today. 5000 Boardwalk in Atlantic City.**

Consider — Atlantic City is one of the fastest growing resort communities in the world. Because of the magnificent expanse of golden beaches. Because of the Boardwalk — 10 miles of pure paradise enjoyed by joggers, bicyclists, browsers and strollers 12 months a year. Because of the glitter, excitement and fabulous nightlife of its casinos. No other world class resort offers you as much for as little. Especially at 5000 Boardwalk.

Our beautiful luxury apartments are unusually spacious with a wealth of amenities.

Each with a balcony that offers a breathtaking view of the ocean or the bay. Everything you could possibly need or want is within easy reach. And, the world famous Atlantic City beach and Boardwalk are right at your doorstep. It's a spectacular place to live — an exceptional value — and a marvelous investment. **But it's only available now to 11 additional fortunate families.** This is the time to make your move.

Ten years ago, the smart money bought at Palm Springs or Palm Beach. Today, the smart move is to 5000 Boardwalk and Atlantic City. It's the investment you'll enjoy and profit from today, tomorrow and always. Don't miss this one!

**Studios from \$85,000, 1 Bedrooms from \$122,500, 2 Bedrooms from \$198,000.**  
Sales office open every day — from 10 AM-5 PM or by appointment.

**5000 BOARDWALK**  
The Oceanfront Condominium  
VENTNOR, NJ 609-823-5900

Figure 2. Newspaper Advertisement for 5000 Boardwalk (*The Record*, Hackensack, NJ, April 10, 1983, Page 146)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:



Figure 3. Undated image of 5000 Boardwalk during balcony replacement (Becica & Associates LLC n.d.)



Figure 4. Undated image of replacement porte cochère at 5000 Boardwalk (Becica & Associates LLC n.d.)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

# BASE FORM

Historic Sites #:

**Property Name:** Cambridge House

**Street Address:** *Street #:* 111 *Apartment #:* \_\_\_\_\_  
*(Low)* *(High)* *(Low)* *(High)*

*Prefix:* S *Street Name:* Cambridge *Suffix:* \_\_\_\_\_ *Type:* Ave

**County(s):** Atlantic **Zip Code:** 08406

**Municipality(s):** Ventnor City **Block(s):** 20

**Local Place Name(s):** \_\_\_\_\_ **Lot(s):** 2

**Ownership:** Private **USGS Quad(s)** Atlantic City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:**

National Historic Landmark: _____	SHPO Opinion: _____
National Register: _____	Local Designation: _____
New Jersey Register: _____	Other Designation: _____
Determination of Eligibility: _____	Other Designation Date: _____

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

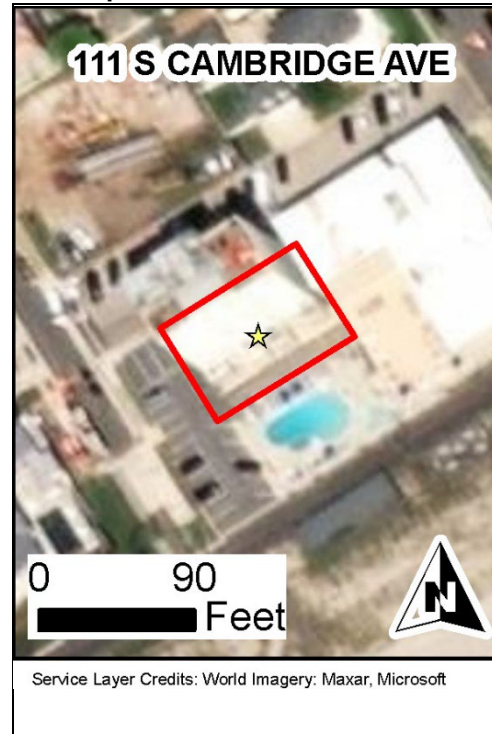
## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

McAlester, Virginia

2015 *A Field Guide to American Houses*. Alfred A. Knopf, New York.

National Park Service (NPS)

2019 "Ash Wednesday Storm of 1962." Electronic document, <https://www.nps.gov/articles/ash-wednesday-storm-of-1962.htm>, accessed March 29, 2021.

*The Press of Atlantic City* (Atlantic City, New Jersey)

1931 Ready For Occupancy August 10. August 2, 1931:27.

1938 Bury McIlvain on Thursday. August 31, 1938:2.

1960 Cambridge House Sold in Ventnor. January 27, 1960:6.

Smith, Sarah T.

1963 *The History of Ventnor, New Jersey*. Self-published. Available online at <http://downbeachbuzz.com/wp-content/uploads/2015/11/History-Of-Ventnor.pdf>, accessed April 14, 2021.

Thomas, George E.

