



The Springwood Avenue Heritage Walk Storymap Collection



Asbury Park, NJ
Final Report



OCTOBER 2024



RUTGERS-NEW BRUNSWICK
Edward J. Bloustein School
of Planning and Public Policy
Alan M. Voorhees Transportation Center



Acknowledgments

The Springwood Avenue Heritage Walk StoryMap Collection was funded by the North Jersey Transportation Planning Authority (NJTPA) through the Vibrant Places Program. This program provides staff support and technical assistance through a partnership with the Voorhees Transportation Center at Rutgers University to advance local initiatives that promote creative placemaking initiatives in the NJTPA Region. Staff from NJTPA and VTC would like to acknowledge our positions as researchers and planners providing support and technical assistance to local partners in Asbury Park, NJ. We do not have the lived experiences as members of the local communities for which we provide support and technical assistance. We respectfully join our partners to celebrate their local history, especially Black history, and assist in developing the Springwood Avenue Heritage Walk.

The Vibrant Places Project Team

The Vibrant Places Program is a partnership of NJTPA and VTC. The Technical Assistance Project Team (Project Team) for work in Asbury Park included the following individuals:

Jesika Tixi, VTC

Cate Heady, VTC

Miriam Salerno, VTC

Kiara Ryan, VTC

Bonnie Kennedy, VTC

Jeffrey Perlman, NJTPA

Blythe Eaman, NJTPA

Mary Topp, VTC

Will Parker, VTC

Anika Kapoor, VTC

Thank you to Diane Shelton, Interfaith Neighbors' project lead, the project partners, and the community members who contributed their time and stories to this experience.

Project Partners

Interfaith Neighbors

Springwood Avenue Rising

Asbury Park African-American Music Project (AP-AMP)

City of Asbury Park

Westside Citizens United (WSCU)

Asbury Park Museum and Asbury Park Historical Society

Communications Department of Monmouth University

The Institute for Advanced Technology in the Humanities of the University of Virginia

This report has been prepared as part of the North Jersey Transportation Planning Authority (NJTPA) Vibrant Places Program with financing from the Federal Transit Administration and the Federal Highway Administration of the U.S. Department of Transportation. This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The NJTPA is solely responsible for its contents.

Table of Contents

I. Introduction

About The Vibrant Communities Initiative

NJTPA Vibrant Places Program

About Asbury Park

Project Overview

II. Springwood Avenue Heritage Walk Project Overview

Project Objectives

Project Partners

Project Scope

III. Project Tasks: Research and Planning, StoryMap Development, and Recommendations

Task 1: Site Selection and Planning

Task 2: Content Creation and StoryMap Development

StoryMap Planning

Content Selection and Creation

Creating a Digital Map of Historic Springwood Avenue

Branding and Design

Publication, Storage, Delivery Logistics

Task 3: Beyond the Virtual Tour: Recommendations

Promotion and Outreach

Historic Walking Tour Best Practices

Planning Considerations

Next Steps and Funding Opportunities

Continued Work on the StoryMap

Appendices

Appendix A: Task 1 Memo

Appendix B: Historic Sites and Addresses Database

Appendix C: Springwood Avenue Historic Walk Design Recommendations Memo

Appendix D: Additional Funding Opportunities

I. Introduction

The North Jersey Transportation Authority (NJTPA) and Voorhees Transportation Center (VTC) provided technical assistance through the Vibrant Places Program to support Interfaith Neighbors in developing a virtual tour celebrating the rich cultural heritage of Springwood Avenue in West Side Asbury Park. The Springwood Avenue Heritage Walk is a project led by Springwood Avenue Rising, a committee within Interfaith Neighbors dedicated to honoring the past, celebrating the present, and preparing for the future of Springwood Avenue. Historically, Springwood Avenue served as the main artery of West Side Asbury Park in the mid-20th century and played a significant role in African-American life and culture in New Jersey. The virtual tour, titled the Springwood Avenue Heritage Walk StoryMap Collection, along with this final report, aims to equip Interfaith Neighbors and its partners to successfully implement a physical tour.

About The Vibrant Communities Initiative

The Vibrant Communities Initiative is a partnership with the Voorhees Transportation Center at Rutgers University. The Vibrant Communities Initiative provides targeted support to municipalities, counties, and community organizations in the NJTPA region through technical assistance, placemaking projects, information resources, and applied research. This effort promotes economic development, highlights cultural and historic resources, and engages communities in opportunities to enhance the quality of life for all residents while building strong, vibrant communities.

The Vibrant Communities Initiative continues the mission of municipal capacity building originally advanced through the Together North Jersey Initiative. Since the Together North Jersey grant ended in 2015, NJTPA and VTC have continued advancing the TNJ Plan goals by providing technical assistance to communities and working to advance the themes from the NJTPA's Long Range Transportation Plan, Plan 2050 Transportation. People. Opportunity.

NJTPA Vibrant Places Program

The Vibrant Places Program is the technical assistance arm of the Vibrant Communities Initiative that assists communities by leveraging the power of placemaking to strengthen connections between people and places, enhancing the social, physical, and economic fabric in communities across the region.

Placemaking is the application of community planning that integrates arts, culture, and other community assets to attract new investment and strengthen the local economy. It is a sustainable form of economic development that links job creation to specific places by enhancing public spaces, streets, and other community amenities. The Vibrant Places Program supports and advances placemaking projects with a focus on disadvantaged communities and diverse stakeholders. The Vibrant Places Program is supported by NJDCA through market analysis and subject matter expertise.



Vibrant Places Project Team and Partners December 2023

About Asbury Park

Asbury Park (New Jersey), established in 1871, grew as a coastal community with a vibrant boardwalk, Victorian hotels, and attractions drawing up to 200,000 summer visitors by the early 1900s. Historically, its growth was challenged by major events such as the 1947 construction of the Garden State Parkway, suburbanization, the Civil Unrest of the 1970s, and competition from the development of the Great Adventure complex. Despite this, it maintained a lively arts and music scene. In the early 2000s, downtown and boardwalk revitalization efforts began, leading to mixed successes but overall resilience, even against inclement weather events like that of the devastating Hurricane Sandy in 2013.

Asbury Park is served by a comprehensive transportation infrastructure that includes access by train, with the New Jersey Transit's North Jersey Coast Line connecting it to New York City. Major highways such as Route 71 and the nearby Garden State Parkway also facilitate easy access by road. The Asbury Park community, however, has historically been divided by the railroad tracks, which were established primarily for passenger service. This division, established when the railroad was first built in the 19th century, has had a lasting impact on the socio-economic segmentation of the city.

Asbury Park spans 1.43 square miles in Monmouth County and has a stable population of 15,146 as of July 2022. While 71% of New Jersey's population is white, Asbury Park presents a diverse demographic composition with 44% white, 36% Black or African American (compared to 15% in New Jersey), and 21% Hispanic (similar to the state average). About 27% of the local population, compared to 32% statewide, speak a language other than English at home. The median value of owner-occupied housing stands at \$455,000, which is higher than the state average of \$400,000. The city consists of 7,477 households, averaging 2.01 persons per household, which is lower than the New Jersey average of 2.64. Concerning education, 89% of those over 25 have completed high school, and 42% hold a bachelor's degree or higher, figures that align closely with state averages. The median household income in Asbury Park is \$63,461, significantly below the state average of \$97,126, but the per capita income of \$53,385 is marginally higher than the state's \$50,995.

Springwood Avenue, the project area of focus, is situated in the southwestern part of the city, within a region referred to as the "West Side." The present-day West Side neighborhood is bounded by Asbury Avenue to the north, Main Street to the east, Boston Way to the south, and Ridge Avenue to the west. Spanning 0.38 square miles, the West Side planning area consists of Census Tracts 8072 and 8073 and has a population of 6,207 (2022 ACS). Springwood Avenue was once the West Side's primary commercial hub, featuring a lively stretch of shops, churches, taverns, and eateries. The avenue experienced significant prosperity. By the year 1915, the demographic makeup of the West Side predominantly included families of Italian, Jewish, and African-American heritage. Buildings ranging from two to three stories along Springwood Avenue were vibrant centers of activity and trade.

Project Overview

Through the NJTPA's Vibrant Places Program, the Project Team worked with community partners in the City of Asbury Park to develop a virtual tour for the Springwood Avenue Heritage Walk. This tour is a component of the larger cultural heritage walk project led by the Springwood Avenue Rising committee within Interfaith Neighbors. The Springwood Avenue Heritage Walk aims to highlight the corridor's history before the 1970s and use placemaking as a tool to celebrate its legacy and commemorate the vibrancy of the Springwood Avenue community to present-day audiences.

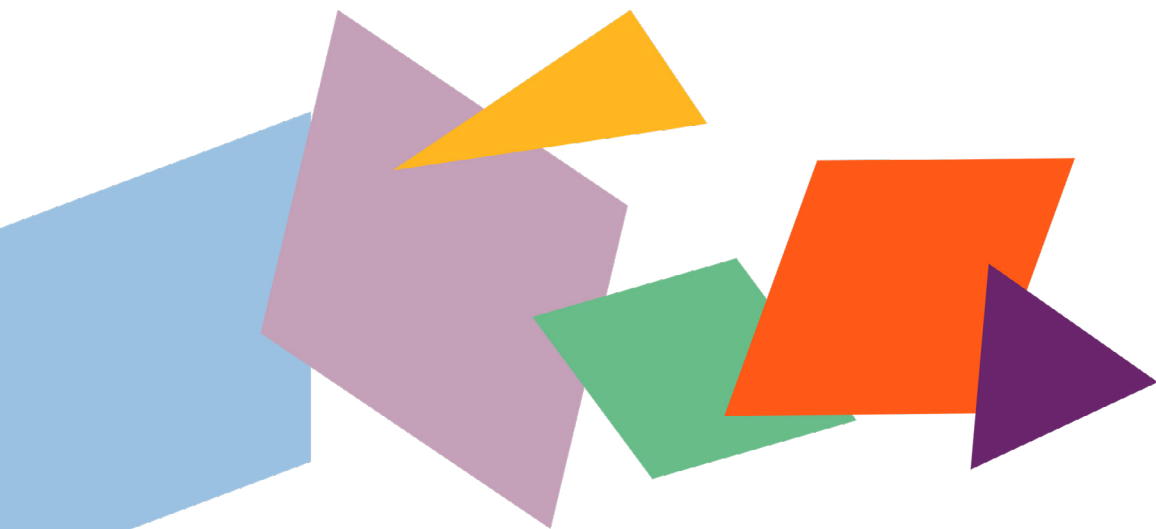
The virtual tour is currently organized into blocks corresponding to physical locations along the Springwood Avenue corridor. Each block features its own StoryMap, showcasing themes, businesses, individuals, or events that once existed there or are relevant to the story of Springwood Avenue as a whole. Presently, the virtual tour consists of eight StoryMaps: one introductory StoryMap, six dedicated to seven blocks along the Springwood Avenue corridor from Memorial Drive to Ridge Avenue, and one designed to collect resident stories. All the StoryMaps are part of the larger Springwood Avenue Heritage Walk StoryMap Collection. This collection includes a rich array of multimedia content, such as historical photos, interactive maps, audio interviews, and other engaging experiences to tell the story of Springwood Avenue.

II. Springwood Avenue Heritage Walk Project Overview

Project Objectives

Through community-informed work previously done by the applicant, Interfaith Neighbors and its project partners identified the need to enhance and showcase the West Side's identity and cultural history to the public, especially the Springwood Avenue corridor. The Springwood Avenue Heritage Walk StoryMap Collection project is an educational resource and historical documentation for West Side residents and visitors to learn more about the rich history of Springwood Avenue as a hub of African-American life and culture in the mid-20th century. This project is only the virtual piece of the larger project and prepares Interfaith Neighbors for the physical implementation of the heritage walk and its elements. The virtual tour aims to organize and create a repository of connections for all the work previously done by project partners and serves as an extension of the physical tour. By collecting, researching, analyzing, synthesizing, and organizing historical content available on Springwood Avenue, the project team was able to develop content, narrative, branding, and design, assisting Interfaith Neighbors and its partners to be one step closer to implementing physical signage. The Springwood Avenue Heritage Walk StoryMap Collection aims to:

- Support the ongoing efforts of the revitalization of Springwood Avenue as the vibrant hub of the West Side community.
- Support community activation and amplify the West Side's voices and experiences.
- Provide learning opportunities that celebrate Black culture and highlight the historical achievements of the West Side.
- Foster sustainable partnerships among community leaders and groups dedicated to revitalizing Springwood Avenue.



Project Partners

Documenting the history of the West Side of Asbury Park has been a collaborative effort led by project partners including Interfaith Neighbors, the Asbury Park Historical Society, and the Asbury Park African-American Music Project. The Project Team collected and analyzed secondary data from project partners, including interviews, maps, and other historical media. Historical desktop research and consistent stakeholder input were additional data-gathering methods used to inform the analysis. The major sources used to inform this project are as follows:

AP-AMP interviews and images

Asbury Park African-American Music Project, Inc. (AP-AMP) provided a collection of interview transcripts and historical images of businesses located on Springwood Avenue. In addition, the AP-AMP website has a digital museum with images, videos, written accounts, and mapped locations of people and places with significance to Springwood Avenue and the Asbury Park music scene. The mapped locations of historic places were added to the catalog of Springwood Avenue Businesses and Places.

Porch Talk interviews

Porch Talk was a public event led by Dr. Deanna Shoemaker for her CO-509- Communication, Culture, and Community course at Monmouth University in partnership with Interfaith Neighbors and Springwood Avenue Rising. The purpose of the event was to foster community conversations with long-time residents about their lived experiences in the area. The interviews took place at 161 Ridge Ave on October 19 and November 9, 2019, in Asbury Park, New Jersey. Dr. Shoemaker provided a collection of transcripts and audio of residents who were interviewed on the day of the event. These transcripts were used to better understand the significance of specific places, people, and events and were included in the project catalog.

Asbury Park Historical Society

The Asbury Park Historical Society is dedicated to enhancing the understanding, appreciation, preservation, and restoration of all historical items related to the City of Asbury Park's history. As part of this commitment, they are actively supporting the project by supplying historical images and records, conducting research, and verifying the locations of former businesses along Springwood Avenue.

Asbury Park: A West Side Story

Asbury Park: A West Side Story is a book by Madonna Carter Jackson. In it, she tells a story of the West Side of Asbury Park through the photographic work of her father, Joseph A. Carter, Sr., a long-time resident and photographer from the 1940s to the 1980s. Madonna has curated a collection of over 200 photographs that highlight the diverse influences of individuals, groups, events, and businesses and their numerous contributions to social, civic, and community pride. This book was used to inform a deeper understanding of how people connected with the places and each other on Springwood Avenue.

Project Scope

The Project Team, in agreement with Interfaith Neighbors, produced a scope of work outlining three major project tasks for the seven-block tour over eight months from November 2023 to July 2024.

The three tasks included: 1) Site Selection and Planning, 2) Content Creation and StoryMap Development, and 3) Final Report and Recommendations for Implementation. Each task encompassed its methodology and sub-deliverables to ensure project milestones were met. Bi-weekly meetings were held throughout the project's development to gather feedback, report findings, and coordinate project planning and execution. The project team met bi-weekly with members from Interfaith Neighbors, the Asbury Park African-American Music Project, and the Asbury Park Historical Society.

The following sections of this report outline the objectives and methodology of each task.

III. Project Tasks: Research and Planning, StoryMap Development, and Recommendations

The technical assistance provided to Interfaith Neighbors centered on the development of the Springwood Avenue Heritage Walk StoryMap Collection, a virtual tour created using ArcGIS StoryMap. ArcGIS StoryMaps is ESRI's place-based storytelling tool where authors can create and publish stories that can include maps, text, images, videos, embedded items, and other media. StoryMaps are web-based and can be viewed on desktops as well as mobile devices. Audiences do not need a background in GIS software to engage with StoryMaps, and these maps can be shared across social media to reach a wide audience.

The project was divided into three tasks: Site Selection and Planning, StoryMap Content Creation and Development, and Recommendations for next steps. These tasks are detailed in the sections below.

Task 1: Site Selection and Planning

Site Visit

The Project Team conducted a site visit on December 15, 2023, to Springwood Avenue and the surrounding project area for project development. The visit involved firsthand assessments of the sites, allowing for a better understanding of their physical conditions, historical significance, and cultural context. The visit included local project partners who shared their knowledge of the space, including partners from Interfaith Neighbors, the Asbury Park Historical Society, AP-AMP, the City of Asbury Park, and Monmouth University.

Research Activities

The project team undertook several research activities to inform the selection of the walking tour sites and the creation of content for the Springwood Avenue Heritage Walk StoryMap Collection. A detailed report of these research tasks is found in Appendix A. The tasks include:

- **Existing and Historic Conditions:** Desktop research on the conditions of Asbury Park and the West Side of Asbury Park included demographic data, socioeconomic characteristics, and physical conditions of Springwood Avenue. The Project Team also researched the historical conditions of the West Side to compare those conditions to the present day.
- **Relevant Plans for Springwood Avenue:** The Project Team reviewed relevant plans, including **One City Asbury Park** (2018), a Choice Neighborhoods Planning Grant, **West Side Comprehensive Neighborhood Plan** (2019), and funding by a Neighborhood Planning Grant from the Wells Fargo Regional Foundation, **Amended Springwood Avenue Redevelopment Plan** (2020) by the City of Asbury Park.
- **Historic Walking Tours: Best Practices and Case Studies:** The Project Team conducted desktop research to develop case study examples of historic storytelling initiatives and African American heritage-focused public engagement projects. They also assessed case study examples of StoryMaps exploring similar themes through inclusive and comprehensive storytelling approaches and best practices for using StoryMaps as a platform. The research team will study best practices on cultural and heritage tours for intangible sites and best practices on physical signage placement and tour walkability.
- **Sites and Historic Documents:** In addition, the team conducted extensive research on secondary data and content provided by project partners.

A major element of this project was organizing existing content and data from many different sources. The Project Team created a system to organize this existing content and match the content to historic locations along the project area. This organization system was essential to the qualitative analysis that informed the planning of the StoryMap Collection.

Task 2: Content Creation and StoryMap Development

StoryMap Planning

StoryMaps are digital storytelling devices that combine narrative, multimedia, and mapping, allowing audience members to engage with the story and its content in different ways. StoryMap Collections are a group of StoryMaps that are presented and can be navigated together. Using StoryMap Collections for this project allowed the Project Team to present the multi-faceted and complex story of Springwood Avenue in one user interface. Content for the Springwood Avenue Heritage Walk StoryMap Collection was provided by partners and collected through original research, including interviews with community members and residents, historical images, newspaper clippings, and more, to inform the storytelling elements of the Springwood Avenue Heritage Walk.

Tour Organization: Anchor Sites and Project Themes

The project partners requested that the tour be organized by city block, so that the story is told traveling west down Springwood Avenue, from the railroad tracks to Ridge Avenue (Figure 1). The storytelling of the Springwood Avenue Heritage Walk consists of two components: anchor sites and themes. Each is displayed in different parts of the StoryMap. The anchor sites are businesses selected by community partners of Asbury Park for their significance to the community. The themes were then pulled from data analyzed in Task 1 of this project to highlight compelling aspects of life on Springwood Avenue. The process for selecting the sites and themes is detailed below.



Figure 1: Project area for the Springwood Avenue Heritage Walk StoryMap Collection.

The Project Team aimed to represent the vibrancy and diversity of businesses/establishments that characterized Historic Springwood Avenue. Through a thorough content analysis of AP-AMP interviews and images, Monmouth University's **Porch Talk** series, the project team identified codes for the frequently mentioned people, places, events, and other topics of these interviews. These identified codes were then grouped by theme, including race and civil rights, local music, community events and celebrations, worship and church, local organizations, and youth and school life. In addition, the frequently mentioned places and stores were grouped into the following categories: nightlife, music, barber and beauty shops, worship and church, specialty retail and services, general retail, and social clubs. For an example of this process, see the chart below in Figure 2.

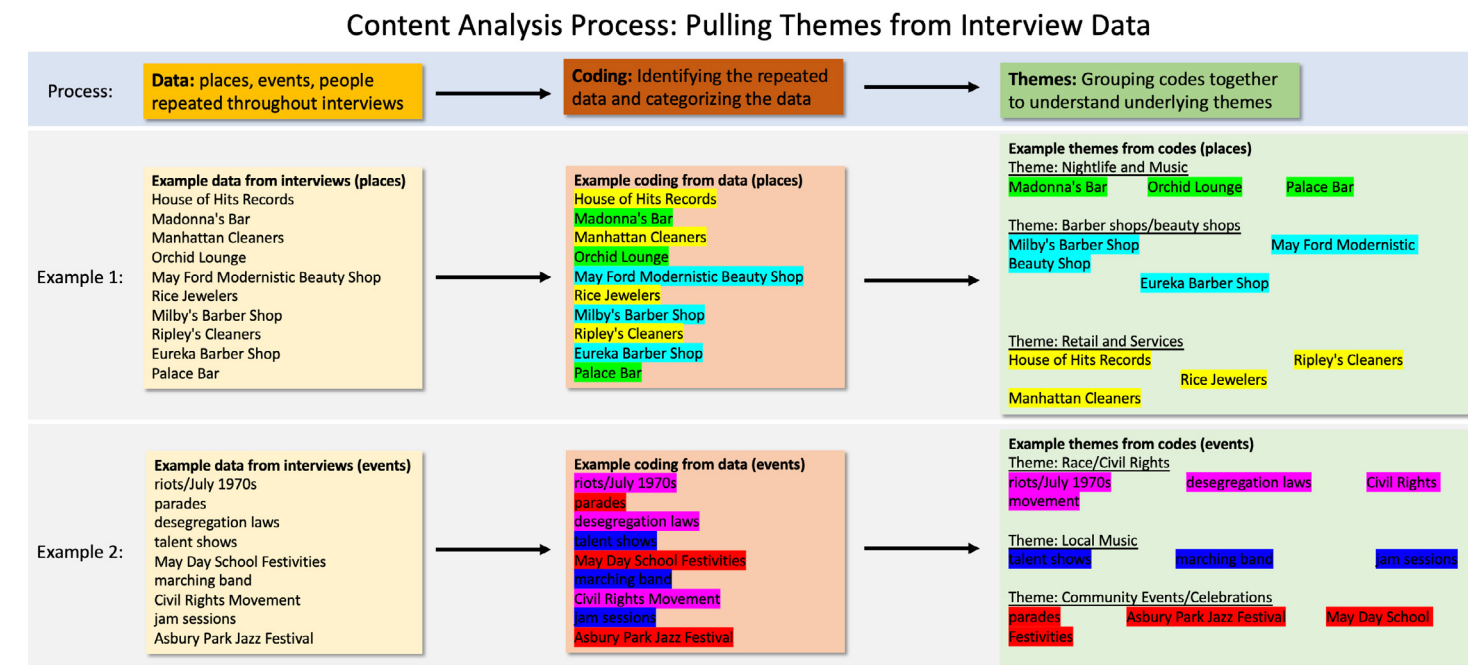
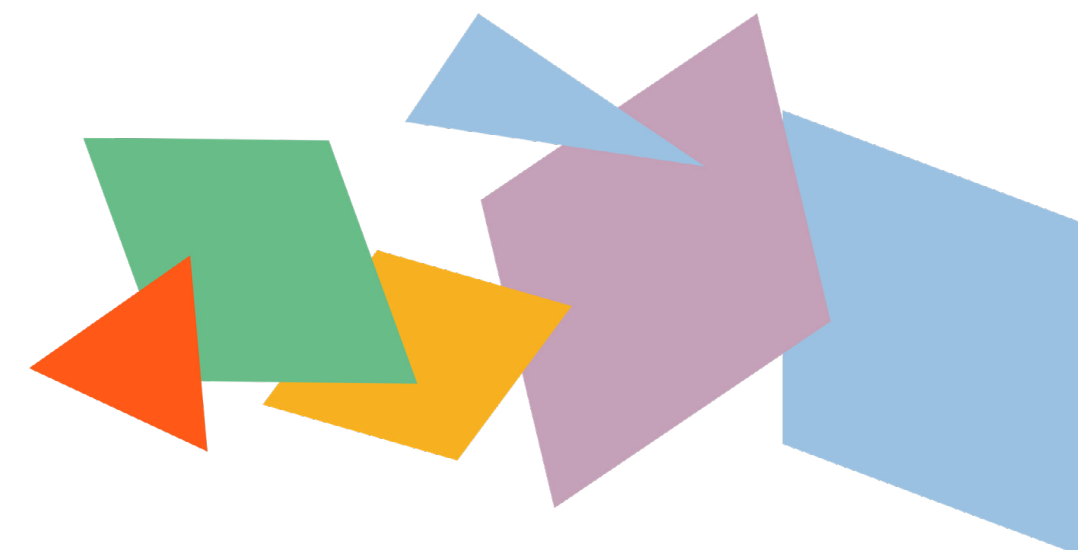


Figure 2: Chart showing content analysis process with examples.



