

**BOROUGH OF FREEHOLD**

**COUNTY OF MONMOUTH**

**#2023/17**

**ORDINANCE AMENDING AND SUPPLEMENTING TITLE 2 (ADMINISTRATION  
AND PERSONNEL) BY AMENDING CHAPTER 2.114 (HISTORIC PRESERVATION  
ADVISORY COMMISSION)**

WHEREAS, the Borough of Freehold (the “Borough”) is a public body corporate and politic of the State of New Jersey; and

WHEREAS, the Borough of Freehold created a Historic Preservation Advisory Commission (HPC or Commission); and

WHEREAS, the HPC is to promote the conservation of historic properties and historic districts and to invite and encourage voluntary compliance for all historic resources within Freehold Borough; and

WHEREAS, the Governing Body of the Borough believes that an update to the HPC is in order to better satisfy the purposes for which it was created.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the Borough of Freehold as follows:

**Section I**

Title 2 “Administration and Personnel” of the Code of the Borough of Freehold shall be amended as follows; additions to the current ordinance are noted in underline; deletions are noted as struck through [Unmodified sections were omitted for the sake of brevity]:

**Chapter 2.114        Historic Preservation Advisory Commission**

**2.114.010        Establishment of a system of historic preservation regulations.**

\* \* \*

- D.     The boundaries of the “Freehold Center Historic District”, ~~and the “Broad Street Historic District”~~, and the Monument Street District, including those improvements located therein are established as an overlay zoning district to the Borough of Freehold zoning map. Other historic districts or historic properties may be established from time to time according to the criteria enacted by this chapter.

\* \* \*

**2.114.060      Designation of historic properties, historic districts.**

- A.      There is established the Freehold Center Historic District, ~~and~~ the Broad Street Historic District, and the Monument Street District as set forth on the map attached hereto and made a part hereof, a copy of which shall be on file in the borough clerk's office. This chapter affects all property, improvements and buildings located in the district. The historical districts are significant for the reasons set forth in the introduction to the ordinance codified in this chapter.

**Section II**

If any part of this Ordinance shall be deemed invalid such part shall be deemed severable and the invalidity thereof shall not affect the remaining part of this Ordinance.

**Section III**

Any Ordinance or portions thereof which are inconsistent with the provisions of this Ordinance are hereby repealed and superseded.

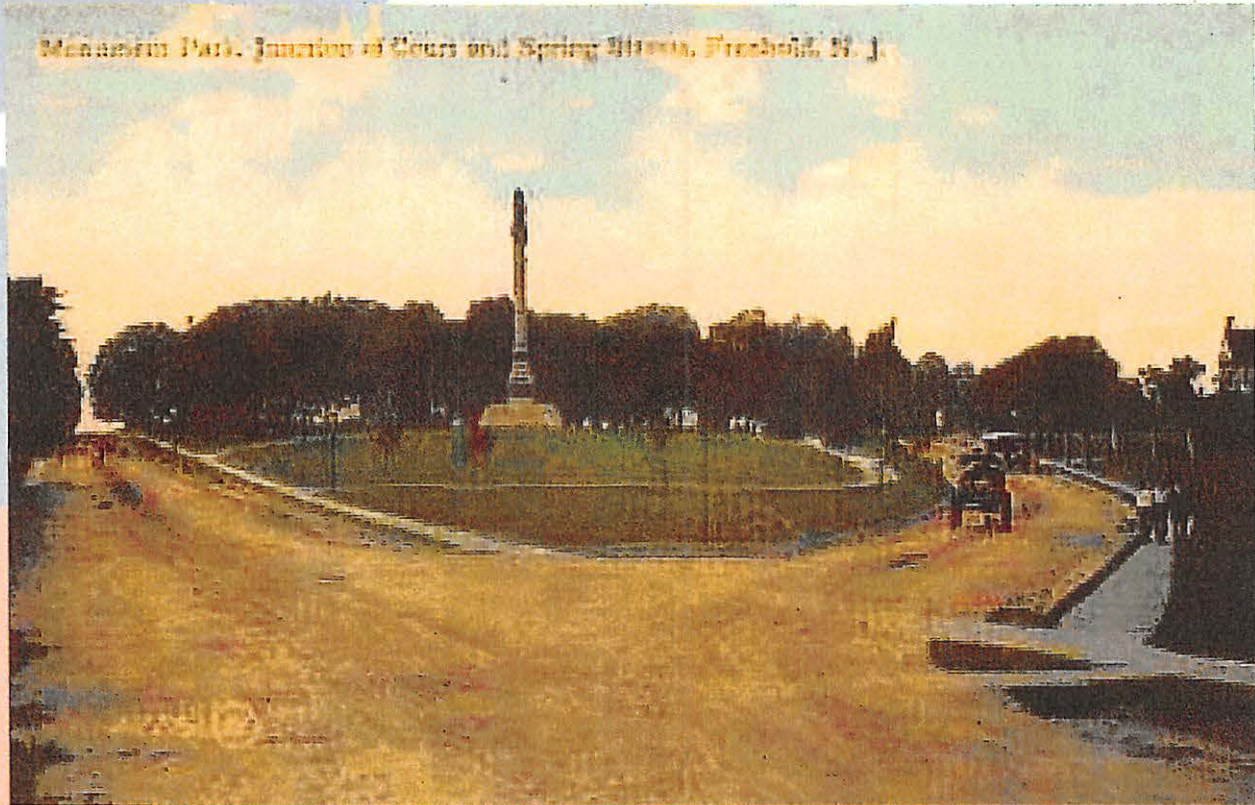
**Section IV**

This Ordinance shall take effect upon final passage and publication in accordance with Law.

Introduced: April 3, 2023

Public Hearing/Adoption: April 17, 2023

# Monument Area Historic District Nomination Report



Prepared by: Freehold Borough Historic  
Preservation Commission

March 20, 2023

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This report has been prepared in accordance with **Freehold Borough Ordinance 2.114.060**

### **The Freehold Borough Historic Preservation Commission**

Brianne Van Vorst, Chairperson  
Kevin Coyne, Vice-Chairperson  
Barbara Wagner, Commissioner  
Amanda McCobb, Commissioner  
Kristin Martins, Commissioner  
Diane Vistein, Commissioner  
Tim McCorry, Commissioner

## **I. Executive Summary**

The Freehold Borough Historic Preservation Commission was created by ordinance in 2005. The Historic Preservation Commission is charged with accomplishing the protection, enhancement and perpetuation of especially noteworthy examples or elements of the Borough's environment in order to:

- To safeguard the heritage of the Borough of Freehold by preserving resources within the Borough that reflect elements of its cultural, social, economic and architectural history;
- To encourage the continued use of historic properties and to facilitate their appropriate use;
- To maintain and develop an appropriate and harmonious setting for the historic and architecturally significant buildings, structures, sites, objects, or districts within the Borough of Freehold;
- To stabilize and improve property values within the historic district and foster civic pride in the built environment;
- To promote appreciation of historic properties for education, pleasure and the welfare of the local population;
- To encourage beautification and private investment;
- To manage change by preventing alteration or new construction not in keeping with the historic district;
- To discourage the unnecessary demolition of historic resources;
- To recognize the importance of resources located outside of a historic district by designating individual historic properties;
- To urge property owners and tenants to maintain their properties in keeping with the requirements and standards of this chapter;
- To encourage the proper maintenance and preservation of historic settings and landscapes;
- To discourage inappropriate alterations of historic properties;
- To enhance the visual and aesthetic character, diversity, continuity and interest in the Borough;
- To promote the conservation of historic properties and historic districts and to invite and encourage voluntary compliance for all historic resources within Freehold Borough.

