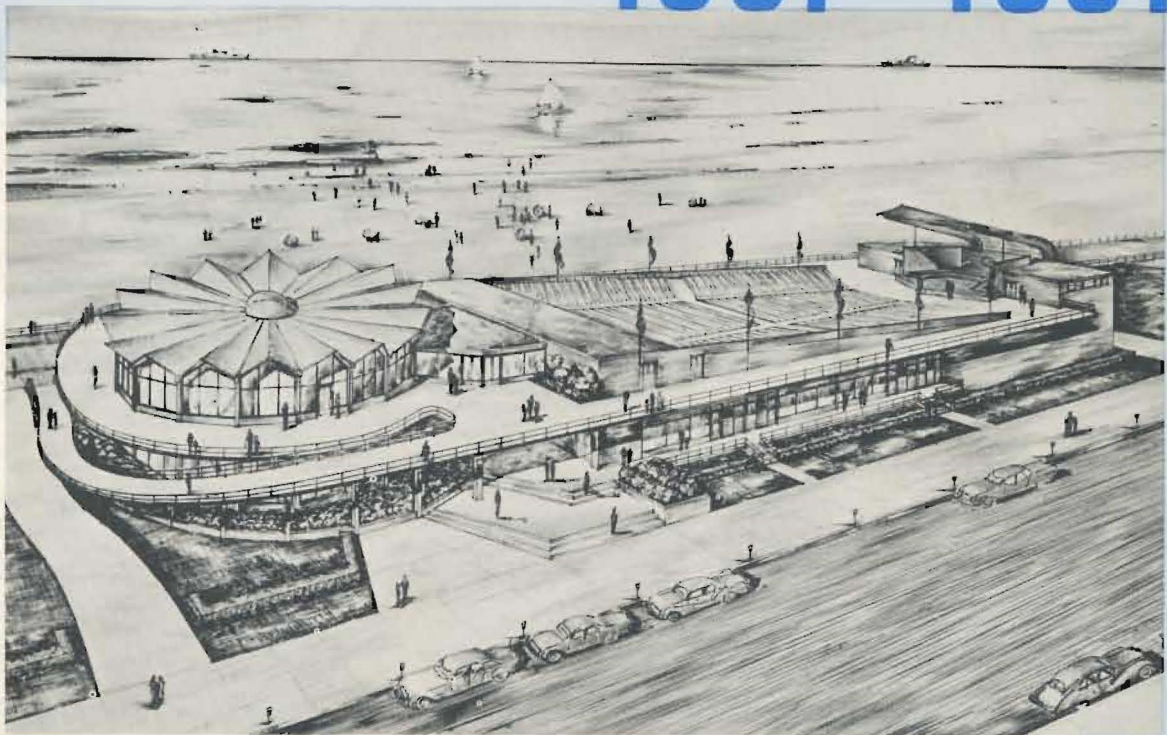


FOUR YEARS OF PROGRESS

in Action 1957-1961



A Special Report to the Citizens of Asbury Park, N. J.

FOUR YEARS OF PROGRESS IN ACTION

1957 – 1961

Edited and compiled by
KENDALL H. LEE, City Manager,

Assisted by
JAMES ALEXANDER, JR.

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COVER ILLUSTRATION — Asbury Park's third new pavilion in three years: the modern Fifth Avenue Bandstand-Pavilion, opened in Summer, 1961. It features six large stores, a spacious restaurant, an upper rotunda, and a roof-top concert deck that accommodates 1400 persons.



City of Asbury Park

FROM THE OFFICE OF
THE CITY MANAGER

The Honorable Mayor
and Members of City Council
Asbury Park, New Jersey

Gentlemen:

For the past four years it has been our policy to keep the public well-informed at all times through the media of the public press, special news letters, and our weekly radio programs. We have also participated in community forums, appeared at service clubs, and have spoken to other interested civic groups. Our goal at all times has been to keep our citizens and taxpayers fully informed on the activities and problems of their city government, and on our long-range plans for developing the City's assets.

The report submitted herewith is a composite representing information on municipal operations and services, and is also a record of the accomplishments and improvements which have been attained in our city in the past four years.

A good deal of work has been involved in the preparation of this report. We have had the full cooperation of all of our department heads, the Asbury Park Press, radio station WJLK, and all of our boards, committees and authorities.

Although this report has been compiled by your city manager, it is in reality a record of accomplishment which could only have been achieved by progressive and dedicated elected officials.

Respectfully submitted,

Kendall H. Lee

Kendall H. Lee
City Manager

KHL:cg

YOUR CITY



KENDALL H. LEE

CITY MANAGER

City Manager Kendall H. Lee was appointed by Council in 1957, following the retirement of the previous manager. Mr. Lee had been Administrative Assistant in charge of beachfront operations since 1941. He has attended Rutgers University, participated in numerous special training courses, and has received a certificate for completing the advanced management training program which was held at the University of Chicago.

Mr. Lee is a member of the International City Managers' Association, and of the New Jersey Municipal Managers' and Administrators' Association.

Under State law, your City Manager is appointed by the Council, and is directly responsible to it. This system follows the most advanced precepts of democratic and efficient municipal government.

Since his appointment in 1957, Mr. Lee has kept the citizens informed of the City's problems and accomplishments through publication of a semi-annual newsletter sent to all citizens. In addition to this, he has moderated a weekly municipal radio program on station WJLK.

ADMINISTRATION



THOMAS F. SHEBELL
Mayor



JAMES M. COLEMAN, JR.
Councilman



JOSEPH F. MATTICE
Councilman

CITY COUNCIL

The election of these men to City Council in 1957 marked the beginning of the rebirth of our City. Following the popular mandate which they received from the voters, they appointed a new City Manager, and proceeded to take the necessary action to revitalize both the City and its government.

Your nonpartisan Council chose Thomas F. Shebell as Mayor. Night meetings were inaugurated, and the people were encouraged to attend and speak up. The City's boards and committees were reactivated, and Mayor Shebell appointed leading citizens to help in the redevelopment of the City.

In the first 100 days of their administration, your Mayor and Council authorized over 65 important changes, and this pace has continued without letup. In 1961 you the citizens gave Mayor and Council an overwhelming vote of confidence by re-electing them to a second four-year term.