These themes were then consolidated to fit the number of blocks on the tour (six). Using the map created through the process of historic mapping (as detailed in a section below), the team analyzed the overlap of business locations and the identified themes, outlining a narrative flow that would highlight the local businesses on the block as well as speak to the larger elements of life on Springwood Avenue.

The themes, purpose of the themes, and anchor sites are as follows:

1. Memorial Drive to Prospect Avenue - **Welcome to Springwood Avenue**
 - Purpose: provide an overview of Historic Springwood Avenue as a vibrant place.
 - Sites:
 - Madonna’s Bar
 - Orchid Lounge
 - M&B Meat Market
2. Prospect Avenue to Sylvan Avenue - **Local Treasures: Thriving Small Businesses**
 - Purpose: highlight the diverse and thriving small business scene of the area.
 - Sites:
 - House of Hits Records
 - Sunny Hunny
 - Paramount Paint and Wallpaper Co.
 - Fisch’s Department Store
 - Hollywood Beauty Shoppe
 - Bunce & Carter Drugstore
3. Sylvan Avenue to Atkins Avenue - **The Look: Life and Style on Springwood**
 - Purpose: highlight the life and style of the folks of Springwood Avenue.
 - Sites:
 - Savoy Bar and Grill
 - State Ballroom/State Billiard
 - Cuba’s Spanish Nightclub and Tavern
4. Atkins Avenue to Borden Avenue - **Creative Beats: A Vibrant Music and Arts Scene**
 - Purpose: highlight Springwood Avenue’s historic music and arts scene.
 - Sites:
 - Leo’s Turf Club
 - West Side Drug Store
 - Joe Carter’s Photography Studio
5. Borden Avenue to Dewitt Avenue - **Rising Voices: Civil Rights and Resilience**
 - Purpose: highlight the Civil Rights Movement, the Uprising, and Resilience of the community.
 - Sites:
 - Hollywood Bar & Grill
 - Eddie’s Barber Shop
6. Dewitt Avenue to Ridge Avenue - **Gatherings: Worship and Church Life**
 - Purpose: highlight the spiritual, worship, and church communities of Springwood Avenue.
 - Sites:
 - St. Peter Claver Catholic Church
 - R&R Rib House

StoryMap Structure

The Springwood Avenue Heritage Walk consists of a StoryMap Collection of eight StoryMaps: six StoryMaps for the individual blocks, one StoryMap to introduce the tour and the project, and one StoryMap to gather community stories.

The first StoryMap in the collection is an introduction to the tour. This includes the project background, the partners, the digitized map of Historic Springwood Avenue, and instructions for using the tour.

After the introduction are the StoryMaps for the 6 blocks along Springwood Avenue that are the focus of the tour. Each of the StoryMaps for the blocks are structured as follows:

1. Interactive map of businesses on the block
2. Narrative about the theme with images and audio
3. Map tour of the sites with descriptions, images, and audio
4. Photo gallery
5. Credits

The final StoryMap in the collection is a survey to collect additional community stories. People who lived, worked, or played on Springwood Avenue during the time period covered by the tour can share their own stories, including pinning a location, writing an address or business name, and uploading a file. This page will serve as a tool for the project partners to engage in ongoing public engagement with the project.

Content Selection and Creation

Along with the content and data from project partners, including Asbury Park Historical Society images and texts, community data from Interfaith Neighbors, and images from Asbury Park: A West Side Story by Madonna Carter Jackson, the Project Team drafted narrative text to be placed in the StoryMaps. This text addressed the theme of the block and was informed by the voices of the community, including direct quotes and audio from community members. The text and audio clips are accompanied by images, including photographs and newspaper clippings, that demonstrate how the theme was evident in the physical spaces of Springwood Avenue. See an example in Figure 3.



Figure 3: Screenshot from StoryMap showing narrative content.

In addition to the narrative, each block StoryMap includes a map tour of the selected anchor sites. Each site features a description of the business, its location on Springwood Avenue, and media including photos, audio, and newspaper clippings. Additional descriptions were provided by the Asbury Park Historical Society and the Asbury Park African-American Music Project. See an example in Figure 4.

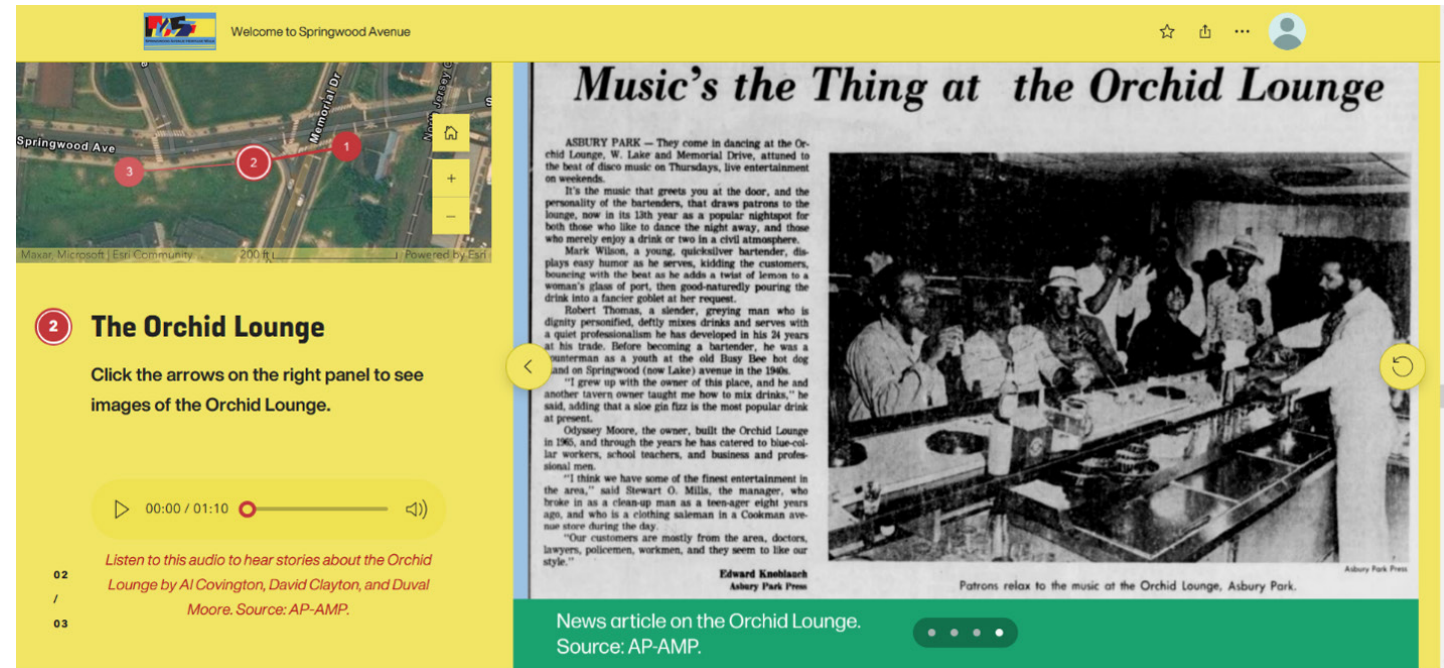


Figure 4: Screenshot from StoryMap showing map and site-based content.

The StoryMap Collection also features an interactive Historic Springwood Avenue Map, a digital map created for this project to display the approximate locations of Springwood Avenue's former businesses and buildings. Each block StoryMap then displays the map zoomed to that block, allowing the audience to view information about the businesses on that block. See an example in Figure 5.



Figure 5: Screenshot from StoryMap showing interactive map feature.



The block StoryMaps also contain a photo gallery with additional photos that relate to the theme and sites of that block. See an example in Figure 6.

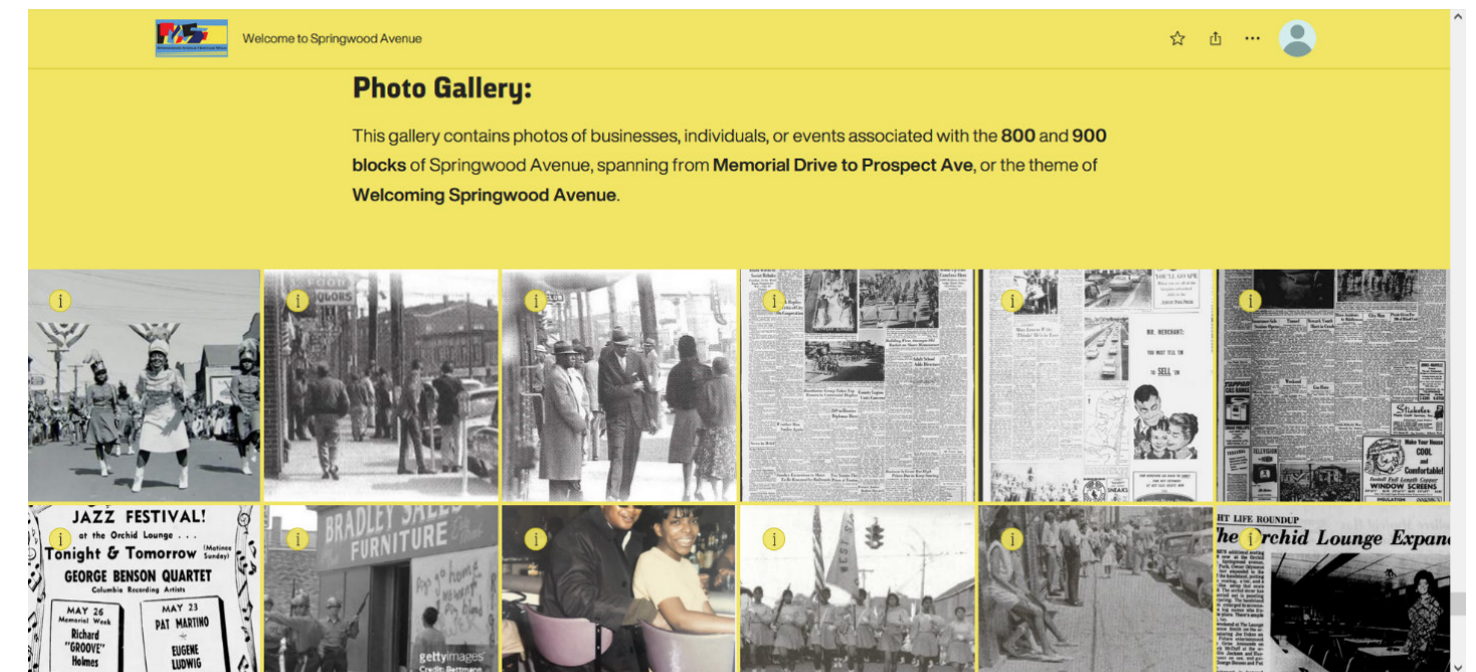


Figure 6: Screenshot from StoryMap showing photo gallery.

Creating a Digital Map of Historic Springwood Avenue

One of the key purposes of the Springwood Avenue Heritage Walk is to highlight Springwood Avenue's history as a vibrant place in Asbury Park, a bustling street with businesses, residential spaces, and places for community gatherings. However, the buildings that contributed to this vibrancy were destroyed in urban renewal projects after the uprising in 1970. Since then, new redevelopment has continued to change the landscape of this block. Therefore, it was important for the StoryMap Collection to include a recreation of Springwood's historic layout as a reference. To do this, researchers used historical maps, images, and documents for guidance in the re-creation. The following sources were used to create the Historic Springwood Avenue Map:

- Sanborn Maps, 1905. Sheets 39-45. (Princeton University Library Special Collections).
- Historic Aerial Image, 1963. (Historic Aerials by NETROnline).
- Asbury Park City Directories, 1955, 1964. (Ancestry Heritage Quest Online; Asbury Park Historical Society).
- Green Books, 1937-1964. (New York Public Library Digital Collections).
- Advertisements and stories in the Asbury Park Press.
- Addresses provided by partners, including Interfaith Neighbors, the Asbury Park Historical Society, and AP-AMP.

Step 1: Digitizing Historic Maps

The Sanborn Maps and aerial images were placed in ArcGIS Pro to create map layers. The Sanborn Maps provided information about historic lots and address locations, as well as buildings in 1905. Figure 7 shows these maps laid over present-day Asbury Park. These maps were digitized in ArcGIS Pro, with layers created for lots and buildings (Figure 8).

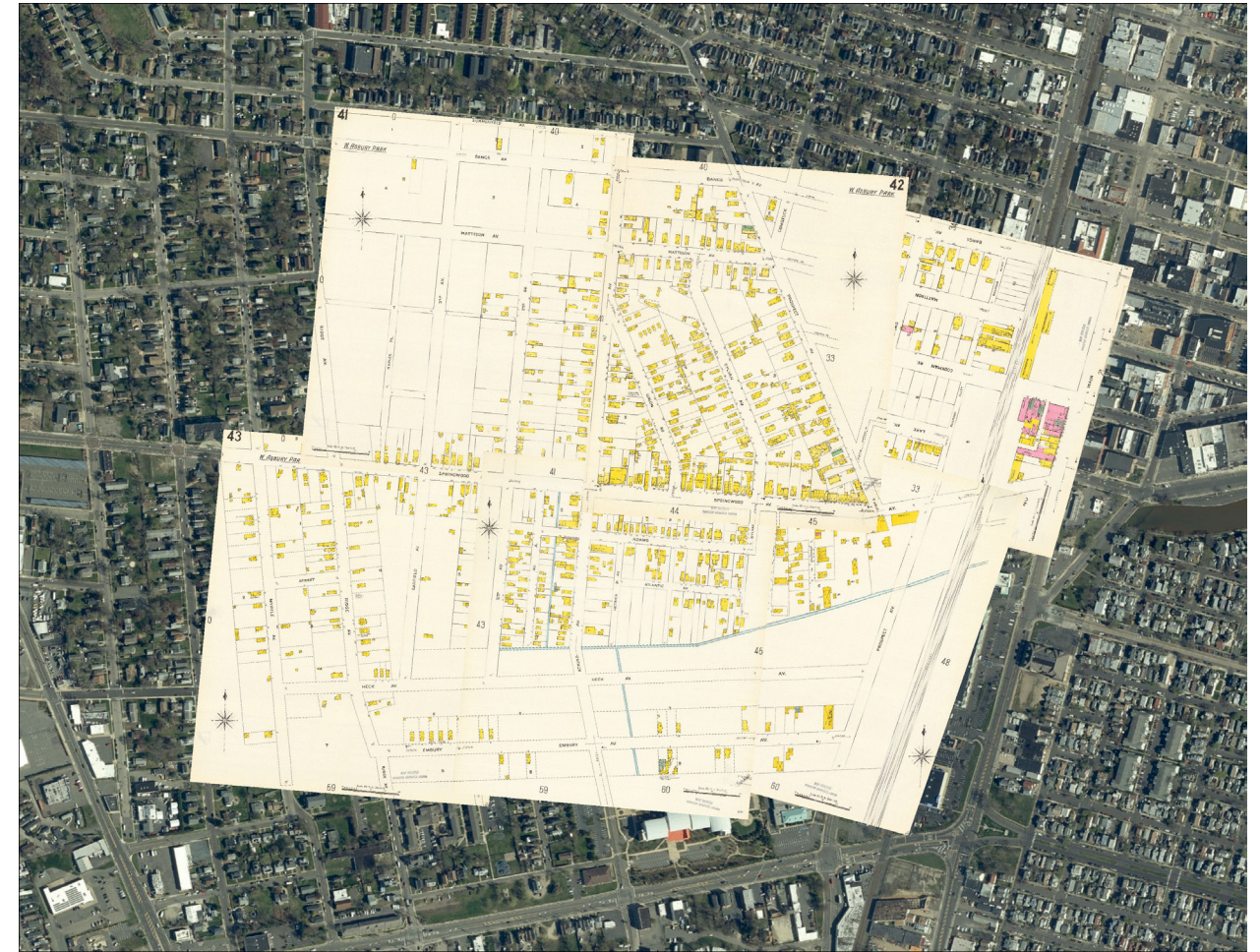


Figure 7: Historic Sanborn Maps (1905) placed over present-day imagery of Asbury Park.

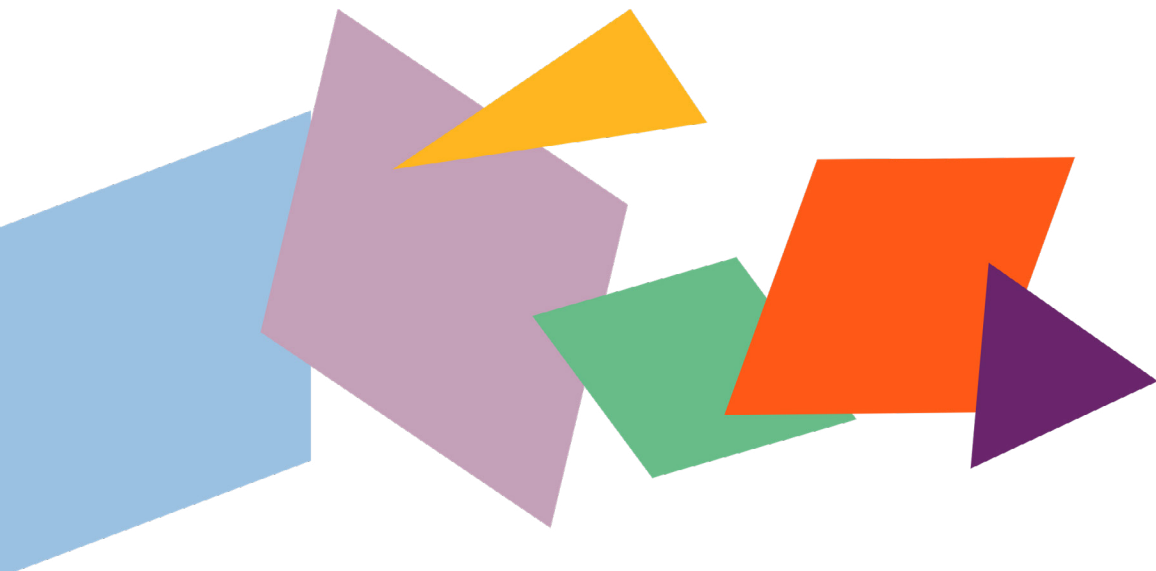


Figure 8: Map of digitized Sanborn Map (1905) buildings.

To portray the street more accurately in the midcentury, the 1963 aerial image was also placed in ArcGIS and digitized (Figure 9). While the image of 1963 Springwood Avenue showed some buildings clearly, others were obscured by shadows, trees, and other obstacles and were estimated in the digitization process. The buildings in the image were added to the building layer, and changes were made to the 1905 buildings as needed.



Figure 9: Aerial image of Asbury Park in 1963 with project area outlined in red.

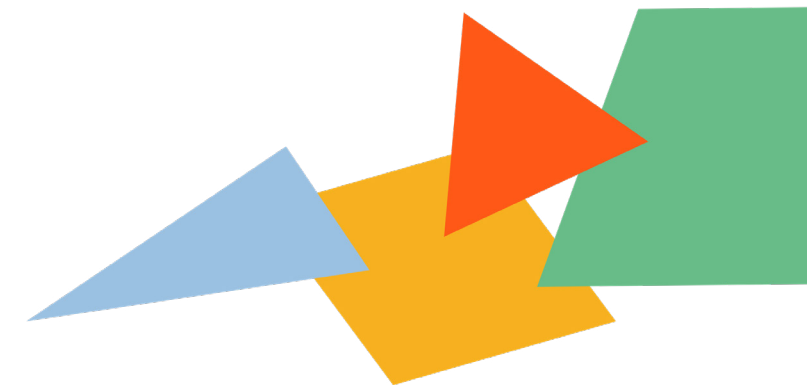
The 1963 buildings and their addresses were compared to the modern addresses of Springwood Avenue, with consideration to the redevelopment and changes to the street and its address numbering. Because the exact locations of the buildings or addresses could not be determined, the map is an interpretation meant to show vibrancy and density while not being fully spatially accurate. The final product of this work is a polygon layer of historic addresses from Memorial Drive to New Jersey Route 35 (Figure 10). Buildings outside of the tour (marked as the "Project Area" were still included because they are a part of the catalog of businesses.



Figure 10: Map of digitized historic buildings of Springwood Avenue with project area outlined in red.

Step 2: Compiling a List of Businesses and Addresses

A catalog of Springwood Avenue businesses and their addresses was compiled from the Green Books, the city directories, and the addresses provided by the project partners (See Appendix B). The list of addresses informed the creation of the building outlines on a digital map. The team made estimates of several building footprints and addresses since there were gaps in the data and used their best discretion to determine how these elements were represented on the map. The catalog included the following elements: address, business type, dates of operation, and whether it was listed in the Greenbook, 1955 or 1963 city directory. This catalog was then inserted as a table in ArcGIS Pro and joined with the polygon layer for historic addresses.



The following fields were pulled from the catalog and used to create the GIS layers for the Springwood Avenue sites and businesses.

- **Address:** Historic addresses were sources from the Green Books, city directories, and newspaper clippings, such as advertisements.
- **Business Type:** The business types were pulled from the Green Books, city directories, newspaper clippings, or implied by the business names.
- **Dates of Operation:** Based on the dates of operation listed in the Green Book or city directory. This is important because a business may be listed in the 1955 directory but will have closed and been replaced by 1964. Many dates of operation are unknown, but are helpful to show how different businesses occupied different buildings over time.
- **Notes:** Notes for the businesses were compiled from project partner websites, including AP-AMP, which has its own map of music-related sites, and the **Architecture of the Negro Travelers' Green Book** at the University of Virginia. Notes also include information about name changes, location changes, or business owners pulled from city directories.
- **Photo:** Photos of businesses and sites were included if available. These photos are from the same sources used throughout the project, including AP-AMP, Asbury Park Press, Asbury Park Historical Society, and Rutgers University Libraries.

Step 3: Information Gaps and Assumptions

The project team aimed to represent the density and vibrancy of Historic Springwood Avenue using ArcGIS as a visual tool. In creating the digital map of the businesses and buildings on the street, the project team had to make assumptions to address information gaps. The gaps and assumptions are listed below.