In 2005, Freehold Borough designated its first local historic district, the Freehold Center Historic District. A historic district is a section of a community containing buildings, properties or sites that have been designated as historically or architecturally significant. The designation of a local district protects the significant properties and the historic character of the district.

The personality of a street, neighborhood, district or overall town fosters a sense of identity. That identity often reflect both tangible and intangible history. Historic districts support this identity by preventing unregulated and insensitive change. A historic district is one tool to protect community character, to be used in combination with other planning and revitalization strategies.

Numerous studies show that property values increase in historic districts and that demand for homes in historic districts is statistically higher, as evidenced by higher property values and fewer foreclosures.

When a committee was first formed 20 years ago to consider the prospects for establishing a historic preservation commission in the Borough and designating historic districts, an official from the state Historic Preservation Office toured the town with some members, pointing out areas he thought were natural candidates for designation. His list was long. The commission that was ultimately established by



the governing body stuck to a much shorter list. The initial designation was to protect downtown Freehold – our “core” economic area. This built environment has been the heart of the Borough’s life for more than three centuries. By starting small, and putting just this one area under the commission’s jurisdiction, the governing body’s intent was to ease the commission into the administration of the Borough, and to see what improvements to the ordinance or administrative procedures needed to be made before any more properties/districts were considered for designation.

But there are many other significant historic structures and areas outside of our downtown, and it is now time to consider establishing new historic districts. The exciting growth as outlined in the Freehold Borough Master Plan requires careful planning. Historic districts are one element of a mindful approach that allows us to preserve our historic fabric during times of progress.

This report was prepared in accordance with Freehold Borough code 2.114.060 which outlines the required contents of any historic district nomination procedure. This report contains information on the history of the proposed Monument Area Historic District, its historical and architectural significance, and descriptions of buildings located therein.

## **II. Historical and Architectural Significance of the Monument Area**

This area is historically important because of its connection to the Battle of Monmouth and to Freehold’s subsequent efforts to commemorate that battle, one of the largest, bloodiest and most critical of the American Revolution. The battle started near Freehold High School on the morning of June 28, 1778, but fighting then continued in what is now Veterans Park, as the outnumbered advance guard of George Washington’s army tried to hold the ridge along the west edge of the park against the advancing British. The 94-foot-tall Battle of Monmouth monument in the triangular park in front of the county courthouse was dedicated before a crowd of thousands in 1884. It is topped by a statue of Liberty Triumphant, and ringed at its base by bronze tablets depicting critical moments in the battle. Thousands of people gathered at the monument again in 1996 when President Bill Clinton spoke there. On the neighboring block is Boxwood Hall, which was moved from the courthouse grounds to its present location in the 1960s. The east wing of Boxwood Hall is a rare example of true Colonial architecture, one of only three structures remaining in the Borough that witnessed the Battle. (The Covenhoven House and St. Peter’s Church are the others).

Freehold Borough’s contribution to preserving freedom is further reflected in Veterans Memorial Park; which was dedicated in 1952 in remembrance of our honored dead from World War I, World War II and Korea. The Lewis Brother’s pavilion, named after the six Lewis brothers who fought in every branch of the military in World War II is the center piece of the park.

The proposed Monument Area Historic District is also architecturally significant, with excellent examples of both High Style residences built in the late 1800s, and earlier, and vernacular residences built up through the early 1950s. The planning and architectural styles reflect the development of residential housing in Freehold Borough, and therefore illustrates trends in social history.

Many of the structures still retain original features. The locally prominent father-and-son architects Halam and Warren Conover designed homes in this area, and locally-known builder Bowne built several.

Furthermore, there are a number of 1940/50s-era homes reflecting what is known as Minimal Traditional style. These homes are nearly still all original and reflect the development of this area.

### Architectural Styles within the Proposed District

*Greek Revival (1825-1860)* : Greek Revival architecture was inspired by the symmetry, proportion, simplicity and elegance of ancient Greek temples. It is the predominant style of government buildings in Washington and is considered to be a dignified style of architecture.

Identifying features: gabled or hipped roof of low pitch, cornice line of main roof and porch roofs emphasized with a wide band of trim, porches support by prominent columns, front door surrounded by narrow sidelights and a rectangular line of transom lights above door.

*Queen Anne (1880-1910)* : Queen Anne style was very popular in American architecture at the turn of the 20<sup>th</sup> century. It is one of the predominant styles of architecture in Freehold Borough.

Identifying features: steeply pitched roof of irregular shape, usually with dominant front-facing gable; patterned shingles, cutaway bay windows, and other devices used to avoid a smooth-walled appearance; asymmetrical façade with partial or full-width porch which is usually one story high and extended along one or both side walls.

*Colonial Revival (1880-1955)* : Colonial Revival architecture reawakened Americans to the architectural traditions of their colonial past. In the period of 1910-1930, nearly 40% of U.S. homes were built in the Colonial Revival style. It is a hallmark not only of the architecture in the nation but also in Freehold Borough.

Identifying features: accentuated front door, normally with decorative crown supported by pilasters or extended forward, doors commonly have overhead fanlights or sidelights, façade normally shows symmetrically balanced windows and center door; windows with double hung sashes usually with multi-pane glazing in one or both sashes, windows frequently in adjacent pairs.

*Tudor Revival (1890-1940)* : One of the rare examples of Tudor Revival homes in Freehold Borough, and one of the only homes in Freehold Borough with leaded windows.

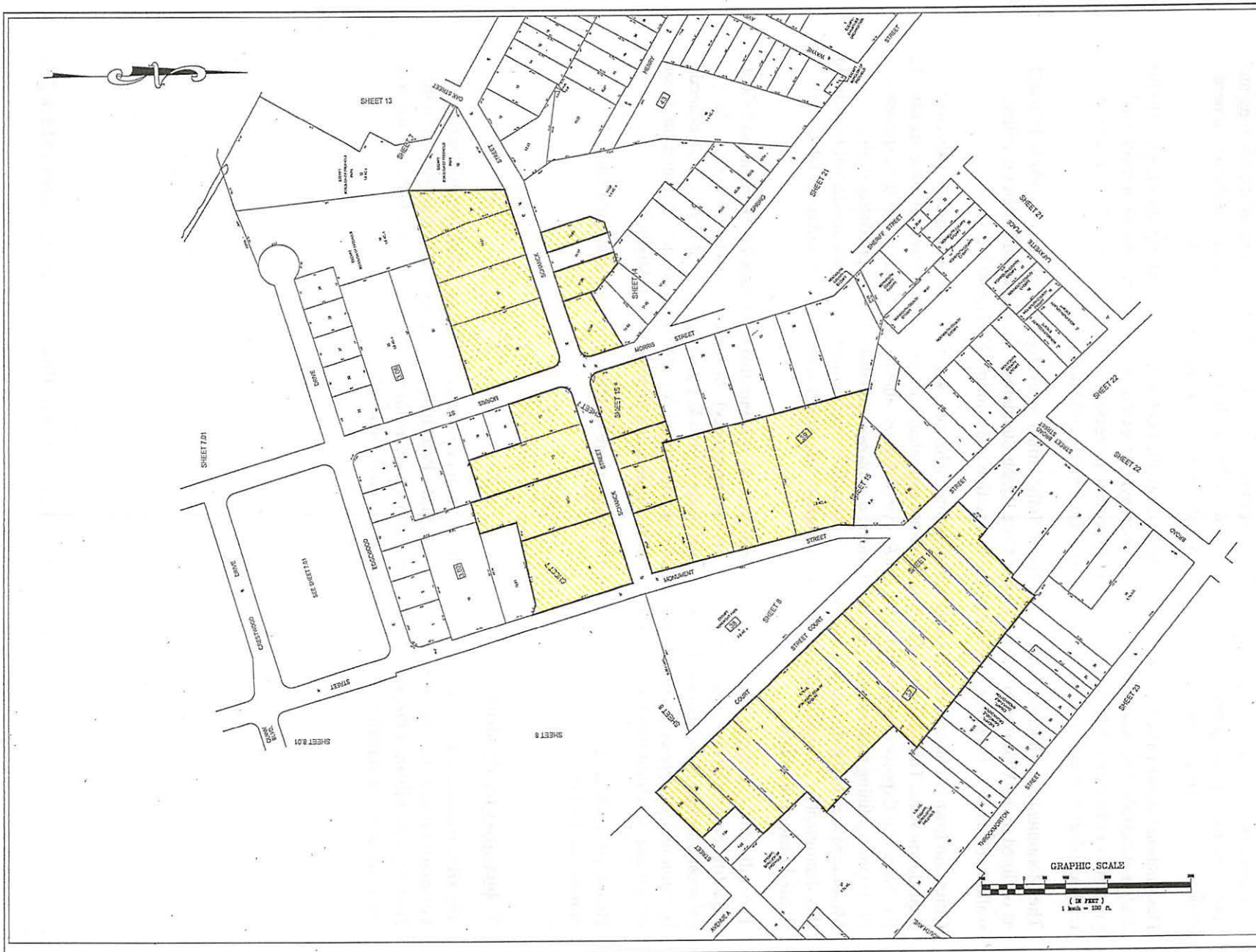
Identifying features: steeply pitched roof, usually side-gabled, façade dominated by one or more front-facing gables, tall, narrow windows, massive chimneys, half-timbering, leaded windows.