Your Mayor and Council have pledged themselves to continue their program of Progress in Action; with continued citizen support and interest, the tireless efforts of your Mayor and Council will most surely lead the City into a dynamic new era of progress and prosperity.



FRANK H. ROWLAND
Councilman



HENRY J. VACCARO
Councilman

BEACHFRONT

Next to the goodwill of its citizens, one of the City's most valuable assets is its magnificent beachfront. The numerous attractions on the boardwalk bring thousands of visitors, and are responsible for a major portion of the City's business, as well as for revenue for the City.

The Mayor and Council which you elected in 1957 have been keenly aware of the benefits which a well-run beachfront can confer on the entire community. In 1958, your City officials started a new bathing policy under which the City itself took over the municipal bathing operation. Prior to this the City had leased out the bathing operation to be run by private individuals; this policy was both unsatisfactory and uneconomical for the City.

Since the City started running the municipal bathing operation itself in 1958, added responsibilities have been placed on your City officials, but the results have been highly successful. For example, under the old system in 1957, the City got only \$56,000 for leasing the bathing operation; in 1960, under City operation the yield was \$98,000. The City's beach surplus has also risen from \$75,000 in 1957 to an estimated \$238,165 for 1961.

In addition to the new bathing policy, your Mayor and Council have undertaken an ambitious program of

construction on the beachfront. The Fourth Avenue Bathing Pavilion, which opened in 1959, was the first new building on the boardwalk since 1929. The Third Avenue Pavilion, built at a cost of \$325,000, has six large stores, twenty-four hot salt-water baths, a large sun deck, and other facilities. Its stores have been rented for a 10-year period at a gross rental of \$553,125, not counting revenue from the salt-water baths.

The City's newest project is the Fifth Avenue Pavilion, slated for completion in mid-summer. Among other attractions, this handsome brick building will feature a specially-designed bandstand for our Municipal Band. That our boardwalk is entering a new dynamic era is shown by the fact that the Howard Johnson chain is establishing a restaurant in the new pavilion.

Thus Asbury Park has been investing millions of dollars in its beachfront. What has this meant to the taxpayer? It has meant *no new tax burden*, because these projects have been carefully planned to be self-liquidating within a short number of years. In the future, these projects will return dividends to the City, in terms of increased revenue and commerce.

The City has not stopped short at a few spectacular projects, however. A basic program of improving existing facilities and services has been carried out, and objectionable features have been eliminated. For instance, the City succeeded in tearing down the ugly bathing cage, and replaced it with a pleasantly landscaped park area where boardwalk strollers may stop and rest in the shade while enjoying the beautiful view and the cool ocean breezes.

The Beach Department, under Director Sherman Mischler, has done extensive repairing, painting, and replacement of existing facilities. Convention Hall has undergone extensive renovation, and more is planned. In 1958 the Council authorized Mr. Jerry Gasque to open an aquarium in the old Natatorium; this has been a major attraction for visitors. The Beach Department has also purchased new equipment to clean the beach and boardwalk.

Serious attention has been paid to personnel, too. The "Employee of the Month" idea was suggested by Mr. Mischler, and the desirability of courteous service has been stressed. Beach employees now wear attractive uniforms, and the entire beach has been wired for sound.

The City is endeavoring to attract a large hotel or other housing facility for the Marine Grill site. This has been made possible by your City officials who secured the necessary State legislation. Mayor Shebell has worked very hard on this.

Publicity and promotion receive special attention by the City. Funds for many promotions are included in the administrative budget. George Zuckerman heads the Publicity Department in Convention Hall, and the Information Bureau is under the Beach Department.



● FOURTH AVENUE BATHING PAVILION — 1959

Among many new attractions on the beachfront we might mention the Annual Boat Show, the Vocational Arts Show, the Mobile Home Trailer Show, the Sea Queen Contest, band concerts, sports, and numerous other shows held in Convention Hall. The Asbury Park Development Committee has suggested a great many of the promotional programs now in effect. Trade shows are sponsored by private promoters in cooperation with the City.

Other publicity achievements include publication of an annual city directory, and a yearly listing of housing accommodations for visitors.

Mayor Shebell has appointed a special committee to study the City's promotional needs. Large scale billboard and newspaper campaigns have been authorized. In cooperation with the Asbury Park Press, the City distributed 16,000 copies of the annual Invitation Edition of the Press.

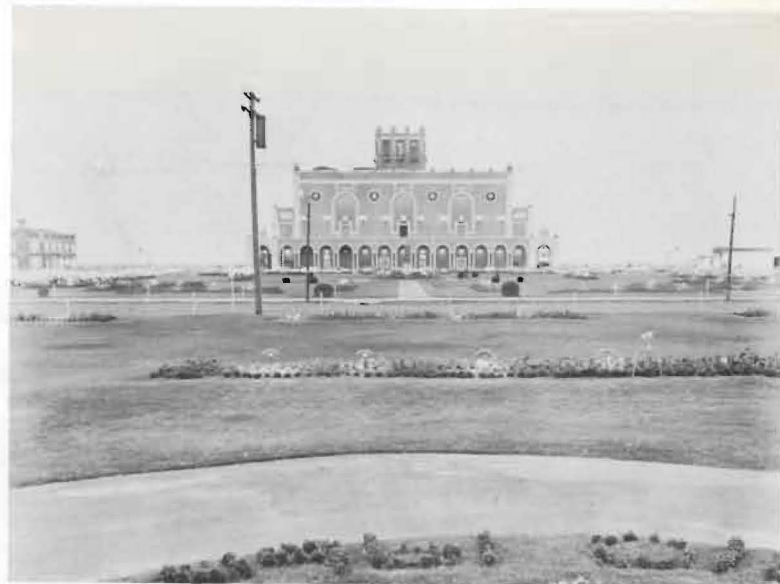
In the brief space available, we have been able to sketch only a few of the more salient points of our bold new beachfront and promotional programs. We feel sure that a walk along our boardwalk will convince you of the wisdom of these programs, and will win your full approval.