- **Relocations or multiple addresses of the same business**
 - Gap: Businesses may be listed under different names or at different locations depending on the source and year.
 - Assumption: One address is selected to show the location of a business, and discrepancy is listed in the notes.
 - Example 1: Capitol Tavern is mapped at address 1210 Springwood Avenue, based on being listed in the directory as being located at 1210-1212. The Green Book lists the address as 1212 Springwood Avenue. The address 1210 was used for ease of GIS mapping.
 - Example 2: The Turf Club moved locations on Springwood Avenue. It is mapped as "Leo's Turf Club" at 1200 Springwood Avenue because this is the structure that stands today. Its original location, 1125, is mapped with a note that indicates it is the original, not final location of the bar.
- **Multiple addresses in one building or structure**
 - Gap: Sanborn Maps showed if a building had multiple addresses (in other words, if one structure had multiple business or sites within it). The aerial image from 1963 could not show this same level of detail, but was a more accurate representation of buildings that had been added by the midcentury.
 - Assumption: If one building had multiple addresses in the Sanborn Map, the building was subdivided into multiple polygons, with each polygon having a unique address.

- **Multiple business occupying the same address**
 - Gap: Some buildings or addresses were the location of different businesses throughout time.
 - Assumption: Business names and dates of operation were included where possible in the "Notes" field, or the source for that business (such as the 1954 City Directory or the 1965 City Directory). The pop-up on the digital maps shows multiple businesses in the title.
 - Example: See Figure 11.
- **Address-to-polygon matching for assumed building locations**
 - Gap: While the addresses were listed on the Sanborn Maps, the 1963 aerial image did not show the exact addresses for the buildings shown in the image. In addition, some buildings were obscured by shadows, trees, or other obstacles.
 - Assumption: The catalog listed businesses and addresses pulled from historic documents and sources. If there were gaps on the map, the catalog was used to create polygons.
 - Example: If a block in the catalog had the addresses for 11 businesses, 11 addresses or building polygons needed to be on that block. If only 10 polygons were created on the block based on the Sanborn Maps and aerial image, another polygon was created by either dividing an existing polygon or drawing a new one.

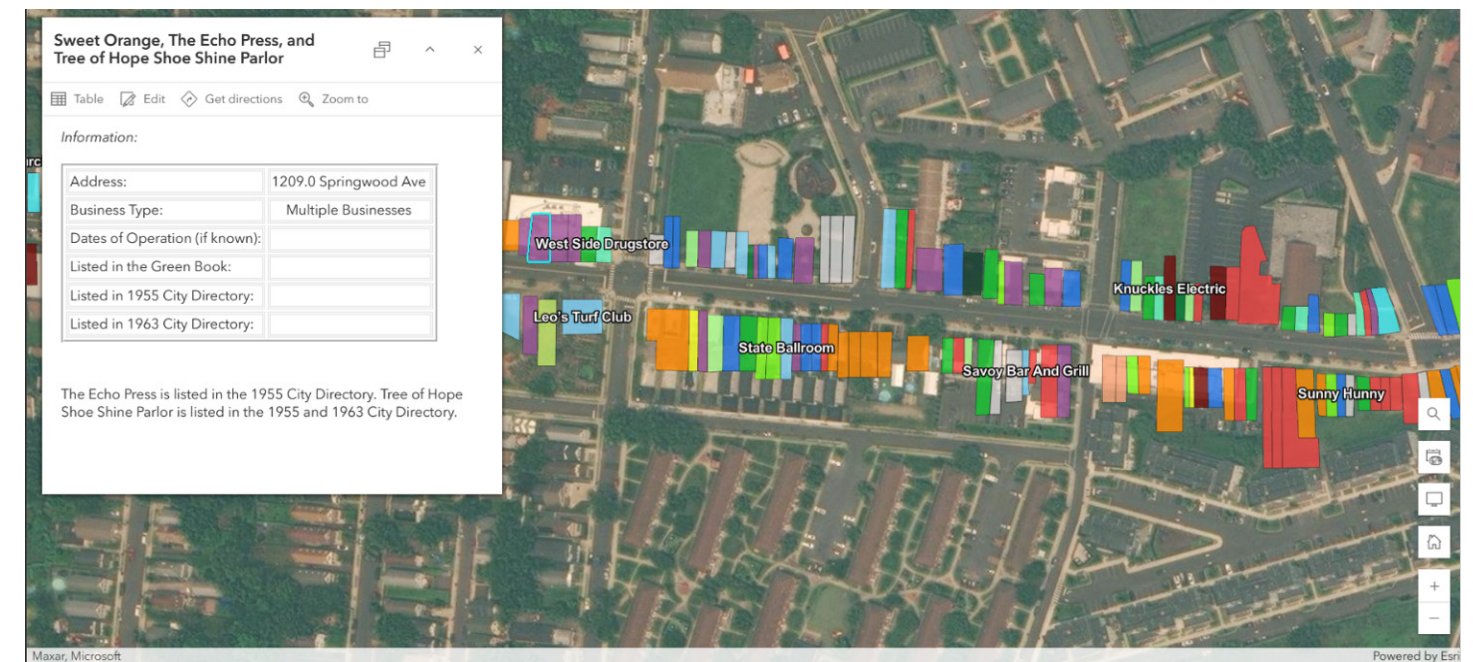


Figure 11: Screenshot of Historic Springwood Avenue Map with pop-up showing multiple businesses that occupied the same building throughout the years.

Step 4: Creating an Interactive Map

The Springwood Avenue Historic Map was created to be an interactive tool for public use. The layers created in ArcGIS pro were uploaded to ArcGIS Online to be accessible to the public. Figure 12 shows a screenshot of the map.



Figure 12: Screenshot of the online Historic Springwood Avenue Map.

In the ArcGIS Online map, the businesses are represented by their business type; each business type is a different color. Figure 13 shows the Map Key and list of business categories.

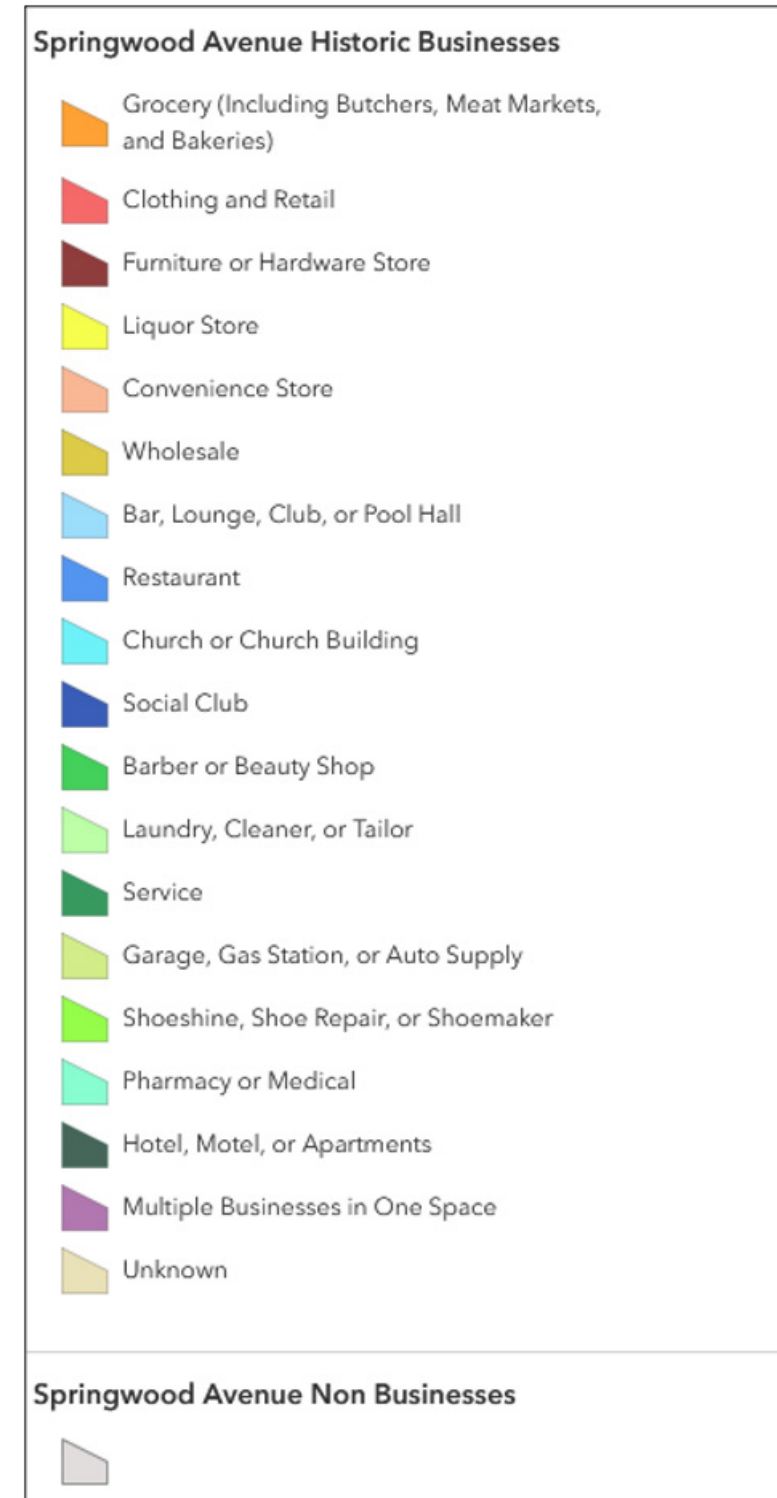
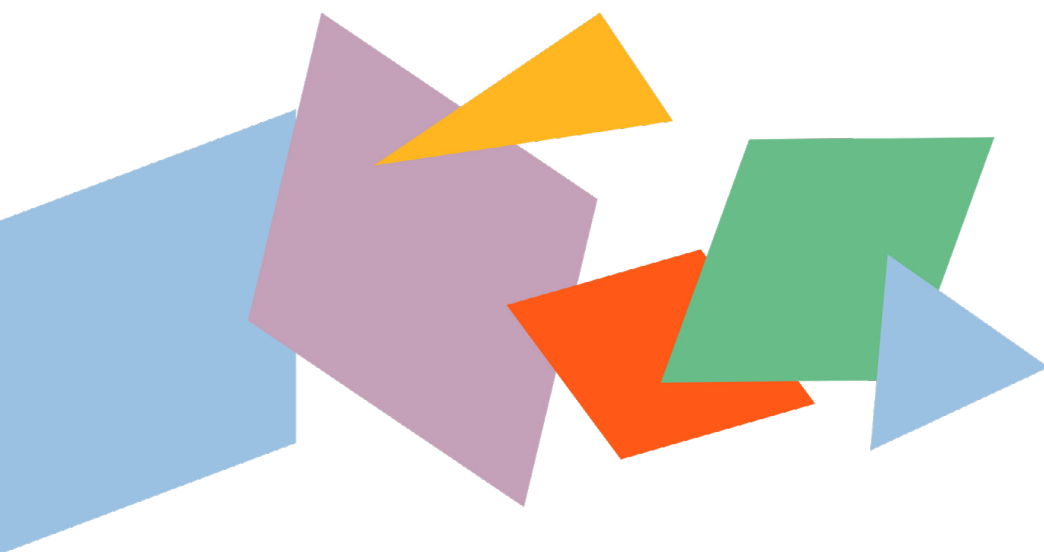


Figure 13: Map Key for the businesses on the Springwood Avenue Historic Map.



In addition, each address has a pop-up. This pop up shows the business name (or business names if there were multiple businesses that occupied the space), the information listed in the catalog, and photos if available. Figure 14 shows an example pop-up.



Figure 14: Screenshot of a pop-up on the Historic Springwood Avenue Map.

This map provides a visualization of the vibrancy of Historic Springwood Avenue, and can be a tool to engage the public with this history and inspire future placemaking for the street.

Branding and Design

The Project Team worked with Interfaith Neighbors to develop design and branding recommendations that best captured their mission, style, and preferences. Springwood Avenue Rising's logo (Figure 15), designed by local artist Kyle Weedon in 2019, features a phoenix rising from the fire, symbolizing rebirth, along with the words "People, Pride, Purpose, Progress." This logo is used in all design efforts for a historic walking tour, and a separate but related logo was created for the walking tour. The final logo, selected by project partners, is simple yet vibrant (Figure 16).

The design development process included selecting a color palette derived from the original logo, adding yellow for vibrancy, and choosing alternative colors from an inspirational painting by Florine Stettheimer, Detail from Asbury Park South (1920). Iconography included new colored icons created from photos and geometric shapes based on West Side residents photographed by Joseph A. Carter, Sr. from 1930 to the 1980s. The color palette and iconography are displayed in Figure 17. For more information, see Appendix C: Springwood Avenue Historic Walk Design Recommendations Memo.

Logo Inspiration and Final Logo



Figure 15: Springwood Avenue Rising logo.



Figure 16: Springwood Avenue Historic Walking Tour logo.



Figure 17: Graphic displaying the color palette and iconography of the project.

Publication, Storage, Delivery Logistics

After the StoryMap was completed, the project team took the final steps to prepare it for publication and ensure its accessibility to the intended audience. The team worked with partners to finalize the StoryMap, ensuring that all elements, including text, images, and multimedia, were reviewed and refined. The StoryMap is currently hosted on Rutgers's ArcGIS account, with shared permissions and editing rights given to the City of Asbury Park. The project team worked to ensure that considerations were made regarding the platform's user-friendly interface, scalability, and compatibility with various devices.

Task 3: Beyond the Virtual Tour: Recommendations

The StoryMap Collection created for the Springwood Avenue Heritage Walk serves as a virtual tool and repository for historical content, marking the initial phase of a larger implementation. To ensure the successful implementation of the heritage walk both online and in person, Springwood Avenue Rising and its partners should consider undertaking the following tasks outlined in this section.

Promotion and Outreach

While the StoryMap Collection can be an excellent storytelling tool to engage residents and visitors on Springwood Avenue's vibrant history, the StoryMap Collection does not stand alone as the only strategy that the town could undertake to raise awareness about the Heritage Walk – it needs to find its way to an audience. As part of this technical assistance effort, the Project Team has identified the next steps in promoting the Springwood Avenue Virtual Heritage Walk to expand the reach of its audience. Interfaith Neighbors and its partners can successfully promote the StoryMap Collection using several mixed marketing and outreach methods; the overview of methods includes:

- Issuing digital and printed marketing material
- Leveraging social media networks
- Engaging the local community

Issuing Digital and Printed Marketing Material

Springwood Avenue Rising should prioritize creating and distributing shareable content that can reach all audiences. This includes traditional methods such as printed promotional material and digital collateral that includes relevant contact information, like QR codes or links, for people to learn more about the project.

To share printed marketing materials, Interfaith Neighbors should consider hanging QR-coded flyers that link to the StoryMap in local businesses, libraries, community centers, or bulletin boards such as the [Oceans Family Success Center](#), [Soul Sistah's Southern Cuisine](#), [Kula Cafe](#), [Junction Hall](#), and the [Asbury Park Senior Citizen Center](#). In addition, a more detailed "one-pager" or handout about the project can be generated for folks who prefer to read about the project before engaging with it online. Additionally, small postcards can be produced to be delivered to residents' mailboxes or to be distributed at local town events like art festivals.

Project partners should also consider emailing local community groups and asking them to share information with residents at upcoming community events. Marketing materials, such as social media graphics or flyers, should be included in outreach emails. Emailing local schools about taking the walking tour and exploring the StoryMap would also be a great way to educate younger residents on the history of Springwood Avenue before their time.



Figure 18: Example marketing graphic.

Leveraging Social Media Networks

To effectively promote the virtual walking tour, Interfaith Neighbors should leverage their social media presence by sharing engaging content on platforms like Facebook, Instagram, and Twitter. This can be done by posting captivating videos, photos, and stories from the tour. Interfaith Neighbors is also encouraged to collaborate with local influencers and businesses to expand their reach by having them share the link to the virtual tour on their social media pages, especially businesses within proximity of the tour sites. Additionally, Interfaith Neighbors can encourage heartfelt content creation by asking participants to share their experiences and tag your tour using hashtags to increase visibility.

Pages like [Monmouth County Residents](#), [Growing up in the West Side of Asbury Park](#), [Asbury Park Now](#), [The Asbury Park Boardwalk](#), [Mercy Center](#), and [Asbury Park Life](#) would be great connections for marketing the virtual tour.

- The Growing up in the West Side of Asbury Park Facebook page has 696 followers. It focuses on bringing together individuals who share the common experience of growing up on the West Side of Asbury Park.
- The Asbury Park Now Instagram page has more than 52,000 followers and features content about the Asbury Park community.
- The Trinity Episcopal Church has more than 1,000 followers. It supports the Racial Justice Project (RJP), which is dedicated to advancing racial equity through education and justice work inside Trinity and in the Asbury Park community.

Engaging the local community

Along with distributing marketing materials, engaging the community directly is essential to encourage local buy-in and support for the tour. Conversations with residents about the tour will motivate others to participate. Unlike paper advertisements, hearing from others about their experience builds credibility and trust, which can lead to more engagement with the tour. Project partners can consider hosting events where they showcase live demos of the StoryMap Collection as a presentation or through interactive displays like tablets for residents to explore the content at their own pace. Interfaith Neighbors can partner with community groups, schools, or events that complement the goal of historic preservation and peacekeeping to realize these events.

Historic Walking Tour Best Practices

While the StoryMap Collection represents the tour virtually, Interfaith Neighbors and its project partners might want to adopt additional best practices for implementing the historic walking tours in person. While some elements have been addressed in this project, further planning is required to integrate the virtual and physical tours seamlessly.

Traditionally, historic walking tours allow participants to explore and immerse themselves in the history of a particular location. These tours offer a unique blend of storytelling and physical exploration, providing insights into the historical, cultural, and architectural evolution of a place. Participants can discover iconic landmarks and learn the stories that shaped the landscapes they traverse.

These immersive experiences are crafted to engage and educate. Historic walking tours include a variety of aspects and tools designed to enhance the experience. Such tools include:

- **Informational Plaques:** Located at the physical site of a historic location, these signs are designed to provide visitors with information about the historical significance, context, and details of the historic site.
- **Historical Artifacts:** Some tours feature displays of authentic historical artifacts, offering tangible connections to the past and enriching the overall educational experience.
- **Street banners:** These offer visibility and direction, reinforce branding and identity, promote the tour, and celebrate Springwood Avenue's rich history and present-day pride.

Some best practices for historic walking tours include the following elements:

- **Engaging Storytelling:** Ensure that the narration or guide's storytelling is engaging, informative, and accurate. It should captivate the audience and make the historical facts come alive.
- **Interactive Elements:** Interactive elements such as user-generated content, interactive maps, interactive timelines, and multimedia components to enhance engagement.
- **Accessibility:** Ensure the tour is accessible to people with different abilities, offering alternatives (such as a virtual option like the StoryMap Collection) for those who might not be able to participate physically in the walking tour.
- **Local Collaboration:** Collaborate with local historians, community members, and cultural institutions to provide an authentic and respectful representation of history.

Interfaith Neighbors and project partners could also pursue street banners (Figure 18) along the entire extent of the avenue as well as informational plaques or signs (Figure 19) wherever possible on blocks along the corridor.

The informational plaques could highlight key points from the virtual tour and include QR codes that link visitors to additional content not featured on the plaque. By scanning the QR codes, visitors can explore and interact with this extra content. This connection to a virtual world is particularly valuable for telling stories about historic landmarks that no longer exist, as it allows for a more immersive experience with engaging visuals and audio. For additional sign design recommendations and examples, see Appendix C: Springwood Avenue Historic Walk Design Recommendations Memo. Grants for further technical assistance in signage design and planning can be found in Appendix D: Additional Funding Opportunities.

Recommended Banners



Figure 19: Renderings of banner recommendations.

Recommended Interpretative Signs



Figure 20: Renderings of informational plaques or signs designed by The Project Team.

Planning Considerations

Interfaith Neighbors might also consider the following planning considerations when pursuing the physical implementation of the Springwood Avenue Heritage Walk to ensure its safety, accessibility, and compliance with city regulations.

- **Conduct a Site Assessment:** Since interpretive signage is traditionally placed on sidewalks, Interfaith Neighbors must conduct a site assessment to ensure the safety and accessibility of tour participants. The site assessment will help determine the optimal locations for signage, ensuring it does not create hazardous conditions or obstruct paths. Relevant City of Asbury Park ordinances should be reviewed and adhered to during this process. Key considerations include:
 - Evaluating the condition of sidewalks for any hazards, such as broken or uneven surfaces, that could pose risks.
 - Ensuring that signage is placed at a safe distance from roads to protect pedestrians.
 - Making sure signage does not obstruct the path for all sidewalk users, including those with wheelchairs, strollers, or other mobility aids.
 - Identifying areas needing accessibility enhancements, such as curb cuts and ADA-compliant features, to ensure the signage is accessible to everyone.
- **Pursue Historic Designation:** A historic designation is a pivotal tool for preserving the historical, architectural, and cultural significance of an area such as Springwood Avenue. It involves officially recognizing significant sites and structures through local, state, or national programs. This designation enhances cultural visibility and opens doors to funding opportunities for preservation and tourism initiatives, as well as eligibility for grants and tax incentives.

Currently, Springwood Avenue’s only historically designated asset is the Turf Club. Data gathered in this project can bolster cases for exceptions and additional designations, such as Eddie’s Barbershop, or even advocating for the historic designation of the entire corridor as a local historic district. Interfaith Neighbors should maintain partnerships with AP-AAMP and other historic advocates, along with city officials experienced in successful historic designations, like the Asbury Park Commercial Historic District.

- For more information on historic designations in New Jersey, visit [The New Jersey and National Registers of Historic Places](#)
- Application: https://www.nj.gov/dep/hpo/1identify/nr_preapp_a.pdf
- **Permitting:** Interfaith Neighbors should coordinate with city officials to identify the necessary permits to implement signage and a heritage walk along Springwood Avenue. Possible permits they may be required to apply for include:
 - **Zoning Permit:** Ensures that the project complies with local zoning regulations.
 - **Land Use Permit:** Required for any change in land use or significant alterations to the site.
 - **Building Permit:** Necessary for any construction, renovation, or installation of physical elements like signage, plaques, and informational kiosks.
 - **Electrical Permit:** Needed if the project includes lighting or electronic displays.
 - **Right-of-Way:** Needed if the project encroaches on a public area.
 - **Encroachment Permit:** Required for any structures or signage placed on public property.
 - **Special Event Permit:** For organizing community events, workshops, or tours related to the project.

For more information, visit the City of Asbury Parks permit sites for detailed applications and requirements: [Zoning Permits and Applications](#), [Construction Permit Information](#), [Right-of-Way Permit Application](#), [Special Event Application](#).

Next Steps and Funding Opportunities

The Project Team conducted research to identify funding opportunities and outline key steps for Interfaith Neighbors and its project partners to implement their tour in person. These recommendations are generalized and will require coordination among project partners, Springwood Avenue residents and businesses, and, most importantly, the City of Asbury Park Department of Transportation and Department of Planning to ensure all necessary legal permits are acquired for its construction.

The technical assistance provided by the Vibrant Places Program helped with preliminary work for Steps 1 and 2, outlined below. To further advance the project, Interfaith Neighbors and its partners are encouraged to seek additional technical assistance from New Jersey agencies and organizations with expertise in historic and cultural preservation. This support will aid in further project planning and the expansion of the preliminary work completed.

Implementing this project involves several key steps, each supported by specific grants. Below is a detailed breakdown of the steps, the corresponding funding opportunities, and how each grant assists in fulfilling its respective task.