*Minimal Traditional (1935-1950)* : The Minimal Traditional house “fulfilled aesthetic and social needs for affordable single-family housing” and was used by the Federal Housing Administration as a prototype to represent the simple and economical home possibility. This is particularly significant in the Monument Park area to show the development of housing.

Identifying features: Low or immediate-pitched roof, small, generally one-story in height, roof eaves have little or no overhang, double-hung windows, typically multiplane or 1/1, minimal amounts of architectural detail.

### III. Proposed Historic District Boundaries Description

The proposed district includes Monument Park, Court Street, Monument Street and Schanck Street extending to and including Veterans Park as the Monument Area Historic District.



ANTHONY MALTESE, P.E., P.L.S., P.P.C.M.E.  
PROFESSIONAL ENGINEER  
NJ LICENSE NO. 43179

CERTIFICATE OF AUTHORIZATION #140400000



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ENVIRONMENTAL  
LANDSCAPE ARCHITECTURE  
www.abingtonengineering.com

REVISIONS	DATE
DATE: 08/04/2022	1A
SCALE: 1"=100'	AM
AC FILE NAME: MONUMENT AREA	AM
AC FILE NUMBER: 1518.000.022	AM

NOTES:  
1. THE DISTRICT AND ALL INFORMATION CONTAINED HEREIN IS  
FOR INFORMATION ONLY AND IS NOT TO BE USED FOR ANY OTHER PURPOSE.  
2. THE DISTRICT AND ALL INFORMATION CONTAINED HEREIN IS  
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PROPOSED  
MONUMENT AREA  
HISTORIC DISTRICT  
MAP

PREPARED FOR  
BOROUGH OF  
FREEHOLD  
SITUATED IN  
BOROUGH OF FREEHOLD  
MONMOUTH COUNTY  
NEW JERSEY

SHEET 1 OF 1



#### **IV. Benefits/Rationale of the District**

The proposed Monument Park areas has historically been a residential zone. As of today, 48% of the properties immediately surrounding the park are commercial. As a result of decisions by the planning and zoning board that have permitted conversions to office space, the residential character of the Monument Park area, which the zoning ordinance was designed to ensure, has been diminished.

Designating this area as a historic district would ensure the existing commercial properties are held to the design standards. This would also provide another layer of review prior to the re-zoning of residential properties in this area. A historic district would protect the residents of the Monument Park area from unchecked change and preserve the feeling of a residential neighborhood.

The Monument Area historic district is in line with the 'smart redevelopment' plans of Freehold Borough as outlined in the Master Plan and the Center Core Rehab Standards. The proposed District is within walking distance to Downtown Freehold, the bus station and multiple NJ Transit bus stops.

Cities and towns of all sizes are battling for the young, educated workforce to buy homes or patronize their downtowns. This demographic helps to attract and retain businesses that foster economic growth. As the American Express sponsored '*Millennial Research Report*' shows, millennials prefer the experience of shopping, dining and living in and near historic downtowns and districts. The proximity of the Monument area to the downtown and the bus depot makes it an extremely desirable residential location to this demographic. In order to attract this demographic, safeguards need to be put in place to retain the desired historic aesthetic.

The millennial generation is the largest on the planet and is committed to Sustainable Development Goals (equality, climate change, peace, justice poverty and prosperity). As preservationists like to say – the greenest building is one that already exists. Sustainability is a key point in the CCRS and can be echoed by committing to preserve existing materials in the Monument Area Historic District. Furthermore, green design can be retrofit into historic buildings while conforming to preservation standards.

Historic districts are key to making Freehold Borough more than a dinner destination, but rather a community that people want to live in.

#### **V. Incentives for Residents**

The HPC recommends that we provide incentives for home-owners within the historic district who voluntarily follow the ordinance and design-standards. Potential programs include grants (similar to the Housing Rehabilitation Program), tax abatement, fee waivers for voluntary deed restrictions, fee waivers for permits, grant opportunities and free design/technical guidance services.

## VI. FAQs

*What will districting do for us that zoning laws can't?*

Streets, neighborhoods or districts have their own identities that we value and that give us value in return. Without a historic district overlay, zoning alone can't protect the community's historical integrity and distinctive character. Zoning allows a wide variety of structures and landscaping without considering the unique character and needs of a particular area. A historic district permits rezoning but it establishes a consistent set of development standards unique to the district that don't change with rezoning.

*Isn't preservation expensive?*

Historic properties become just old buildings when they lose the integrity of compatible materials and design details. Cheap substitution is like taking part of the principal of an investment and throwing it away. Smart money is on preserving older properties intact. Good design and construction will enhance the district, which, in turn lends prestige to the security of our investments. In other words, cheaper materials up front will offset building costs, but if dwarfed by the loss incurred if owners make inappropriate changes that detract from their own and their neighbor's properties.

Example: The cheap quick fix is often the most costly fix in the long run. The life of a vinyl "energy efficient" window is 10-15 years. So, typically during the cycle of a mortgage they are replaced twice. Plus, there is the additional waste of vinyl windows stacked up in landfills. The expense of replacing vinyl window twice and the subsequent environment impact far outprices the cost of restoring original windows.

*Won't a historic district lower property values by reducing the number of potential buyers by eliminating those who do not want their property subject to the historic district bureaucracy?*

This does not apply in Freehold Borough. Furthermore, this is a baseless argument that is not substantiated by any studies. Properties in historic districts substantially outperform sales of similar properties elsewhere. Where values are declining, preservation stabilizes them. Preservation sells, and not just because some buyers appreciate historic settings. Buyers are aware that a historic district signifies the mix of positive factors—social, economic, political and cultural – that make living there desirable. The free market has shown that people will pay a premium to buy a property in sheltered communities, whether in historic districts or gated suburban developments.

