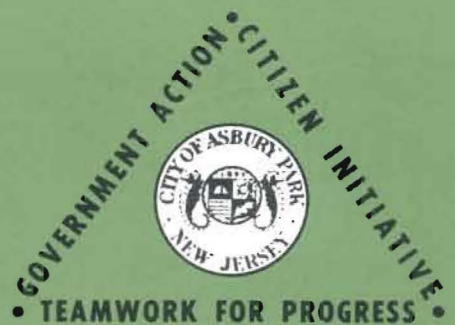
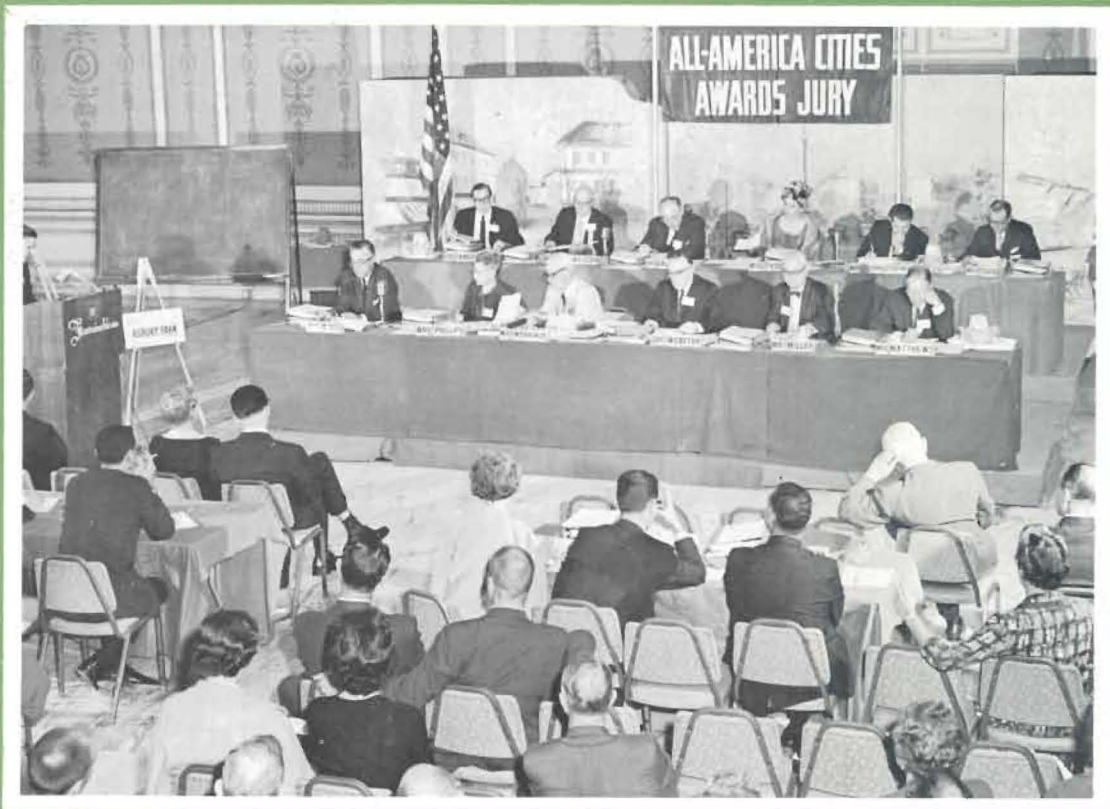


TEAMWORK FOR PROGRESS



ASBURY PARK, NEW JERSEY

1961-1962

WINNER
1961 NATIONAL
CLEANEST TOWN
CONTEST



HONORABLE MENTION
1961 ALL-AMERICA CITY
CONTEST

TEAMWORK FOR PROGRESS

Edited and compiled by
KENDALL H. LEE
City Manager

Assisted by
JAMES ALEXANDER, JR.

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COVER PHOTOGRAPH

City Manager Kendall H. Lee, representing the City of Asbury Park at the All-America Cities Contest. The Awards Jury, composed of leading governmental and civic experts from all parts of the nation, heard testimony from the twenty-two finalist cities. Asbury Park won a Certificate of Honorable Mention.

"I intend to use Asbury Park as my best example of the perfection of relationship between the city manager and city council . . . It can result in an outstanding effect on the interests of the citizens."

— Bayard H. Faulkner,

municipal government expert, and author of the state Optional Charter Act of 1950.