	Relevant Grant(s)	Description	Links
STEP 1: Project Planning & Initial Research Conduct background research, engage stakeholders, and develop a detailed project plan.	NJ Historical Commission: Discover NJ History License Plate Fund for Heritage Tourism	Provides initial funding to conduct background research and engage stakeholders by covering costs associated with data collection, meetings, and planning sessions. It helps lay the foundation for a well-structured project plan. It includes activities such as visitor-readiness assessments and interpretive planning to develop and enhance linkages between sites.	<ul style="list-style-type: none"> • Grant guidelines • Application • Online Application to Submit Responses
STEP 2: Historical Documentation & Content Development- Collect & analyze historical data, conduct interviews, and develop multimedia content for the walking tour.	Monmouth County Historical Commission: History Regrant Program	Provides funding to local organizations and entities for various activities, including research, preservation, educational programming, and the creation of historical markers and signage.	<ul style="list-style-type: none"> • Program information, including the declaration of intention & application

<p>STEP 3: Design & Production of Informational Materials</p> <p>Task</p> <p>Create signage, informational plaques, and brochures for the walking tour.</p>	<p>National Endowment for the Arts (NEA): Our Town</p>	<p>Provides funding for creative placemaking elements, including the design and production of informational materials that enhance the physical tour.</p>	<ul style="list-style-type: none"> • Grant Guidelines • Application Instructions • Webinars, Q&A sessions, and Resources
<p>STEP 4: Implementation of Physical Tour Elements</p> <p>Tasks</p> <p>Install signage, plaques, and other physical elements along the walking tour route.</p>	<p>NJ Cultural Trust: Capital Preservation Grant Program</p>	<p>Provides funding for the physical implementation of tour elements, including installation of signage, plaques, and other materials necessary to create an immersive walking tour experience.</p>	<ul style="list-style-type: none"> • Grant Guidelines • Application Process • SAGE (for application)
<p>STEP 5: Community Engagement and Outreach</p> <p>Tasks</p> <p>Organize community events, workshops, and promotional activities to raise awareness and encourage participation.</p>	<p>New Jersey Council for the Humanities (NJCH) Action Grant</p>	<p>Provides funding for educational and outreach programs that enhance community involvement and support the project's goals. This grant supports activities that interpret and explore the human experience, which aligns with the goals of the walking tour project.</p>	<ul style="list-style-type: none"> • Guidelines

<p>STEP 6: Monitoring & Evaluation</p> <p>Tasks</p> <p>Track the progress of the project, gather feedback from participants, and evaluate the impact of the walking tour.</p>	<p>New Jersey Council for the Humanities (NJCH) Action Grant</p>	<p>Provides funding for educational and outreach programs that enhance community involvement and support the project's goals. This grant supports activities that interpret and explore the human experience, which aligns with the goals of the walking tour project.</p>	<ul style="list-style-type: none"> • Guidelines
	<p>NJ Historical Commission: Discover NJ History License Plate Fund for Heritage Tourism</p>	<p>Provides initial funding to conduct background research and engage stakeholders by covering costs associated with data collection, meetings, and planning sessions. It helps lay the foundation for a well-structured project plan. It includes activities such as visitor-readiness assessments and interpretive planning to develop and enhance linkages between sites.</p>	<ul style="list-style-type: none"> • Grant guidelines • Application • Online Application to Submit Responses

Appendix D: [Additional Funding Opportunities](#) provides additional funding opportunities with detailed eligibility requirements, grant amounts, deadlines, required documentation, and contact information.

Continued Work on the StoryMap

Accessibility Improvements

Interfaith Neighbors should also consider pursuing additional enhancements to the virtual tour to improve its navigation and accessibility for all users. This can include implementing features such as text-to-speech, descriptive image texts, closed captions for audio, keyboard navigation, language options, adjustable text sizing, color contrast adjustments, and overall user interface design. These adjustments aim to make the virtual tour more inclusive and accessible to individuals with diverse needs, languages, and abilities.

Continued Public Engagement

The Springwood Avenue Heritage Walk StoryMap Collection can store additional content for engagement to supplement the cultural heritage walk. The collection currently houses eight StoryMaps, six of which contain information about seven blocks along the Springwood Avenue corridor from Memorial Drive to Ridge Avenue, one introductory StoryMap, and one that acts as a form to collect resident stories. Interfaith Neighbors has the opportunity to continue collecting resident stories and update the existing collection as additional information becomes available to capture the history of Springwood Avenue better. Making this project a participatory experience for residents can be a powerful tool for fostering community pride and advocacy as Springwood Avenue continues its revitalization. Additionally, Interfaith Neighbors can explore creating additional StoryMaps that contain content beyond the geographical bounds and themes captured by this project.



Appendices

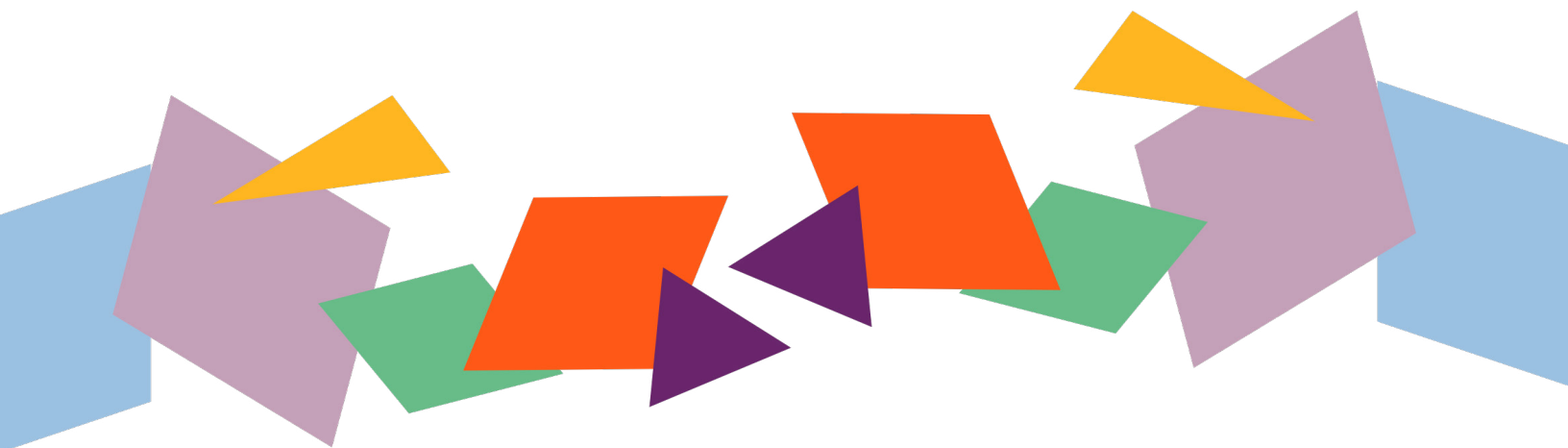
Appendix A: Task 1 Memo

Appendix B: Historic Sites and Addresses Database

Appendix C: Springwood Avenue Historic Walk Design Recommendations Memo

Appendix D: Additional Funding Opportunities

(Displayed on the following pages)



Appendix A: Task 1 Memo

**City of Asbury Park Springwood Avenue Cultural Heritage Walk
Technical Memorandum 1
Background and Context Research**



Source: Asbury Park African-American Music Project, Inc. (AP-AMP)

April 2024

Prepared by: Alan M. Voorhees Transportation Center, Rutgers University

Prepared for: North Jersey Transportation Planning Authority (NJTPA)

Contents

Introduction 1

 Positionality Statement 1

 Historic Context and Existing Conditions..... 2

 Revitalizing the Springwood Avenue Corridor..... 4

Content Analysis of Secondary Data..... 5

 Methodology 6

Best Practices for Historic Walking Tours 7

Springwood Avenue Cultural Heritage Walk 8

 Block Profiles..... 9

 Block 1: Main Street ↔ Prospect Avenue (800,900)..... 9

 Block 2: Prospect Avenue ↔ Sylvan Avenue (1000) 10

 Block 3: Sylvan Avenue ↔ Union Avenue (1100)..... 11

 Block 4: Union Ave ↔ Atkins Ave (1100 cont.) 2

 Block 4: Atkins Avenue ↔ Borden Avenue (1200) 3

 Block 5: Borden Avenue ↔ Dewitt Avenue (1300) 4

 Block 6: Dewitt Avenue ↔ Ridge Avenue (1400) 6

Appendices 7

 Appendix A: Historic Walking Tour Case Examples 7

 Appendix B: StoryMap Case Examples 9

 Appendix C: Content Coding and Counts 12

Introduction

Together North Jersey is providing technical assistance through the Vibrant Places Program to Interfaith Neighbors and Springwood Avenue Rising in the City of Asbury Park, New Jersey, to assist in the development of a walking tour and StoryMap to celebrate the cultural heritage of Springwood Avenue. This Technical Memorandum presents findings from background and context research conducted by the Alan M. Voorhees Transportation Center (the VTC) in fulfillment of Task 1: Background and Context Research.

This memo's content and research findings will inform the selection of the walking tour sites and the creation of content for the Springwood Avenue Heritage Walk StoryMap Collection. The memo contains an overview of existing work contributing to the Springwood Avenue Heritage Walk, best practices and case studies for historic walking tours and StoryMaps, and the proposed sites and media content for each block.

The Springwood Avenue Heritage Walk will highlight the significant Black history of Springwood Avenue in Asbury Park from the early 1930s to the 1970s. Springwood Avenue historically served as an economic, social, and cultural hub for Black residents of Asbury Park. Like many Black neighborhoods in the United States, the area has undergone significant transformations over time, influenced by the aftermath of pivotal events like the Civil Rights era and the Great Recession. These changes are reflected in the physical landscape and social fabric of the neighborhood to this day. The Springwood Avenue Heritage Walk aims to highlight the history of the corridor and use placemaking as a tool to celebrate its legacy and commemorate the vibrancy of the Springwood Avenue community.

Positionality Statement

The Vibrant Places program is funded by the North Jersey Transportation Planning Authority (NJTPA). This program provides staff support from and technical assistance through a partnership with the Voorhees Transportation Center (VTC) at Rutgers University to advance local initiatives that promote creative placemaking initiatives in the NJTPA Region.

Staff from NJTPA and VTC would like to acknowledge our positions as researchers and planners providing support and technical assistance to local partners in Asbury Park, NJ. We do not have the lived experiences as members of the local communities for which we provide support and technical assistance. We respectfully join these partners to celebrate their local history, especially Black history, and assist in developing the Springwood Avenue Heritage Walk.

Our local project partners represent the following organizations:

- Interfaith Neighbors
- Springwood Avenue Rising
- Asbury Park African-American Music Project, Inc. (AP-AMP)
- City of Asbury Park
- Westside Citizens United (WSCU)
- Asbury Park Museum and Asbury Park Historical Society
- Monmouth University Communications Department

Historic Context and Existing Conditions

Asbury Park (New Jersey), established in 1871, grew as a coastal community with a vibrant boardwalk, Victorian hotels, and attractions drawing up to 200,000 summer visitors by the early 1900s. Historically, its growth was challenged by major events such as the 1947 construction of the Garden State Parkway, suburbanization, the Civil Unrest of the 1970s, and competition from the development of the Great Adventure complex. Despite this, it maintained a lively arts and music scene. In the early 2000s, downtown and boardwalk revitalization efforts began, leading to mixed successes but overall resilience, even against inclement weather events like that of the devastating Hurricane Sandy in 2013.

Asbury Park is served by a comprehensive transportation infrastructure that includes access by train, with the New Jersey Transit's North Jersey Coast Line connecting it to New York City. Major highways such as Route 71 and the nearby Garden State Parkway also facilitate easy access by road. The Asbury Park community, however, has historically been divided by the railroad tracks, which were established primarily for passenger service. This division, established when the railroad was first built in the 19th century, has had a lasting impact on the socio-economic segmentation of the city.

Asbury Park spans 1.43 square miles in Monmouth County and has a stable population of 15,146 as of July 2022.¹ While 71% of New Jersey's population is white, Asbury Park presents a diverse demographic composition with 44% white, 36% Black or African American (compared to 15% in New Jersey), and 21% Hispanic (similar to the state average). About 27% of the local population, compared to 32% statewide, speak a language other than English at home. The median value of owner-occupied housing stands at \$455,000, which is higher than the state average of \$400,000. The city consists of 7,477 households, averaging 2.01 persons per household, which is lower than the New Jersey average of 2.64. Concerning education, 89% of those over 25 have completed high school, and 42% hold a bachelor's degree or higher, figures that align closely with state averages. The median household income in Asbury Park is \$63,461, significantly below the state average of \$97,126, but the per capita income of \$53,385 is marginally higher than the state's \$50,995.

Springwood Avenue, the project area of focus, is situated in the southwestern part of the city, within a region referred to as the "West Side." The present-day West Side neighborhood is bounded by Asbury Avenue to the north, Main Street to the east, Boston Way to the south, and Ridge Avenue to the west. Spanning 0.38 square miles, the West Side planning area consists of Census Tracts 8072 and 8073 and has a population of 6,207 (2022 ACS). Springwood Avenue was once the West Side's primary commercial hub, featuring a lively stretch of shops, churches, taverns, and eateries. The avenue experienced significant prosperity. By the year 1915, the demographic makeup of the West Side predominantly included families of Italian, Jewish, and African-American heritage. Buildings ranging from two to three stories along Springwood Avenue were vibrant centers of activity and trade.

Historic Springwood Ave

From the 1930s to the 1970s, Springwood Avenue experienced a heyday as a commercial and cultural hub. Former residents interviewed decades later described Springwood as "little Harlem" and an area "on par with almost any jazz neighborhood in any city in the country." Former residents describe a concentration of commercial activity: "a bar, a liquor store, and a church practically on every block" and

¹ US Census data, retrieved February 2024 at <https://www.census.gov/quickfacts/fact/table/NJ.asburyparkcitynewjersey/PST045223>

a beloved community center: “It was alive,” “It was just jumping,” “It was just something.” While such a hub of activity may be difficult to imagine walking down Springwood today, it was a self-sufficient community; one person who grew up there said he “didn’t even realize there was really another side.” A city directory from 1963 listed over 100 businesses on Springwood Avenue, from beauty shops and jazz clubs to lunch counters and shoe shops. Five churches and 150 residences along Springwood also met the community’s needs.

In addition to all the businesses no longer visible today, the community was also more populated in the past. By the 1950 census, there were 2,315 housing units on the West Side, 300 more than there were in the same area as of 2020. Population on the West Side around Springwood Avenue had grown to 46% of the city’s total population, with 7,869 people in 1950, compared with 5,779 in the same area as of 2020.

Springwood Ave was not just a place for living and shopping; there were events that residents would remember decades later. Schools and churches held talent shows, and clubs hosted live music. Major figures from James Brown to Count Basie performed there and played with residents, making themselves a part of the community. Area organizations, like the Elks Lodge, held parades for major holidays. Growing up on Springwood Avenue meant being surrounded by baton-twirling, dancing and music, and community. It meant being a part of a creative community meeting its own needs and building its own prosperity.

Springwood Ave Today

Over the past decade, Asbury Park’s West Side has undergone significant transformation through rezoning and redevelopment. In 2014, the Asbury Park Zoning Board of Adjustment green-lit [two key residential projects](#) on Memorial Drive in the West Side. These projects were designed to revitalize a crucial corridor with environmentally friendly, gold-certified LEED buildings. They introduced a mix of one and two-bedroom apartments, artist studios, an art gallery, and buildings topped with green roofs. Recently, [Parkview AP](#) developed single-family homes on Springwood Avenue, further enhancing the residential offerings of the area.

However, a comparison between the West Side and other parts of Asbury Park reveals stark socio-economic differences. According to 2022 Census Data for Asbury Park, NJ (see Table 1), the West Side struggles with economic hardship. The average household income in the West Side is about half that of the rest of Asbury Park, at \$47,188 compared to \$90,192. The median home value in the West Side is also notably lower (\$225,900 vs. \$504,209), suggesting a lack of investment in housing. With a youth population of over 21% and higher rates of unemployment (7%) and poverty (20.46%) than the rest of the city, the West Side has a pronounced need for services tailored to young people, like education, recreation, and childcare. Table 1 shows a comparison between the West Side and the rest of Asbury Park in key economic characteristics.

Table 1: Demographics of Asbury Park, NJ ACS 2022 5-Year Estimate.

	The West Side	The Rest of Asbury Park
Median Household Income	\$47,188	\$90,192
Median Home Value	\$225,900	\$504,209
Youth Population	21.07%	5.79%
Unemployment Rate	7%	4.01%
Poverty Rate	20.46%	17.72%

To further understand the demographic breakdown of the community, racial composition is a critical aspect. Figure 1, using data from the ACS 2022 5-Year Estimates, shows distinct racial profiles for the West Side compared to the rest of Asbury Park:



Figure 1: Racial Demographics of Asbury Park, NJ ACS 2022 5-Year Estimate.

The persisting socio-economic disparities between the West Side and the rest of Asbury Park represent the need for continued targeted efforts in economic development, affordable housing, and youth services on the West Side.

Revitalizing the Springwood Avenue Corridor

For years, West Side residents have envisioned celebrating the area's legacy and revitalizing Springwood Avenue as a vibrant cultural corridor. The plans below underscore the community's strong desire to improve Springwood Avenue, including implementing placemaking as a tool to foster unity, connectivity, safety, and vibrancy.

[One City Asbury Park Plan \(2018\)](#)

The One City Asbury Park Plan, funded by a federal Department of Housing and Urban Development Choice Neighborhoods Planning Grant, aims to improve neighborhood assets like vacant property, housing, services, and schools. The plan envisions a seamless city with equal access to services, opportunities, and quality of life. A Community Needs Assessment Survey, as part of their public outreach and engagement, revealed that 86% of residents value public art and consider the West Side's culture one of the neighborhood's biggest strengths. As such, **the plan recommends developing a heritage walk to showcase the West Side's culture as part of its Placemaking Plan Element.**

West Side Comprehensive Neighborhood Plan- Love Your Neighbor + Love Your Neighborhood (2019)

The Asbury Park West Side Comprehensive Neighborhood Plan, funded by a Neighborhood Planning Grant from the Wells Fargo Regional Foundation (WFRF), was published in April 2019 by Interfaith Neighbors with support from WRT and a Steering Committee of neighborhood stakeholders. This plan builds upon the One City Asbury Plan (2018), with a deeper focus on critical issues like housing security, employment opportunities, and youth revitalization. Informed by public engagement, one of the community's goals is to **enhance and showcase the West Side's identity, cultural history, and public realm**. The plan recommends using Placemaking as a method to showcase the neighborhood's legacy while creating new spaces for residents to enjoy, tying its new era to its past.

[Amended Springwood Avenue Redevelopment Plan \(2020\)](#)

In 2020, Asbury Park launched the [Amended Springwood Avenue Redevelopment Plan](#), showcasing the city's dedication to redevelopment that resonates with the community's desires. Through extensive public consultation, this plan proposed a new vision for Springwood Avenue, organizing it into zones for mixed-use buildings, homes, parks, and local businesses. The focus on walkability, diverse housing options, and communal spaces aimed to uplift the West Side's living standards, aligning redevelopment with the community's needs and aspirations.

Content Analysis of Secondary Data

Documenting the history of the West Side of Asbury Park has been a collaborative effort led by project partners like Springwood Avenue Rising, Westside Citizens United, and the Asbury Park African American Music Project. With multiple community groups and countless data gathered across different sources and media platforms, content analysis is a crucial step to organizing a heritage walk focused on Springwood Ave between the 1930s and 1970s. VTC collected and analyzed secondary data from project partners, including interviews, maps, and other historical media.

Historical desktop research and consistent stakeholder input were additional data-gathering methods used to inform the analysis. The major sources used to inform this project are as follows:

AP-AMP interviews and images

Asbury Park African-American Music Project, Inc. (AP-AMP) provided VTC a collection of interview transcripts and historic images of businesses located on Springwood Avenue. In addition, the AP-AMP website has a digital museum with images, videos, written accounts, and mapped locations of people and places with significance to Springwood Avenue and the Asbury Park music scene. The mapped locations of historic places were added to VTC's catalog of Springwood Avenue Businesses and Places.

Porch Talk

Porch Talk was a public event led by Dr. Deanna Shoemaker for her CO-509- Communication, Culture, and Community course in partnership with Interfaith Neighbors and Springwood Avenue Rising. The purpose of the event was to foster community conversations with long-time residents about their lived experiences in the area. The interviews took place at 161 Ridge Ave on October 19 and November 9, 2019, in Asbury Park, New Jersey. Dr. Shoemaker provided VTC with a collection of transcripts and audio

of residents who were interviewed on the day of the event. These transcripts were used to better understand the significance of specific places, people, and events and were including in VTC's catalog.

Asbury Park Historical Society

The Asbury Park Historical Society is dedicated to enhancing the understanding, appreciation, preservation, and restoration of all historical items related to the City of Asbury Park's history. As part of this commitment, they are actively supporting the project by supplying historical images and records, conducting research, and verifying the locations of former businesses along Springwood Avenue.

Asbury Park: A West Side Story

Asbury Park: A West Side Story is a book by Madonna Carter Jackson. In it, she tells the story of the West Side of Asbury Park through the photographic work of her father, Joseph A. Carter, Sr., a long-time resident and photographer from the 1940s to the 1980s. Madonna has curated a collection of over 200 photographs that highlight the diverse influences of individuals, groups, events, and businesses and their numerous contributions to social, civic, and community pride. This book was used to inform a deeper understanding of how people connected with the places and each other on Springwood Avenue.

Methodology

The research approach for this project was primarily qualitative, with a core focus on the thematic analysis and coding of the content obtained from project partners. Additionally, VTC used ArcGIS to map historic sites and to provide a spatial context and visualization of the area's geographic landscape relative to the stories told by the Springwood Avenue community. The objective of the overall content analysis, which combined the previously mentioned approaches, was to identify businesses, people, events, and themes to tell the story of Springwood Avenue from the 1930s to the 1970s. The data synthesized represents what was achievable within the project's parameters, resources, and time frame, albeit potentially containing some discrepancies.

Thematic Analysis

Thematic analysis is a qualitative research method used to identify, analyze, and interpret patterns or themes within data, such as interviews, surveys, or texts. It involves systematically coding data to uncover recurring ideas, concepts, or meanings, leading to the development of overarching themes that help answer research questions or explore specific topics. The steps below outline the actions taken by the project team to interpret the content:

1. Reviewed content, primarily 31 interview transcripts from West Side of Asbury Park residents.
2. Extracted values from each interview transcript: people, groups, places, events, and time (year).
3. Filtered for values relative to Springwood Avenue, i.e. locals to Springwood Ave, businesses on Springwood Ave, events that took place on Springwood Ave.
4. Coded the values to represent historical accurate business names, individuals, events, and land uses on Springwood Avenue based on research and oral testimonies.
5. Integrated coded values with spatial data and addresses supported by historical records.
6. Reviewed and refined potential themes through the interpretation of how separate values relate to each other narratively, spatially, and sequentially.

Spatial Analysis

Spatial analysis involves examining and interpreting patterns, relationships, and trends within geographic data. Geographic Information Systems (GIS) or other spatial tools can be used to analyze and visualize data, including historic data. The Springwood Avenue Heritage Walk highlights historic establishments that occupied buildings no longer standing on Springwood Avenue today. To map these places, VTC used ArcGIS Pro and created GIS layers of historic maps and images to create a digital version of Historic Springwood Avenue. This project specifically draws from Historic Sanborne Maps from 1905. Each rendered polygon was labeled with its historic address, which was then matched with the addresses provided by project partners and through research.

Best Practices for Historic Walking Tours

Historic Walking Tours Background

Historic walking tours allow participants to explore and immerse themselves in the history of a particular location. These tours offer a unique blend of storytelling and physical exploration, providing insights into the historical, cultural, and architectural evolution of a place. Participants can discover iconic landmarks and learn the stories that shaped the landscapes they traverse.

These immersive experiences are crafted to engage and educate. Historic walking tours include a variety of aspects and tools designed to enhance the overall experience. Such tools include:

- **Informational Plaques:** Located at the physical site of a historic location, these signs are designed to provide visitors with information about the historical significance, context, and details of the historic site.
- **Historical Artifacts:** Some tours feature displays of authentic historical artifacts, offering tangible connections to the past and enriching the overall educational experience.