VI. Photographs of Representative Properties  
Representative Examples of Queen Anne Style



56 Court Street



58 Court Street



15 Monument Street



17 Monument Street



## Representative Examples of Colonial Revival Style



16 Schanck Street, Colonial Revival



78 Court Street, Italianate altered to Colonial Revival



80 Court Street, Colonial Revival



19 Monument, Colonial Revival



Representative Examples of Minimal Traditional Style



49 Court Street



20 Schanck Street



21 Schanck Street



14 Schanck Street



## Representative Examples of Outlying Styles



3 Monument Street, Craftsman



25 Schanck Street, Tudor Revival



19 Schanck Street, Colonial, Greek Revival (main block)



70 Court Street, Georgian Revival

### **VIII. Survey**

The following definitions are used in the following survey.

<b>Key</b>	<b>Term</b>	<b>Definition (Ordinance 2.114.030)</b>
NC	Non-Contributing	Any improvements, buildings, structures, accessory structures, sites or objects which are not integral components of a historic district because they neither date from a time period for which the historic district is significant, nor represent an architectural style, period, or construction method for which the historic district is significant.
C	Contributing	Any improvements, buildings, structures, accessory structures, sites or objects which are integral components of a historic district either because they date from a time period for which the historic district is significant, or because they represent an architectural style, period, or construction method for which the historic district is significant.
K	Key	Any improvements, buildings, structures, accessory structures, sites or objects which, due to their significance, would individually qualify as a historic property.
*		Date that tax record attributes to property. The earliest tax record date is 1900, but many of these structures predate that year.

<b>Criteria</b>	<b>Definition (Ordinance 2.114.030)</b>
1	Of particular historic significance to the borough of Freehold by reflecting or exemplifying the broad cultural, political, economic, or social history of the nation, state or community.
2	Associated with the historic personages important in national, state or local history.
3	The site of a historic event which had a significant effect on the development of the nation, state or community.
4	An embodiment of the distinctive characteristics of a type, period, architectural style, method of construction or engineering.
5	Representative of the work or works of a locally, regionally or nationally important or recognized builder, designer, artist or architect.
6	Significant for containing elements of design, detail, materials, or craftsmanship which represent a significant innovation.
7	Able or likely to yield information important in prehistory or history.

### Historic Survey, Proposed Monument Area Historic District

No.	Street	Use	Year	Style	Class	Criteria	Notes
49	Court	Residential	1955	Minimal Traditional	C	#4	Unmodified original architectural features: gable and wing roof, windows, siding profile.
52	Court	Residential	by 1920*	Queen Anne	C	#4	Former home of David Stratier owner of the Broad Street lumberyard and also Robert Norris, superintendent of the Freehold Regional HS District. Original and historic features such as:  Appears to have some historic elements such as the rafter tails and attic windows. The overall architectural style harmonizes with the neighborhood.
54	Court	Residential	by 1905*	Colonial Revival	C	#4	Original and historic features such as the gable ornament, some of the shingles, windows, brackets.
56	Court	Residential	by 1905*	Queen Anne/Stick	C	#4	Original and historic features such as the gable ornament, some of the shingles, windows, brackets.
58	Court	Residential	by 1905*	Queen Anne	C	#4	Queen Anne style, which harmonizes with the neighborhood.
60	Court	Residential	by 1905*	Queen Anne	C	#4	Appears the building has been at least partially restored. Restoration choices are appropriate for the style of the building. The Queen Anne style harmonizes with the neighborhood.
62	Court	Residential	by 1905*	Queen Anne	C	#4	Queen Anne style harmonizes with the neighborhood.
64	Court	Residential	by 1906*	Queen Anne	C	#4	Law office on first floor. Queen Anne style harmonizes with the neighborhood.
68	Court	Commercial	1900	Queen Anne	C	#4	County Survey 1315-21. Monmouth County Historical Association. Architect was Conover. Original features such as dentil cornice, pedimented dormers and round-headed tracery sash exist. The 15/15 windows are historic.
70	Court	Commercial	1931	Georgian Revival	K	#4, 5	

78	Court	Commercial	1868	Altered to Colonial Revival	K	#4, 5	County Survey 1315-22. The Dittmar Agency. Builder was Charles C. Bowne. This was originally an Italianate house, with later Colonial Revival alterations. Original clapboard, box modillion cornice, gable returns and dentil frieze are intact. 6/6 windows are historic. The building has been restored.
80	Court	Commercial	by 1900*	Altered to Colonial Revival	K	#4	Law Offices. Stylistic elements are historic (porch, doors, shutters, brick) and harmonize with the surrounding neighborhood.
82	Court	Commercial	1959	Ranch	C	#4	Law Offices. Architecture has been modified, but intervention is appropriate for the original period and overall area.
84	Court	Commercial	1965	Neoclassical and Classical Revival elements	C	#4	Law Offices. Style choices harmonize with the neighborhood.
86	Court	Commercial	1950-60s?	Unknown	C	#4	Law Offices. The colonial revival style elements (windows, shutters, lanterns, siding) harmonize with the overall neighborhood.
3	Monument	Commercial	1909	Craftsman	C	#4	Law Offices. A good example of the Craftsman style, which is less common in Freehold Borough. Original and historic features such as: stucco, rafter tails, some windows, brick, etc. exist.
15	Monument	Residential	1886	Queen Anne	K	#2, 4	County Survey 1315-76. Hepburn house. Complex Queen Anne floorplan. Dr. Hepburn was an important figure in Freehold's history.
17	Monument	Residential	1880-1910	Queen Anne	C	#4	Original and historic features such as siding, columns and decorative details exist.
19	Monument	Residential	1941	Colonial Revival	C	#4	Former Mayor Higgin's house. Original and historic features such as siding, shutters and door exist.
21	Monument	Residential	1930	Altered Colonial Revival	C	#4	Original and historic features such as a terracotta roof, windows and doors.
25	Monument	Commercial	1880s	Queen Anne/Colonial Revival	K	#2, 4	County Survey 1315-77. Law Office/ Theodore W. Morris House. This land was part of the Daniel Schanck Farm. Architectural style is transitional.

N/A	Monument Park		1878	Classical	K	#1, 2, 3, 5	County Survey 1315-75. Designers Littell & Smythe, Sculpture:: JE Kelly, Supervising architect: Edward Raht. The monument memorializes the Battle of Monmouth (June 28, 1778)
14	Schanck	Residential	1940	Minimal Traditional	C	#4	Building has been restored but materials mimic original features such as the shutters, 6/6 windows, shingle pattern, etc.
16	Schanck	Residential	1940	Colonial Revival	C	#4	Historic siding, door casing and shutters. The architectural style echoes the surrounding neighborhood.
18	Schanck	Residential	1975	Colonial Revival	C	#4	Architecture which supports the neighborhood.
19	Schanck	Residential	18th c., 1830-1855	Greek Revival	K	#1, 2, 4	County Survey 1315-79. Boxwood Hall. One of Freehold's most important early houses, the earliest portion dates to mid 1700's. Daniel Bowne lived here. Historic features such as: portico, shutters, transom, clapboard, and windows.
20	Schanck	Residential	1960	Minimal Traditional/Colonial Revival	C	#4	Building has been restored. The architecture which echoes the neighborhood.
21	Schanck	Residential	1948	Minimal Traditional	C	#4	Retains several of it's original features including windows, siding and shutters. The architectural style echoes the surrounding neighborhood.
23	Schanck	Residential	1948	Minimal Traditional	C	#4	Retains several of it's original features including windows, siding and shutters. The architectural style echoes the surrounding neighborhood.
25	Schanck	Residential	1940	Tudor Revival	K	#4	One of the only examples of Tudor Revival in Freehold Borough. The house retains many if not all of it's original features including the wood roof shingles, half timber, stucco, leaded glass windows, brick work and color palette.
27	Schanck	Residential	1940	Minimal Traditional	C	#4	Retains several of it's original features including windows, siding and shutters. The architectural style echoes the surrounding neighborhood.