YOUR CITY



KENDALL H. LEE
City Manager



City of Asbury Park

FROM THE OFFICE OF
THE CITY MANAGER

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

Gentlemen:

This report of change and accomplishment in our city during the past twelve months is a true reflection of our theme, "TEAMWORK FOR PROGRESS". This was truly a period of unprecedented progress and development from the municipal standpoint.

For example, Asbury Park's selection as a runner-up in the All-America City Contest, Asbury Park's selection as a winner in the National Cleanest Town Contest, Asbury Park's first place in the annual New Jersey Municipal Report Contest. Obviously, these awards are reflections of cooperation between the municipal administration, the citizens of our community and private investors.

Great strides have been made in the field of public improvements. Confidence demonstrated by private investors has been equally impressive. New apartment houses have been completed and two more are now under construction. Two new motels have been completed and there have been major renovations to more than a score of commercial buildings, including the Berkeley-Carteret Hotel.

This symbolizes the trend in our city. We are looking forward to continued replacement of outmoded facilities, with new and substantial additions. The city's progress in the past five years has been cited by all competent observers as a tribute to progressive, elected officials.

Respectfully submitted,
Kendall H. Lee
Kendall H. Lee,
City Manager

KHL:LC

Your City Administration

is now planning the following projects:

- New street name signs.
- New water well in park adjacent to Deal Lake.
- Development of Marine Grill site.
- New boardwalk construction.
- Construction of additional classrooms for elementary schools.
- Renovation of City Hall.
- Park improvements.
- Construction of middle income housing.
- Completion of second senior citizens housing project.
- Renovation of Public Library.
- Urban Renewal rebuilding and reconstruction program.
- Continued beachfront modernization.
- Adoption of five-year street repaving program.



ADMINISTRATION




THOMAS F. SHEBELL
Mayor



JAMES M. COLEMAN, JR.
Councilman



JOSEPH F. MATTICE
Councilman



CITY OF ASBURY PARK
OFFICE OF THE MAYOR

THOMAS F. SHEBELL
MAYOR

To the Citizens of Asbury Park:

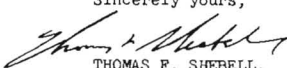
The members of City Council are proud to transmit to you this annual report covering the accomplishments of the City and the progress made in Asbury Park during the past twelve months.

I sincerely hope that you will give this report your full consideration and submit to us your comments and suggestions. Your interest in community affairs has been most encouraging.

As your re-elected representatives, we have been gratified with the cooperation which has been extended to us by individual citizens, commercial interests and civic organizations. Asbury Park's selection as a runner up in the 1961 All America Cities Contest is an achievement of which the entire community can be proud.

Let's continue to build for a better future in this unprecedented spirit of "Team Work for Progress".

Sincerely yours,



THOMAS F. SHEBELL,
Mayor

TFS:LC



FRANK H. ROWLAND
Councilman



HENRY J. VACCARO
Councilman

BEACHFRONT

The development of the beachfront is providing the City with the key to a more prosperous future. In the past year, the City's program of beach improvement has continued in high gear. Work on the new Fifth Avenue Bandstand-Pavilion has been completed, and plans have been made for a series of band concerts, art exhibits, and other cultural presentations to be held there. Convention Hall is the site of a number of year-round programs of promotion and entertainment.

As in past years, numerous physical improvements have been made. New mercury-vapor lights installed over the boardwalk make it five times brighter than before. The Seventh Avenue Pool has been entirely renovated, and a new park area was created at Fifth Avenue. In addition, Council has been considering tearing down the old Natatorium, and also has received lease-proposals for a City-owned motel on the beachfront.

The March 6th storm, which wreaked havoc along the Jersey coast, did over a million dollars worth of damage to the beachfront, but quick action by City officials has enabled a rapid recovery to be made. As shown in the photograph, the new boardwalk construction, two feet higher and protected by wooden bulkheading, resisted all attempts of the angry sea to tear it up, while adjoining sections were seriously damaged. As funds become available, the entire boardwalk will be rebuilt in this manner. The City has applied for \$734,524 in federal aid to repair storm damage, plus \$26,300 from the county and \$131,500 from the state to repair damaged jetties.

The City's convention potential was given a big boost when local hotel and motel owners organized the Asbury Park Convention Bureau, and hired a director to help bring conventions and trade shows to the City. And Mayor Shebell's dream of having a large housing facility built on the Marine Grill site moved closer to reality when several investors submitted construction proposals.