DEVELOPMENT COMMITTEE

The Development Committee consists of leading citizens appointed by the Mayor for the purpose of providing leadership and ideas for developing the City. It has been instrumental in suggesting many promotions such as the Sea Queen Contest, and in publishing literature designed to attract new investment to the City. It has worked hard to promote the full use of the City's convention and resort facilities. This year it held its third Annual Awards Luncheon, for the purpose of giving public recognition to people making significant investments in the City.

The Committee has been important in improving the City's physical facilities. In addition to promoting new housing facilities, it recommended the construction of the new Third and Fifth Avenue Pavilions. Other things it has suggested include the gaslights and beautification of Deal Lake Drive and many beachfront promotions. It is currently working for a relief route for Main Street and the widening of Route 33.

This Committee fulfills the ideal of giving leading spokesmen of the people an opportunity to help develop their City. It supplies what is so often lacking in cities—imagination and citizen leadership.



● CONVENTION HALL



● VISITORS ENJOY CLEAN CITY-OPERATED BEACHES



● THIRD AVENUE PAVILION — 1960



● TRAINING AT FIRE HEADQUARTERS



● CLEAN-UP, PAINT-UP, FIX-UP CAMPAIGN



● FIRE, HEALTH, AND BUILDING INSPECTORS TEAM UP

FIRE DEPARTMENT

The paid Fire Department of Asbury Park was organized in 1928, and has grown from fifteen men to forty-five today. It has four stations, of which two are kept open year round and a third on summer weekends. Fifteen pieces of equipment enable the Department to fight all types of fires.

The Department also maintains the Asbury Park First Aid Squad, headed by Howard J. Rowland, who has frequently been cited for his work in first-aid, water-safety, and instruction. The ambulance covers about 15,000 miles a year.

A portion of each day except Sunday is devoted to training and maintenance. The men of the Department do all repair work on their apparatus and equipment, and maintain the fire houses in top condition themselves. This saves the City thousands of dollars yearly.

The Department is backed up by some 96 volunteer firemen, of which 30 are active. Two battalion chiefs head the volunteers. In the event of a very large fire, departments from neighboring towns can quickly be summoned.

In 1959, the fire alarm systems in all city schools were hooked up with the Department's own system, giving added protection to our school children. Special fire patrols pay close attention to closed hotels in the winter, and special measures are taken to protect the crowded beachfront district in summer.

Your Fire Department has also strictly enforced the fire prevention code. Hundreds of inspections are made yearly, and special campaigns help eliminate fire hazards in residential areas. Frequent inspections of public buildings and resort-housing assure the safety of the visiting public.

The Department is under the command of Chief Michael DeSarno. The men of the Department carry on a tireless campaign to prevent and fight fires at a minimum cost to the people. Its success has been demonstrated by the better fire-rating which the City won in 1958, resulting in lower fire-insurance rates throughout the City.

Bearing in mind the present international situation, your City Manager has named Deputy Fire Chief Charles Crammer to head the City's Civil Defense program. Under his direction, the entire program will be reorganized, and for the first time in years, Civil Defense workers will be trained and equipped to meet any disaster. At the present time, several hundred volunteer workers are needed.

POLICE DEPARTMENT

The City's Police Department now has 48 men and 1 policewoman, and uses 7 patrol cars plus a new scooter. Your Department is kept very busy, as it is responsible for maintaining law and order in a city with 17,000 year round residents, and tens of thousands more in the summer. Although the Department is presently slightly below the recommended strength of 3 men per thousand people. Chief Maurice Fitzgerald reports that advance planning for manpower use permits shifting of personnel so that men can be used where needed most.

The Police Department was reorganized in 1959, and a permanent Burglar Squad was established. This reorganization has resulted in a much higher level of efficiency. According to the Department's records, in 1957 only 18% of the reported crimes resulted in arrests. In 1960, this figure had been raised to 33%, which is the national average.

City Magistrate Eugene Capibianco has given the Police Department excellent cooperation, and has carried on a crackdown on shoplifters and other law-breakers.

Chief Fitzgerald notes that although the Department has been increasingly effective in apprehending offenders and recovering proceeds of crimes, its continual goal is to prevent crime. Certainty of apprehension is one of the greatest deterrents, but an alert and educated public is one of the best safeguards.

Some of the other major accomplishments in the past four years include:

1. Police cars, which were in bad shape in 1957, are now rented, eliminating the need for a police mechanic, and cars are now in excellent condition.

2. A new City Jail was built at the City Yard by City employees, and a detention room was constructed at Headquarters.

3. A Juvenile Officer was appointed under the Detective Division.

4. New traffic signals and controls throughout the entire City.

5. All new recruits receive training at the N. J. State Police Academy; Superior Officers have received specialized training at leading schools throughout the country; in-service training is carried out.

6. A new Motorola Private Line police radio system was installed, giving the Department the finest in police radio equipment.

7. New identification equipment and modern procedures established in the Identification Office.

8. The assignment of one full time officer to liquor license inspections.

9. The purchase of new speed timing equipment in the Traffic Division.



● TRAINED OFFICERS; MODERN EQUIPMENT

POLICE RESERVE

Founded in 1940 by Councilman Frank H. Rowland, the Asbury Park Police Reserve now has 60 members; Councilman Rowland is still director, assisted by Captain Pat Di Bianco, executive officer. It is divided into three divisions: Patrol, Emergency Service, and First Aid. The Patrol Division handles routine patrols and traffic assignments, and is especially active on weekends and during the summer. The Emergency service performs all types of rescue work and is equipped to assist the Fire Department at all major fires and disasters. The First Aid Division now has 28 trained first-aiders, and is planning to acquire an ambulance to act as a reserve for the Fire Department First Aid squad.

All members of the Police Reserve have been sworn in as special police officers. They donate their time freely, and provide their own equipment at no cost to the City. By directing traffic, policing civic functions, parades, and emergencies, and by many other deeds, the Police Reserve provides invaluable assistance to the City.



● ASBURY PARK POLICE RESERVE

PUBLIC WORKS

The Department of Public Works is under the direction of Supervisor W. Lester Nutt, who has had 27 years of experience with the City. This department handles a wide span of activities, and is divided into the Parks, Refuse, and Street Divisions. The Department also has its own electrician who does all the electrical work in the municipal buildings, and maintains the City's traffic signals. (In one year the Department saved the City over \$7,000 by using public employees to install traffic signals.)