In some cases, physical access to a given space is not available. There are virtual options to bridge such gaps, including:

- **ArcGIS StoryMaps:** Utilize ArcGIS StoryMaps to combine maps with narrative text, images, and multimedia content to create interactive tours.
- **Mobile Apps:** Develop or utilize existing mobile apps that offer augmented reality (AR) features, allowing users to explore historic sites through their smartphone cameras with overlaid information.

ArcGIS StoryMaps is the preferred virtual tool to utilize in the Springwood Avenue Heritage Walk because it combines detailed geographic mapping with rich multimedia storytelling directly through web browsers, eliminating the need for users to download and install specific apps, which can be a barrier for numerous reasons including device compatibility issues or storage limitations. StoryMaps can be used to enhance a historical tour through immersive multimedia as visual and audio media is a key element of Springwood Avenue's Heritage Walking Tour.

Best Practices for Historic Walking Tours

- **Engaging Storytelling:** Ensure that the narration or guide's storytelling is engaging, informative, and accurate. It should captivate the audience and make the historical facts come alive.
- **Interactive Elements:** Interactive elements such as user-generated content, interactive maps, interactive timelines, and multimedia components to enhance engagement.

- **Accessibility:** Ensure the tour is accessible to people with different abilities, offering alternatives (such as a virtual option) for those who might not be able to physically participate in the walking tour.
- **Local Collaboration:** Collaborate with local historians, community members, and cultural institutions to provide an authentic and respectful representation of history.

Best Practices for ArcGIS StoryMaps

- **User-Friendly Design:** Create an intuitive and easy-to-navigate interface for users of all ages and tech-savviness.
- **Rich Media Integration:** Make effective use of multimedia elements like images, videos, and audio clips to create a more immersive experience.
- **Interactive Mapping:** Utilize the interactive mapping capabilities to allow users to explore locations in-depth.
- **Regular Updates:** Keep the content updated with the latest information and technological enhancements.

Springwood Avenue Cultural Heritage Walk

This project will focus on seven blocks along Springwood Ave between Main Street and Ridge Avenue. While the StoryMaps will exclusively feature the businesses within this segment, it is important to note that the broader mapping efforts extend beyond these limits. All businesses identified throughout the entirety of the project will be comprehensively mapped and included in the larger database. This ensures a complete representation of the area's commercial landscape while maintaining a narrative focus on the central project area. Figure 2 shows a preliminary map of the project area, with mapped historic addresses and businesses.

Springwood Avenue Historic Businesses

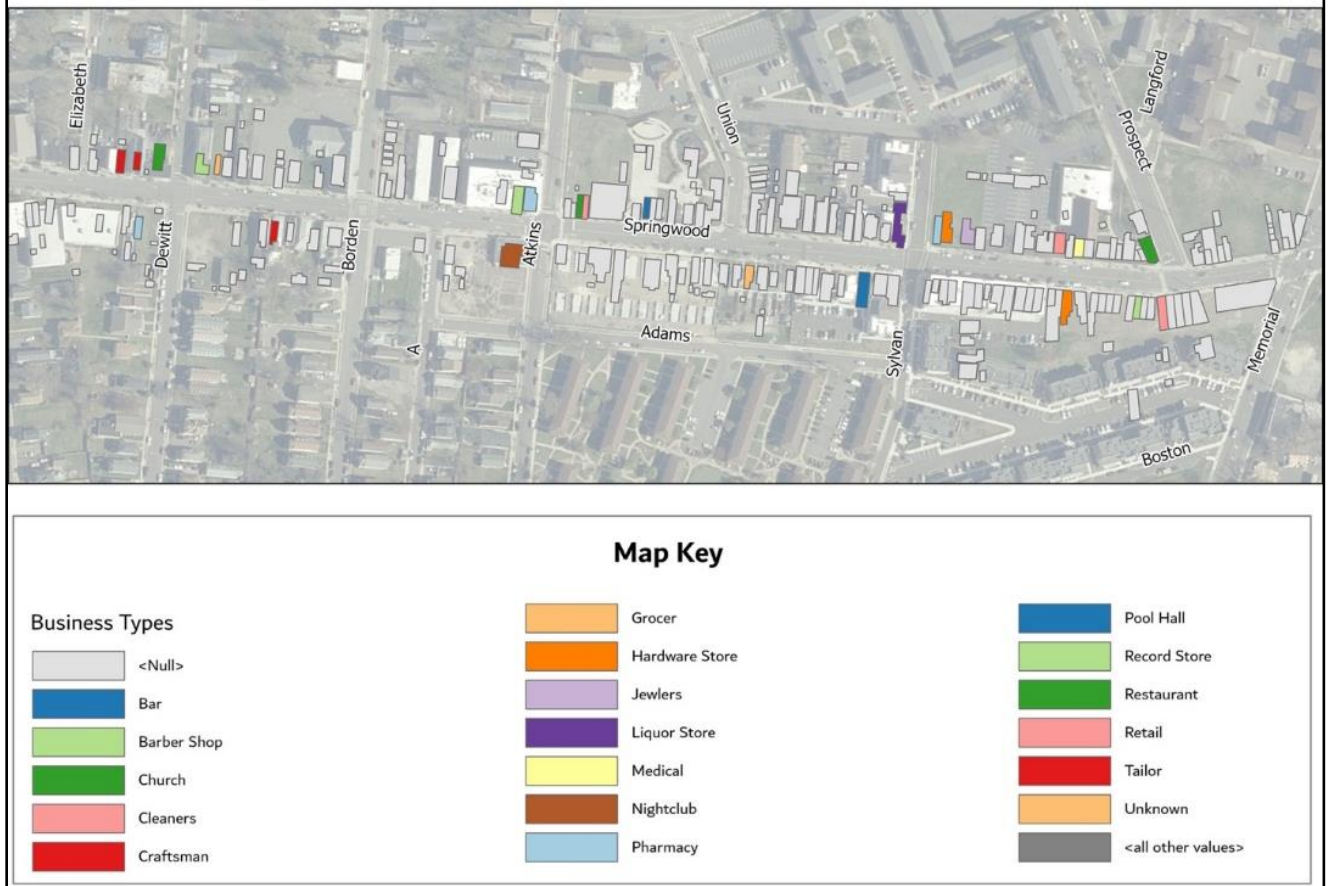


Figure 2: Area of Focus with historic businesses organized by business types.

Block Profiles

Block 1: Main Street ↔ Prospect Avenue (800,900)

About the Location

This block, the entryway to the West Side, hosted a diverse array of businesses, with at least 16 establishments in the 1960s including nightlife, restaurants, groceries, and specialty stores. A strip mall running along the railway exists where there had previously been businesses on historic Springwood Ave. The Orchid Lounge, a famous Jazz club, remained open on this block until it was destroyed by fire in the 1990s. The neighboring building, a wholesale business known as Wilson and Co, is boarded up but remains the only historic structure on the block. Today, the block is characterized by a two-direction shared road, pedestrian-grade lighting, and marked crosswalks. Aside from the strip mall and wholesale building, the block consists of well-kept vacant lots. This block today is dominated by the at-grade rail crossing on its eastern side, and the major collector road Memorial Drive. Upgraded from an industrial alley at some point in the 1960s, this street now breaks the block in two.

List of Historic Businesses

Madonna's Bar
Grossman's Sea Food Market
Orchid Lounge
New Deal Cafe
Bradley Furniture
M&B Meat Market
Miller's Chicken Market
Altschuler's Chicken Market
Al's Shoe Shine Shop
Wilson and Co Inc
Deal Hadassah Thrift Shop
Red Front Cigar Store
Reliable Barber Shop
Donrite Plumbing & Heating
Donrite Electrical Appliances Repair
Thrifty Meat Market
Victory Restaurant
Apollo Restaurant
Marshall Bargain Stores



Figure 3: Main Street to Prospect Avenue with historic building footprints.

Theme

“Welcome to Springwood Ave”

The theme "Welcome to Springwood Ave" marks the beginning of the walking tour, emphasizing the block between Main Street and Prospect Avenue as the gateway to the West Side. This theme celebrates the diversity and independence of commerce on Springwood Ave, with a long, diverse list of businesses on the small block, and the community as remembered through events like parades. It also acknowledges the segregation enforced by physical boundaries like the railroad tracks.

Block 2: Prospect Avenue ↔ Sylvan Avenue (1000)

About the Location

This block, along with the 1100 block, contained the bulk of commercial activity on the West Side, with 29 businesses and one church in the 1960s. None of the historic buildings remain. The St Stephen AME Zion Church building was destroyed in the 1970s, but by 1985, the congregation was worshipping on the block once again in a new sanctuary on the former site of a dentist's office and the popular Fisch's Department Store. Other notable commercial sites included House of Hits Records and Nahan's Shoes. Part of this block, vacant land since the 1970s, is now the site of The Renaissance, a 64-unit all-affordable apartment complex that opened in 2019. Today, Springwood Avenue on this block is a two-directional shared road with on-street parking, pedestrian grade lighting, and marked crosswalks.

List of Historic Businesses

Nahan's Shoes
St. Stephen A.M.E. Zion Church
House of Hits Records
Dr. John Hayes - Dentist
Paramount Paint and Wallpaper Co.
Fisch's Department Store
Rice Jewelers
Knuckles Electric
Bunce & Carter Drugstore
May Ford Modernistic Beauty Shop
Manhattan Cleaners
Chick's Busy Bee (Luncheonette)
Candyland
House of Beauty
John the Shoemaker
Sunny Hunny
Five & Ten
West Side Hardware Store
Springwood Pharmacy
Murphy's Peppermint Lunch
Stern Benj Army & Navy
Smith Rummage Sales
Riley Cleaners & Dyers
Barger's D Shoe Repair
Hayes John H (Dentist)
West Side Press
Boyar's Cigar Store
Roond's General Merchandise



Figure 4: Prospect Avenue to Sylvan Avenue with historic building footprints.

Louis' Market
Atlas Restaurant
New Asbury Liquor Store
Rite Beef Co
Hawkins Laundromat
Greenhouse Grocery
Murphy's Shoe Repair

Theme

“Local Treasures: Thriving Small Businesses”

The theme "Local Treasures: Thriving Small Businesses" is selected to highlight the block between Prospect Avenue and Sylvan Avenue, a historical center of commercial vitality on the West Side. This segment hosted a dense concentration of diverse businesses and services in the 1960s, embodying the entrepreneurial spirit of the community. Despite the absence of original buildings, this theme celebrates the ongoing legacy of local businesses and their resilience, epitomized by the redevelopment of spaces like St. Stephen's Church.

Block 3: Sylvan Avenue ↔ Union Avenue (1100)

About the Location

In the 1960s, this block housed a diverse mix of about 23 businesses, including retail shops, restaurants, and specialty stores, catering to residents of the West Side. Today, none of these historic buildings remain. The block is now characterized by a two-directional shared road, pedestrian grade lighting, electric vehicle charging stations,

marked crosswalks, and three-story multifamily residential developments. The Savoy Bar and Grill was a notable establishment in the area, acting as a central community gathering place where local musicians often performed. The site where the Savoy once stood has since been redeveloped into multifamily residential units as part of the Renaissance complex.

List of Historic Businesses

- Palace Bar
- Silver’s Liquors
- Alba’s Lunch
- Alhambra Smoke Shop
- Bill’s Bar-B-Que
- West Side Bakery
- West Side Appliances
- Imperial Beauty Salon
- Savoy Bar And Grill
- Milby’s Barber Shop
- New Consolidated Barber Shop
- Sarah’s Bazaar Beauty Shop
- Parham’s Hotel
- Joe’s Tea Garden
- Sophie’s
- Angelic Church of God
- Everlena’s Beauty Villa
- Top Hat Variety Store
- George’s Produce
- Rightway Barber Shop
- Little Wonder Food Market
- Center Food Market
- Sal’s Market

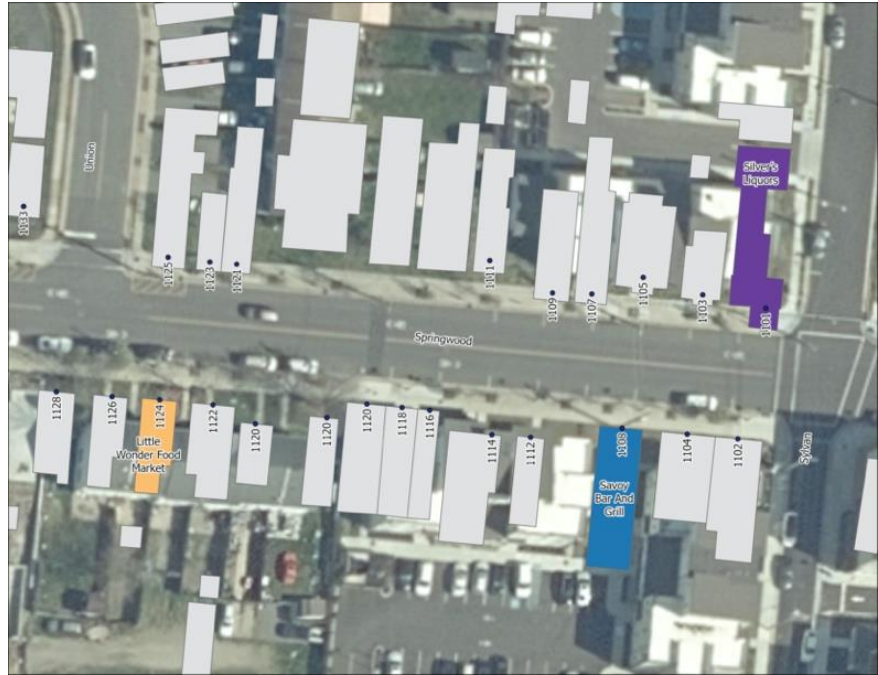


Figure 5: Sylvan Avenue to Union Avenue with historic building footprints.

Theme

“The Look: Springwood Life and Style (Part 1)”

The theme “The Look: Springwood Life and Style (Part 1)” is selected to highlight the block between Sylvan Avenue and Union Avenue, a major block in the commercial center. Amidst diverse other businesses, many shops catering to personal style clustered on this block. In this first half of the block alone, 3 beauty shops and 3 barber shops kept the residents of the West Side looking sharp. This legacy lives on in the remaining barber shops on the 1400 block.

Block 4: Union Ave ↔ Atkins Ave (1100 cont.)

About the Location

This block was home to a diverse array of businesses in the 1960s, approximately 21 establishments that offered a blend of retail, healthcare, food and beverage services, and specialty stores to West Side residents. Currently, none of its historic locations still stand. The block is characterized by a two-direction shared road, pedestrian grade lighting, marked crosswalks, a community park, and two-story newly developed residences. Historically, Cuba’s Spanish Tavern & Nightclub stands out as a prominent landmark; deeply ingrained in the community’s fabric on the West Side, it served as a pivotal community hub bringing together people through music. The area where Cuba’s once stood is currently site to Parkview Asbury Park, a recent single family housing development. Springwood Avenue Park, which opened in 2016, now occupies the location that was once home to Hammary’s Billiards, Chet’s Grill, Ripley’s Cleaners, and other significant landmarks of the historic West Side community. Springwood Avenue Park is a vibrant community space, hosting events such as the Summer Series Music Mondays.

List of Historic Businesses

- Tasty Freeze Ice Cream
- Doris' Shirts Clothing Manufacturers
- The Paramount Restaurant
- Midway Stationery Store
- Cosmopolitan Barber Shop
- State Ballroom
- State Pool Parlor
- 20th Century Shoe Shine Parlor
- Plo's Luncheonette
- Little Jack's Shoe Repair
- Hammary's Billiards
- Joe Pop's Pool Room
- Rhoda's Beauty Salon
- Cuba's Spanish Tavern & Nightclub
- M&M Cleaners
- Philadelphia Shoe Shine Parlor
- Andy's Barber Shop
- New Star Liquors
- New Star Liquor Store
- Ripley's Cleaners
- Chet's Grill



Figure 6: Union Avenue to Atkins Avenue with historic building footprints.

Theme

The Look: Springwood Style

The theme "The Look: Springwood Style" is selected to highlight the block between Sylvan Avenue and Union Avenue, a major block in the commercial center. Amidst diverse other businesses, many shops catering to personal style clustered on this block. In this second half of the block, there were 3 more barber / beauty shops, 2 cleaners, a shirt shop, and 3 shoe repair / shine businesses. According to one former resident, even those with manual jobs who came home dirty after work, would "get dressed, get sharp as a tack. I'm talking about sharp." This is where they might have come to get sharp.

Block 4: Atkins Avenue ↔ Borden Avenue (1200)

About the Location

This block was also vibrant, with at least 11 businesses in the 1960s comprising nightlife, restaurants, hotels, drugstores, groceries, and more. This block includes the the Turf Club, a night club and a major cultural anchor for Springwood Avenue. A mural around the building's exterior commemorates the jazz scene of Springwood, and a community garden now occupies half of the block behind the Turf Club. On this block, a small grocery called 6-11 Market now occupies a building which survives from Springwood's heyday and may have been a part of Johnson's Esso Service Center.¹ A pair of 2-story garden apartment buildings from the 1960s also remain. Where various businesses including Eureka Barber Shop and the West Side Drug Store once stood, a new building hosts a Senior Center, police department, and various social services. The block is characterized today by a two-direction shared road with on-street parking, pedestrian grade lighting, marked crosswalks, and vacant lots between the building described above.

List of Historic Businesses

- Turf Club
- Victory Hotel
- West Side Drugstore
- Metropolitan Hotel
- Eureka Barber Shop
- Joe Carter's Photography Studio
- Nellie Tutt's Restaurant and Boarding House
- Capitol Tavern
- Sweet Orange
- Plank's Shoe Shine Lounge
- West Side Drug Company
- Joe's Confectioners
- Lelia BBQ
- Treehope Shoe Shine Parlor
- Barner Sandwich Shop
- Johnson's Esso Service Center
- Eddie's Food Market

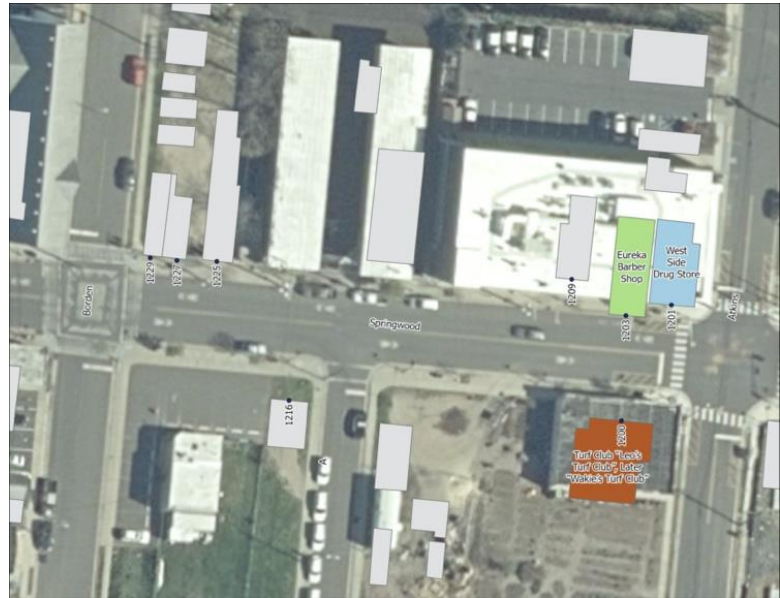


Figure 7: Atkins Avenue to Borden Avenue with historic building footprints.

Theme

Creative Beats: A Vibrant Music and Arts Scene

The theme "Creative Beats: A Vibrant Music and Arts Scene" is selected for the block between Atkins Avenue and Borden Avenue to highlight its historical significance as a cultural hub, particularly through the influence of the Turf Club, a renowned nightclub that anchored the local music scene. This theme celebrates the block's legacy in fostering a lively community gathering spot where music and art thrived, evidenced today by a mural commemorating Springwood's music heritage. Despite the changes and developments over the decades, this theme honors the enduring spirit of creativity that continues to resonate within the community.

Block 5: Borden Avenue ↔ Dewitt Avenue (1300)

About the Location

While this block was more residential and never hosted the concentration of businesses on blocks east of it, more remains of the historic fabric here. Of the approximate 26 homes, 5 businesses, and 3 churches on this block in the 1960s, 1 business and 1 church remain in operation today (Eddie's Barber Shop is in operation under Eddie's granddaughter, and the Mount Pisgah Baptist Church still worships in the same sanctuary). Other buildings have changed hands, such as Groom Champs barber shop, which now occupies the building of the Garden of Prayer Deliverance Center, and Dominican Doobie hair salon, which operates out of what used to be Griffin's Tailor Shop. Amidst this activity, a few residential buildings also remain. Redevelopment is also underway; the ground was broken in February 2024 for the AP Clay pottery studio on the former site of Mincie's corner store. Between these, vacant lots and the parking lot for Mount Pisgah occupy the site of former businesses like Butler's Food Store and the Hollywood Bar & Grill. The block is characterized by a two-direction shared road with on-street parking, pedestrian grade lighting, and marked crosswalks.

List of Historic Businesses

- Griffin's Tailor Shop
- Butler's Food Store
- Hollywood Bar & Grill
- Mincies
- Eddies' Barber Shop
- Modern Vets Shoe Shine Parlor
- Mount Pisgah Baptist Temple
- Mount Olive Church of the Living God
- Griffin's Washette
- Garden of Prayer Deliverance Center
- Hollywood Bar
- People's Barber Shop

Theme

Rising Voices: Civil Rights and Resilience



Figure 8: Borden Avenue to Dewitt Avenue with historic building footprints.

The theme "Rising Voices: Civil Rights and Resilience" is chosen for the block between Borden Avenue and Dewitt Avenue to acknowledge its historical role as a more residential area that supported community life and grassroots movements. It is also an acknowledgment to Eddie's Barber shop, the last remaining historic business on the street. Despite being less commercially concentrated than other blocks, this area's blend of homes, businesses, and churches facilitated a strong sense of community and resilience. The continued operation of Eddie's Barber Shop and Mount Pisgah Baptist Church highlights the enduring legacy of community anchors that have adapted and thrived over decades. This theme pays tribute to the block's ability to nurture voices and movements that have shaped its character and resilience, reflecting the broader narratives of civil rights and community perseverance.

Block 6: Dewitt Avenue ↔ Ridge Avenue (1400)

About the Location

On the edge of Asbury Park at the border with Neptune Township, this block was a mix of residential, commercial, and religious buildings. In the 1960s, it contained at least 10 homes, 9 businesses, and 3 churches. Today, those churches have adapted into social service providers and grown to dominate the block in new, expanded buildings. A Catholic all-girls K-8 school now sits on the site of the old Catholic Hall, and the St Peter Claver Center provides a food pantry and other services on the site of the old Catholic Church. There are a few vacant lots in place of businesses like Harris's Patent Medicine and Scalpati the Shoemaker, but some homes remain and businesses like Mochello's Taylor Shop and Danny's Luncheonette have been converted into apartments. The block is characterized by a two-direction shared road with on-street parking, pedestrian grade lighting, and marked crosswalks.

List of Historic Businesses

- Danny's Luncheonette
- Harris Patent Medicine Store
- Mochello's Taylor Shop
- Catholic Hall
- Scalpati the Shoemaker
- Rabin's Dry Good's store
- St. Peter Claver Catholic Church
- Pat's Luncheonette
- London Cleaners
- Jones Wm H Confectionery
- Jim's Hardware Store
- Good Hope Baptist Church

Theme

Gathering: Worship and Church Life

The theme "Gathering: Worship and Church Life" highlights the historical continuity and transformation on the block between Dewitt Avenue and Ridge Avenue. Originally a mix of residential, commercial, and religious sites, this block has seen its churches evolve into significant community centers. These institutions, historic centers of worship, now provide expanded social services, preserving their role as central gathering places that anchor the community through changing times. This theme honors the enduring significance of these spaces in the community's history and life.