Your City officials are now making plans for continued modernization of the beachfront.





1 Easter Egg Hunt

2 Proposed Beachfront Motel

3 New Boardwalk Section Proves Its Worth

4 Fifth Avenue Park Area



4

DEVELOPMENT COMMITTEE

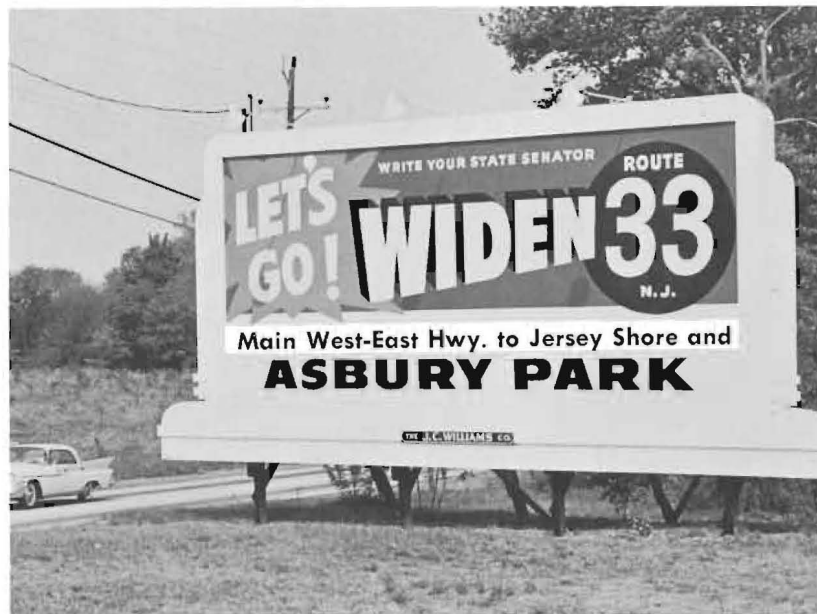
Appointed by the Mayor, the Development Committee consists of a number of leading citizens who are devoted to the civic, economic and cultural improvement of Asbury Park. This committee has been instrumental in the rejuvenation of the beachfront, in the promotion of Asbury Park's resort and shopping facilities, and in working for many aesthetic and functional improvements throughout the City.

At its Annual Awards Luncheon, the Committee gives public recognition to individuals who make substantial investments in the City. Governor Hughes and other state officials addressed this year's luncheon at the Marine Grill.

In its efforts to facilitate the circulation of traffic to and through the City, the Committee has been endeavoring to have Route 33 widened, to have Asbury Avenue opened through Earle Depot, and to have a relief route for Main Street constructed.

The Committee has also been considering the possibility of having a monorail transportation system along the boardwalk, and has cooperated in the establishment of the Asbury Park Convention Bureau. It has continued its promotional activities, helping to plan for a historical pageant in 1964, the Columbus Day celebration, and other such events. This is all done in close cooperation with the mayor and council.

Through the Development Committee, and through the City's other citizen advisory boards, leading members of the community have been able to furnish much of the imagination and initiative which have made Asbury Park a new city.



POLICE DEPARTMENT

1961 saw a decrease of 15% in the number of major crimes committed in the City. This is in sharp contrast with the national trend, which shows that such crimes are on the increase. Continual study, planning, and training, plus expanded foot patrols and new equipment have greatly improved the efficiency of the department. Superior officers have all taken specialized training courses, and the entire force has completed a qualifying pistol course. As a result of this high degree of readiness, officers were able to thwart the attempted holdup of a Cookman Avenue jewelry store and to save two hostages from harm. A new records room was established at headquarters, and the Juvenile Aid Bureau was moved to a new office in Lincoln Village.

FIRE DEPARTMENT

In 1961 the Fire Department answered 3,116 fire, first-aid, and emergency calls. The 252 fires in the city were limited to \$187,063 in damage. The men of the department have undergone constant and intensive training, and do practically all repair work on their apparatus and equipment, and maintain the fire houses themselves. As part of the Clean-up, Paint-up, Fix-up Campaign, 221 homes were inspected, resulting in the detection of a number of potential fire hazards. In addition, routine inspections and special night patrols have been made, and courses in first-aid have been given.