1986 John Stafford Historic District, National Register of Historic Places Nomination Form. Produced by Clio Group, Inc., Philadelphia, for the National Park Service, Department of the Interior, Washington, D.C. Available online at <https://npgallery.nps.gov/GetAsset/add3b51-8881-45bf-bb78-c00faa13a9d9>.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

### Additional Information:

Additional Information

More Research Needed?  Yes  No

### INTENSIVE LEVEL USE ONLY

Attachments Included:  Building  Structure  Object  Bridge

Landscape  Industry

Within Historic District?  Yes  No

Status:  Key-Contributing  Contributing  Non-Contributing

Associated Archaeological Site/Deposit?  Yes

(Known or potential Sites – if yes, please describe briefly)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH



## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>Cambridge House</u>		
<b>Historic Name:</b>	<u>Cambridge House</u>		
<b>Present Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Historic Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Construction Date:</b>	<u>1931</u>	<b>Source:</b>	<u>The Press of Atlantic City 1931</u>
<b>Alteration Date(s):</b>	<u>Unknown</u>	<b>Source:</b>	<u></u>
<b>Designer:</b>	<u>Mcllvain &amp; Company</u>	<b>Physical Condition:</b>	<u>Good</u>
<b>Builder:</b>	<u>Morrell S. Bowen</u>	<b>Remaining Historic Fabric:</b>	<u>Medium</u>
<b>Style:</b>	<u>Italian Renaissance Revival</u>		
<b>Form:</b>	<u>Other: High Rise</u>	<b>Stories:</b>	<u>7</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b>	<u>6</u>
<b>Roof Finish Materials:</b>	<u>Unknown</u>		
<b>Exterior Finish Materials</b>	<u>Brick</u>		

### Exterior Description:

Cambridge House, at 111 S Cambridge Avenue, is a seven-story (six stories plus a partial upper-story penthouse level), rectangular plan apartment building constructed in 1931. The building was designed by Philadelphia-based Mcllvain & Co. and constructed by Atlantic City-based Morrell S. Bowen. A steel-frame structure clad in brick, Cambridge House has a rectangular plan, flat roof, and a concrete course separating the penthouse level from the lower residential stories. The brick cladding is partially visible under a smooth stucco finish (not original). It shows influence of an Italian Renaissance Revival style, popular in the United States in 1890–1930, with its rounded-arch entry bays with column details on the southeast elevation (McAlester 2015). Primary entry is on the southeastern elevation (facing the Boardwalk). Entry from the parking area is on the northwestern elevation and features a single-leaf glazed door with rounded-arch transom and a fabric awning. Two metal doors flank this entry. Windows throughout are replacement and include 1/1 single and paired sash, fixed, and picture windows. Concrete lintels and sills are flush with the wall plane. Fenestration at the penthouse level has undergone major modification, based on a comparison of historic imagery and survey photographs (see Continuation Sheets).

### Interior Description:

Not Applicable.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

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**Setting:**

111 South Cambridge Avenue is located between Marston Place to the northwest, Sands of Ventnor Condominiums to the northeast, the Boardwalk to the southeast, and Cambridge Place to the southwest. The building is located on a residential block in Ventnor City, Atlantic County. Other buildings in the immediate area vary in scale. There are single-family houses that are two to three stories in height, as well as an adjacent mid-rise condominium building.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Ventnor City is located immediately south of Atlantic City on Absecon Island, where the Lenni-Lenape tribe often visited to fish and collect shells they used as currency. The name Ventnor City was chosen in 1889 in honor of Ventnor, England. Development continued in the late nineteenth and early twentieth centuries following the arrival of railroad service. The city incorporated in 1903, and between 1910 and 1917, the number of buildings in Ventnor City increased from approximately 100 to nearly 1,300. New York-based architects John M. Carrère and Thomas Hastings created a downtown plan for Ventnor City ca. 1907–1908 using City Beautiful planning principles. Architect Frank Seeburger designed homes in what is now the John Stafford NRHP-listed historic district (Thomas 1986). The city's popularity continued through the first half of the twentieth century given its proximity to Atlantic City; films advertising Ventnor City were shown in Reading Terminal in Philadelphia, highlighting the city's beaches, boardwalk, public buildings, and homes (Smith 1963). Ventnor City was heavily damaged by the Ash Wednesday Storm of 1962, which flooded and destroyed beachfront properties and roads and caused major coastline loss (NPS 2019). By the mid-1960s, Ventnor City was the second-largest municipality on Absecon Island, largely a residential resort that catered to seasonal rentals (Smith 1963).

Constructed in 1931 by Philadelphia architecture/real estate development firm McIlvain & Company, Cambridge House was one of several McIlvain buildings on the New Jersey Shore, including the Claridge Hotel and the Oxford Apartments (*Press of Atlantic City* 1931:27; 1938:2). The following year, Cambridge House and the Oxford Apartments were under the ownership of Nathan Hoffman, who formed the Oxford-Cambridge Corporation. In 1960, the building was sold to motel developer John Clement (*Press of Atlantic City* 1960:6).

### Significance:

Cambridge House is associated with the pre-World War II development period in Ventnor City, which saw mid-rise seasonal apartment buildings being developed along the Boardwalk. McIlvain & Company of Philadelphia designed and developed Cambridge House, along with the Oxford Apartments in Ventnor.

Cambridge House is an Italian Renaissance Revival-influenced apartment building constructed in 1931. Originally designed with a classically inspired aesthetic, most of those details have been removed during renovations. Brick walls have been covered in stucco, 6/1 and 4/1 windows have been replaced, and penthouse-level fenestration has been enlarged on the southwest and southeast elevations.