The Refuse Division, with its 9 trucks, gives the business section daily collections six days a week; residential areas get two weekly collections; in the Summer, the beach and large hotels get Sunday service as well. Supervisor Nutt notes that this is more service than ever before in the City's history.

The Streets Division is responsible for the new clean look of the City streets. This division has 5 trucks, a roller, 2 leaf-loaders, and one Elgin sweeper, with another on order. The sweeper starts at five in the morning to have the business district clean by the time stores open. Alternate-side-of-street parking regulations facilitate cleaning of gutters, and also prevent store employees from parking all day in vital downtown areas. Quite a bit of money is saved by the Department's painting traffic signs itself. The division also keeps storm drains open, patches holes, and does extensive painting of curbs and streets in cooperation with the Police Department.

During the City's Annual Cleanup, Paintup, Fix-up Campaign, these two divisions unite to haul away junk and debris. This campaign is actually in operation year-round, and is closely related with the other agencies working to revitalize the City. Two inspectors are out daily, noting unsightly accumulations of vegetation, debris and refuse. If owners fail to clean up their lots within ten days of notice, the Department does the job itself, and the cost is added to the owner's tax bill. Likewise, dilapidated buildings which the City Engineer declares unsafe can be condemned by the Council in cooperation with the Board of Health. The Department may tear these buildings down if the owner fails to do so, and assess the owner. This program is working out very well.

The Department's third Division is in charge of the Parks. Asbury Park is fortunate in having 7 large parks. This Division has carried out a most fruitful beautification program. Atlantic Square, just west of Convention Hall, was completely restored. New walks were laid, flower beds enlarged and replanted. Flower plantings were designed to produce blooms all summer long. The Shade Tree Commission has replaced dead trees in the parks. Sunset Lake was cleaned out, as was Wesley Lake. Mushroom-lights now illuminate many of the



flower beds at night producing a breath-taking sight. The Fountain in Library Park, which had been filled with dirt, was restored to operating condition for the first time in 20 years.

Deal Lake Park has been landscaped, and 45 gas lights have been erected along Deal Lake Drive from Main Street to Loch Arbour, presenting an impressive view of the city across the lake from the north.

Public Works has also cooperated with the Shade Tree Commission in planting and caring for trees, and in hauling away hundreds of dead trees. Supervisor Nutt notes that interdepartmental cooperation is at its highest level in his 27 years in the City.

An annual chore for the Department is snow removal. In 1958, the City purchased the first new snow removal equipment in 8 years. The City's 8 plows are supplemented in heavy storms by outside contractors. Recognizing the shortage of snow-clearing equipment in the shore area, the City has contracts with private firms so that Asbury can get first-call on these firms' plows. Within 48 hours of the heaviest snowfall, the entire business district is plowed and all snow is hauled away and dumped in the lakes. Never before has the City known such efficient snow removal, which Supervisor Nutt credits largely to the cooperation he has had with the administration and the other departments.



RECREATION COMMITTEE

In response to suggestions by Councilman James M. Coleman, Jr., a Recreation Committee was appointed in 1958. Its first task, in July of that year, was to make a survey of all recreational activities in the City. On the basis of this survey, a new recreational program for youngsters was organized.

Today, the Summer program includes two supervised playgrounds located on public school fields, and a tiny-tot play area on the beach near the Marine Grill. Seven employees supervise the program. Your Council has appropriated funds for equipment to supplement existing facilities. Some 900 children have registered for the Summer program.

In addition to this, play equipment has been installed in City parks. A boys' Winter program was inaugurated several years ago; a girls' program was started this last Winter with the cooperation of the West Side Service League. With the help of the Housing Authority and the National Council of Jewish Women, a Senior Citizen recreational group was organized at Comstock Court.

The Committee is now studying ways to improve the recreational opportunities for our young people. Close cooperation with the Mayor and Council make these accomplishments possible.



STREET LIGHTING

In 1957 Asbury Park's streets, like those of so many cities, were poorly lighted. Visitors and women were afraid to venture out into the dark streets at night.

After your present City administration assumed office, they asked the Jersey Central Power and Light Company to make a survey of the City's lighting problem and make recommendations. On the basis of this survey, an all-modern street lighting program was undertaken, the object being to relight the entire city with five times the normal output of street lighting installations.

This effect has been accomplished with the installation of 20,000 lumen mercury vapor luminaries in the downtown shopping areas, and incandescent luminaries in the residential sections. The luminaries for the new program are supported on 30 foot tapered aluminum lighting standards in the business area, and on aluminum wood pole brackets in residential sections. Aluminum has been found to be the best material in our salty atmosphere; it does not rust nor require paint, and they present an attractive, modern appearance.

This new lighting has cost money—from \$38,000 appropriated for 1957 to \$90,000 for 1961—but it is well worth the cost when one considers the measure of traffic safety it provides, and the comfort and security that go with it, not to mention the increased night shopping it encourages.

Today Asbury Park is one of the 9 cities in the country to have a comprehensive street lighting program in operation.



SEWER AND WATER DEPARTMENT

The municipal water system supplies some 2,000 users on a yearly basis; a large increase in water consumption occurs in the summer due to the influx of visitors and gardening activities of residents. The Water Department carries on a continual maintenance program, which includes keeping pumps and motors in good condition, flushing and repairing the City's 271 fire hydrants, and many other routine jobs. In the middle of 1958, two of the four wells at the municipal pumping station went dry, reducing output by 950 gallons per minute. Council took quick action and authorized the City Manager to contract for a new well. The new well, designed to produce over 1,000 gallons per minute, was quickly drilled and put into operation.

Under the direction of Joseph Mauro, the Department has made many worthy improvements, including a \$1,150,000 sewage system improvement program. The City's application for a \$200,000 grant toward the program is now pending. First phase of the program was the reconstruction of the 50-year old Springwood Avenue trunk line. This job has eliminated a number of problems which resulted from the inadequacies of the old line.