CIVIL DEFENSE & DISASTER CONTROL

Great progress has been made in the City's Civil Defense and Disaster Control agency. Within a year, membership has risen from seven to over a hundred.

Having undergone a complete reorganization under Director Charles Crammer, Civil Defense now has its control center in the Park Avenue Firehouse.

Equipment includes new radios, radiation-measuring devices and other emergency equipment. The training program, now in high gear, includes courses in first-aid and the use of radiation-detecting devices. Drills have been conducted frequently, and plans are now underway to establish a fallout shelter system. In addition, a comprehensive survival plan has been drawn up to meet any emergency.

Under the direction of a fifteen-member Advisory Council, Civil Defense has already demonstrated its readiness to meet disaster. In the destructive March 6th storm, thirty members were mobilized, and performed valuable assistance to the police and other departments in protecting life and property; forty-eight vehicles were mobilized, and performed valuable assistance to the police and other departments in protecting life and property; forty-eight vehicles were immediately available in the event evacuation from seaward areas had become necessary.

POLICE RESERVE

The Asbury Park Police Reserve is composed of 60 men, all of whom are sworn in as special police officers. The Director of the Police Reserve is Councilman Frank Rowland.

Members of the reserve are available for assignment to special police duty when called by the Chief of Police. The Police Reserve organization has been in operation in Asbury Park for more than 20 years.

● On Patrol



● West End Hotel Fire



PUBLIC WORKS

The latest phase of the City's street resurfacing program was the repaving of Lake Avenue along its entire length. The contractors did an unusually good job, and the cost of \$70,000 was offset by over \$52,000 in state and county aid. Also, the State repaved the Park Avenue bridge at no cost to the City. At present, the City Engineer is preparing a comprehensive five-year repaving program which will enable the City to improve its road network in a methodical manner.

The Public Works Department has continued its road maintenance program at an accelerated pace, and has installed new time-limit signs for parking, as well as large directional signs pointing the way to the Parking Authority's off-street facilities. More litter baskets have been placed on the sidewalks, and a new garbage truck was put into operation.

The Department's park rehabilitation program has made notable progress with the landscaping of Deal Lake Drive. Saint John's Island in Sunset Lake has been turned into one of the beauty spots of the City. Rotten and diseased trees were removed, eliminating the danger of falling limbs, and in cooperation with the Shade Tree Commission, the island was replanted with a variety of attractive trees. Four circular flower beds were constructed, and fourteen concrete benches donated by the Lions Club were emplaced.

● Lake Avenue Repaved



● Rebuilding Sunset Lake Bridge



● Civil Defense Control Center



● St. John's Island



YOUTH GUIDANCE COUNCIL

Last September, Mayor and Council created a Municipal Youth Guidance Council, which is specifically devoted to the prevention of crime and delinquency. This seven-member body is appointed by the Mayor, and has absorbed the Recreation Committee's functions. Under the chairmanship of Dr. Henry J. Vaccaro, the Council has begun to coordinate the community's efforts to promote sound citizenship among youth. Public forums on juvenile delinquency have been held, and a full program of recreation for young people has been put into effect.

URBAN RENEWAL

Asbury Park's urban renewal program is now in the action stage. The Housing Authority, working in close cooperation with the City Council and the Federal Government, is now working on the redevelopment of 48 acres of blighted area on the West Side.

Briefly, urban renewal works like this. The Housing Authority buys up the land in the blighted area, and assumes responsibility for finding the residents new homes. Then the Authority tears down the blighted buildings. Next, the levelled land is sold to private builders, who must construct buildings in accordance with approved specifications. In this case, garden apartments and row housing will be built.

The federal government pays the Housing Authority 2/3 of the cost of acquiring and levelling the land, less the price it receives from the developers. The city pays the other third, partly in cash, partly by constructing new roads, sewers, etc. The new housing, owned by private corporations and individuals, remains under the supervision of the Housing Authority for 20 years, and is designed for middle income families, with those who originally lived in the area having priority.

Once this area is sold to the private developers, it will be placed back on the tax rolls. The increased ratables from this area, estimated to be threefold, will very shortly pay the City for its third of the cost.

It was recently announced that the City will enter into a ten-year Community Renewal program. This program will be under the control of City Council, with the assistance of professional planners.

Also to be mentioned is the 60 unit senior citizen apartment building now being constructed, Asbury Park's second such facility.

- One of the Structures proposed for the Marine Grill Site.