31	Schanck	Residential	1940	Minimal Traditional	C	#4	Retains several of it's original features including windows, siding and shutters. The architectural style echoes the surrounding neighborhood.
39	Schanck	Residential	1950	Minimal Traditional	C	#4	Retains several of it's original features including windows, siding and shutters. The architectural style echoes the surrounding neighborhood.
12	Morris	Residential	1930	Colonial Revival	C	#4	Building has been restored, but the style echoes the surrounding neighborhood.
13	Morris	Residential	1955	Minimal Traditional	C	#4	Retains several of it's original features including windows, siding and shutters. The architectural style echoes the surrounding neighborhood.

## **Appendix I**

### **Relevant County Survey Forms**

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION  
HISTORIC PRESERVATION OFFICE  
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO. 1315-21

HISTORIC NAME: Monmouth County Hist. Assn.

COMMON NAME: same

LOCATION: 70 Court Street

BLOCK/LOT: 37-4

MUNICIPALITY: Freehold Borough

COUNTY: Monmouth

USGS QUAD: Freehold

OWNER/  
ADDRESS:

DESCRIPTION

Construction Date: 1931

Source of Date: Ref. 1

Style: Georgian Revival

Architect: J. Hallam Conover, Freehold

Number of Stories: 2 1/2

Builder:

Foundation: Brick

Form/Plan Type: Rectangle

Exterior Wall Fabric: Red Brick

Fenestration: Symmetrical, 5 bays by 3 bays

Roof/Chimneys: Gable; bridge twin end chimney

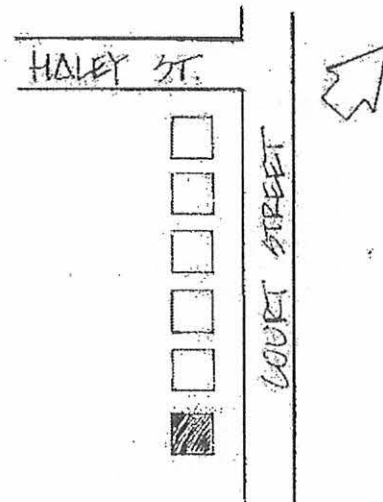
Additional Architectural Description:

Substantial Georgian Revival building constructed on a 5 bay center-hall rectangular plan, 3 bays deep. Fireproof construction includes steel girders. Intact stylistic features. Bridged twin end chimneys. Dentil cornice. Pedimented dormers with round-headed tracery sash. Windows are 15/15 sash with keystone arches; those on the first story have round heads with tracery and 3-panel shutters. Main entry has 6-panel door with round-arch transom, and a pilastered round-arch enframement surmounted by a large pedimented frontispiece. The building houses a library, museum collections, and association offices. Notable period moldings and details on interior.

**2007 Update:** Building very well maintained.

PHOTO Negative File No. 1-22, 23

MAP (Indicate North)



# SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

Faces NE on deep rectangular lot.

SURROUNDING ENVIRONMENT: Urban ☒ Suburban ☐ Scattered Buildings ☐  
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐  
Industrial ☐ Commercial ☐ Highway Commercial ☐ Other ☒ Offices and Courthouse

## SIGNIFICANCE EVALUATION:

The Monmouth County Historical Association was founded in 1898 for the purpose of collecting and preserving local historical materials and artifacts, and promoting knowledge of the county's past. Its collections were first housed in the Red Bank Public Library. After a failed attempt during the 1920's to build its headquarters in Red Bank, in 1931 the Association erected the present library and museum in Freehold on land donated by David Vanderveer Perrine of that town. The impressive Georgian Revival structure, which echoes Freehold's predominant institutional style (Hall of Records, public library, and several schools), was designed by J. Hallam Conover (1897-1972), a Freehold architect noted for his Colonial Revival residences. Over the course of its eighty-six year history, the Monmouth County Historical Association has developed into a highly respected local museum, known for its archival and manuscript collections, genealogical records, and its holdings in furniture and painting.

ORIGINAL USE: Library and Museum

PRESENT USE: Same

PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐  
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒  
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐  
No Threat ☒ Other ☐

COMMENTS: See note on NRHP District in Freehold

## REFERENCES:

1. Records of the Monmouth County Historical Association, Freehold, NJ.
2. Red Bank Daily Register (November 13, 1972). Obituary for J. Hallam Conover.

RECORDED BY: Gail Hunton, update Daniella Fischetti  
SURVEY: Monmouth County Historic Sites Inventory  
ORGANIZATION: Monmouth County Park System

DATE: December 1980; updated 1984,  
2007

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION  
HISTORIC PRESERVATION OFFICE  
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO. 1315-22

HISTORIC NAME:		COMMON NAME:	Dittmar Insurance Agency
LOCATION:	78 Court Street	BLOCK/LOT:	37-3
MUNICIPALITY:	Freehold Borough	COUNTY:	Monmouth
USGS QUAD:	Freehold	OWNER/ ADDRESS:	

DESCRIPTION

Construction Date:	1868	Source of Date:	Ref. 1
Style:	Altered to Colonial Revival	Architect:	
Number of Stories:	2 1/2	Builder:	Attributed Charles C. Bowne
Foundation:	Brick	Form/Plan Type:	Rectangle with rear ell and end porch
Exterior Wall Fabric:	Wood shingles		
Fenestration:	5 bays by 2 bays		
Roof/Chimneys:	Gable; two exterior end chimneys		

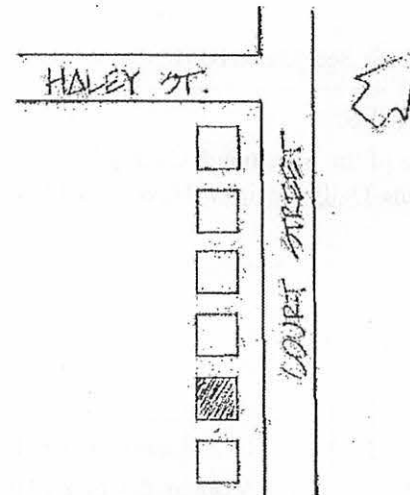
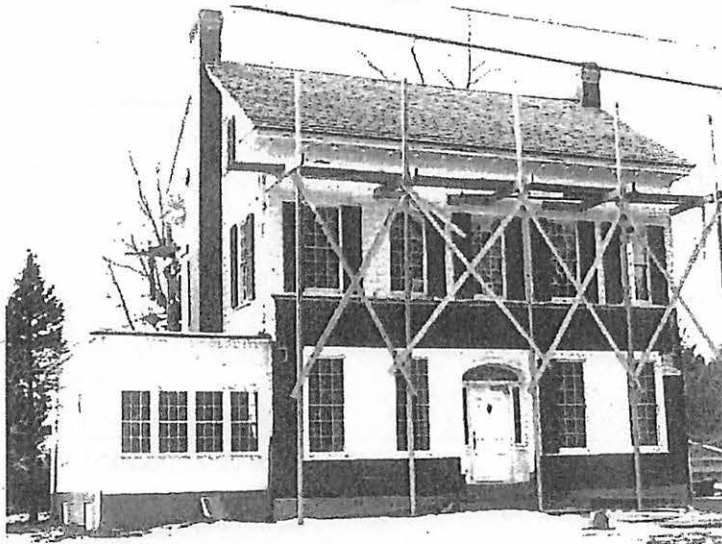
Additional Architectural Description:

Mid-19th century Italiante house with later Colonial Revival alterations and additions. The 5 bay main block is constructed on a narrow center-hall plan, 2 bays deep, with rear ell and later end porch addition. Box modillion cornice with gable returns and dentil frieze. Replacement chimneys (originally interior end chimneys). Wood shingle siding covers original clapboard exterior. Large 6/6 sash windows with cornices and louvered shutters. Colonial Revival doorway with elliptical arch enframingent, fanlight, narrow sidelights, and 8-panel door. Since the survey photo, a pedimented frontispiece over the doorway has been added, as well as fluted corner pilasters. Early view shows house with small entrance porch (perhaps 3 bays); later the house had a full porch. The end porch and rear porch are Colonial Revival additions.

