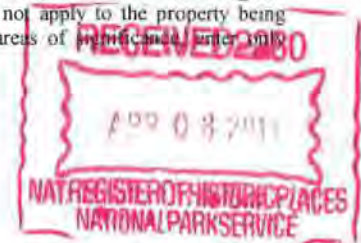


United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.



1. Name of Property

Historic name: Gosztonyi Savings and Trust
Other names/site number: N/A
Name of related multiple property listing: N/A

2. Location

Street & number: 530 E Third Street
City or town: Bethlehem State: PA County: Northampton
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: national state local

Applicable National Register Criteria: A B C D

	<u>3/31/2015</u>
Signature of certifying official	Date
<u>Pennsylvania Historical & Museum Commission</u>	
Title/State or Federal agency/bureau or Tribal Government	

In my opinion, the property meets does not meet the National Register criteria.

_____ Signature of commenting official	_____ Date
_____ Title/State or Federal agency/bureau or Tribal Government	

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

	<u>5/19/15</u>
Signature of the Keeper	Date of Action

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5. Classification

Ownership of Property (Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

Category of Property (Check only **one** box.)

Building(s)

District

Site

Structure

Object

Number of Resources within Property (Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions (Enter categories from instructions.)

Commerce/Trade: Financial Institution

Current Functions (Enter categories from instructions.)

Commerce/Trade: Restaurant

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7. Description

Architectural Classification (Enter categories from instructions.)

Late 19th and 20th Century Revivals

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Granite, Brick, Concrete

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Gosztonyi Savings and Trust is a former bank building built c.1922, designed by local architecture firm Tilghman H. Moyer & Co. It is situated on the south side of East Third Street on the edge of the South Bethlehem commercial corridor at the intersection with Pierce Street. This modest, two story, stone Neo-Classical Revival building is typical of commercial or public buildings of the early 20th century. The rectangular masonry structure is surrounded by parking lots to the east and west as the result of the demolition of former 19th and 20th century buildings. The site is sloped towards the Lehigh River to the north and bordered by mature trees on East Third Street and by a pedestrian greenway to the rear where a rail line once ran. Sitting on its original, prominent site across the street from the former Bethlehem Steel plant and corporate headquarters, with its original material and design intact, the building retains its integrity.

The building served as a bank from its original construction up to 1996. Then it served as offices to a non-profit organization operated by the successors to the Bethlehem Steel Corporation. In 2005 Bethworks Renovations II, LLC purchased the building and converted into a distillery in 2014. Although the teller's booths have been removed, nearly all of the original decorative features remain. Tall windows and decorative plaster crown moldings and central medallion adorn the main banking space. Original trim, wood doors, and parquet and terrazzo floors are intact throughout. The building is situated on its original site with the same orientation, across from the Bethlehem Steel General Office Building. The Gosztonyi Savings and Trust retains historic integrity from the period of significance of 1922 – 1939, the end of the Gosztonyi family's ownership.

Narrative Description

Setting

South Bethlehem is a neighborhood (formerly an independent borough) of the city of Bethlehem located south of the Lehigh River, which divides the city into two parts. The architecture of the nearby National Register-listed South Bethlehem Historic District spans

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ninety years (c.1874-1955) and includes a range of styles in the Late Victorian, Late 19th and Early 20th Century Revivals and Late 19th and Early 20th Century American Movements categories. The Gosztanyi Savings and Trust sits just outside this district and the building reflects the general characteristics of the district, but it was not included within the district's boundary due to the complete loss of buildings on the neighboring blocks. The predominant materials found throughout the area include brick, stone, and wood with some contemporary glass and concrete block replacements. There is a limited amount of green, or open, space. These areas are primarily limited to the landscaped Bethlehem Steel parking lots along East Third Street. A combination of young and mature trees lines the sidewalks of 3rd and 4th Street and the rear lot behind the bank building, along the greenway trail.

On the north side of 3rd Street is the location of the former extensive Bethlehem Steel facility, which retains former office buildings as well as production buildings and structures. Portions of the Bethlehem Steel plant have undergone adaptive reuse projects, while others remain vacant.