Figure 9: Dewitt Avenue to Ridge Avenue with historic building footprints.

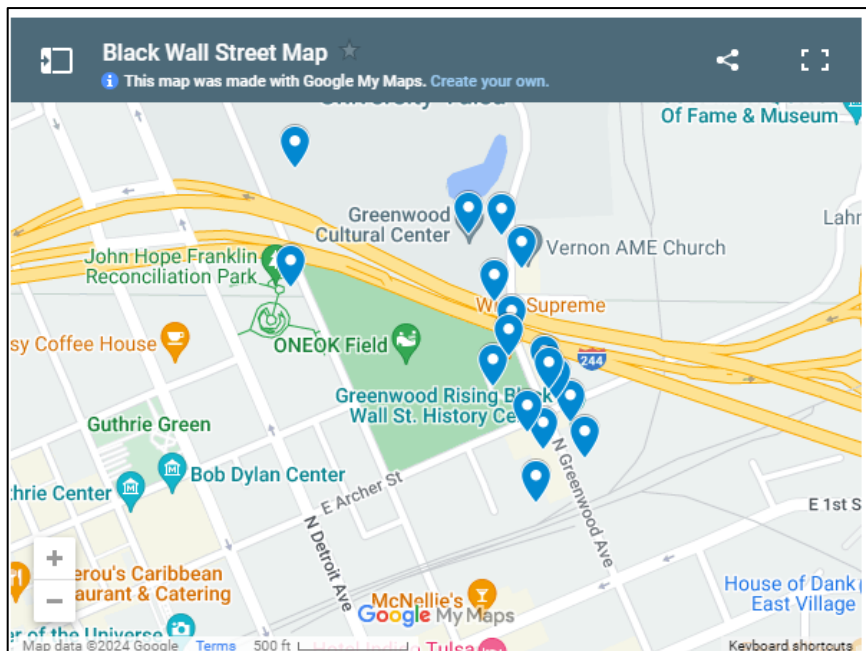
Appendices

Appendix A: Historic Walking Tour Case Examples

Below is a list of examples of historic walking tours. These tours were chosen for their relevance to the Springwood Avenue Heritage Walk, showcasing multimedia integration, visual storytelling, and the commemoration of Black history.

[Greenwood & Black Wall Street Tour, Tulsa, Oklahoma](#)

- Walking tour highlighting the Black history of Tulsa.
- Centralizes around ‘Greenwood Avenue’, often referred to as ‘Black Wall Street’’.
 - Like Asbury Park’s Springwood Avenue, Greenwood Avenue boasted a thriving economy with hundreds of black-owned businesses, including banks, hotels, theaters, and restaurants, all primarily located along the avenue.
 - The Avenue was the site of one of the worst incidents of racial violence in U.S. history (Tulsa Race Massacre), which destroyed the prosperous community.
- The tour utilizes metal plaques on the sidewalk to commemorate the Black-owned businesses that used to thrive on Greenwood Avenue.
- Website includes multiple options for accessing the tour, including self-tours and guided tours.



[Harlem Walking Tour by Free Tours by Foot, Harlem, NY, NY](#)

- No cost place-based walking tour significant to the Harlem Renaissance, a pivotal period in Black history.
- Features a GPS-led audio component to guide walkers.
- Screenshot below depicts the sites featured in the tour.
 - The Springwood Avenue Heritage Walk could feature a site list like this on the StoryMap or on a brochure.

Sites we cover on our Harlem Walking Tours:

- Abyssinian Baptist Church
- [Apollo Theater](#)
- Sites related to Malcolm X
- Headquarters of William J. Clinton Foundation
- Schomburg Center
- [Sylvia's Soul-food Restaurant](#)
- Strivers Row
- and much more!

NOTE: We do not enter these buildings on the tour.

We also have a [GPS-led audio tour of Harlem](#) that you can whenever it fits your schedule.

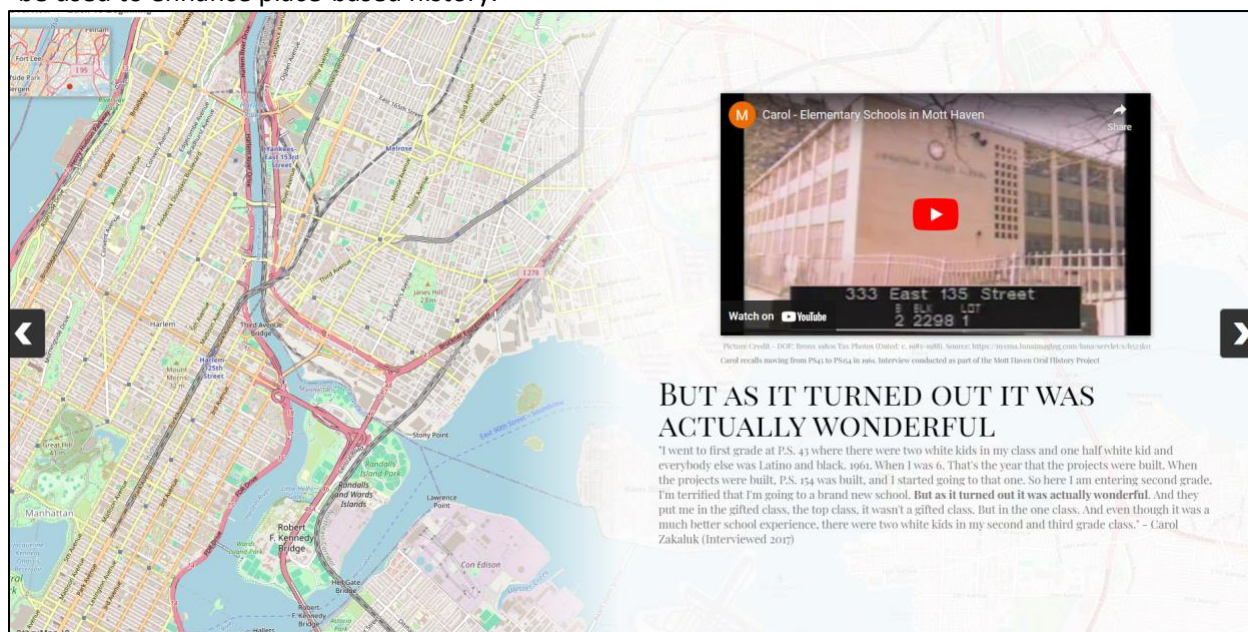
Appendix B: StoryMap Case Examples

Below is a list of example StoryMaps selected to illustrate the potential of integrating immersive multimedia elements into the Springwood Avenue Heritage Walking Tour. These examples showcase storytelling through various forms of media, including oral histories, voice recordings, videos, archival materials, and interactive maps.

These examples serve as inspiration for leveraging StoryMap tools to create a rich, engaging experience that honors and brings to life the history and culture of Springwood Avenue.

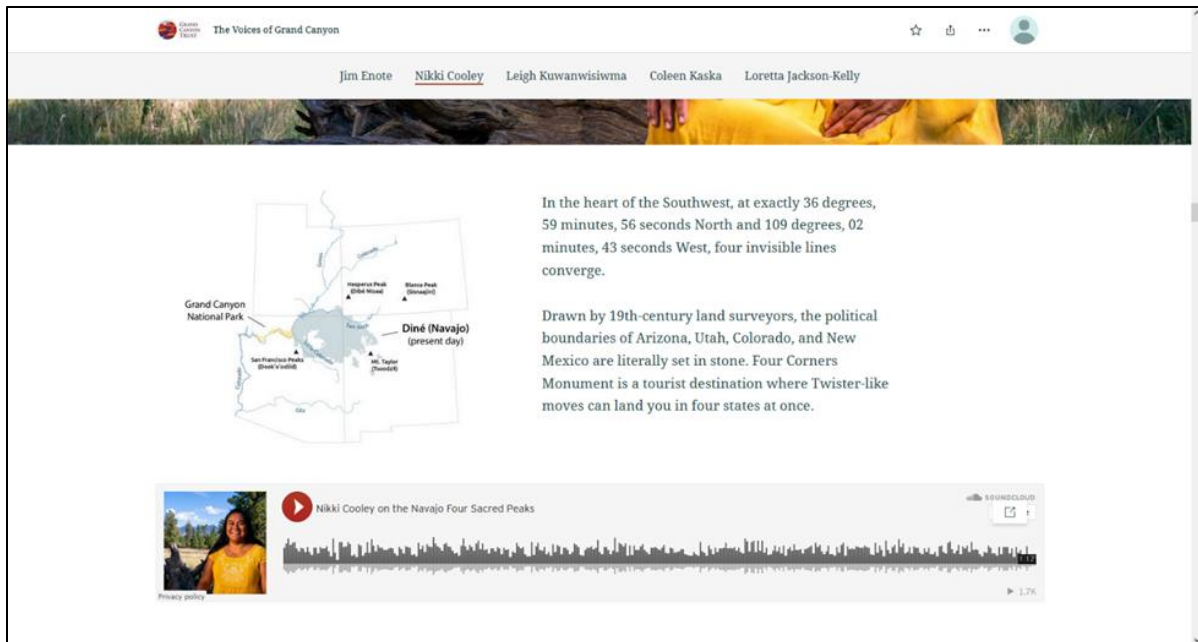
[Mott Haven Oral History Project by the Bronx Council on the Arts \(n.d.\)](#)

- StoryMap’s content is almost exclusively derived from oral history interviews.
 - Lessons learned from translating these transcripts to visual storytelling will be valuable for the work with the Asbury Park oral history interview transcripts.
- Storytelling elements about attending school in Mott Haven and the South Bronx (NYC).
- Interactive map featuring embedded videos featuring oral stories, an example of how StoryMap’s tools can be used to enhance place-based history.



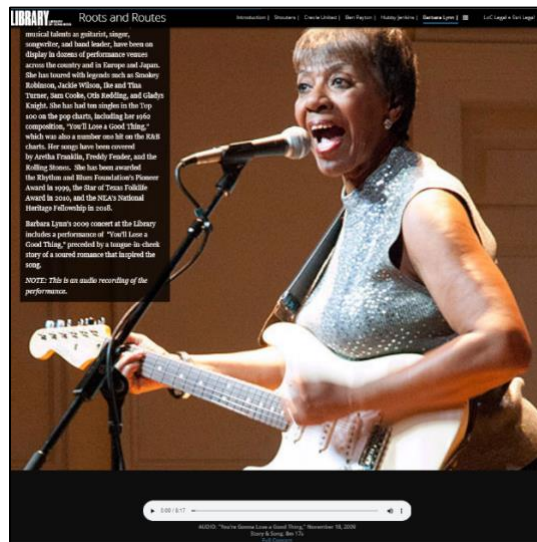
[The Voices of the Grand Canyon by The Grand Canyon Trust \(n.d.\)](#)

- Storytelling elements serving to amplify indigenous voices from the Grand Canyon region.
- Lessons learned from the Voices of the Grand Canyon StoryMap include how to honor historically marginalized groups respectfully and appropriately.
- Embedded voice recordings and videos throughout (voice recordings embedded from Soundcloud, videos from YouTube), another example of using StoryMap tools to present different forms of media to enhance storytelling.



[Roots and Routes by the Library of Congress \(n.d.\)](#)

- Project highlighting African American cultural traditions and geographic reach
- Example of place-based African American music history
- Features archival materials like moving images, audio recordings, photographs, books, maps, and graphic illustrations



[Magic City Music Tour by the Miami-Dade Office of Economic Development \(n.d.\)](#)

- Shows map, media, and text on the same screen.
- Example of place-based music history.

Magic City Music Tour

The Miami Sound **Live Performances** Music Videos Recording Studios Music Festivals Live Music Venues Music Schools GET FOCUSED on Miami Contact Us

"Get On Your Feet"
Artist - Gloria Estefan

The FTX Arena started construction in 1998 as a replacement for the Miami Arena. The arena was completed in 1999 and is home to the Miami Heat of the National Basketball Association and hosts numerous special events every year. The waterfront arena is Florida's largest seating capacity of between 5,000-20,000 seats. The list of artists who have performed here is long and distinguished, but Gloria Estefan played the first New Year's Eve show there in 1999. The arena continues to

[Our Food Story: Making and re-making memories, one dish at a time by ESRI's StoryMaps Team](#) (March 2022)

- Demonstrates audience engagement by allowing readers to share their own story through photo or comment submissions.

storymaps.arcgis.com/stories/8890de7ad9214582b853da23c8fe86ac

Our Food Story

Making food memories **Share your own memory** Team recipes

Where does this food memory transport you to?*

Please keep your location generalized.

Find address or place

Esri, FAO, NOAA, USGS Powered by Esri
Lat: 37.718677 Lon: -34.453125

Please submit a photo of the dish that is important to you.

Drop image here or select image

Appendix C: Content Coding and Counts

(Updated as of 4/17/2024)

Locations mentioned in AP- AMP, Monmouth University and Springwood Ave Rising Porch Talk Interviews:

IDENTIFIED LOCATION	Count of IDENTIFIED LOCATION
Turf Club “Leo’s Turf Club”, Later “Wakie’s Turf Club”	22
Orchid Lounge	17
Cuba’s Spanish Tavern & Nightclub	15
Elk’s Lodge ("Little Elks")	14
Big Bill’s Lounge	11
Fisch's Department Store	8
St. Stephen A.M.E. Zion Church	7
Capitol Tavern	6
House of Hits Records	6
St. Peter Claver Catholic Church	5
Savoy Bar And Grill	5
New Deal Cafe	5
Griffin’s Tailor Shop	4
Springwood Ave	4
Nahan's Shoes	4
State Ballroom	4
Sunny Hunny	4
Metropolitan Hotel	4
Two Door Tavern	4
George's Produce	3
Manhattan Cleaners	3
State Pool Parlor	3
Gulf Station	3
Alpha's Liquor Store	3
Bunce & Carter Drugstore	3
Kershaw's BBQ	3
Madonna's Bar	3
Palace Bar	2
Nellie Tutt’s Restaurant and Boarding House	2
Hammary’s Billiards	2
Eureka Barber Shop	2
Newberry's	2
Miss Daisy's	2
Partially Identified	2
Moe Keels	2
Five & Ten	2
Palm Gardens Nite Club	2
Bradley Furniture	1
Cleaning Block Hats	1

Aschuler's Chicken Market	1
Acme Market	1
Hampton Inn & Packaged Goods	1
Green's	1
The Cities Service Station	1
McCory's	1
Sophie's	1
Knuckles Electric	1
Miller's Chicken Market	1
Paramount Paint and Wallpaper Co.	1
Hollywood Bar & Grill	1
Address	1
Jane Booker Family Health Center	1
Rice Jewelers	1
Joe Carter's Photography Studio	1
Sal's Market	1
Catholic Hall	1
Champion Shoeshine Parlor	1
Grand Total	213

Themes mentioned in AP- AMP, Monmouth University and Springwood Ave Rising Porch Talk Interviews:

Theme	Code	Count of Mentions
Race/Civil Rights	segregation	2
	Brown v Board	1
	racism	2
	integration	1
	riots/July 1970s	6
	drugs (surge 1970s)	2
	gentrification	2
	desegregation laws	1
	Civil Rights Movement	2
	white flight	1
	1970s Civil Unrest/Uprising	2
1970s Neptune Middle School sit-in	1	
Local Music	amateur hours	1
	talent shows/Asbury's Got Talent	5
	church choir	15
	jam sessions	2
	marching band	2
	high school band competitions	1
	Battle of the Bands	1

	Concerts at Springwood Park (present day)	1
	outdoor performances/street corner singing	1
	Asbury Park Jazz Festival	1
	AP-AMP	1
Community Events/Celebrations	parades (Easter parade, St. Patrick's Day parade, Elks Parade)	7
	Apollo Friday Night Dance Party	1
	Maddie Grahm Day	1
	Latin Night	1
	football games	1
	fundraiser for Gladstone Trott	1
	Asbury Park Jazz Festival	1
	days off for Ft. Monmouth soldier	1
	Hall of Fame Dinner	1
	May Day School Festivities	1
Worship/Church	Sunday Schools	1
	Church Choir	1
	Church Services	1
Organizations	National Conference of Christians and Jews	1
	National Association of Police/community relations officer	1
	boy's club	1
	AP-AMP	1
Secondary Themes		
Youth/School	Brown v Board	1
	1970s Neptune Middle School sit-in	1
	marching band	2
	high school band competitions	1
	football games	1
	parades (Easter parade, St. Patrick's Day parade, Elks Parade)	7
	May Day School Festivities	1
	Sunday Schools	1

¹ <https://www.historicaerials.com/location/40.1875/-74.0625/T1956/16>

Appendix B: Historic Sites and Addresses Database

Block and Theme	BUSINESS	ADDRESS	Business Types	Dates of Operation	Green Book	1955	1963	Notes
Theme: Welcome to Springwood Avenue Railroad Tracks/ Memorial to Prospect Ave 800-900 Block	Madonna's Bar	811	Bar					
	Grossman's Sea Food Market	814	Grocer					
	Wilson and Co Inc	900-02	Wholesale			Yes	Yes	
		901						
	Deal Hadassah Thrift Shop	903 1/2	Thrift			Yes	Yes	
	Johnny's Café	903	Restaurant			Yes		
	Spot Bar the Tavern	904	Tavern				Yes	
	Altschuler Live Poltry Market	905				Yes		Moved before 1963
	Orchid Lounge	906	Lounge	1965 – 1995				https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e869158802f1730d242f1f2 Odyssey Moore (1965-1988). His son, Duval Moore, was a manager. Walter Jones owned the Orchid Lounge from 1988-1995.
	Red Front Cigar Store	906	Cigars				Yes	
	Terry's Locksmith Shop	906	Locksmith			Yes		
	Altschuler's Chicken Market	909	Butcher				Yes	
	Miller's Chicken Market	910	Butcher			Yes	Yes	
	Scharf J Inc	911-13				Yes	Yes	
	Hub Auto Supply Inc	912				Yes		
	Bradley Furniture	914-16	Furniture Store			Yes	Yes	
	Reliable Barber Shop	915	Barber/Beauty				Yes	
	Theo Affronti Used Clothing	915 ½	Clothing			Yes		
	Donrite Plumbing & Heating,	917	Plumber				Yes	Also called "Donrite Electrical Appliances Repair."
	Mrs. Lena Strada Grocer	917	Grocer			Yes		
	Thrifty Meat Market	918	Meat Market				Yes	
	Public Meat Market	918	Meat Market			Yes		
	Gladola Beauty Box	919				Yes		
Victory Restaurant	919 1/2	Restaurant			Yes	Yes		
Fleischman's Lake Dairy Store	920	Grocery			Yes			

		921							
	Apollo Restaurant	922	Restaurant			Yes	Yes		
		923							
	M&B Meat Market	924	Butcher			Yes	Yes	NEEDS NARRATIVE & PHOTOS	
	Al's Shoe Shine Shop	925	Shoe Shine						
	Schneider Benjamin	925	Clothing			Yes		Men's clothing	
	Marshall Bargain Stores	925	Thrift				Yes		
	New Deal Café	927	Restaurant			Yes			
	New Deal Cafe	929	Restaurant	1938 – 1995			Yes	Prospect Ave begins https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e86508e802f1730d242ed89	
Theme: Local Treasures: Thriving Small Businesses Prospect Ave to Sylvan Ave 1000 Block	Nahan's Shoes	1000	Retail	1951-1970		Yes	Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e86516e802f1730d242ed9c	
	St. Stephen A.M.E. Zion Church	1001	Church					https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e86351a802f1730d242ec36	
	Springwood Pharmacy	1001	Pharmacy			Yes	Yes		
	Conte Florence Dress Shop	1002	Clothing			Yes			
	Orchid Shop	1003	Clothing			Yes		Women's clothing	
	Murphy's Peppermint Lunch	1003	Restaurant				Yes		
	William Judge	1004	Retail			Yes			
	Stern Benjamin Army & Navy	1005	Clothing			Yes	Yes	Men's clothing	
	House of Hits Records	1006	Record Store	Approx. 1965 - 1970					https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e86545f802f1730d242ee2e
	Smith Rummage Sales	1006	Thrift				Yes		
	Hollywood Beauty Shoppe	1006-08	Beauty			Yes			
	Madam Ruby	1007	Medical			Yes		phrenologist	
	Riley Cleaners & Dyers	1009	Cleaners			Yes	Yes		
			1010						Barclay Pl begins
			1011						
		Sunny Hunny	1012	Restaurant				Yes	NEEDS PHOTOS
		House of Beauty	1013	Beauty				Yes	
	Barger's Shoe Repair	1014	Shoe Repair				Yes		
	John's Shoemaker Shop	1015	Shoemaker			Yes	Yes	John Mercogliano	
	Hutter's Bakery	1016	Bakery			Yes			
	Candyland	1017	Restaurant			Yes	Yes	Candy Store and Arcade	

Nu-Way Food Market	1018	Grocery			Yes		
Dr. John Hayes - Dentist	1019	Medical			Yes	Yes	Dr. John Hayes and Dr. John Hayes Jr. Just John Hayes Jr. in 1963
Paramount Paint and Wallpaper Co	1020-24				Yes	Yes	
West Side Press	1021	Printers				Yes	
Robert Curry Radio and Television Sets	1021	Electronics			Yes		
Presto Laundry	1021						From 1954 City Directory
Boyar's Cigar Store	1023	Cigars			Yes	Yes	Benjamin Boyar
Fisch's Department Store	1025-33	Retail			Yes	Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e86551e802f1730d242ee52
Ace Meat Market	1026				Yes		
Hollywood Beauty Shoppe	1026	Beauty Shop				Yes	Moved from 1006
Roond's General Merchandise	1028	Retail			Yes	Yes	
Louis' Market	1030	Grocery				Yes	
Kessler's Market	1030	Grocery			Yes		
Atlas Restaurant	1032	Restaurant			Yes	Yes	
West Side Hardware Store	1034	Hardware Store			Yes	Yes	
Merit Hardware	1035	Hardware Store			Yes		
New Asbury Liquor Store	1036	Liquor			Yes	Yes	
David Berger Shoe Repair	1036 ½	Shoe Repair			Yes		
Melody Discount Gift Shop	1037	Gift Shop			Yes		
Rite Beef Co	1038	Grocery				Yes	Also called F&B Beef Co, and called "Sinins Rubin Meats" in 1954
Hawkins Laundromat	1039	Cleaners			Yes	Yes	
S&H Provision Co	1039	General Store			Yes		
Carbone's Market	1040	Grocery			Yes		Also called "Greenhouse Grocery"
Rice Jewelers	1041	Jewelers					
Max Grossman	1041	Grocer			Yes		Fish Dealer
Samuel Grossman	1041	Painter			Yes		
Murphy's Shoe Repair	1042	Shoe Repair				Yes	
Bryant & Sons Clothing	1042	Clothing			Yes		
Knuckles Electric	1043	Hardware Store	1920 – 1970		Yes	Yes	NEEDS NARRATIVE https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e865321802f1730d242edfb It was opened in 1920, owned and operated by William 'Bill' Knuckles. The business relocated to 905 Main Street, following the events of the July 1970 uprising.