2007 Update: Restoration begun in 1980 has been completed.

PHOTO Negative File No. 1-18, 19, 20, 21

MAP (Indicate North)





## SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

Faces NE on a deep rectangular lot. Behind the house are a gazebo and a well house (recently-built reproductions). At the time of the initial survey, there was also a large late 19th century rectangular barn with a vertical board siding, which has since been demolished.

SURROUNDING ENVIRONMENT: Urban ☒ Suburban ☐ Scattered Buildings ☐  
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐  
Industrial ☐ Commercial ☐ Highway Commercial ☐ Other ☒ Courthouse

## SIGNIFICANCE EVALUATION:

This site is one of a number of substantial dwellings which line Court Street, and contributes to the architectural distinction of the area around the Monmouth Battle Monument. When constructed in 1868, it was the only house on this side of Court Street between Broad and Haley Streets. The 1873 atlas shows J.H. Davis as owner, although research by George Dittmar (present owner) indicates that the house was built for Elisha Bowne, a child of the prominent local builder Charles C. Bowne who erected many Italianate residences in Freehold. This house, too, was originally Italianate in character. In the early 20th century, like many Monmouth County residences, the building received Colonial Revival alterations and additions. The current owner has construed the house as "New England Federal" architecture, and in an expensive recent renovation, has added further classical detailing such as the pedimented frontispiece and fluted corner pilasters.

ORIGINAL USE: Residence

PRESENT USE: Insurance Offices

PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐  
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒  
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐  
No Threat ☒ Other ☐

COMMENTS: See note on NRHP District in Freehold.

## REFERENCES:

1. Deed research by owner (George Dittmar).
2. Beers Map, 1860.
3. Beers Atlas, 1873.
4. Wolverson Atlas, 1889.
5. T.M. Fowler, "View of Freehold" (Asbury Park, N.J. n.d., c. 1880). Copy at Monmouth County Historical Association, Freehold, N.J.

RECORDED BY: Gail Hunton, update Daniella Fischetti 2007  
SURVEY: Monmouth County Historic Sites Inventory  
ORGANIZATION: Monmouth County Park System

DATE: December 1980; updated 1984,  
2007

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION  
HISTORIC PRESERVATION OFFICE  
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO. 1315-75

HISTORIC NAME: Monmouth Battle Monument

COMMON NAME: Monmouth Battle Monument

LOCATION: NW corner Monument Street and Court  
Street (Monument Park)

BLOCK/LOT: 38 (entire block)

MUNICIPALITY: Freehold Borough

COUNTY: Monmouth

USGS QUAD: Freehold

OWNER: State of New Jersey

ADDRESS:

DESCRIPTION

Construction Date: Cornerstone: June 28, 1878  
Dedication: Nov. 13, 1884

Source of Date: Ref. 1, 2

Style:

Architect: Emelin T. Littell and Douglass  
Smythe, designers

Number of Stories:

Builder: J.E. Kelly, sculptor;  
Edward Raht, supervising archt.

Foundation:

Form/Plan Type: See below

Exterior Wall Fabric:

Fenestration:

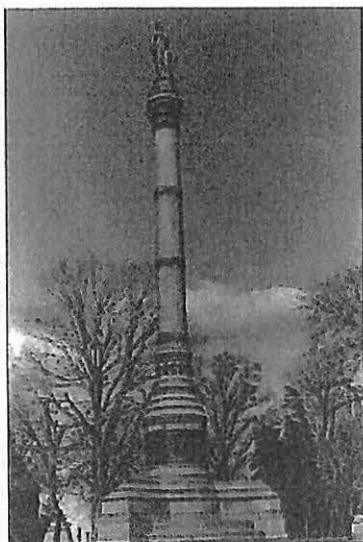
Roof/Chimneys:

Additional Architectural Description:

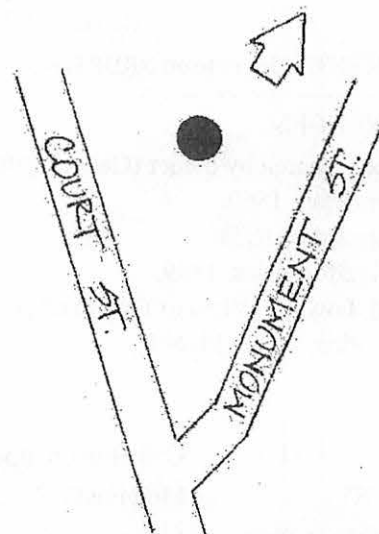
"The base of the monument is in the form of an equilateral triangle with cannon at each angle. Three spurs of granite form the base of the shaft, surmounted at each point of contact by a large drum-shaped block, on which five bronze reliefs, illustrative of the battle, [are] placed. Above the tablets and around the shaft are the coats of arms, in bronze, of the thirteen original States, festooned with laurel leaves. Rising above this is the shaft proper, consisting of three sections, each joined by rings of bay leaves. The shaft is surmounted by a composite capital, on which is a statue of Columbia Triumphant. The monument is constructed of New England granite, fine-axed, and is about 94 feet high. The tablets, five feet high and six feet wide, merit special attention. The models of them were designed by Mr. J.E. Kelly of New York City, and the base-reliefs were cast at the National Fine Art Foundry. They represent, with graphic exactness, five scenes in the Monmouth Battle..." (Ellis p. 489-490)

2007 Update: No noticeable changes.

PHOTO Negative File No. 1-24, 25



MAP (Indicate North)



## SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

The monument is situated in Monument Park, a triangular parcel bound by Court and Monument Streets, in front of the Monmouth County Courthouse. Immense purple beech trees line the park along both streets.

SURROUNDING ENVIRONMENT: Urban ☒ Suburban ☐ Scattered Buildings ☐  
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐  
Industrial ☐ Commercial ☐ Highway Commercial ☐ Other ☒ Courthouse

## SIGNIFICANCE EVALUATION:

This imposing monument was built to commemorate the Battle of Monmouth, fought nearby on June 28, 1778. Located on land donated by the family of Daniel S. Schanck (see #1315-79), it was the result of several years of fund-raising efforts by the Monmouth Battle Monument Association, founded in 1877 at the urging of Ex-Governor Joel S. Parker of Freehold. Initially the plan was to complete the monument in time for the centennial of the battle, but only the cornerstone was laid in 1878. The structure was finally erected in 1883 and cost \$36,000, paid for by private subscriptions, a \$10,000 state appropriation made in 1881, and \$20,000 specially authorized by the U.S. Congress in 1882. Franklin Ellis' county history gives a lengthy account of the Monmouth Battle Association and the fanfare surrounding the dedication. The classically-inspired sculptural column stands today as a typical but well-executed example of 19th century commemorative public art.

ORIGINAL USE: Monmument

PRESENT USE: Same

PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐

REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒

THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐

No Threat ☒ Other ☐

COMMENTS: See Note on NRHP District in Freehold.

## REFERENCES:

1. Franklin Ellis, History of Monmouth County (1885), p 480-490.
2. Vertical File, Monmouth Battle Monument, Monmouth County Historical Association.