**Eligibility for New Jersey  
and National Registers:**

Yes

No

**National**

**Register Criteria:**

A

B

C

D

**Level of Significance**

Local

State

National

### Justification of Eligibility/Ineligibility:

Background research did not reveal any associations with historically important events; therefore, Cambridge House is not known to be significant under Criterion A. McIlvain & Company accomplishments do not appear to rise to the level of significance required to qualify under Criterion B or Criterion C. The building is a modest and no-longer-intact example of prewar, classically influenced design. If intact, it may have held significance as a prewar multistory apartment building under Criterion C, but window replacement, stucco finish, and fenestration modifications have diminished its integrity of design, materials, workmanship, and feeling. Therefore, it is unable to convey any Criterion C significance. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. Cambridge House is recommended Not Eligible for inclusion in the NRHP.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

**For Historic Districts Only:**

**Property Count:** Key Contributing: \_\_\_\_\_ Contributing: \_\_\_\_\_ Non-Contributing: \_\_\_\_\_

**For Individual Properties Only:**

**List the completed attachments related to the property's significance:**

**Narrative Boundary Description:**

The survey boundary includes the entire legal parcel associated with Cambridge House at 111 S Cambridge Avenue.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:

### ADDITIONAL PHOTOGRAPHS



**Photo Description:**  
Southeast elevation, facing northwest.



**Photo Description:**  
Northwest and southwest elevations, facing east.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:

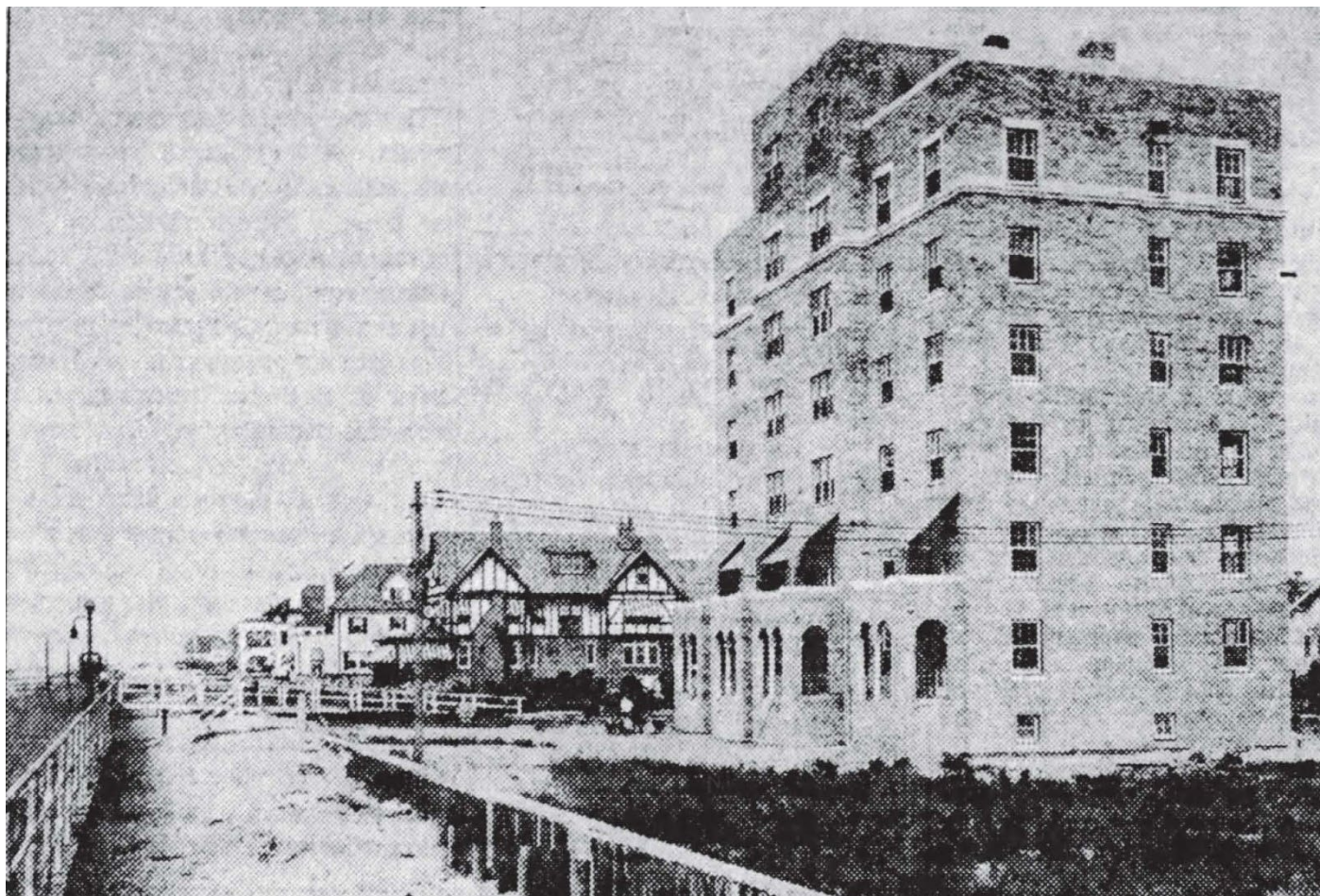


Figure 1. Cambridge House, 1931 (*Press of Atlantic City*, August 2, 1931, Page 27)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

# BASE FORM

Historic Sites #:

**Property Name:** Regency Towers

**Street Address:** Street #: 5200 Apartment #: \_\_\_\_\_  
(Low) (High) (Low) (High)

Prefix: \_\_\_\_\_ Street Name: Boardwalk Suffix: \_\_\_\_\_ Type: \_\_\_\_\_

**County(s):** Atlantic **Zip Code:** 08406

**Municipality(s):** Ventnor City **Block(s):** 9

**Local Place Name(s):** \_\_\_\_\_ **Lot(s):** 1

**Ownership:** Private **USGS Quad(s)** Atlantic City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:** National Historic Landmark: \_\_\_\_\_ SHPO Opinion: \_\_\_\_\_  
National Register: \_\_\_\_\_ Local Designation: \_\_\_\_\_  
New Jersey Register: \_\_\_\_\_ Other Designation: \_\_\_\_\_  
Determination of Eligibility: \_\_\_\_\_ Other Designation Date: \_\_\_\_\_

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

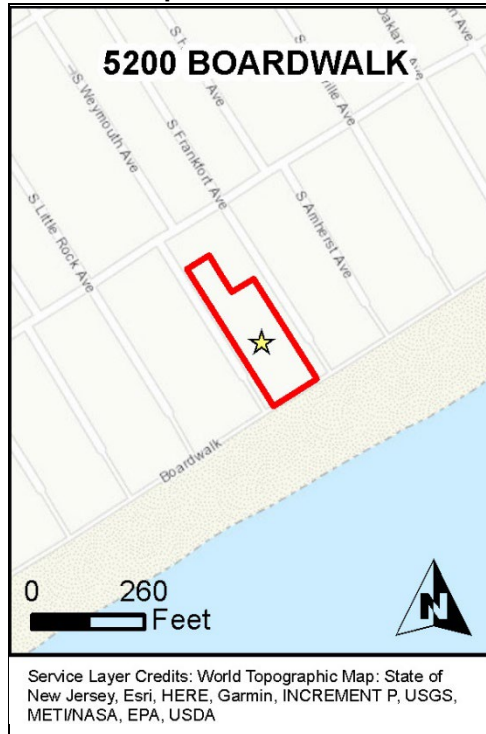
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

*Asbury Park Press* (Asbury Park, New Jersey)

1980 Plush condominium used during probe drew little attention. February 9, 1980:2.

Max Gurwicz Enterprises

2023 A Developer's Story. Available online, <https://www.gurwicz.com/developers-story.html>, accessed March 2023.

National Park Service (NPS)

2019 "Ash Wednesday Storm of 1962." Electronic document, <https://www.nps.gov/articles/ash-wednesday-storm-of-1962.htm>, accessed March 29, 2021.

*Philadelphia Inquirer*

1972 Shore Condominium. November 26, 1972:M-11.

Smith, Sarah T.

1963 *The History of Ventnor, New Jersey*. Self-published. Available online, <http://downbeachbuzz.com/wp-content/uploads/2015/11/History-Of-Ventnor.pdf>, accessed April 14, 2021.

*Sunday Press* (Atlantic City)

1974 Regency Towers display advertisement. June 23, 1974:B7.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH



## BASE FORM

Historic Sites #:

Thomas, George E.

1986 John Stafford Historic District, National Register of Historic Places Nomination Form. Produced by Clio Group, Inc., Philadelphia, for the National Park Service, Department of the Interior, Washington, D.C. Available online at <https://npgallery.nps.gov/GetAsset/add3b51-8881-45bf-bb78-c00faa13a9d9>.

### Additional Information:

Additional Information

More Research Needed?  Yes  No

### INTENSIVE LEVEL USE ONLY

Attachments Included:  Building  Structure  Object  Bridge  
 Landscape  Industry

Within Historic District?  Yes  No

Status:  Key-Contributing  Contributing  Non-Contributing

Associated Archaeological Site/Deposit?  Yes  
(Known or potential Sites – if yes, please describe briefly)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>Regency Towers</u>	
<b>Historic Name:</b>	<u>Regency Towers</u>	
<b>Present Use:</b>	<u>Residential Activity, Permanent</u>	
<b>Historic Use:</b>	<u>Residential Activity, Permanent</u>	
<b>Construction Date:</b>	<u>1972-1974</u>	<b>Source:</b> <u>Philadelphia Inquirer 1972; Sunday Press 1974</u>
<b>Alteration Date(s):</b>	<u>Unknown</u>	<b>Source:</b> _____
<b>Designer:</b>	<u>Unknown</u>	<b>Physical Condition:</b> <u>Good</u>
<b>Builder:</b>	<u>Max Gurwicz &amp; Son</u>	<b>Remaining Historic Fabric:</b> <u>Medium</u>
<b>Style:</b>	<u>Modernistic</u>	
<b>Form:</b>	<u>Other: High Rise</u>	<b>Stories:</b> <u>20</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b> <u>6</u>
<b>Roof Finish Materials:</b>	<u>Rolled Asphalt</u>	
<b>Exterior Finish Materials</b>	<u>Brick, Running Bond</u>	

### Exterior Description:

Regency Towers at 5200 Boardwalk is a 20-story rectangular plan, midcentury condominium building. Construction began in 1972 and the building opened for occupancy in 1974. It has a concrete foundation and exterior walls are clad in brick with a concrete course delineating each story. Seventeen residential stories top two floors of common amenity spaces and a parking garage. Residential-level windows are 1/1 metal sash and doors at balconies are paired sliders with a flanking fixed full-height window. The primary entrance is on the ground level of the southeast elevation, facing the Boardwalk. It is recessed and features a replacement prefabricated metal-framed and glazed insert with double-leaf door and fixed windows and transoms. Interior parking is accessed by a ramp at the north end of the southwest elevation. The upper 17 stories house condominium units, each with a balcony including concrete pad and sides with metal railing. The northwest elevation has no balconies. The building's long sides face to the southwest and northeast.