The second phase of the plan was a new addition to the sewage disposal plant on the beachfront at 8th Avenue. Existing sewage facilities had been condemned by the State Department of Health in 1955. The Department issued the City a certificate of necessity enabling it to borrow necessary money for sewer construction. The addition is designed to meet the City's needs for the next 25 years. After treatment, sewage is stored in underground tanks, and then piped over a thousand feet out into the ocean between November 15 and April 15.

- HIGH-INTENSITY
MERCURY-VAPOR LIGHTS PROVIDE
ULTRA-MODERN LIGHTING.

WELFARE DEPARTMENT

The Asbury Park Welfare Department is under the direction of the Local Assistance Board. This Department is carrying on an expanded assistance program which helps the needy obtain such help as food, fuel, clothing, and medical care.

The Department also helps people secure employment through the State Employment Office and through personal contact with local businessmen. Help to the aged is provided, and elderly persons receive support until Social Security benefits can be secured. Likewise, aid is given in nonsupport and child-desertion cases. Temporary homes are found for deserted children, and transportation to the hospital for treatment is arranged for needy persons.

Close cooperation with the Housing Authority, police, the courts, and other agencies permits the Department to provide a maximum of aid to the unfortunate.

The Department was instrumental in originating the Juvenile Conference Committee system. Also known as the Monmouth Plan, this is a system under which a special committee acts as a juvenile advisory board, an unofficial extension of the court, to deal with young first-instance offenders on a neighborhood level. Since its beginning in Asbury Park in 1945, the plan has spread to all counties in the state, and other states have copied the idea.

The Department is now preparing to move into its new Welfare Center in Lincoln Village. The new Center will enable the staff of the Department to provide better care for the needy. The Department is now assisting nearly 2,000 people a year, compared with some 1,100 in 1957.

HEALTH DEPARTMENT

The Health Department carries on a busy program designed to protect visitor and resident alike. The three public health nurses and two physicians operate two baby clinics in which examinations, medical care, and advice are given for hundreds of babies yearly. In 1958, the Health Center moved to spacious new quarters in Lincoln Village. The Health Center provides the needy with all types of medical care; a tuberculosis clinic is held monthly, and other programs such as X-ray clinics are held periodically.

An important function of the Department is enforcement of the City's Health and Housing Codes. Three sanitary inspectors are kept busy making inspections of housing and eating facilities, controlling communicable diseases, analyzing food, milk, and water samples, and performing other services to protect the public health. City ordinances relating to all phases of health, including air pollution, heat, vermin control, noise, plumbing, and cleanliness, are vigorously enforced, as is the State Sanitary Code. All eating, drinking, and rooming establishments must be approved be-

fore they can receive their mercantile licenses. The Department also keeps vital statistics; old records dating back to 1884 have been disposed of, and a more efficient system is now possible.

The Health Department has also been instrumental in having substandard dwellings condemned and demolished. The inspectors answer all complaints, and make inspections on their own initiative as well. The Department is working in close cooperation with the Fire Department and Building Inspector in making inspections. It is also providing necessary help for the Urban Renewal program, which will rehabilitate 48 acres of blighted area.

PUBLIC LIBRARY

The Asbury Park Public Library has undergone a three-step program of modernization so that it will be able to meet the growing cultural and literary needs of our citizens.

First step was the physical improvement of the building. The interior was repainted, floors were resurfaced, new lighting was installed in key places, the heating system was extended and improved, and new bathroom facilities and drinking fountains were installed. This work was done by City employees; on the outside, woodwork was painted, and a new sidewalk was laid.

The Second step was the creation of a Children's Room, in which special attention is focused on the needs and interests of younger readers. City and citizens joined in this project. The Asbury Park Chamber of Commerce sponsored the drive for funds, and over \$3,000 in new books, new furniture, and cash, was collected. This room, under the careful supervision of an experienced librarian, has proved to be very popular with the children.

The third step was taken by Mayor Shebell, when he announced the appointment of a seven-member Board of Trustees in March 1961. Headed by Wayne D. McMurray, Editor of the Asbury Park Press, the Board will function as an autonomous unit, much like the Board of Education. Appointment of the Board will permit further modernization of the Library, and will also make the City eligible for more state and county aid.

The library now has well over 45,000 volumes, and an excellent reference section. Olive Lufburrow is Library Director.



● THE CHILDREN'S ROOM

CITY CLERK

Your City Clerk, Mrs. Mary V. Martin, has taken a number of steps toward streamlining her department. Important records are being indexed; a new filing system for all City Hall records has been instituted.

The City Clerk processes and issues many licenses and permits, is in charge of voter registration, prepares and conducts elections in accordance with state law, prepares the agenda for Council meetings, takes the minutes of the meetings, and works closely with the City Manager in carrying out Council policies.

Under Mrs. Martin's direction, unneeded old records have been destroyed, and needed records are being made easier to locate. Codification of the City's ordinances will bring them into a modern system, and a new index system for ordinances will be started. An Addressograph machine shared with the Tax Department speeds up issuance of licenses.

These and many other improvements will bring the City's records up-to-date, and promote greater efficiency in City Hall.

PURCHASING AGENT AND ACCOUNTANT

Samuel W. Siciliano, the City's Purchasing Agent and Accountant, reports that by centralizing the purchasing functions of all departments into one department, the City is put on a more business-like basis. A trained purchaser reviews different bids to determine the best price, delivery terms, and so forth. No unnecessary materials are purchased; advantage is taken of quantity purchases; close control is maintained over materials on hand. This is actually the key to economical operation, and makes sure that the City gets the most for its money.

Mr. Siciliano also mentions that new accounting equipment recently installed in the City office provides the City Manager with a daily balance of all appropriations, permitting closer control of financial operations. These machines also permit the City to prepare and present the annual budget well within statutory limitations. Accounting equipment is utilized for Tax records, Water records, Beach rents, the appropriation ledger, the check register, and for cash receipts. It is estimated that this equipment saves the City \$6,000 to \$8,000 a year.

A new fireproof vault has been constructed in Convention Hall for the storage of the City's permanent records.

Mr. Siciliano observes that the various departments have saved thousands of dollars by making major improvements formerly done by outside contractors. Among these improvements done by City employees are the replacement of large sections of the boardwalk, construction of the new City jail, installation of new traffic lights, and repair of City-owned equipment and buildings.