	Economy Five & Ten	1044 - 48	Convenience Store				Yes	
	K&R 5c to \$1.00 Store	1044	Convenience Store				Yes	
	Bunce & Carter Drugstore	1045	Pharmacy	1923 - 1970			Yes	Yes NEEDS PHOTOS https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e86567d802f1730d242ee7c Owned by Alice E. Bunce and Richard B. Carter. Alice Bunce was the first African American woman to graduate from the New Jersey College of Pharmacy (Rutgers University). The store was originally located at 1036 Springwood Avenue, and moved across the street to 1045 Springwood Avenue in 1937.
	Bernard Rice Watch Repair	1045	Watch Repair				Yes	
		1046						
	May Ford Modernistic Beauty Shop	1047	Salon					Yes
	Modernistic Beauty Salon	1047	Barber/Beauty					
		1048						
	Manhattan Cleaners	1049	Cleaners				Yes	Yes
	Chick's Busy Bee (Luncheonette)	1051	Restaurant				Yes	
Theme: The Look: Springwood Life and Style (Part 1)	Palace Bar	1100	Bar	1938 - 1970			Yes	Yes https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e864fe7802f1730d242ed6a The Palace Bar originally opened in 1938 at 1318 Springwood Avenue, owned by Peter Iannicelli. It moved to 1100 Springwood later that year.
Sylvan Ave to Atkins Ave	Silver's Liquors	1101	Liquor Store				Yes	Yes
1100 Block	Economy Five and Ten Store	1102	Convenience Store				Yes	
	Griffin's Laundromat	1102	Laundry					Yes
	Alba's Lunch	1103	Restaurant				Yes	Yes
	Alhambra Smoke Shop	1104	Cigars				Yes	Yes
	Bill's Bar-B-Que	1105	Restaurant				Yes	
	West Side Bakery	1105	Bakery					Yes
	Eddie's Barber Shop	1106	Barber Shop				Yes	Later moved
	West Side Appliances	1106	Appliance					Yes
	Imperial Beauty Salon	1107	Barber/Beauty	Approx. 1938 - 1955	Yes			Yes http://community.village.virginia.edu/greenbooks/content/imperial-beauty-parlor the owner or operator of the Imperial was E. Louis Menyard; by 1945, the directory listed Walter E. Lee as such Moved to 1109
	King of the Sea	1107	Restaurant					Yes In 1954 City Directory
	Savoy Bar And Grill	1108	Bar	1937 - 1972			Yes	Yes NEEDS PHOTOS https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e864e48802f1730d242ed27

the south side of Springwood, cleared for "urban renewal" after the unrest of 1970, now filled with recently built townhomes.

								It originally opened at 1106 Springwood in 1937. First manager was Charlie ('Chicken King') Hall. The Savoy moved to 1108 Springwood in 1942. William White became the manager, until his death in 1959. In the 1960s, it was renamed 'Mickey's Savoy Bar,' and was owned by Nathan M. Ancel.
Imperial Beauty Salon	1109	Barber/Beauty				Yes		Moved from 1107
Eddie's Barber Shop	1109	Barber/Beauty					Yes	
Shapiro & Sons Plumbing	1109	Plumber				Yes		
Riley Cleaners and Dryer	1109	Laundry				Yes		
Benjamin Diner Shoe Repair	1109 ½	Shoe Repair				Yes		Listed as "Benjamin Dinner" in 1954
	1111							
Milby's Barber Shop, or New Consolidated Barber Shop	1113	Barber/Beauty	1938-1955	Yes	Yes	Yes		http://community.village.virginia.edu/greenbooks/content/consolidated-barber-shop/ http://community.village.virginia.edu/greenbooks/content/john-milby-barber-shop/ John R. Milby, known, according to his 1978 obituary, as "Pops," operated the Consolidated Barber Shop on Springwood Avenue, on Asbury Park's West Side. He listed his barber shop under its business name from 1938 through 1955, and under his own his name as well beginning in 1939
Sarah's Bazaar Beauty Shop and Reliable Barber Shop	1114	Barber/Beauty				Yes	Yes	
Florham Hotel	1115	Hotel				Yes	Yes	Also called "Parham's Hotel"
Sam Wing Laundry	1116	Laundry				Yes	Yes	
Yow Hoo Restaurant	1117	Restaurant				Yes		
Joe's Tea Garden	1117						Yes	
Sophie's Shop	1118	Retail				Yes	Yes	Called "Sophie's Dress Shop in 1963 directory
Angelic Church of God	1119	Church					Yes	
Lucille's Beauty Salon	1119	Barber/Beauty				Yes		
Marion's Beauty Parlor	1119	Barber/Beauty	Approx. 1939-1955	Yes				http://community.village.virginia.edu/greenbooks/content/marions-beauty-parlor owned and operated by Mrs. Marion Booker
Everlena's Beauty Villa	1120	Barber/Beauty					Yes	
Sara's Bazaar Beauty Box	1120	Barber/Beauty				Yes		
Modern Upholstery	1121	Upholstery				Yes		
Top Hat Variety Store	1121	General Merchandise					Yes	
Salvation Army Social Services Store	1121	General Merchandise						In 1954 City Directory
George's Market/Produce	1122 - 22 1/2	Grocer				Yes	Yes	

Rightway Barber Shop	1123	Barber/Beauty			Yes	Yes	
Little Wonder Food Market	1124	Grocer			Yes	Yes	
Turf Club Bar Inc	1125	Bar			Yes		Original Location
Center Food Market	1126	Grocery			Yes	Yes	
Sal's Market	1128-30	Grocer				Yes	
Sal's Market	1132	Grocery			Yes		Original location?
Doris' Shirts Clothing Manufacturers	1132 1/2	Clothing				Yes	
The Paramount Restaurant	1134	Restaurant			Yes	Yes	
West Side Dining Room	1136	Restaurant	Approx. 1938-1975	Yes			http://community.village.virginia.edu/greenbooks/content/west-side-restaurant owned and operated in the 1940s and 1950s by Albert J. and Mabel L. Moore bought and operated by Barbara L. Brown; She operated the restaurant with her husband, William "Chef" Brown
Midway Stationery Store	1137	Variety			Yes	Yes	Cuba's owner Henry Lopez with his wife, Minnie, also owned a candy/newspaper store (also called Cuba's, or the Midway Stationery)
Cosmopolitan Barber Shop	1137	Barber/Beauty			Yes	Yes	
Little Hollywood Beauty Parlor	1138	Beauty	1938	Yes			http://community.village.virginia.edu/greenbooks/content/little-hollywood-beauty-parlor
Friendship Baptist Church	1138	Church				Yes	
New York Palace Tailor	1139	Tailor			Yes		
Tasty Freeze Ice Cream	1139	Ice Cream				Yes	
State Ballroom, later State Billiard Academy	1140	Music Venue	Closed 1954		Yes	Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e868ced802f1730d242f135
20th Century Shoe Shine Parlor	1140	Shoe Shine			Yes	Yes	
Plo's Luncheonette	1140	Restaurant				Yes	
Pop's Billiards	1141	Pool Hall			Yes		
Bobby's Shoe Shine Parlor	1142	Shoe Shine					
Tip Top Lunch	1143	Restaurants	Approx. 1941-1947	Yes			http://community.village.virginia.edu/greenbooks/content/tip-top-lunch-restaurant
Little Jack's Shoe Repair	1144	Shoe Repair			Yes	Yes	Walter F Jackson Shoe Repair in 1955 City Directory
Hammary's Billiards	1145	Pool Hall	Approx. 1960s – 1970s			Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e8654d1802f1730d242ee43
Joe Pop's Pool Room	1145	Pool Hall					

Rhoda's Beauty Salon	1145	Barber/Beauty				Yes	
John Wade	1145 ½	Painter					
Opal Beauty Parlor	1146	Beauty	Approx. 1938-1955	Yes	Yes		http://community.village.virginia.edu/greenbooks/content/opal-beauty-parlor Owner Geneva Hazel Hunt
Cuba's Spanish Tavern & Nightclub	1147	Tavern	1937 – 1971	Yes	Yes	Yes	http://community.village.virginia.edu/greenbooks/content/cubas-night-club http://community.village.virginia.edu/greenbooks/content/aztex-room/ The tavern and night club were owned and operated by Henry O. and Minnie Lopez. https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e868b5a802f1730d242f0e6 Performers include Billie Holiday, Ike and Tina Turner, Little Richard, and the Four Tops. They often performed in the back room, which was named the 'Aztec Room.'
Turff Restaurant	1148	Restaurant			Yes		
M&M Cleaners	1150	Cleaners				Yes	
Franklin Clothing Cleaner	1150	Laundry			Yes		
Roseland Ballroom	1151 or 1155	Ballroom	1923-1931				https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/620c31b818d9750018b647c9
Roseland Dance Hall		Dance Hall	1939	Yes			http://community.village.virginia.edu/greenbooks/content/roseland-dance-hall-0 The Horners noted in correspondence that the first mention of a “new” Roseland Hall in local papers was in 1933; designated as around Springwood and Atkins, this new venue, perhaps, but not for certain at the same location of the original Roseland, was the site of political meetings and dances for African Americans as well as Italian Americans.
Philadelphia Shoe Shine Parlor	1153	Shoe Shine			Yes		
Andy's Barber Shop	1153	Barber/Beauty				Yes	
Capitol Soda Shoppe	1154	Confectionary					Listed in 1954 City Directory
Mrs. Doris Brown Dairy Retail	1154	Grocery			Yes		
New Star Liquor Store	1154 1/2	Liquor			Yes	Yes	
Ripley's Cleaners	1155	Cleaners			Yes	Yes	
American Stores Company Grocery	1156	Grocery			Yes		
Chet's Grill	1157	Restaurant			Yes	Yes	
George's Restaurant	1159	Restaurant	Approx. 1938-1941	Yes			http://community.village.virginia.edu/greenbooks/content/georges-restaurant A 1940 ad in the Asbury Park Press, which encouraged people to “shop with confidence” on the West Side's Springwood Avenue, rather than at Asbury's main shopping district on the east side of the tracks, lists “Percy and George Tasty Shoppe,” located at 1159 Springwood Avenue, as an approved business.

Theme: Creative Beats: A Vibrant Music and Arts Scene Atkins Ave to Borden Ave 1200 Block	Leo's Turf Club	1200	Nightclub	At this location: 1955 - 2000			Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e868f3d802f1730d242f1b3 Originally located at 1125 Springwood Ave by Robert and Caroll Brown, most likely in 1940
	Victory Hotel	1200	Hotel	1948				
	Metropolitan Hotel	1200	Hotel	Approx. 1900 - 1948	Yes			http://community.village.virginia.edu/greenbooks/content/metropolitan-hotel/ The Metropolitan was listed in The Green Book from 1938 through 1949, and the tourist home under the name Mrs. E. C. Burgess at the same address was listed from 1938 through 1941 and again in 1947. The hotel and tourist home appear to have been one and the same.
	Helen's Carolina Restaurant	1200	Restaurant	Approx. 1939 – 1940	Yes			http://community.village.virginia.edu/greenbooks/content/helens-carolina-restaurant Most likely the restaurant was tied to the Metropolitan Hotel, which was at that address
	Dugan Brothers Inc.	1200	Bakers			Yes		
	West Side Drugstore	1201	Pharmacy	1936 - 1970		Yes	Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e8630f9802f1730d242ebdd Owned by David Sobel. Later owned by Edward Berkowsky.
	Eureka Barber Shop	1203	Barber Shop			Yes	Yes	
	Plank's Shoe Shine Lounge	1205	Shoe Shine					
	Joe's Confectioners	1205	Confectionary			Yes	Yes	Also called H&H Confectioner, and called "Eve's Confectionary" in 1954
	West Side Garage	1206	Garage	1917-1945 (at this location)	Yes			http://community.village.virginia.edu/greenbooks/content/west-side-garage was operated by Peter S. Costanzo Mr. Costanzo was born in Riposto, Italy, and then lived the majority of his life in and around Asbury Park, underscoring that the West Side was home not only to African Americans, but also to Italian Americans.
	Joe Carter's Photography Studio	1207	Photo Studio	1964 – 1976			Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e8653f9802f1730d242ee1e
	Nellie Tutt's Restaurant and Boarding House	1207	Restaurant	Approx. 1939 – 1967	Yes	Yes		http://community.village.virginia.edu/greenbooks/content/nellie-tutts That address is now part of Springwood Center, a mixed-use building, completed in 2012. The restaurant was operated by Mrs. Nellie Kendrick; Her husband, Mr. Robert C. Kendrick, was also known as the owner and operator of the establishment.
	Margaret's Beauty Shop	1207	Beauty			Yes		
	Lelia BBQ	1207	Restaurant				Yes	
	Catherine's Beauty Salon	1207	Beauty					Listed in 1954 City Directory
	Jeff's Night Club	1208	Night club		Yes			http://community.village.virginia.edu/greenbooks/content/jeffs-night-club
	Fish n' Chips Restaurant	1208	Restaurant					Listed in 1954 City Directory
Sweet Orange	1209							
The Echo Press	1209	Printing			Yes			

	Tree of Hope Shoe Shine Parlor	1209	Shoe Shine			Yes	Yes	
	Capitol Tavern	1210	Tavern	Approx. 1938-1970	Yes	Yes	Yes	http://community.village.virginia.edu/greenbooks/content/capitol-tavern-0 lists address as 1212 1955 City Directory lists 1210-1212 address
	Black Panther's Headquarters	1216	Activist group					Mentioned in Asbury Park Press
	Consolidated Barber Shop	1216	Barber	Approx 1938-1955	Yes			http://community.village.virginia.edu/greenbooks/content/consolidated-barber-shop/ John R. Milby, known, according to his 1978 obituary, as "Pops," operated the Consolidated Barber Shop on Springwood Avenue, on Asbury Park's West Side
	John Milby's	1216	Barber	Approx 1938-1955	Yes			http://community.village.virginia.edu/greenbooks/content/john-milby-barber-shop
	Barnes Sandwich Shop	1216 ½	Restaurant				Yes	
	West Side Poultry Market	1217	Meat Market			Yes		
		1218						
	Monmouth Tobacco and Confectionary Co Wholesale	1219	Wholesale			Yes		
	Frances Market	1219	Grocer				Yes	
	Johnson's Esso Service Center	1220-24	Gas			Yes		http://community.village.virginia.edu/greenbooks/content/johnson-service-station
	Perrella James Grocery	1223	Grocery			Yes		
	Eddie's Food Market	1223	Grocery				Yes	
	King's Corner Store	1223	Convenience					
Theme: Rising Voices: Civil Rights and Resilience Borden Ave to Dewitt Ave 1300 Block	Mount Pisgah Baptist Temple	1301	Church			Yes	Yes	
	Campus House Apartments	1304	Apartments			Yes	Yes	
	Bruner Radio Company	1304	Electronics					Listed in 1954 Directory
		1306						
	Mount Olive Church of the Living God	1307	Church			Yes	Yes	Called "Church of God in Christ" in 1955 Directory Called "Emanuel Baptist Apostle Faith Church" in 1954 Directory
		1309						
	Griffin's Tailor Shop	1310	Tailor	1915 - ??		Yes	Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e869269802f1730d242f207
	Butler's Food Store	1311	Grocer			Yes	Yes	
	Griffin's Washette	1312	Cleaners			Yes	Yes	
	New York Tailor Shop	1312	Tailor				Yes	
	1313							

	Garden of Prayer Deliverance Center	1315	Church				Yes	
	International Hod Carriers Building and Common Laborers Union of America Local No 343	1315	Organization			Yes		
		1316						
		1317						
	Hollywood Bar & Grill	1318	Bar	Approx 1938 – 1967	Yes	Yes	Yes	NEEDS PHOTOS AND NARRATIVE http://community.village.virginia.edu/greenbooks/content/hollywood-tavern The 1940 Polk's Asbury Park City Directory listed Peter Iannicelli as owner of the Hollywood. He and his wife, Anna, both immigrants from Italy, lived above the business, highlighting the Italian-American population of the West Side. After his death, his wife was listed in the 1950 and 1955 Polk's Asbury Park City Directory as operating the Hollywood.
	Mincie's	1319	Variety Shop					https://www.ebay.com/itm/294539927239
	Modern Vets Stationary Store	1319	Variety Shop				Yes	
	Golden Wilson	1319	Retail			Yes		
		1320						
	Eddie's Barber Shop	1321	Barber Shop					NEED HISTORIC PHOTOS When did Eddie's move to this location?
	John Goode General Merchandise	1321	Retail			Yes		
	People's Barber Shop	1322	Barber/Beauty				Yes	
		1324						
Theme: Gatherings: Worship and Church Life Dewitt Ave to Ridge Ave 1400 Block	Mrs. Davis Leatta	1400	Bakery			Yes		
	Danny's Luncheonette	1401	Restaurant	Approx 1938 – late 1960s	Yes	Yes		http://community.village.virginia.edu/greenbooks/content/dannys-restaurant The owner, Daniel D. DeVito, was born in Brooklyn, and moved to the shore town when he married his wife, Julia, an Asbury Park native. The DeVitos lived above the restaurant early on. They were the parents of movie and television actor Danny DeVito, who hung out in his father's restaurant when he was growing up. Listed as "Daniel DeVito Confectionary" with address 1401-1403 in 1955 City Directory
	Pat's Luncheonette	1401-03	Restaurant				Yes	
	People's Barber Shop	1402				Yes		
	Harris Patent Medicine Store	1402	Pharmacy					
	LaRoberts	1402	Beauty	1938	Yes			http://community.village.virginia.edu/greenbooks/content/laroberts-beauty-parlor
	London Cleaners	1402 ½	Cleaners				Yes	
	William Jones Confectionery	1402 ½	Retail				Yes	
		1403						

		1404						
	Mochello's Taylor Shop	1405	Tailor					
	Catholic Hall	1406	Church					
	Scalpati the Shoemaker	1407	Craftsman					
	Joseph Rabin's General Merchandise	1407	Retail			Yes	Yes	
	Rabin's Dry Good's store	1409	Grocer					
		1408						
		1409						
		1410						
		1411						
	Jim's Hardware Store	1412	Hardware				Yes	
	Louis Valente Hardware	1412	Hardware			Yes		
	Good Hope Baptist Church	1413	Church					Called "International Temple of Divine Wisdom" in 1955 Directory
		1414						
		1415						
		1417						
	St. Peter Claver Hall	1418	Church Building			Yes	Yes	
	St. Peter Claver Rectory	1419	Church Building			Yes	Yes	Listed as Rev Bernard Kowalsky in 1955 Directory
		1420						
	St. Peter Claver Catholic Church	1421	Church			Yes	Yes	
	R & R Rib House	1501	Restaurant					Include in 1400 Block, NEEDS PHOTOS AND NARRATIVE
end of project area/tour								
	Ideal Cities Service Station Bomar's Station	1500				Yes	Yes	http://community.village.virginia.edu/greenbooks/content/bomars-service-station A. Oliver Bomar as the operator of the business
	Buck's Shoe Shine	1502						
	Arch Barber Shop	1502	Barber/Beauty				Yes	
	New Look Beauty Salon	1503	Barber/Beauty			Yes	Yes	
	Half Chicken Inn	1503	Restaurant	Yes				http://community.village.virginia.edu/greenbooks/content/half-chicken-inn/
	Early's Grocery	1504	Grocery				Yes	
	Economy Fruit Market	1505	Fruit Market			Yes		
	Re's Light Buys Grocery	1505	Grocery				Yes	

	Eddie's Restaurant	1505	Restaurant		Yes	Yes		http://community.village.virginia.edu/greenbooks/content/eddies-restaurant-0 This shop was operated by Edward J. Ramus Called "Eddie's Confectionary" in 1955 City Directory
	John W Woodward	1505 ½	Plumber			Yes	Yes	
Asbury/Neptune Border								
		1507						
		1508						
		1509						
	Clarise Luncheonette	1510				Yes		Listed as "Apartments" in 1965
	Pop's Restaurant	1511	Restaurant		Yes			http://community.village.virginia.edu/greenbooks/content/pops-restaurant 1511 Springwood Avenue is technically in Neptune, just over the Asbury Park line on the West Side. The street numbers for this block of Springwood – now called West Lake Avenue – are confusing, so the exact location of 1511 and the state of the building are unclear. Pop's may have been in the cinder-block building found on the corner of West Lake and Myrtle Avenues today.
	We-Need A Cab Co	1512	Taxi Company				Yes	
	Two Door Tavern or TuDor Tavern	1512	Tavern	Approx 1937 – 1966		Yes	Yes	http://community.village.virginia.edu/greenbooks/content/2-door-tavern/ 1513 Springwood Ave. Neptune, NJ in 1955 Green Book In 1953, Irving Kurinsky, the owner of the bar, who was a Jewish immigrant from Poland, applied to transfer the liquor license from 1512 to 1513 Springwood, across the street. At that time, 1513 Springwood was home to Palm Gardens, which was listed in The Green Book as well. The two establishments were successful in switching locations and transferring their licenses. https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e863324802f1730d242ebed
	Palm Garden Tavern	1513	Tavern	Approx. 1949 – 1954	Yes			http://community.village.virginia.edu/greenbooks/content/palm-garden-tavern/
	Alpha's Liquor Store	1515	Liquor Store	1959 – 1986		Yes	Yes	https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/5e86305b802f1730d242ebbf
	U-Need A Cab Company	1516	Taxi Company			Yes		
	Walter Ransome Real Estate	1600				Yes		
	William McIntyre Dry Cleaners	1601				Yes		
	JS&V Luncheonette	1601					Yes	
		1602						
		1605						
		1609						
		1610						
		1611						
	Elk's Lodge ("Little Elks")	1613	Social Club			Yes	Yes	Called "IBPOE of William Joseph T Newman Lodge No. 998" in 1955 City Directory
		1615						
	Ernest Dantignac Taxi	1618				Yes	Yes	Called "Veteran's Cab Co" in 1965

	Jim's Variety Store	1619	Variety				Yes	
		1620						
		1621						
		1701						
		1707						
		1708						
		1709						
		1710						
	Neptune Billiard Company	1711	Pool Hall				Yes	
	Modern Motel and Apartments	1714	Motel and Apartments				Yes	
	Big Bill's Lounge	1717	Lounge					https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/65417c7922d91c0014cb91a8
	Big Bill's Bar	1718	Bar				Yes	
	Blue Bird Cabaret	1718	Music Venue	Approx. 1920s – 1931				https://create.passitdown.com/present/5e861cd2802f1730d242e9c9/david/story/661eec6a948be300198a35c8 also listed at 1605 and 1724 Springwood Avenue It originally operated as a restaurant and resort house as "Blue Bird Inn," which opened in the early 1920s, and owned by John Delvecchio.
	Hampton Inn & Packaged Goods	1718						
	Hampton Inn Tavern	1718				Yes		
	Charles Williams Jr. Gas Station	1800				Yes	Yes	Called "Williams Cities Service Station" in 1963 directory
	Coakley Elihue Gas Station	1801				Yes	Yes	
		1804						
		1806						
		1809						
		1810						
	Bartenders and Barmaids Restaurant Club	1811					Yes	
		1812						
		1812 ½						
		1814						
		1815						
		1816						
		1818						
	Russell Hardy Electric Contractor	1820						
		1822						
		1824						
	Patsy Chidnese	1825	Junk Dealer			Yes	Yes	
		1827						
		1829						

	Jane Booker Family Health Center	1836	Medical					
No addresses:								
	Joe Lee's Smoke Shop							
	Miss Eve's							
	Obie's							
	Henry's Cleaners							
	Mcgees							
	Kings Menswear							
	Scoop's							
	Moe Keels							
	Blackie's Cafe							
	Jackie's Fish Market							
	Nutter's Bakery							
	King's							
	Carbona's							
	Raimondi's							
	Chinese laundry							
	Cardilla's Clothing Store							
	Kafki's Shoe Store							
	Schriber's Bakery							
	Romano's Italian Store							
	Cooper's Barber Shop							
	Miss Daisy's							
	Gulf Station							
	Kershaw's BBQ							
	Green's							
	Champion Shoeshine Parlor							
	Newberry's							
	Cleaning Block Hats							
	Acme Market							
	McCory's							
	1148 Springwood Ave							
	tennis court across from Big Bill's							
	chicken seller? on Monroe and Springwood							
	Berger's Shoe Repair							
	Asbury Liquor Store							
	The Public Welfare Building							

	Bradley Sales Apartment Building							
	Red's Shoe Shine							
	King's Barber Shop							
	Two Guys							
	"Moykel" or Kelly's							
	Deal's Newspaper							
	Louis Food Market							
	Clark's Restaurant							
	Mr. Fashions							
	Harris's Funeral Home							
	Uncle Al's Liquor Store							
	Black Panther's Headquarters							
	Kings Corner Store							
	Bradley Sales							
	Shore Taxi Service							
	Red Roaster		Bakery					
	Beauty Salon of Springwood & Borden							
	5 Percenters Education Center							
	Clark's Eat Silver Spoon							
	Mr. Raven's							
	Thrift store across St Peters Claver							
	Hotel on Ridge & Springwood							
	Danny's Rib Shack							
	Collin's Silhouette							Owned by Pernela Collins
	Paradise Road House		Road House	1939	Yes			http://community.village.virginia.edu/greenbooks/content/paradis-e-road-house

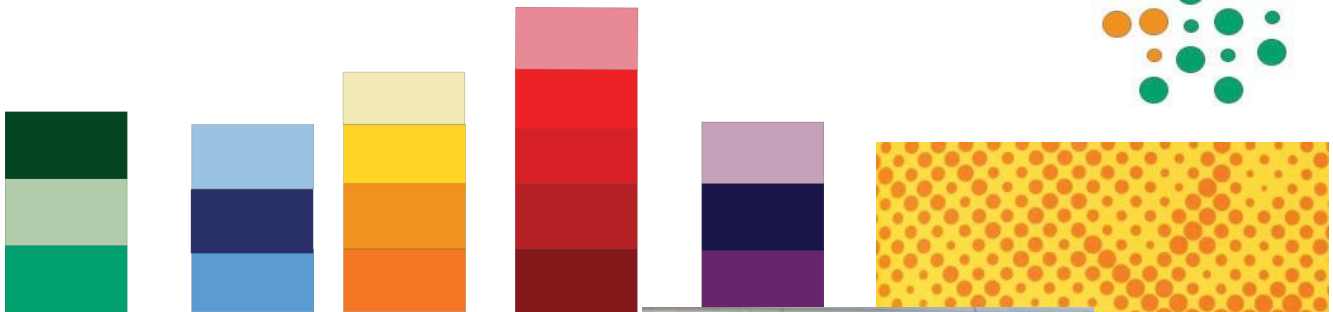
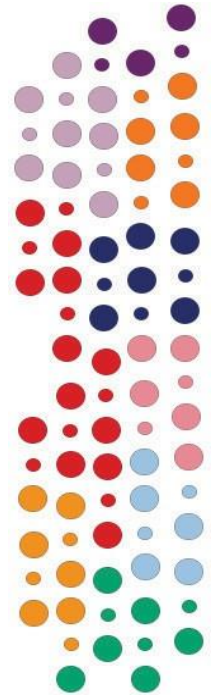
Springwood Avenue Historic Walk



Design Recommendations TNJ Vibrant Places Program



INSPIRATION



SPRINGWOOD AVE. RISING



#9bc2e3
R:155
G:194
B:227

#5a9bd5
R:90
G:155
B:213

#0f0a08
R:15
G:10
B:8

#d80d13
R:216
G:13
B:19

Logo Design



The Springwood Avenue Rising logo was uploaded onto Adobe Illustrator and updated to be used in this format. All original colors are included. The gray background is added to create a more cohesive logo.