### Interior Description:

Not Applicable.

### Setting:

Regency Towers is located on the northwest side of the Boardwalk between Weymouth Avenue, Atlantic Avenue, and S Frankfort Avenue. The building is located in a residential area in Ventnor City, Atlantic County. Other buildings in the immediate area vary in scale. There are single-family houses that are two to three stories in height, as well as another high-rise condominium building (5000 Boardwalk).

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Ventnor City is located immediately south of Atlantic City on Absecon Island, where the Lenni-Lenape tribe often visited to fish and collect shells they used as currency. The name Ventnor City was chosen in 1889 in honor of Ventnor, England. Development continued in the late nineteenth and early twentieth centuries following the arrival of railroad service. The city incorporated in 1903, and between 1910 and 1917, the number of buildings in Ventnor City increased from approximately 100 to nearly 1,300. New York-based architects John M. Carrère and Thomas Hastings created a downtown plan for Ventnor City ca. 1907–1908 using City Beautiful planning principles. Architect Frank Seeburger designed homes in what is now the John Stafford NRHP-listed historic district (Thomas 1986). The city's popularity continued through the first half of the twentieth century given its proximity to Atlantic City; films advertising Ventnor City were shown in Reading Terminal in Philadelphia, highlighting the city's beaches, boardwalk, public buildings, and homes (Smith 1963). Ventnor City was heavily damaged by the Ash Wednesday Storm of 1962, which flooded and destroyed beachfront properties and roads and caused major coastline loss (NPS 2019). By the mid-1960s, Ventnor City was the second-largest municipality on Absecon Island, largely a residential resort that catered to seasonal rentals (Smith 1963).

Regency Towers at 5200 Boardwalk is a 20-story condominium building completed for occupancy in 1974 (Sunday Press 1974:B7). The building has been known as Regency Towers since its construction period. Northfield, New Jersey-based Max Gurwicz and Son built and developed the building. The building was marketed as being "first with the ultimate in fire safety" (Sunday Press 1974:B7).

### Significance:

Regency Towers at 5200 Boardwalk is associated with the later midcentury development period in Ventnor City, which saw it become the second largest municipality on the island. Multiple high-rise and mid-rise condominium and apartment buildings appeared on the shores of Absecon Island during this time period (including condominium buildings 4800 Boardwalk (Vassar Square Condominiums) and 5000 Boardwalk. Regency Towers was built by Max Gurwicz and Son, a father and son team of developers known for residential single- and multi-family buildings, shopping centers, and hotels (Max Gurwicz Enterprises 2023). Established in 1954, the company remains in business and focuses single-family and townhouse residential estates. Research did not reveal significant architectural achievements by Max Gurwicz and Son, thus the building's association with the company does not establish NRHP significance.

Regency Towers is a standard execution of a high-rise condominium building. The building's rectangular form includes windows flush with the wall plane, with dimension created by vertical rows of cantilevered balconies. The building has brick exterior cladding, which is offset by concrete courses. Regency Towers is a standard, functional tower block that does not notably embody characteristics of late midcentury design.

### Eligibility for New Jersey

and National Registers:

Yes  No

### National

Register Criteria:

A  B  C  D

### Level of Significance

Local  State  National

### Justification of Eligibility/Ineligibility:

Background research did not reveal any associations with historically important events; therefore, Regency Towers is not known to be significant under Criterion A. Though associated with Max Gurwicz and Son, the company's accomplishments do not appear to rise to the level of significance required to qualify under Criterion B. Research did not uncover the architect associated with the building's design, therefore the building is not likely associated with a master under Criterion C. Further, Regency Towers does not embody significant features of late midcentury design. As a result, the building does not possess significance under Criterion C. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. Regency Towers is recommended Not Eligible for inclusion in the NRHP due to a lack of significance.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

**For Historic Districts Only:**

**Property Count:** Key Contributing: \_\_\_\_\_ Contributing: \_\_\_\_\_ Non-Contributing: \_\_\_\_\_

**For Individual Properties Only:**

**List the completed attachments related to the property's significance:**

**Narrative Boundary Description:**

The survey boundary includes the entire legal parcel associated with the building at 5200 Boardwalk.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