PAYROLL AND PERSONNEL DEPARTMENT

Your City has around 285 regular employees, plus many more in the summer. Your City officials have shown great interest in the employees, because the degree of success of City operations is largely dependent on two factors: employees must be fairly treated by the City, and employees must render efficient and courteous service to the City.

Civil Service was introduced to Asbury Park in 1941 by referendum. When your present administration assumed office in 1957, the Personnel situation left something to be desired. Employees were shifted from job to job as vacancies arose, and consequently the proper status, title, and abilities of many employees were in doubt.

In 1957 your new City Manager ordered a reclassification of city employees. The status of City workers was reviewed according to proper Civil Service procedures. Now we can be sure of having the right man in the right job, with a proper title and adequate salary.

Title changes are now made by Civil Service promotional or open examinations, but individual salary within the prescribed range is determined by City efficiency records.

Your Personnel and Payroll Department, under Harold Getz, has installed modern equipment and now uses a new recordkeeping system. This department handles many jobs associated with personnel, including making up payrolls, interdepartmental liaison, keeping accurate records of time worked, etc.

The employee suggestion program has been a complete success. Numerous ideas submitted by employees have been used for the improvement of City operations. An intense safety program has resulted in the reduction of accidents among City workers. The contest for most courteous employee has made all public employees aware of the necessity of courtesy in public relations.

Employee morale has been boosted by the establishment of a City Employees' Bowling League, which now has 10 teams, and also by the publication of a City employees' monthly newspaper. Department heads hold monthly meetings with the City Manager to discuss problems, make plans, and coordinate efforts. The various departments report that continual training programs are being carried out.



FINANCES

Revenue is the lifeblood of any unit of government. The manner in which revenue is collected and utilized is one of the most important factors in determining the success or failure of government. In the past four years, your City administration has paid very close attention to finances. As you will see below, this diligence has paid off with a lower tax-rate and expanded and more efficient municipal services.

Under the council-manager form of government, the City Manager is charged with preparing the annual budget. This budget must accurately reflect the past year's experience, and at the same time provide the means to carry out the coming year's program. This budget is presented to your Mayor and Council each January. After careful study and discussion, Council may approve the budget, with or without modifications. Control of the budget is one of the most effective ways in which your elected Mayor and Council may control the City's official activities.

There are a number of sources of revenue available to a city. In addition to the property tax, we have the mercantile and other license fees, water rents, parking meter collections, and income from the City-operated bathing operation and rentals from the boardwalk stores and concessions. Another valuable source is grants-in-aid from the county, state, and national government.

Since 1958, the City itself has run the municipal bathing operation; prior to this, the bathing operation was leased out to private operators, which proved to be unsatisfactory and uneconomical as far as the City was concerned. Now that the City runs the operation, revenues for the City have risen. This money helps keep the tax rate low. It is estimated that the beach surplus, which was only \$75,000 in 1957, will be \$238,165 this year.

Your City Manager has insisted on prompt payment of boardwalk concession rentals. Legal action was taken to collect rentals due since 1956. Beach rental collections for this year should exceed \$525,000. The beachfront responsibilities of the City, added to the normal legal work of the City, place an abnormal burden on the Legal Department. A. R. Albarelli is City Attorney, and Felix DeSarno is Assistant City Attorney.

Annual mercantile license collections are now \$6,000 higher than they were in 1957. Merchants are not unwilling to pay this license fee, because they recognize the many improved City services they are getting.

Another large source of revenue for the modern city is parking meter income. Meters serve a dual purpose; they promote a faster turnover of limited parking space, and they bring in revenue to help offset expenses of traffic and parking problems.

Since 1957, important steps have been taken to assure a more satisfactory parking meter operation. Enforcement has been stepped up, and a specially trained meter patrol has been organized. Under Francis J. Mahoney, Parking Meter Supervisor, a complete program of inspection and maintenance is carried out. Today it is gratifying to note that while the national average intake of each meter is \$70 a year, Asbury Park's are earning \$78. The City's meters, which yielded only \$135,656 in 1956, collected over \$222,000 in 1960.

In addition to being Parking Meter Supervisor, Mr. Mahoney is City Treasurer. In this capacity he handles municipal funds, makes a monthly audit, and is custodian of school funds.

Your City officials have been quite successful in obtaining financial aid from the county, state, and national government. For instance, the county and state together pay 60% of the cost of constructing beach-front jetties. A federal grant of \$2,362,263 is paying two-thirds of the cost of our Urban Renewal program. The chief source of revenue for the City remains the property tax. As the chart on the next page shows, the 1961 municipal tax-rate is 17c below the 1957 rate which was set by the previous council. We have been able to hold the line on the tax-rate by the following means:

1. Drastic economies in municipal operations (without cutting any municipal services). This has required careful planning.
2. Vigorously pursuing all available county, state, and federal aid.
3. Attracting new building and development to the City, thereby increasing tax ratables. It has been estimated that the Urban Renewal project alone will bring in about 3 times the present levy of taxes.
4. Increasing the rate of collections. Payment of delinquent accounts has been enforced.
5. Developing the beachfront and increasing the City's yield from the operation.

In compliance with State Supreme Court rulings and recent legislative action, the City has been engaged in a reappraisal of all real and personal property. This has placed a heavy burden on Tax Assessor Samuel Befarah, Jr. As of January 1, 1960, the value of property in the City was \$72,228,350. This does not include substantial new ratables constructed in the interim, tax-exempt property, or City-owned property such as the beachfront.

Your Tax Collector, Harvey P. Herbert, reports that employees in his department have worked beyond normal hours installing a modern system of accounting and billing, which will be aided by new National Cash Register machines. This has improved efficiency and accuracy.

(These figures are for the actual debt outstanding, and may be lower than the authorized debt.)

YEAR	MUNICIPAL	SCHOOL	TOTAL
1957	\$7,341,000	\$326,500	\$7,667,500
1958	6,970,500	550,500	7,521,000
1959	7,591,000	511,500	8,102,500
1960	7,767,500	488,188	8,255,688

Note that the 1960 debt was only \$588,188 above the 1957 level which was inherited from the previous administration. The debt may appear somewhat high, and it is actually above the normal bonded level of 7 % of evaluation. An eight million dollar debt is not high when one considers that the City owns 14 beachfront buildings, 10 of which are of brick and steel construction. Looking on the beachfront as a disposable asset, the total of the property and buildings owned by the City was recently given a market value of approximately twenty-two million dollars.

