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PRESERVATION GAZETTE

a publication of the Preservation Alliance of Spring Lake, Inc.

A COMMUNITY COMING TOGETHER

by Dr. Kathy Sclafani

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In these days of government shutdowns and legislative paralysis, it is refreshing to be part of a community that can work together for the common good. The Preservation Alliance is fortunate to be a member of such a community here in Spring Lake. We are proud to announce that, after much effort on the part of PASL members, Borough officials, state and local preservation organizations and many ordinary citizens, work has begun on the renovation of the Frederic A. Duggan Memorial First Aid Squad building. The addition on the back of the building has already been framed, and some of the interior and exterior work on the original structure has been started. On Saturday November 9th, one of our distinguished private donors, William S. Beinecke of the Sperry and Hutchinson Company (of S & H Green Stamps fame), visited the site. His philanthropical organization, the Prospect Hill Foundation, has made a donation in honor of a long-time Spring Lake resident, Frank P. Rossi. In recognition of the Foundation's generosity, the main meeting room of the new visitor's center and community gathering place will be named after Mr. Rossi. We would like to remind our members that there are still naming opportunities available – it is not too late to have the names of your loved ones memorialized on the Wall of Honor outside the building or on the bricks in front of the entryway (Please contact Cathleen McCusker at 732-449-9338 or katemccsplake@aol.com.)

Another example of the community coming together in support of efforts to preserve the beauty of our town can be seen in the success of the Preservation Alliance's second annual Taste and Sea Spring Lake fundraiser, held on July 25th. The event took place at the lovingly restored Essex and Sussex, another part of Spring Lake history. The evening featured delicacies generously donated by our finest local establishments, including Whisper's Restaurant, Mossuto's Market, Pastaio, Joe Leone's, Dan's Kitchen, Doolan's Shore Club, Café Artiste, Firefly and the Third Avenue Chocolate Shoppe.

A welcoming cocktail hour was followed by a wine tasting courtesy of Egan's Spring Lake Liquors, accompanied by the music of the Lucchi String Quartet. After cocktails, guests were invited into the historically preserved dining room, decorated with fresh flowers by the Spring Lake Garden Club, to sample the restaurants' offerings. Raffle prizes included an iPad, a Bose music system, and a golf outing with lunch for four at Eagle Oaks. Mayor Naughton, once again, was a winner – this time of a trip to Grounds for Sculpture in Hamilton Township. (Despite her unusual good luck, we anticipate inviting her back again next year!).



**Joe Leone with
Store Manager
Pasquale.**

With our annual Awards Night, held this year on Saturday September 28th, we celebrate the efforts of the many members of our community committed to preserving the historic beauty of our town through renovation and sensitive new construction. This year, the evening began with a fascinating presentation by town historian Bonnie DuBois, who gave us a virtual tour of the homes in town whose history includes famous names and faces. Afterwards, the six award-winning homeowners received plaques, along with an in-depth architectural description of their homes' historical significance beautifully written by PASL member Sharon Batteau. Audience members were treated to slide photographs of each home and its architectural details, thanks to member Bud Benz. Drs. Arthur and Christine Aria were then presented with the President's Award for their years of service to the Preservation Alliance, and Mr. Joe Egan of Egan's Spring Lake Liquors was given the first annual Outstanding Benefactor Award, in recognition of his great generosity to the Preservation Alliance since its foundation.

After the event, wine, beer and a wide variety of hors d'oeuvres were served in the Brown Room, to the accompaniment of Bob Wallace and the Spring Lake Jazz Ensemble. Bob's talented and lovely granddaughter Ashley charmed guests with her rendition of "Over the Rainbow".



Touring construction at the Duggan Building; Mayor Jennifer Naughton with donor William Beinecke and PASL members Joseph Rizzo and Peter Saklas (rear).