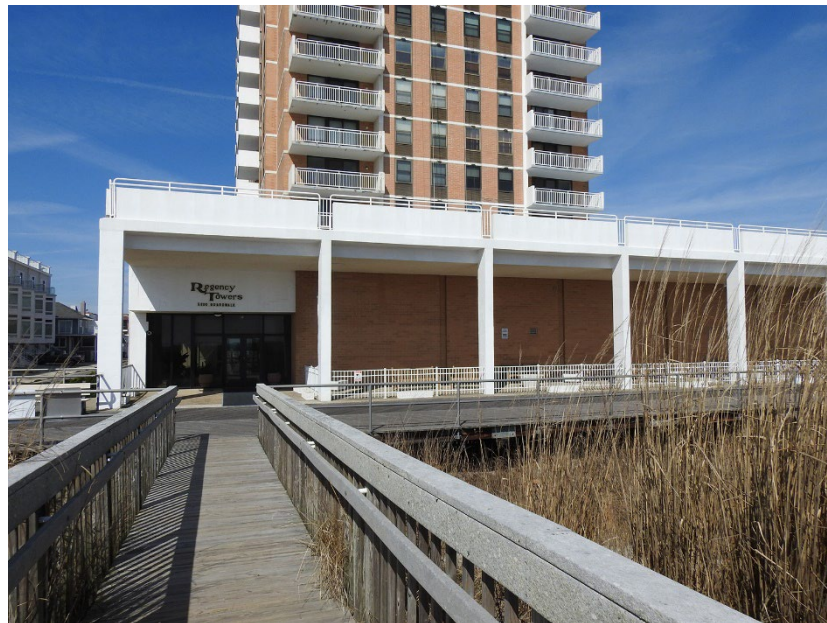
## CONTINUATION SHEET

Historic Sites #:

### ADDITIONAL PHOTOGRAPHS



**Photo Description:**  
Regency Towers, 5200 Boardwalk, view to the southwest.



**Photo Description:**  
Regency Towers, 5200 Boardwalk, view to the northwest.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

**CONTINUATION SHEET**

Historic Sites #:

**the**  
**OCEANFRONT**  
**CONDOMINIUM**  
on the  
Boardwalk,  
in residential  
Ventnor

**Regency Towers**

**The most BEAUTIFUL, LUXURIOUS, SAFEST**  
**Condominium on the Jersey Coast!**

★ And, you can live here, right at the beach and Boardwalk,  
in a \$33,000 residence . . . a \$100,000 penthouse . . . or, any-  
where in-between.

**1<sup>st</sup>**  
WITH THE  
ULTIMATE IN  
FIRE SAFETY

**YOUR SAFETY**  
and  
**PRIVACY**  
ARE ASSURED.

Only six residences  
per floor, each unit  
with its own smoke-  
detection and full  
sprinkler system,  
plus, 24-hour security  
surveillance.

Samples, furnished by  
KENSINGTON,  
open 10 to 7, every day

General Electric  
Appliances, Heating  
& Air Conditioning

**A MAX GURWICZ  
ENTERPRISE**

**NOW! TOPPED-OUT!**  
**FIRST OCCUPANCIES**  
**THIS SPRING**

Phone (609) 823-6677 • 5200 BOARDWALK, VENTNOR, N. J. 08406

Figure 1. Regency Towers advertisement, 1973 (*Sunday Press*, December 30, 1973:D8)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:



Figure 2. Regency Towers advertisement, 1974 (*Sunday Press*, December 30, 1973:D8)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

# BASE FORM

Historic Sites #:

**Property Name:** The Oxford

**Street Address:** *Street #:* 112 *Apartment #:* \_\_\_\_\_  
*(Low)* *(High)* *(Low)* *(High)*

*Prefix:* S *Street Name:* Oxford *Suffix:* \_\_\_\_\_ *Type:* Ave

**County(s):** Atlantic **Zip Code:** 08406

**Municipality(s):** Ventnor City **Block(s):** 16

**Local Place Name(s):** \_\_\_\_\_ **Lot(s):** 9

**Ownership:** Private **USGS Quad(s)** Atlantic City

**Description:**  
Please see Exterior Description on Building Attachment Form.

**Registration and Status Dates:**

National Historic Landmark: _____	SHPO Opinion: _____
National Register: _____	Local Designation: _____
New Jersey Register: _____	Other Designation: _____
Determination of Eligibility: _____	Other Designation Date: _____

**Photograph:**



Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH



## BASE FORM

Historic Sites #:

Location Map:



Site Map:



### Bibliography/Sources:

*Atlantic City Daily Press*

1929 112 So. Oxford Ave, display advertisement. March 27, 1929:19.

C.T. Art-Colortone

1939 View from Ventnor Pier, postcard. *Jersey Supply Company*. Atlantic City, New Jersey.

Hippocard.com

ca. 1941 The Oxford, Ventnor City, N.J., postcard. No publishing information on card,

<https://www.hippocard.com/listing/ventnor-city-new-jersey-the-oxford-apartment-building-vintage-postcard/32355295>, accessed March 2023.

McAlester, Virginia

2015 *A Field Guide to American Houses*. Alfred A. Knopf, New York.

National Park Service (NPS)

2019 Ash Wednesday Storm of 1962. Electronic document, <https://www.nps.gov/articles/ash-wednesday-storm-of-1962.htm>, accessed March 29, 2021.

*The Philadelphia Inquirer* (Philadelphia, Pennsylvania)

1931 The Oxford display advertisement. May 7, 1931.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BASE FORM

Historic Sites #:

*The Press of Atlantic City* (Atlantic City, New Jersey)

1938 Bury McIlvain on Thursday." August 31, 1938.

1939 Slash \$58,000 Off Assessments On Two Ventnor Apts. December 7, 1939.

Smith, Sarah T.

1963 *The History of Ventnor, New Jersey*. Self-published. Available online at <http://downbeachbuzz.com/wp-content/uploads/2015/11/History-Of-Ventnor.pdf>, accessed April 14, 2021.