That Asbury Park is now on a sound financial foundation is shown by the fact that Dun and Bradstreet recently raised the credit rating for City bonds from Medium Grade to Better Medium Grade, and Standard and Poor's also raised their rating from BBB to BB. Further evidence of our improved fiscal position may be seen in the fact that in January 1961, the City was freed from the direct supervision of the Director of Local Government, for the first time since the 1930's.

* * * * *

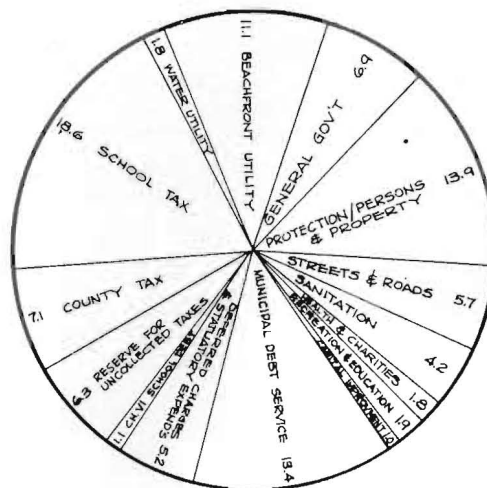
TAX RATE 1957 - 1961

Per \$100

	1957*	1958	1959	1960	1961
Municipal	5.63	5.41	5.34	5.41	5.46
Local Schools	2.04	2.33	2.88	3.07	3.16
County	1.12	1.13	1.28	1.25	1.13
Total	8.79	8.87	9.50	9.73	9.75

* The 1957 rate was set by the previous Council.

Copies of the 1961 budget are available at City Hall. The City Manager's Newsletter of January 1961 gives more information on the 1961 budget.



1961 TAX DOLLAR

"CITIES ARE WHAT THEIR CITIZENS ARE"

Asbury Park has been able to undergo this revitalization only because the people have demanded a New Look for their City. This has been essentially a citizen movement. You the citizens have spoken up, elected progressive leaders, and worked with them. The results speak for themselves.

Your City leaders urge you to avail yourselves of the opportunities of living in a democracy. Attend Council meetings, contribute your thoughts, enter the forum constructive discussion, cast your vote for better government and a better City. Remember that the manner in which each of you lives is the ultimate measure of what your City is. Let us continue to utilize every opportunity to attain a prosperous and happy way of life, with a full chance of advancement for each of us.

NEW HOUSING, CONSTRUCTION, AND OTHER PROJECTS

NEW CITY BUILDINGS. The City itself has constructed three new pavilions on the beachfront, at a cost of over \$1,200,000, plus the attractive new sewage disposal building. Existing buildings have been renovated and beautified.

HIGH SCHOOL ANNEX. A new addition to the High School provides space for an industrial arts program, music practice, and other facilities. Many improvements and innovations have been introduced in our school system, some of which have earned nationwide acclaim, such as the Varsity Scholar program. A new instructional materials center in the High School enables students to use the latest teaching devices including movies, slides, tape recordings, and television. Work done in other public schools includes many badly needed repairs and installation of steel fire escapes.

NEW PARKING FACILITIES. The Parking Authority opened a badly needed 325-car slope-level garage in the business district in 1960. Its gently sloping levels make parking easy, and the building includes many other attractive features. The Authority has also developed parking lots, such as the large one at the Railroad Station. The City has constructed new perimeter parking areas, easing the pressure on the main business district.

URBAN RENEWAL. The Housing Authority has undertaken an ambitious program of urban renewal on the West Side, affecting 48 acres, with the federal government paying two-thirds of the \$3,355,100 cost. Substandard housing will be demolished, and parking facilities, parks, and playgrounds are being planned. The five-year program will eliminate a major portion of the City's blighted area, and will provide a significant increase in tax ratables.

SENIOR CITIZEN HOUSING PROJECTS. Asbury Park is one of the first cities in the country to have a senior citizen public housing project—Comstock Court, with 50 modern apartments. Construction funds will be paid back to the federal government from rentals. A second project is planned for 2nd and Comstock Avenues, with 60 apartments for eligible elderly persons.

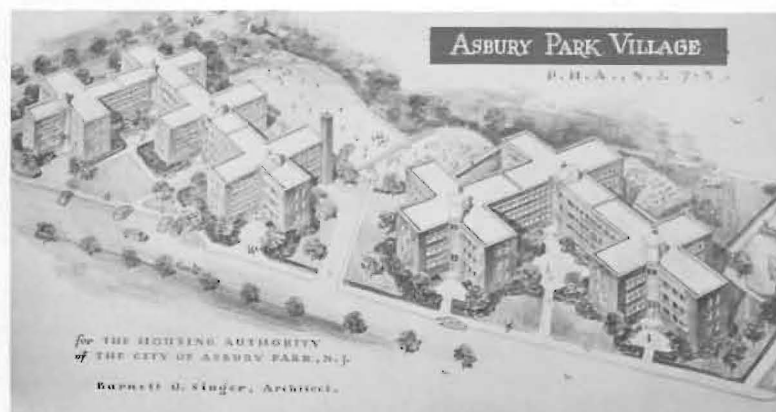
OTHER PUBLIC HOUSING. The Housing Authority also operates Asbury Park Village, Washington Village, and Lincoln Village, which is the City's newest public housing project.

MIDDLE INCOME HOUSING. Sponsors of the middle income housing project have received F.H.A. approval for this State sponsored facility. This 260 unit structure will cost more than \$5,000,000 and is specially designed to be operated on a cooperative basis for middle income families.