RECORDED BY: Gail Hunton, update Daniella Fischetti (2007)

DATE: December 1980; updated 1984,  
2007

SURVEY: Monmouth County Historic Sites Inventory

ORGANIZATION: Monmouth County Park System

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION  
HISTORIC PRESERVATION OFFICE  
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO. 1315-76

HISTORIC NAME: Dr. W.M. Hepburn House

COMMON NAME: Hepburn House Bed and Breakfast

LOCATION: 15 Monumnet Street

BLOCK/LOT: 39/4

MUNICIPALITY: Freehold Borough

COUNTY: Monmouth

USGS QUAD: Freehold

OWNER/  
ADDRESS:

DESCRIPTION

Construction Date: 1880's

Source of Date: Ref. 1, 2; stylistic

Style: Queen Anne

Architect:

Number of Stories: 2 1/2

Builder:

Foundation: Brick

Form/Plan Type: Complex

Exterior Wall Fabric: Clapboard and shingles

Fenestration: Irregular

Roof/Chimneys: Intersecting gable; central chimney

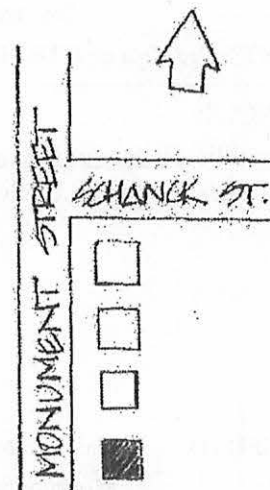
Additional Architectural Description:

Large Queen Anne residence built on a complex plan. Retains many early features. Slate tile roof. Projecting front gable with oriel window and undulating shingles. variety of window types and sizes, including projecting bays, bordered 1/1 sash, tripartite window with leaded glass transom, and various novelty windows. Entry portico and polygonal end porch both retain turned posts and latticed balustrade. Secondary entry with similar millwork is to office on the north end. Recently restored.

**2007 Update:** All shutters removed, trim painted around windows. Functioning as a Bed and Breakfast.

PHOTO Negative File No. 1-26, 27

MAP (Indicate North)



# SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

Faces west on a deep rectangular lot; behind the house are a contemporaneous barn/carriage house and a 20th century garage.

SURROUNDING ENVIRONMENT: Urban ☒ Suburban ☐ Scattered Buildings ☐  
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐  
Industrial ☐ Commercial ☐ Highway Commercial ☐ Other ☒ County Courthouse

## SIGNIFICANCE EVALUATION:

This site is one of several substantial dwellings along Monument Street, and contributes to the architectural distinction of the area around the Monmouth Battle Monument. It is an early and well-conserved example of the Queen Anne style in Freehold. The house was built for Dr. W. Hepburn, a Freehold physician, sometime during the 1880's and is shown on the 1889 atlas. The plaque indicates an 1871 construction date, which is about ten years too early for Queen Anne architecture in Monmouth County; no house appears on this site on the 1873 atlas.

ORIGINAL USE: Residence

PRESENT USE: Residence

PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐  
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒  
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐  
No Threat ☒ Other ☐

COMMENTS: See Note on NRHP District in Freehold.

## REFERENCES:

1. Beers Atlas, 1873.
2. Wolverton Atlas, 1889.
3. Franklin Ellis, History of Monmouth County (1885), p. 458.

RECORDED BY: Gail Hunton, update Daniella Fischetti (2007)  
SURVEY: Monmouth County Historic Sites Inventory  
ORGANIZATION: Monmouth County Park System

DATE: December 1980; updated 1984,  
2007



NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION  
HISTORIC PRESERVATION OFFICE  
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO. 1315-77

HISTORIC NAME: Theodore W. Morris House

COMMON NAME:

LOCATION: 25 Monument Street

BLOCK/LOT: 3B/14

MUNICIPALITY: Freehold Borough

COUNTY: Monmouth

USGS QUAD: Freehold

OWNER/  
ADDRESS:

DESCRIPTION

Construction Date: Late 1880's

Source of Date: Ref. 3, 4; stylistic

Style: Queen Anne/Colonial Revival

Architect:

Number of Stories: 2 1/2

Builder:

Foundation: Brick

Form/Plan Type: Complex

Exterior Wall Fabric: Clapboard and shingles

Fenestration: 4 asymmetrical bay facade

Roof/Chimneys: Truncated hip; central chimney

Additional Architectural Description:

Large "free classic" residence built on an L-plan block elaborated by projecting bays, balcony, and circular end porch. Stylistic detail includes Palladian dormer window with tracery; corbeled chimney; modillion cornice; 1/1 sash windows with louvered shutters; latticed screen on balcony; Doric order porch columns, and double-leaf door with wide art-glass sidelights and paneled aprons. The porch was originally two-sided (extending the full width of the main facade) and did not include the bowed section; porch alterations were made after 1916 (Ref. 5). The main facade now has a concrete and brick open porch with semi-circular steps. At one time there may have also been a balustrade on the roof deck.

2007 Update: In good condition.

PHOTO Negative File No. 1-29, 30

MAP (Indicate North)



# SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

Faces SE on a large corner lot.

SURROUNDING ENVIRONMENT: Urban ☒ Suburban ☐ Scattered Buildings ☐  
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐  
Industrial ☐ Commercial ☐ Highway Commercial ☐ Other ☒ Courthouse

## SIGNIFICANCE EVALUATION:

This is one of a number of large late 19th century dwellings which distinguish the area around the Monmouth Battle Monument. The house in its current form exemplifies the stylistic transition between the Queen Anne and Colonial Revival. A plaque indicates an 1865 construction date, but maps and views prior to 1889 show no house on this site. The land was part of the Daniel S. Schanck farm (#1315-79) during the late 1860's and 1870's. (If an earlier house was moved to this site, it would have to have been radically altered.) In all likelihood the house dates from the late 1880's; Theodore W. Morris is shown as owner on the 1889 atlas.

ORIGINAL USE: Residence

PRESENT USE: Law Offices

PHYSICAL CONDITION: Excellent ☒ Good ☒ Fair ☐ Poor ☐  
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒  
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐  
No Threat ☒ Other ☐

COMMENTS: See note on NRHP District in Freehold. Building was in excellent condition at time of original survey, now

## REFERENCES:

1. Beers Map, 1860.
2. Beers Atlas, 1873.
3. T.M. Fowler, "View of Freehold" (c. 1880).
4. Wolverton Atlas, 1889.
5. Sanborn Maps, 1916. (No Sanborn coverage prior to 1916.)