ASBURY PARK'S CHANGING SKYLINE

In 1961, building permits for \$556,598 worth of new commercial construction were issued, an increase of nearly \$50,000 over the previous year. Permits for \$898,500 of new residential construction were also issued, as compared with \$450,000 in 1960. These figures do not include alterations and repairs to existing buildings. In addition, a \$5 million apartment building for middle-income families will soon be built.

Major new construction completed or due to be substantially completed by December include:

- Apartment houses:
 - 2 story, 8 units. Cost: \$40,000.
 - 6 story, 26 units. Cost: \$304,500.
 - 6 story, 60 units. Senior citizen project. Cost: \$830,000.
 - 7 story, 52 units. Cost \$750,000.
 - 15 story, 256 units. Cooperative apartments. Cost: \$5 million.
- Combination professional office and apartment building. Cost: \$55,000.
- A 38 unit motel costing \$200,000.



● Monroe Towers Middle Income Cooperative





● 1201 Grand Avenue Apartments



● Parkview Terrace Apartments



● Metropolitan Motel Under Construction

CLEAN-UP, PAINT-UP, FIX-UP

Asbury Park was the only city in New Jersey to win a Certificate of Achievement in the 1961 National Cleanest Town Contest. This award resulted from both public and private efforts.

The City has undertaken an extensive renovation of existing municipal buildings as well as constructing new ones. Stepped up street cleaning and trash collections have helped too. During this year's campaign, the Public Works Department collected 408 tons of junk in addition to regular pickups, and the Fire Department inspected 221 homes. An extended program of street repairs and parks rehabilitation has also been carried out.

Citizens have matched the City's efforts by cleaning up their properties, renovating them, and by starting nearly \$1.5 million worth of new buildings in 1961.

The Clean-up, Paint-up, Fix-up Campaign is now a year-round operation. Continued efforts by citizens and government alike are resulting in Asbury Park's having a new look of order, cleanliness and progress.



● Young Citizens in Cleanup Parade

COURTESY WEEK

Mayor Shebell has designated the week of July 16-23 as Courtesy Week, now an annual tradition in Asbury Park. In cooperation with the Chamber of Commerce, the need for courteous and friendly service is stressed, and citizens have an opportunity to cast their ballot for the most courteous person in the City. This campaign has had a notable effect on the attitude of employees throughout the City, and has promoted courtesy as a year-round habit.

After 5 Days Return to
CITY OF ASBURY PARK
710 Bangs Avenue
Asbury Park, N. J.

BULK RATE
U. S. POSTAGE
PAID
Permit No. 249
Asbury Park, N. J.

CERTIFICATE OF
HONORABLE MENTION

1961

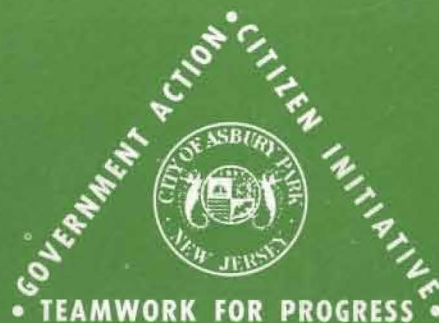
PRESENTED TO

Asbury Park

IN RECOGNITION OF PROGRESS ACHIEVED THROUGH INTELLIGENT CITIZEN ACTION

ALL-AMERICA CITY AWARD CONTEST

CO-SPONSORED BY THE NATIONAL MUNICIPAL LEAGUE AND LOOK MAGAZINE



Asbury Park is one of eleven winners of the Certificate of Honorable Mention in the 1961 All-America City Award Contest, sponsored by the National Municipal League and Look Magazine. This recognition is given only to cities in which outstanding progress and improvements have been brought about by the actions of a citizenry which is determined to make the city a better place in which to live.

Asbury Park was among the top twenty-two cities out of some eighty entrants in this contest. Although this award was presented to city officials, it was actually won through the dedication and hard work of the city's thousands of homeowners, businessmen, officials, and citizens.

"Only when the citizens of a community have participated in selecting the goals which will shape their environment can they be expected to support the actions necessary to accomplish these goals."

— President Kennedy.

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

Birtwell and Avakian, Consulting Engineers.
Fridy, Gauker & Fridy, Inc., Professional Engineers.
Gage and Martinson—Parking Consultants and Engineers.
Walter Reade, Jr., Walter Reade Theaters.