State of New Jersey Division of Revenue

2023 Business Name: The Oxford Condominium Association, Inc. NJ Department of the Treasury. Available online at: <https://www.njportal.com/DOR/businessrecords/EntityDocs/BusinessStatCopies.aspx>, accessed March 2023.

Thomas, George E.

1986 John Stafford Historic District, National Register of Historic Places Nomination Form. Produced by Clio Group, Inc., Philadelphia, for the National Park Service, Department of the Interior, Washington, D.C. Available online at <https://npgallery.nps.gov/GetAsset/add3b51-8881-45bf-bb78-c00faa13a9d9>.

### Additional Information:

Additional Information

More Research Needed?  Yes  No

### INTENSIVE LEVEL USE ONLY

Attachments Included:  Building  Structure  Object  Bridge  
 Landscape  Industry

Within Historic District?  Yes  No

Status:  Key-Contributing  Contributing  Non-Contributing

Associated Archaeological Site/Deposit?  Yes

(Known or potential Sites – if yes, please describe briefly)

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

<b>Common Name:</b>	<u>The Oxford</u>		
<b>Historic Name:</b>	<u>The Oxford</u>		
<b>Present Use:</b>	<u>Residential Activity, Permanent</u>		
<b>Historic Use:</b>	<u>Residential Activity, Permanent</u>		
	<b>Atlantic City Daily Press</b>		
<b>Construction Date:</b>	<u>1928</u>	<b>Source:</b>	<u>Atlantic City Daily Press 1929</u>
<b>Alteration Date(s):</b>	<u>Unknown</u>		
<b>Designer:</b>	<u>Unknown</u>	<b>Physical Condition:</b>	<u>Good</u>
<b>Builder:</b>	<u>Mcllvain &amp; Co., Inc.</u>	<b>Remaining Historic Fabric:</b>	<u>Medium</u>
<b>Style:</b>	<u>Italian Renaissance Revival</u>		
<b>Form:</b>	<u>Other: High Rise</u>	<b>Stories:</b>	<u>10</u>
<b>Type:</b>	<u>Other</u>	<b>Bays:</b>	<u>10</u>
<b>Roof Finish Materials:</b>	<u>Unknown</u>		
<b>Exterior Finish Materials</b>	<u>Brick</u>		

### Exterior Description:

The Oxford at 112 S Oxford Avenue is a 10-story (nine stories plus a penthouse), rectangular-plan apartment building constructed in 1928. Executed in an Italian Renaissance Revival-influenced style, The Oxford is clad in brick (now heavily painted) with rounded-arch fan detailing at the penthouse level and elaborated sills and lintels on juliet balconies at corner bays on the 8th story. Penthouse-level window details extended down to the 9th-story window below, according to a 1941 photograph, but are no longer extant. Windows are primarily single 1/1 sash, with some paired at the corners of the 8th–10th stories. Windows on the ground floor are oversized metal-framed, paired and single 1/1 sash. Windows throughout are replacement. The primary entry is recessed on the northeast elevation, covered by a fabric awning supported on metal posts. Pedestrian entry has a replacement prefabricated, metal-framed and glazed, double-leaf, automatic sliding door insert. What appear to be contrasting yellow brick courses at the ground level, depicted in a period postcard, have been painted the same color as the rest of the exterior brick. The same is true for details at the top of the building (visible on Google Earth) – architectural detailing has been removed or covered in thick layers of paint.

### Interior Description:

Not Applicable.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## BUILDING ATTACHMENT

Historic Sites #:

---

**Setting:**

The Oxford at 112 South Oxford Avenue is located on the corner of South Oxford Avenue and the Boardwalk, between South Oxford and Dudley Avenues. Entry is on the northeast elevation. The building is located on a residential block in Ventnor City, Atlantic County. Other buildings in the immediate area vary in scale. There are single- and multi-family houses that are two and three stories tall in the area, as well as parking lots and a public park.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

### History:

Ventnor City is located immediately south of Atlantic City on Absecon Island, where the Lenni-Lenape tribe often visited to fish and collect shells they used as currency. The name Ventnor City was chosen in 1889 in honor of Ventnor, England. Development continued in the late nineteenth and early twentieth centuries following the arrival of railroad service. The city incorporated in 1903, and between 1910 and 1917, the number of buildings in Ventnor City increased from approximately 100 to nearly 1,300. New York-based architects John M. Carrère and Thomas Hastings created a downtown plan for Ventnor City ca. 1907–1908 using City Beautiful planning principles. Architect Frank Seeburger designed homes in what is now the John Stafford NRHP-listed historic district (Thomas 1986). The city's popularity continued through the first half of the twentieth century given its proximity to Atlantic City; films advertising Ventnor City were shown in Reading Terminal in Philadelphia, highlighting the city's beaches, boardwalk, public buildings, and homes (Smith 1963). Ventnor City was heavily damaged by the Ash Wednesday Storm of 1962, which flooded and destroyed beachfront properties and roads and caused major coastline loss (NPS 2019). By the mid-1960s, Ventnor City was the second-largest municipality on Absecon Island, largely a residential resort that catered to seasonal rentals (Smith 1963).