RECORDED BY: Gail Hunton, update Daniella Fischetti (2007)  
SURVEY: Monmouth County Historic Sites Inventory  
ORGANIZATION: Monmouth County Park System

DATE: December 1980; updated 1984,  
2007

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION  
HISTORIC PRESERVATION OFFICE  
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO. 1315-79

HISTORIC NAME:

COMMON NAME: Boxwood Hall

LOCATION: 19 Schanck Street

BLOCK/LOT: 3B/14A

MUNICIPALITY: Freehold Borough

COUNTY: Monmouth

USGS QUAD: Freehold

OWNER/  
ADDRESS:

DESCRIPTION

Construction Date: East wing: 18th c.  
Main block: c. 1830-1855

Source of Date: Stylistic; Ref. 4

Style: Greek Revival (main block)

Architect:

Number of Stories: 2 1/2; 2

Builder:

Foundation: Concrete (new)

Form/Plan Type: Rectangle w/ east wing

Exterior Wall Fabric: Clapboard

Fenestration: 8 bay main facade

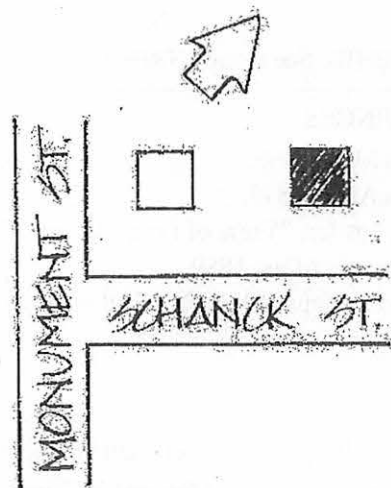
Roof/Chimneys: gable; 2 interior end chimneys on central block; 1 exterior end chimney on east wing

Additional Architectural Description:

The earliest section of this house is the 2 story east wing, 3 bays wide with a central entry. 9/6 sash windows and later 6/6 sash replacements. The gabled portico, door, and exterior chimney are also later additions; the original chimney was located on the interior gable end. The c. 1711 date on plaque is probably derived from deed records; but the form and plan of the east wing indicate a mid-18th century construction date. The Greek Revival main block, dating from the 1830-1855 period, is built on a 2 1/2 story 3 bay side-hall plan with monumental Doric portico having a full entablature and fluted columns. Windows are 6/6 sash with 3-panel and louvered shutters; paired window above entry is later addition; segmental-head dormers. The entry has a 2-light transom and sidelights with tracery, a pulvinated frieze, and slender columns flanking the 8-panel door. The 2 bay west wing appear to be a later addition (not shown on 1855 drawing, ref. 3); the first story has a Colonial Revival treatment. Interior inspection is necessary to more adequately trace construction history. **2012 Update:** No major changes.

PHOTO Negative File No. 1-31, 32

MAP (Indicate North)



## SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

Faces SE on L-shaped lot. Building was moved in 1969 from original location on the site of the present county courthouse. No surviving outbuildings.

SURROUNDING ENVIRONMENT: Urban ☒ Suburban ☐ Scattered Buildings ☐  
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐  
Industrial ☐ Commercial ☐ Highway Commercial ☐ Other ☒ Courthouse

## SIGNIFICANCE EVALUATION:

This is one of Freehold's most important early houses. The east wing is an intact example of a traditional house type (2 story, symmetrical 3 bay facade, central entry) which appeared in Monmouth County beginning in the mid-18th century. The main block with monumental portico is one of the more imposing examples of the Greek Revival style in central Monmouth County.

It is not clear who built either the early wing or the main house. According to deed research for the NJHSI, Tunis Denise owned the property between 1700 and 1720, and John Okeson was the owner from 1720 to 1734. However, the dwelling of John Okeson is indicated as being elsewhere in Freehold (Ellis, p. 385). Three generations of the William Wikoff family, early Dutch settlers in the county, owned the site between 1734 and 1801; a mid-18th century construction date (as stylistic analysis suggests) would make the Wikoffs the builders and first occupants of the east wing. Between 1801 and 1815 the farm belonged to William Gordon Forman, who then sold it to Dr. John Woodhull. In 1827 William Bowne purchased the property. William J. Bowne is shown on the 1851 Lightfoot map, but according to Ellis, William I. Bowne "retired to the farm now owned by the heirs of Daniel S. Schanck" (this site). William I. Bowne (1792-1858) was a lawyer, county judge, member of the N.J. Legislative council, and manager of the Monmouth Bank in Freehold. Regardless of the confusion over his middle initial, William Bowne may have been the one who constructed the Greek Revival portion of the house. It is also possible that the main house was built by Dr. Arthur V. Conover (b. 1809), a noted local physician who bought the farm in 1852. Osborn and Hurley's detailed "Map of Freehold," published in 1855, shows a drawing of the porticoed residence of Dr. A.V. Conover with attached sheds and several barns. Dr. Conover retired in Long Branch, and in 1864 the farm was conveyed to Daniel S. Schanck (1812-1872), a merchant, gentleman farmer, and son of Capt. John Schanck of Pleasant Valley. After Schank's death his heirs retained the property for some time, and in 1878, donated the triangle of land known as Monument Park, in which the Monmouth Battle Monument (#1315-75) was erected. This park was formerly the "front yard" of the farmhouse, which was moved in 1969 to its present location approximately 500 feet east of its original site, where the new courthouse now stands.

ORIGINAL USE: Farmhouse

PRESENT USE: Residence

PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐  
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐  
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐  
No Threat ☒ Other ☐

COMMENTS:

## REFERENCES:

1. "Boxwood Hall," New Jersey Historic Sites Inventory.
2. Franklin Ellis, History of Monmouth County (1885), p. 329-30, 385, 393, 500.
3. Lightfoot Map, 1851
4. Osborn and Hurley Map, 1855.
5. Beers Map, 1860.
6. Beers Atlas, 1873.
7. Wolverson Atlas, 1889.

RECORDED BY: Gail Hunton, Megan Steady (2012)  
SURVEY: Monmouth County Historic Sites Inventory  
ORGANIZATION: Monmouth County Park System

DATE: December 1980; updated 1984,  
2012

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1. *Pharmaceutical Innovation and the Role of the State*  
 2. *The Impact of Patent Law on Drug Development*  
 3. *The Role of Government in Regulating Pharmaceuticals*  
 4. *The Impact of Health Insurance on Drug Access*  
 5. *The Role of the Pharmaceutical Industry in Public Health*  
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 10. *The Impact of the Pharmaceutical Industry on the Quality of Life*

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1. The first step in the process of identifying a problem is to recognize that a problem exists. This involves gathering information about the situation and identifying the specific issue that needs to be addressed.

1. The first step in the process of the development of a new product is the identification of a market need. This is often done through market research, which can be conducted in a variety of ways, including surveys, focus groups, and interviews. The goal is to understand what customers want and need, and to identify any gaps in the market.

2. Once a market need has been identified, the next step is to develop a concept for a new product. This involves brainstorming ideas and creating a rough sketch of the product. The concept should be based on the market need and should be something that is novel and valuable to customers.

3. The third step is to create a prototype of the product. This is a physical model of the product that can be used to test the concept and to get feedback from potential customers. The prototype should be made of a material that is easy to work with and that can be modified easily.

4. The fourth step is to conduct a market test. This involves taking the prototype to a group of potential customers and asking them for their feedback. This can be done in a variety of ways, including focus groups, surveys, and interviews. The goal is to see if the product is something that customers would want to buy.

5. The fifth step is to develop a business plan for the product. This involves creating a detailed plan for how the product will be marketed, sold, and distributed. It also includes a financial plan that shows the costs of the product and the potential revenue.

6. The sixth step is to launch the product. This involves putting the product on the market and seeing if it is successful. This can be done in a variety of ways, including through direct sales, through a distributor, or through a combination of the two.

7. The seventh step is to monitor the product's performance. This involves keeping track of sales, customer feedback, and other metrics. This information can be used to make improvements to the product and to the marketing strategy.

8. The eighth step is to continue to develop new products. This involves repeating the process from step 1 to step 7, but for a new product. This is an ongoing process that is essential for the success of a business.

1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand what consumers want and what problems they are facing. Once a need is identified, the next step is to develop a concept that addresses this need. This is often done through brainstorming sessions and the creation of a prototype. The concept is then refined through further research and development, leading to the creation of a final product. The final product is then tested in the market to see if it meets the needs of consumers and if it is profitable. If the product is successful, it is then marketed and sold to consumers. If it is not successful, the process may be repeated with a new concept.

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1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

1. *Introduction*  
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 3. *Methodology*  
 4. *Results*  
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