Exterior

The Gosztanyi Savings and Trust is a steel framed masonry structure. The front façade is the most ornamented, with a combination of smooth and rusticated granite. The primary entrance to the building is through the centrally located front door (see Photo 1). The door surround is decorated with a carved dot detail situated below by a molded entablature and capped with a carved scroll and shield. The door itself is a contemporary aluminum door with a two sidelights, fitted within the original opening. Original metal sconces flank the door.

Large, arched, steel framed windows dominate the front façade and span the first and second floors. Each arch has a carved keystone detail, the central window having a smaller keystone than the flanking windows. What appear to be three windows at first glance are actually five windows. The central window sits atop the front door. The two outer windows are divided at the first and second floors. Small entablatures sit on mini pilasters that frame the first floor windows and provide visual support for the larger arched windows above. Thin muntins separate the panes. Each of these original windows has a single operational pane. Pilasters that stretch from the water table to the cornice with Corinthian inspired capitals visually divide the windows. The central window and flanking pilasters project slightly from the rest of the façade. This projection continues upward to the cornice and parapet wall. Additional surface carving around the central window echoes the arch and differentiates the central portion from the rest of the facade. At the outside corners of the building are pilasters carved to look like stacked blocks. This gives the corners a quoined appearance while maintaining the rhythm of alternating pilaster with fenestration. The cornice projects beyond the parapet wall and quoined corner pilasters, far enough to overhang the water table. A course of dentils separates a plain frieze from the line of the cornice. The parapet wall stands approximately 18 inches above the cornice and spans the width of the building.

The secondary façade faces east, to Pierce Street. Like the front (north facing) façade, this side is finished in a combination of smooth and rusticated granite. The foundation and water table turn

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the corner from the front façade at a height of approximately four feet. As they run along the side of the building they terminate at ground level at the rear of the building because of the site's slope (see Photo 2). Similar to the front of the building, alternating windows and pilasters decorate this façade above the water table. The pilasters on this side of the building are much plainer and of the Doric order. Four pilasters are separated by three large arched windows; those arches are topped with a carved keystone detail. This grouping of pilasters and windows projects slightly from the building. This projection is carried from the ground level up to through the parapet wall and echoes the location of the interior's main banking space. The windows are modern aluminum replacements set within the original openings. Pintles in the window surrounds indicate where iron grates, similar to the only surviving original security gate to the rear of the building, were attached (see Photo 3). On either side of the projection is a small section of building defined by the stacked block pilasters found on the front. Again, this gives the illusion of quoining at the corners and serves to define the interior mezzanine sections. Smaller, rectangular (original) steel frame windows exist on both of these sections. Only the first floor windows are defined by pilaster and entablature window surrounds. The lone second floor window to the rear is without ornamentation. The cornice and parapet wall turn from the front and continue down the side in a similar fashion. The projecting central section has a carved arching glyph interrupted by a large dot above each pilaster. Otherwise the parapet is plain.

Historically the building was in a dense urban environment so the west facade was designed without intention of being fully within the public's direct line of sight. The granite found on the front and east façade turns the corner but only continues approximately twelve feet along the side of the building. At this point the water table, architrave, cornice, and parapet terminate and the façade is composed of yellow brick (see Photo 5 and 6). The same stacked granite block Doric pilasters found elsewhere frame a granite wall with a yellow brick inset panel that stretches between the water table and cornice. The site on this side, like the east façade, sloped towards the north. The site has been re-graded along three quarters of the length of the building to provide egress to a new doorway (incorporated into a former window), which exposes the foundation. Three undecorated arches mirror the openings on the eastern façade, but here on the west, the southern-most opening has been turned into a doorway (see Photo 5 and 6). The windows and door are the same contemporary aluminum frame windows found on the east façade. The arched doorway marks the end of the new sidewalk that is below grade at this point. A chimneystack divides the second and third window openings, extending from the ground beyond the parapet wall and roof. A single brick course steps back changing the plane of the façade towards the rear defining the interior mezzanine space, similar to the east façade. At the south end are two window openings. Modern mechanical systems obscure a smaller ground level window, but larger second story window remains prominently visible. Both openings retain their original steel frame windows with plain wrought iron security grates. Although the granite parapet terminates into the brick, the height of the wall remains such that the parapet continues and serves to hide the flat roof.