Originally an apartment building, The Oxford was constructed by Philadelphia company McIlvain & Co., Inc. in 1928-1929 (*The Philadelphia Inquirer* 1931:3). Charles J. McIlvain, Jr., owned The Oxford; he was also the builder of the Cambridge House apartments in Ventnor City and the Claridge Hotel in Atlantic City (*Press of Atlantic City* 1938:2). The Oxford and Cambridge House were under the ownership of Nathan Hoffman in 1939, who formed the Oxford-Cambridge Corporation. The Oxford became tenant-owned in the 1980s, incorporating its association in 1985 (State of New Jersey Division of Revenue 2023).

### Significance:

The Oxford is associated with the pre-World War II development period in Ventnor City, which saw mid-rise seasonal and year-round apartment buildings being developed along the Boardwalk. McIlvain & Company of Philadelphia designed and developed The Oxford, along with Cambridge House in Ventnor.

The Oxford is an Italian Renaissance Revival-influenced apartment building that opened in 1929. Originally designed with a classically inspired aesthetic, most of those details have been removed or completely covered during renovations. Brick walls have been thickly covered in paint, windows and entry doors have been replaced, and penthouse-level window detail has been partially removed.

#### Eligibility for New Jersey

and National Registers:

Yes  No

#### National

Register Criteria:

A  B  C  D

#### Level of Significance

Local  State  National

### Justification of Eligibility/Ineligibility:

Background research did not reveal any associations with historically important events; therefore, The Oxford is not known to be significant under Criterion A. Though associated with Charles J. McIlvain, Jr., Mr. McIlvain's accomplishments do not appear to rise to the level of significance required to qualify under Criterion B or Criterion C. The building is a modest and no-longer-intact example of prewar, classically influenced design. If intact, it may have held significance as a prewar multistory apartment building under Criterion C, but window replacement, painted-brick finish, and removal of architectural details have diminished its integrity of materials, workmanship, and feeling. Therefore, it is unable to convey any Criterion C significance. The building appears unlikely to yield information important in prehistory or history, and is not significant under Criterion D. The Oxford at 112 S Oxford Avenue is recommended Not Eligible for inclusion in the NRHP.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY

Date: April 20, 2023

Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)

Organization: HDR and SEARCH

## ELIGIBILITY WORKSHEET

Historic Sites #:

**For Historic Districts Only:**

**Property Count:** Key Contributing: \_\_\_\_\_ Contributing: \_\_\_\_\_ Non-Contributing: \_\_\_\_\_

**For Individual Properties Only:**

**List the completed attachments related to the property's significance:**

**Narrative Boundary Description:**

The survey boundary includes the entire legal parcel associated with the building at 112 S Oxford Avenue.

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

# CONTINUATION SHEET

Historic Sites #:

## ADDITIONAL PHOTOGRAPHS



**Photo Description:**  
Northwest and northeast elevations, facing south.



**Photo Description:**  
Southwest and southeast elevations, facing northeast.

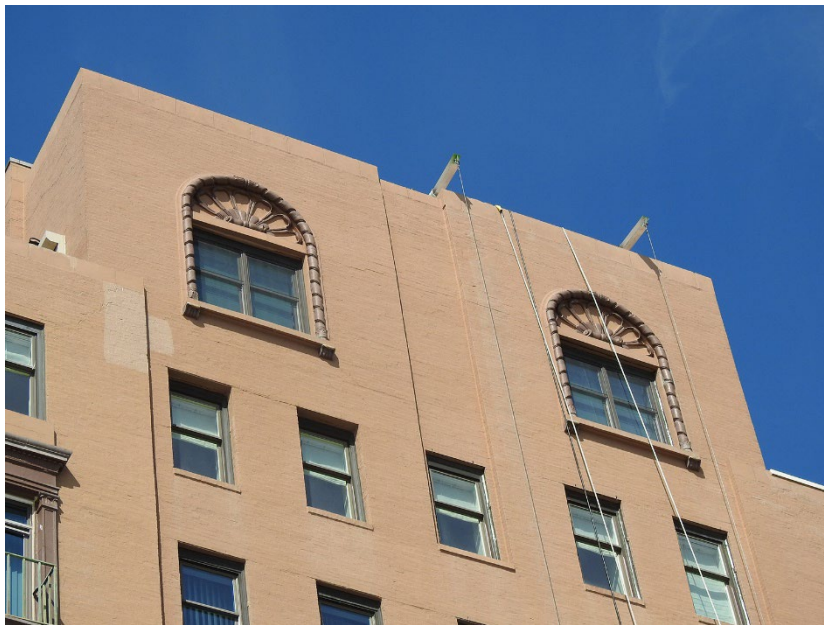
Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH

## CONTINUATION SHEET

Historic Sites #:



**Photo Description:**  
Entry on northeast elevation, facing south.



**Photo Description:**  
Detail of penthouse window detailing, southeast elevation, facing northwest.



# CONTINUATION SHEET

Historic Sites #:



Figure 1. Ventnor Pier, postcard, 1939 (C.T. Art-Colortone).



Figure 2. The Oxford, postcard, ca. 1941 (hippostcard.com).

Survey Name: OCEAN WIND INTENSIVE-LEVEL ARCHITECTURAL SURVEY Date: April 20, 2023  
Surveyor: Ann Keen (HDR), Liz Blackwell (SEARCH)  
Organization: HDR and SEARCH