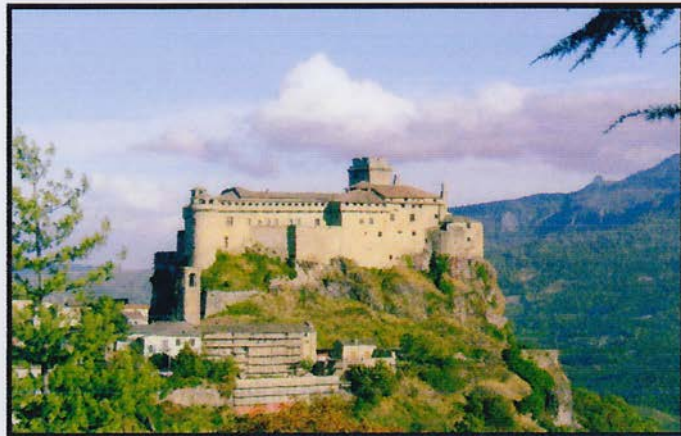


Recipients of this year's President's Award, Doctors Arthur and Christine Aria with John Fitzgerald.

LAST CHANCE FOR DREAM TRIP TO ITALY RAFFLE

We would like to invite all PASL members and the wider community to win a chance to experience the Italy Italians love! Through the generous donation of Spring Lake resident Joe Raffetto, we are offering tickets to win a 7 day, 6 night trip for four, including airfare, to the beautiful Emilia Romagna region of Italy. The trip includes accommodations at the Villa Tre Angeli, a newly-refurbished bed and breakfast owned by Mr. Raffetto's daughter Valerie, with private tours of the area given by Valerie and her husband.

Tickets are \$100 each and only 300 will be sold, so don't wait! The drawing will be held at 12 noon on December 8 at the Spring Lake Community House, followed by a reception.



A MESSAGE FROM OUR MAYOR



Dear Members and Friends,

Our community has come a long way in the last year. It is wonderful to see the progress that has been extended to one of the Preservation Alliance's signature projects, the Frederick A Duggan First Aid and Emergency Squad Building on Washington Avenue.

If you take a walk or drive past the building, you will see that construction is well underway. The addition to the back has been framed and the interior renovation has also begun. Work will soon begin on the largest interior component - the elevator system which will make the entire building handicapped accessible. Much of the heavy work should be complete by March 2014 though interior finishing elements and programming discussions will continue. PASL member Joe Rizzo has been invaluable with his oversight and suggestions on the project. His regular contact with Bryan Dempsey at Borough Hall has helped to keep the project on track.

We are fortunate to live in a community that cares so deeply about the places we live and work and visit. While not all history can be preserved, the PASL does a wonderful job reminding us that the big payoff is often years down the road. Thank you for your ongoing commitment and hard work.

Jennifer Naughton
Mayor



Ocean, Wood & Lake ... And Much More

by Joseph Rizzo

Most people know of the Preservation Alliance of Spring Lake because of its annual awards night and newsletters, and also for the active role it has taken to help save, restore and repurpose the Frederick Duggan Memorial First Aid & Emergency Squad Building. Our awards recognize the extraordinary work done by the town's residents, business and institutions to save restore and improve our beautiful stock of historic buildings, especially Spring Lake's many old and distinctive homes. Though the primary role of the Preservation Alliance is to educate the public about the benefits of this wonderful architectural heritage and to promote preservation I personally believe that preservation in Spring Lake is about much more than saving and restoring grand old houses and historic buildings.

So, rather than focusing on the success of our residential awards program, I decided to devote this article and a few later ones to the other important aspects of the Town that provide so much of the character we identify as "Spring Lake". These fall into two major categories;

* **Natural Resources & Open Spaces**, like our wonderful 2-mile long beachfront and boardwalk; our lakes, parks, playgrounds and playing fields; the many beautiful planted traffic island scattered throughout town, and recent landscaping projects such as the Pitney and 5th Avenue trackside improvements that our Borough workforce create and maintain.

* **Non-residential Development**, like our quaint Downtown and key historic facilities such as the restored Wells Fargo Bank Building; fine hotels and B&B's like the Breakers and The Chateau; and repurposed landmarks such as the Essex and Sussex. This also includes our historic churches, the Community House, our Schools and popular Borough facilities like the North and South End Pools and Pavilions.