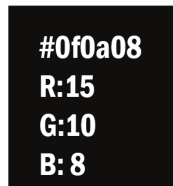
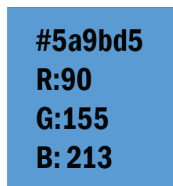
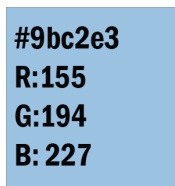
The logo design is a combination of the colors from the Springwood Avenue Rising logo and the yellow colors from the previously included painting



To create a greater contrast between the storymap background and the logo, a blue background has been added.

Storymap Additions

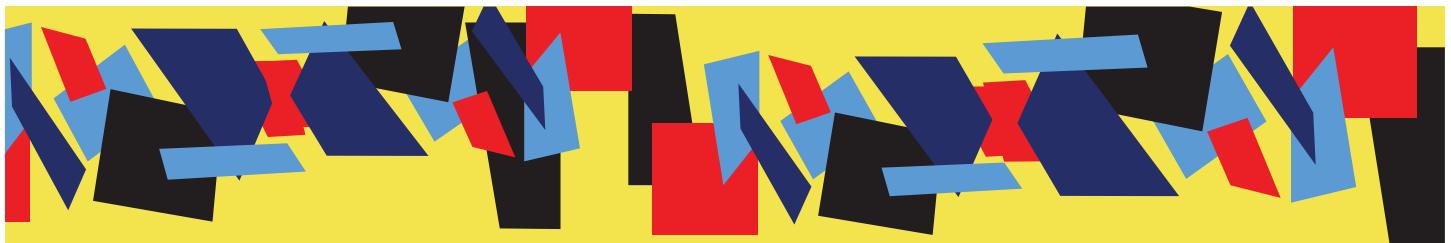
Color Scheme:



Storymap
Background

#F1E565

Title and headings- Broadside
Paragraph- Helvetica Now



Border design for use on the storymap site

Icons and Images

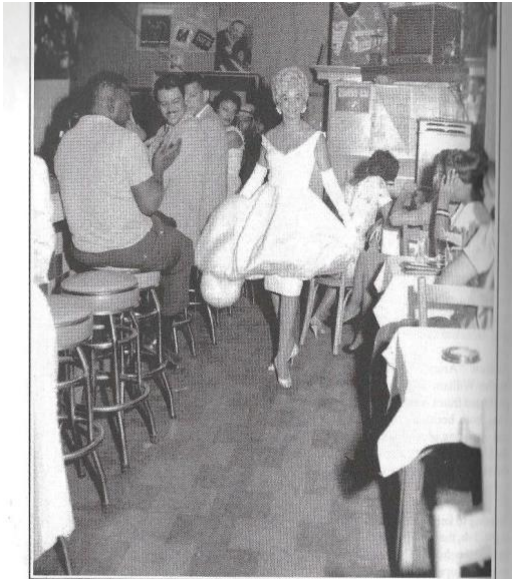


1950's - Bea Toran owned and operated the Bea Toran's Hair Fashions on Springwood Avenue. She hosted several of the fashion and hair shows at the Elks Club, and Carver, and Berkly Carteret Hotel.



1950's Going to Church
The VanHuff's walk to Church on Sunday Morning
Springwood Avenue
Asbury Park, New Jersey





Madonna's Bar - African Americans would gather there for fashion shows in the 50's. After the riots, they remained opened, but just as a bar and liquor store. They also sold lottery tickets.



1950's Live entertainment at Cuba's Night Club, Asbury Park, NJ



A Jazz and Blues band of the 1950's. On trumpet, Edward Watt, Sr.; on piano, Sam Pugh, and Andrew Brown on drums. Do you remember the other entertainers?



Banner Designs





SPRINGWOOD

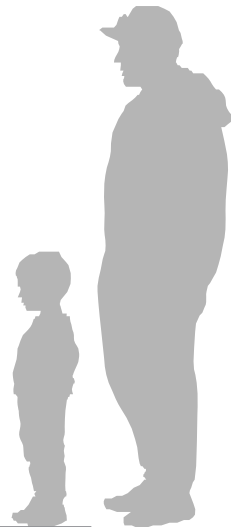
Avenue

SPRINGWOOD

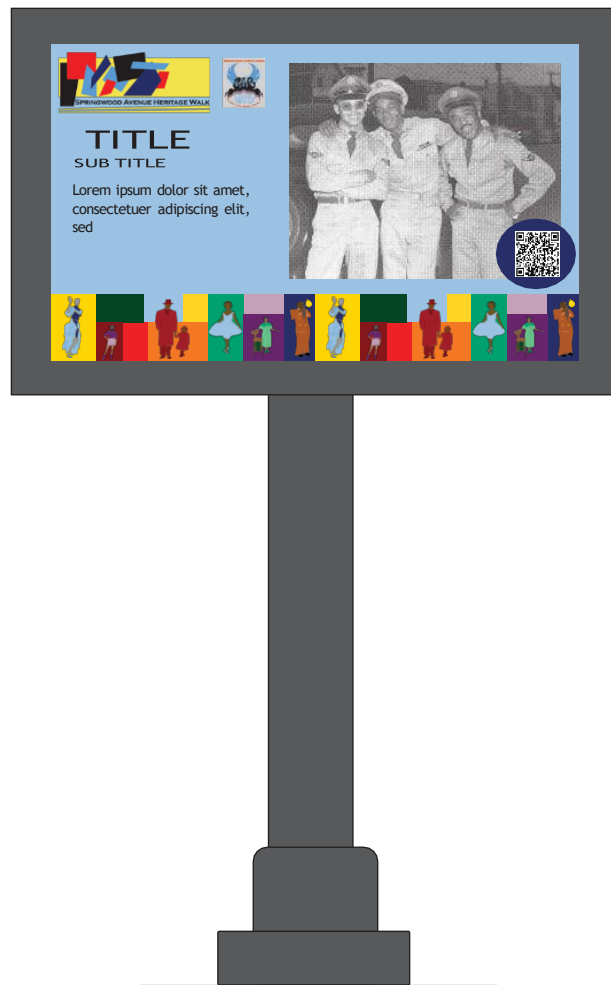
Avenue

Interpretive Signs

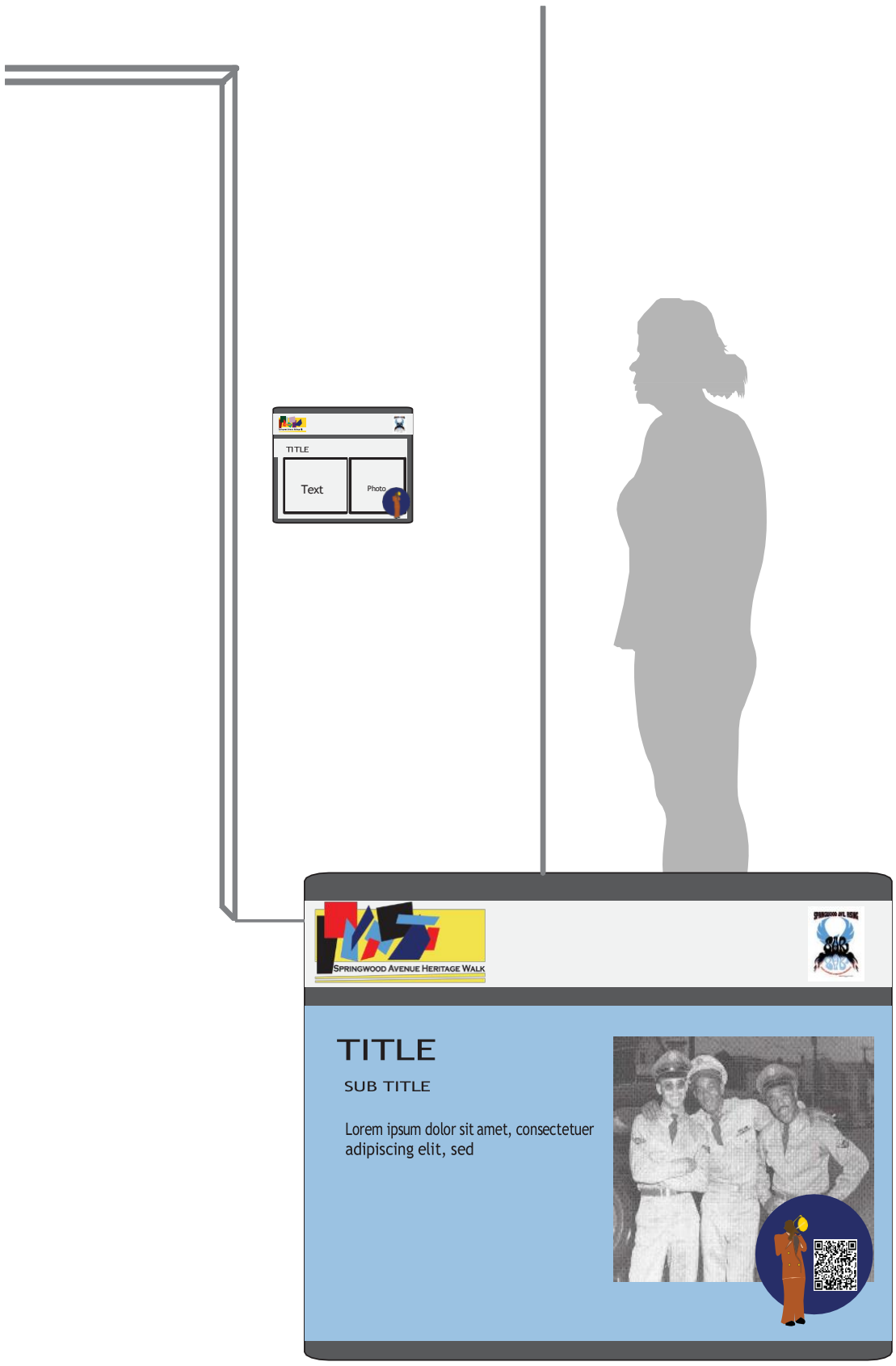
SPRINGWOOD AVENUE INTERPRETIVE SIGN SUITE



MINI- KIOSK



CONSOLE



PLAQUE

Appendix D: Additional Funding Opportunities

The Asbury Park Springwood Avenue Cultural Heritage Walk project aims to celebrate and preserve Springwood Avenue's rich history. The following steps provide detailed guidance on how to engage with the relevant funding opportunities to support the project's physical implementation, including funding for signage, site assessments, and other necessary elements.

- 1. Identify Relevant Grants:** Examine the program descriptions in the provided spreadsheet to understand each grant's scope and objectives. Align the Springwood Avenue project needs with the project types and topic areas to find the most suitable grants.
- 2. Verify Eligibility:** Carefully read the eligibility requirements for each program to confirm that the project qualifies. Note the eligibility status provided in the spreadsheet.
- 3. Note Deadlines:** Considering that it is common for grant awards to be awarded between June and September, many deadlines for applying for grants have passed. However, some grants are still available, and those are noted towards the beginning of the spreadsheet. The dates for the other grants have not all been made available yet but will be soon.
- 4. Gather Required Documentation:** Collect all required documents, such as proof of nonprofit status, financial statements, project plans, and partnership agreements.
- 5. Follow Application Instructions:** Use the links provided in the spreadsheet to download application guidelines and instructions. Then, fill out the application forms, following all guidelines and formatting requirements.
- 6. Submit Proposals:** Submit applications electronically, where applicable, using the provided websites and resources.
- 7. Contact Program Administrators:** Contact program administrators using the provided contact information for any clarifications or additional information.
- 8. Leverage Other Resources:** Participate or engage with the provided webinars listed on the spreadsheet for insights on crafting strong proposals and to strengthen your understanding of the program.

Program Name	Program Description	Eligibility Requirements	Eligibility Status	Deadline	Project Type	Topic Areas	Website	Contact	Grant Amount	Grant Guidelines	Application Details	Other Resources	Other Notes
National Endowment for the Arts (NEA): Grants for Art Projects	This program provides comprehensive support to a wide variety of arts projects in communities across the US	Eligible applicants include non-profit, tax- exempt 501 (c)(3) U.S. organizations, state or local government, and federally recognized tribal communities. Applicants may be arts organizations, local arts agencies, arts service organizations, local education agencies, and other organizations that advance the NEA's goals. Organizations must meet the NEA's legal requirements, including non-profit, tax-exempt status, and have a three-year history of arts programming before the application deadline. For the July 2024 deadline programming must have started by July 2021.	Potential fit – would qualify if they meet the programming history and artistic criteria.	July 11, 2024 at 11:59 PM	Arts Projects	Public Engagement, Arts, Culture	https://www.arts.gov/grants/grants-for-arts-projects/eligibility	Email: ot@arts.gov; call: 202-682-5097	Applicants may request an amount between \$25,000-\$150,000, with a required minimum nonfederal cost share/match equal to the grant amount.	Grant Guidelines	Application instructions	FAQ	
National Endowment for the Arts (NEA): Our Town	This program supports creative placemaking projects that integrate arts, culture, and design into local efforts that strengthen community.	Requires partnership between a local government entity and a nonprofit organization.	Qualified	August 1, 2024 at 11:59 PM	Creative Placemaking	Arts, Culture, Community Engagement	https://www.arts.gov/grants/our-town	Email: ot@arts.gov Call: 202-682-5097	Applicants may request an amount between \$25,000-\$150,000, with a required minimum nonfederal cost share/match equal to the grant amount.	Grant Guidelines	Application instructions	Recording of Grant guideline review session	
NJ Historical Commission: Discover NJ History License Plate Fund for Heritage Tourism	This program provides funding for heritage tourism projects that promote New Jersey's historical sites and attractions.	Open to government entities and nonprofit organizations. Eligible activities include: visitor and visitor-readiness assessments, initiatives to develop & promote visitor-ready sites as heritage tourism destinations, creative signage, interpretive planning to develop and enhance linkages between sites, websites, marketing plans, training and workshops, and performance evaluation measures.	Qualified	August 1, 2024 at 11:59 PM	Heritage Tourism	Tourism, History, Education	https://www.nj.gov/dca/njht/documents/programs/discover/Discovers%20New%20Jersey%20License%20Plate%20Grant%20Guidelines.pdf	Contact njht@dca.nj.gov Call (609) 984-047	\$5,000	Grant Guidelines	Application		Should be received by August 1 to be considered at the August board meeting. However, - Applications will be accepted at any time throughout the fiscal year, July 1 – June 30, until the annual allocation has been exhausted.

New Jersey Cultural Trust: Institutional and Financial Stabilization Grants	This program provides support for the institutional and financial stabilization of New Jersey's cultural organizations, including planning and implementation projects such as the development of interpretive signage and educational materials.	Nonprofit arts, history, and humanities organizations in New Jersey.	Qualified	August 15, 2024 at 12 PM	Institutional Stabilization	Arts, History, Humanities	https://www.nj.gov/state/culturaltrust/ct-grant-opportunities.shtml	Contact the State Historic Preservation Office by phone (609-940-4312) or email (njhpo@dep.nj.gov).	Up to \$40,000	Grant Guidelines	Submit on SAGE	IFS Arts Evaluation Criteria Rubric	The grant period for successful projects is February 10, 2025 to February 28, 2026. All project activities must occur, and all grant funds must be expended during the grant period. The Cultural Trust will not fund projects that have started prior to February 10, 2025.
NJ Tourism: Cooperative Marketing Grant	The Cooperative Marketing Grant Program is a collaboration between the New Jersey Department of State, Division of Travel and Tourism and the New Jersey travel industry, whose goal is to promote New Jersey as a premier travel destination.	NJ-based tourism entities including non-profits, destination marketing organizations, municipalities, counties, chambers of commerce, and other entities promoting tourism in NJ.	Qualified	Rolling	Tourism Marketing	Tourism Marketing	https://visitnj.org/sites/default/files/2024-03/CMP-Handbook-2024.pdf	Contact Bernice Harris at the New Jersey Division of Travel and Tourism Call: (609) 777-4109 Email: bernice.harris@sos.nj.gov	Awards amounts are contingent upon available funds in the Fiscal Year budget for which you are applying.	Grant Guidelines	Submit on SAGE	Video series about completing application	
Monmouth County Historical Commission: History Regrant Program	This grant program supports local historical projects that aim to preserve, interpret, and promote the rich history of Monmouth County. It provides funding to local organizations and entities for various activities, including research, preservation, educational programming, and the creation of historical markers and signage.	Open to local organizations & entities such as nonprofits, historical societies, museums, libraries, municipalities within Monmouth County, schools & educational institutions, other entities involved in historical preservation & education	Qualified	Deadline currently closed	Historical Preservation	History, Education, Community Engagement	https://www.co.monmouth.nj.us/documents/58/2024MCHCRGrantApplication.pdf	Meg Sharp Walton: Call: 732-431-7460 ext.7413 Email: Margaret.SharpWalton@co.mnmouth.nj.us	Total request for General Operating Support (GOS) funding is not to exceed \$4,000 or more than 1/3 of operating budget. Total request for Special Project (SP) funding is not to exceed \$2,000 or more than 50% of total project cost.	Grant Guidelines	Application		
New Jersey Council for the Humanities (NJCH) Action Grant	This program supports the implementation of developed public humanities project for NJ based audiences. The project promotes public humanities through community engagement and storytelling.	Must be an NJ based nonprofit organization or government entity. Must also have an EIN or NJ tax-exempt number to apply & be in good standing with state and federal tax entities.	Potentially qualified depends on existence of EIN or NJ tax-exempt number	Deadline currently closed	Public Humanities	Humanities, Education, Community Engagement	https://njhumanities.org/grants/action-grants/	Email: grants@njhumanities.org	Awards between \$3,000-\$15,000	Page for guidelines	Application		

Community Foundation of New Jersey: Monmouth County Community Grant	The Monmouth County Community Grant welcomes proposals from nonprofit organizations addressing a wide range of community needs and priorities. While projects from all areas will be considered, priority will be given to initiatives that demonstrate a commitment to diversity, equity, and inclusion, both in leadership and service delivery.	Nonprofit organizations with less than \$1,000,000 operating budget serving Monmouth County	Potentially qualified - depends on operating budget	New deadline will be updated.	Community Development	Community Needs, Diversity, Equity, Inclusion	https://cfnj.org/grantopportunities/#:~:text=Monmouth%20County%20Community%20Grant&text=and%20service%20delivery.-,Key%20focus%20areas%20for%20funding%20consideration%20include%2C%20but%20are%20not.%2C%20employment%2C%20and%20youth%20development.	Contact Madeline Rivera: rivera.m@cfnj.org	Up to \$10,000	Grant Guidelines	Application		
Grinin Foundation	This program supports projects that enrich the quality of life in New Jersey communities, including cultural and educational initiatives (such as historical signage and walking tours).	Nonprofit organizations in New Jersey (specifically Monmouth & Ocean counties)	Qualified	Unknown - Still updating website	Community Enrichment	Culture, Education, Community Engagement	https://gruninfoundation.org/funding/	Call: 732-244-4010 Email: info@gruninfoundation.org	Currently unspecified	Grant Guidelines	More information will become available	Sign up for newsletter for updates	
Geraldine R. Dodge Foundation	Through grants, capacity-building and other critical investments, the Dodge Foundation resources changemakers to transform New Jersey into a just and equitable state.	Nonprofit	Qualified	Unknown - sign up here to receive updates	Arts & Culture	Arts, Community Development	https://www.grdodge.org/	Email: questions@gdodge.org	Currently unspecified	Grant Guidelines	Contact to learn more	FAQ	
Mellon Foundation	Mellon seeks to engender an understanding of broader histories, narratives, and aesthetic traditions through multi-year support of artists and communities historically subject to disinvestment. Grants seek to ensure the legacies of many instead of few.	Institutions and organizations in support of communities and individual artists	Qualified - must have an artist for sign hired to be eligible for this grant	Unknown - sign up here for more information	Arts & Culture	Arts, History, Community Engagement	https://www.mellon.org/grant-programs/arts-and-culture	Inquiries can be submitted here	Currently unspecified	Program guidelines	Contact to learn more	Subscribe to newsletter for updates	
NJ Cultural Trust: Capital Preservation Grant Program	Provides grants to support capital projects, including stabilization, repair, restoration, adaptive reuse and improvements to cultural or historic properties, including adapting for increased accessibility.	Must be qualified by the Cultural Trust. Click here for more information.	Currently Not Qualified - must submit qualification request	Currently unknown	Capital	Stabilization, Repair, Restoration, Accessibility	https://www.nj.gov/dca/njht/programs/ct/	Contact Isabel (Izzy) Kasdin: email: isabel.kasdin@sos.nj.gov Call: 609-633-0522	Up to \$40,000	Grant Guidelines	New Jersey System for Administering Grants Electronically (SAGE)		