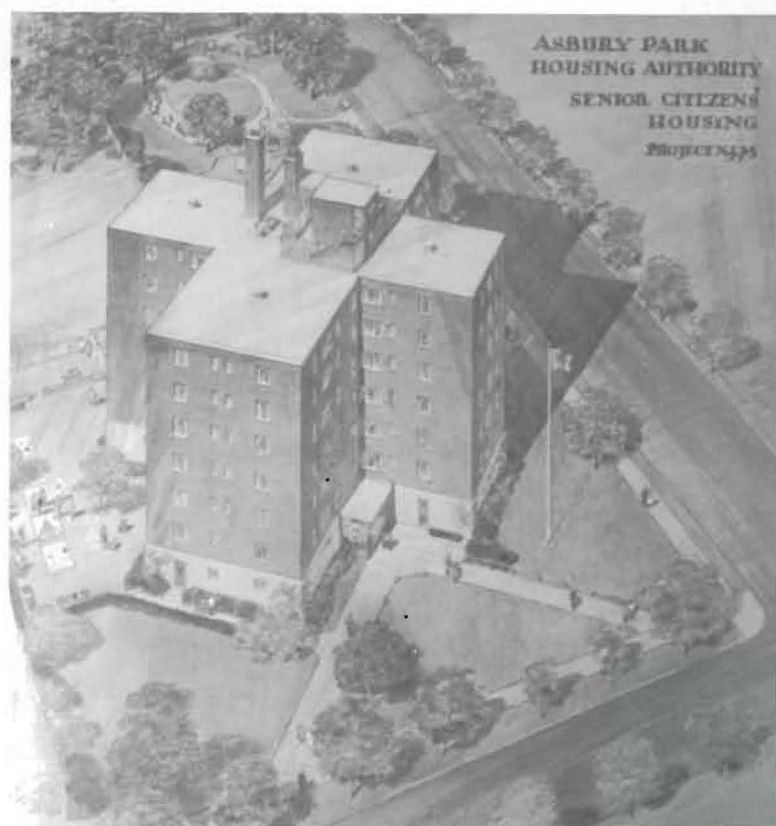
NEW APARTMENT BUILDINGS. Private individuals are investing heavily in modern apartment



● EMPRESS MOTEL



● ASBURY PARK VILLAGE



● COMSTOCK COURT



● NEW 325-CAR SLOPE-LEVEL GARAGE



● GAS LAMPS ON DEAL LAKE DRIVE



● SEWAGE DISPOSAL PLANT ADDITION

building construction in the City. These buildings improve the appearance of the City, and permit a larger population to live here.

MOTELS. In 1958 the City's first motel was constructed. Today the City has six new motels with over 230 units. Mayor Shebell recently announced that a number of inquiries have been received about building a large resort housing facility on the Marine Grill site. Special state legislation had to be obtained to permit this. The new facility will permit large conventions to be held here.

ANNUAL AWARDS DINNER. Private construction has been encouraged by giving official recognition to persons responsible for new construction or significant improvements, at an Annual Awards Dinner sponsored by the Development Committee.

MASTER PLAN. The City's Master Plan was prepared by a leading planning firm in 1958, and was adopted by Council. It provides a pattern for orderly development, and includes zoning, land-use, and traffic plans. The City Engineer and Building Inspector, Leon Avakian, has enforced all zoning and building codes: bearing this in mind, individuals have invested millions of dollars in new construction in the City.

PLANNING BOARD. The Planning Board is offering free legal, banking, and building advice to property owners wishing to make home improvements. The Conservation and Rehabilitation Advisory Committee is cooperating with other groups in planning to stop decay and deterioration in residential areas.

JETTIES PROTECT BEACH. Six jetties now protect the beachfront from erosion. Aerial photographs of Asbury's beachfront have been used by state authorities to indicate the value of jetty protection. All jetty costs are shared by a formula whereby the state pays 50%, the county 10%, and the City 40%.

STREET PROJECTS. In 1959, the City succeeded in having the State Highway Department repave Main Street for the first time in 30 years. The City repaved Springwood Avenue and put in new curbs and sidewalks, the first time in 20 years. The State also widened, resurfaced, and bulkheaded Deal Lake Drive. The City repaved the part of the Drive not under State jurisdiction, and put in 45 handsome gas lamps along the landscaped drive, presenting an impressive view of the City from the north. Other streets repaved by the City include Sunset Avenue, Railroad Avenue, Grand Avenue, and Fifth Avenue. At all times, maximum state aid has been secured. The City also gave part of Asbury Avenue over to the County, which repaved the heavily-travelled road.

THEATERS. Under a new 20 year lease, the Paramount Theater in Convention Hall has been completely refurnished and modernized. All of the city's other theaters have been redone, making Asbury Park the home of the finest theaters in the state.

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THOMAS F. SHEBELL
MAYOR

CITY OF ASBURY PARK
OFFICE OF THE MAYOR

To the Citizens of Asbury Park:

It is with a great deal of pleasure and satisfaction that the City Council submits to the residents and taxpayers of Asbury Park this special report, dealing with municipal operations in general and with our record of accomplishment and change during the past four years.

Your elected officials are indeed proud of the many improvements that have been made in our City and we are especially grateful for the confidence which the voters have shown in our administration by returning us to office so that we might continue our program of Progress in Action. I sincerely hope that you will study this report carefully, not only to review what has been done, but also to familiarize yourself with the scope of municipal services and operations.

This report has many purposes. The information contained in it is being used in connection with our application for participation in the All America City Contest. Copies of this report will also be submitted in the competition for New Jersey municipal reports, sponsored by the New Jersey League of Municipalities and the New Jersey Municipal Managers' Association.

Obviously, the basic purpose of this report is to give you a composite picture of your City, its operation, our accomplishments, and our plans for the future. With the continued cooperation of our citizens, our employees, the many boards, authorities and committees, and our business community, we will continue to march forward.

Sincerely yours,

Thomas F. Shebell
Thomas F. Shebell
Mayor

TFS:cg

FUTURE PROJECTS

- Development of the Marine Grill site.
- Work for the dualization of Route 33.
- Redevelopment of beachfront area of City.
- Relief route for Main Street.
- Repave Lake Avenue, and other streets.
- Construction of a new water well.
- Additional facilities for elementary schools.
- Continued improvement of City-owned beachfront.
- Extension of beachfront jetty protection.

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**LISTEN TO YOUR
MUNICIPAL RADIO PROGRAM**
every Friday at 7:15 P. M.
September to June,
on WJLK — AM and FM.

The cost of printing this report was generously paid for by:

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