Spring Lake's Business District provides a fine example of how recent projects and an increased concern for preserving the past has dramatically improved upon earlier planning efforts in our Town. And it is important to note that there has been marked progress in the coordination of efforts between the Business District's stakeholders.

Over 20 years ago the Mayor and Council took advantage of a traditional County-funded sewer and roadway paving grant to develop a unique public/private partnership for Third Avenue. Thanks to the efforts of our talented Public Works staff, this grant, combined with a private donation for new lampposts and contributions from Downtown's private property owners for replacement brick paving, dramatically transformed Third Avenue. But as any savvy businessman knows, simply beautifying Downtown does not necessarily promise its success. Our Downtown businesses were suffering from a loss of tourist traffic, due in part to the closing of several major hotels and B&B's, but also because it had simply become worn and tired looking. In business it really is "use it or loss it" - and losing Third Avenue would have felt a like a deathblow to Spring Lake.



After a committee was formed to study further physical improvements and redevelopment strategies, eventually the BID (Business Improvement District) was established, which has brought in attractive new businesses and renewed energy to Downtown. Since then the members of the BID have worked closely with the Chamber of Commerce and Borough Council to carefully study the needs of the Downtown - to preserve and enhance the design elements and identify the business types that would contribute to its charm and increased traffic - and to coordinate programs and special events that raise public awareness.



As BID President Rich Clayton proudly points out, among the key goals of the organization's mission, one that was widely accepted by its members, was to retain and restore the unique charm and architectural character of Spring Lake's historic downtown buildings, hotels and B&B's. Another member, Jim Thompson has done a wonderful job chronicling these remarkable facilities in a beautiful collection of photographs. The BID has drawn upon the knowledge and talents of groups like the Historical Society, Preservation Alliance and Shade Tree Commission and many private citizens to make recommendations for the Borough's sign ordinance revisions, to create new design standards and to further develop its plans for future physical improvements. Bonnie Dubois wrote an entertaining and informative article for the Historical Society that outlined a special walking tour of Third Avenue's historic buildings and old business establishments. Projects like the new tree plantings for Third and Morris Avenues will build upon the Borough's street improvements and earlier projects like the Centennial Clock & Plaza, which was funded through generous private donations.

What I find especially heartwarming about all this is the remarkably positive response of many of the property owners and businesses Downtown - the significant efforts, financial investments and imagination they have applied to making their establishments part of its success. The attractive Gloria Nelson GMAC Realty offices and stores like "Kate & Company" have helped make it financially feasible to save historic structures like 1101 Third Avenue and the ALU building, which frame the southern gateway to Downtown. Unique eye catching stores like "Urban Details" and "The Camel's Eye" add to the curb appeal of recently restored historic buildings such as the Paterson and Danskin Buildings, which are so important in retaining Third Avenues' architectural heritage and charm.

The Borough's adoption of an "outdoor dining" ordinance has brought increased visibility and traffic to popular eating places like "The Spring Lake Pizzeria", "Cafe' D'Artistes", "Pastaio", "Ray's Cafe" and "Tom Bailey's Market", which have added new life to Third Avenue and important Downtown side streets like Morris and Washington Avenues.

So, though many still think of our beautiful old historic homes and new high quality residential construction when they think of Spring Lake, much of our history and identity resides in the many old downtown buildings, and other local businesses, hotels and B&B's, and the churches and schools and public buildings scattered throughout town. These facilities are important historic "points of interest" that add a greater variety of scale and texture to what has become a predominantly full-time residential community. And as Spring Lake is now essentially fully developed, the importance of preserving its remaining open outdoor space cannot be overestimated, pointing to the continuing relevance of Spring Lake's old motto, "Ocean Wood and Lake".

2013 Annual Award Winners



**18 Jersey Avenue
Anne Estabrook, Mary Gibbons-Wooton and
Anne-Marie Gibbons-Bramnick**



**310 Monmouth Avenue
James and Eileen Stokes**



**112 Washington Avenue
Dr. David and Lorelei Cheli**



**8 Jersey Avenue
Douglas and Barbara Ix**



**216 Monmouth Avenue
James and Karrie Dicso**



**1221 Third Avenue
Michael and Susan Mattia**



Hank's Reflections by *Hank Schroder*

Time To Look Ahead

A wise person once said that life is what happens while you are planning something else. This point was again proved by the destruction and devastation caused by superstorm Sandy.

Looking back one year after Sandy, we can see how much of a game changer it was for the citizens of Spring Lake. Plans were changed and everyone had to face this new reality.

I don't believe that time heals all wounds, but time does help. Several local businesses report that the foot traffic is back up and the cash registers are ringing again.

It is time to be cautiously optimistic as we look to 2014. A good way to celebrate is to go check out the new North End Pavilion.

The Preservation Alliance *of* Spring Lake, Inc.

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CHARLES BENZ	2013-2016
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MARIE CURRY	2013-2016
GINA KENNEDY	2011-2014
JULES PLANGERE	2012-2015
ELIZABETH ROBINSON	2013-2016
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The Preservation Alliance of Spring Lake, Inc.

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A Magnificent 7 Days 6 Nights stay at the beautiful Villa Tre Angeli Bed & Breakfast. Your wonderful Italian getaway for rest and relaxation. This recently refurbished "Liberty style" villa, with your own mini apartment, private bath and fully equipped kitchenette is located in Italy's Emilia Romagna region, close to everything. We will have you submerged in the Italian Culture, away from the touristy areas, living like the Italians, in no time.

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Visit the villa website for more photos and information
www.villatreangeli.com

Tickets: \$100. Each....Only 300 Tickets Available

**Drawing & Reception: Sunday December 8, 2013
at 12:00 Noon in the Spring Lake Memorial
Community House, Madison Ave. Spring Lake, NJ**

You do not have to be present to win. Winners will be notified. All proceeds benefit The Preservation Alliance of Spring Lake, Inc.

All Meals, Taxes and Service Charges for the Trip Not Included The Law requires that a Raffle Prize be taxable to the winner in the year that the prize is made available

TEAR OR CUT OFF

Italy Trip Chances

Please send me # _____ Italy Trip Chance Tickets at \$100. each. My total enclosed is \$ _____

Name: _____

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Please make checks payable to : The Preservation Alliance of Spring Lake, Inc.

Return to: The Preservation Alliance of Spring Lake, Inc. • PO Box 9 • Spring Lake, NJ 07762

Your Ticket (s) will be sent to you at your above address by return mail

Only 300 Chance Tickets Available

WE NEED YOU AND YOUR SUPPORT !!!

PASL is a not for profit group of volunteers dedicated to preserving the traditional charm and character of Spring Lake. Membership is offered to all who are interested in these same goals. The diverse activities of the Alliance create a need and opportunity for members to use personal skills, become an active participant, or assume an inactive role of support, through tax deductible dues and/or donations.

We invite you to join our organization and help us continue to be a voice for the preservation of historic and beautiful Spring Lake.

PLEASE TEAR OFF THIS PAGE AND MAIL IT TO THE ADDRESS BELOW

Name _____

Address _____

Phone _____

Email _____

TYPE OF MEMBERSHIP: NEW _____ **RENEWAL** _____

Single/Family \$35 _____ **Corporate/Business \$100** _____ **Life \$250** _____

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Post Office Box 9 - Spring Lake, New Jersey 07762**

**THE PRESERVATION ALLIANCE OF SPRING LAKE
MISSION STATEMENT:**

***TO FOSTER APPRECIATION AND PROACTIVE PLANNING FOR PRESERVATION OF SPRING
LAKE'S UNIQUE ARCHITECTURAL, CULTURAL AND NATURAL SIGNIFICANCE.***

**FOR MORE INFORMATION VISIT OUR WEBSITE -
WWW.PRESERVATIONALLIANCEOFSPRINGLAKE.COM**

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CURRENT RESIDENT OR:

***Please Join Us for Our Italian Trip
Raffle Drawing***

Sunday, December 8, 2013

***Spring Lake Community House
Madison & Third Avenues
at
12 Noon***