The rear, south façade is similar to the west façade in that this side was also designed when it would not have been in direct line of sight. At the southeast corner the granite pilaster,

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architrave, frieze, cornice, and parapet turn the corner but then terminate into yellow brick that covers the majority of the south facade. Generally speaking the rear of the building is a solid mass of brick, with few openings (see Photo 4). Two original windows, one steel frame arched and one wooden double-hung, penetrate the second floor at irregular intervals. Above them are two small ventilation grates. The parapet wall blends with the plane of the brick facade and hides the flat roof. Two additional service entrances were built below grade on this side during its recent conversion to a distillery. A railing extends from a cast concrete retaining wall at roughly grade level (see Photo 4) and hides these entrances. Stairs descend from the rear parking lot down to a landing at the southeast corner. The door here provides access to the new the kitchen. From the landing the stairs turn west and descend again to another landing where a pair of double steel doors give access to the basement.

Interior

Upon entering the building through the front doors on East 3rd Street, one arrives in a small vestibule. This small rectangular space has pink colored marble paneling with a darker burgundy marble baseboard and lighter beige marble cap forming a chair rail (see Photo 7). The door trim is composed of the lighter beige marble. Plaster walls terminate into the crown molding that surrounds the ceiling. Modern recessed lighting illuminates this space.

A second doorway leads from the vestibule into the foyer. Two small flanking doorways and a rectangular ceiling created by the mezzanine level above define this small entry space. Marble paneling matching the type, color, and pattern in the vestibule continues into the foyer. The same crown molding found in the vestibule outlines this ceiling, which also has a modern recessed lighting (see Photo 7 and 8).

The spaces to the east and west of the foyer are similar in scale to one another but would have historically served different functions. The difference is reflected in the size of the door openings. The room to the east has a larger opening, as defined by the original marble surround. This room was originally the Ladies room, designed as a place for women to wait while their men conducted banking business. Currently this space has been converted into bathrooms for the patrons visiting the distillery. The room to the west of the foyer was an office for banking functions that typically involved lengthier or more intensive interaction with banking patrons. Where the Ladies room has a single entry door, the western office has two doors. One door provides access to the foyer, the other opening into the main banking space where the teller's booths formerly were located. This door, leading from the western office to the main banking space, is the original wooden paneled door (see Figure 4). A door found in the basement was repurposed from another location to replace a contemporary steel door in the other doorway. It has been modified with glass and provides access to the room that now sells wine from a winery in partnership with the distillery (see Photo 8).

Tucked against the west wall behind this office is the front stair. This is the plainer of the two sets of stairs, with a simple handrail leading up to the second floor mezzanine (see Photo 10).

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The balustrade at the top of the stair that forms the guardrail is decorated with a combination of square iron pickets with cast iron details (see Photo 16).

With the recent removal of the contemporary materials, which included a suspended ceiling and partition walls, the main banking space is now again a single open room as originally designed. Illuminated by the three large arched windows on the east and west walls, this is where the day-to-day banking business would have happened (see Photos 9, 11, & 12). The red and yellow terrazzo floor indicates the former location bank tellers' booths (see Photo 13). Beginning at the foyer on the north side, this flooring extends to the back of the space on southern wall but ends about eight feet short of the east and west walls, the location of the tellers' booths. Painted paneling and chair rail moldings run around the perimeter of the space on the eastern and western walls below the arched windows. The original crown molding runs continuously around the perimeter of the original plaster ceiling and is decorated with a shell and scroll patterned frieze and course of dentils. At the center of the ceiling is a plaster medallion with the same shell and scroll pattern, which is in excellent condition. A modern chandelier hangs in place of the original one that was previously removed. The bank vault is the dominant feature on the south wall of the main banking space. Its large rectangular steel door conceals a two-room interior that now serves as a small dining area (see Photo 13) but once housed safe deposit boxes. On the interior side of the door is a plate stamped with the name of the architect of the bank; "Tilghman Moyer & Co Architects and Engineers Allentown, PA" (see Photo 19). Dark burgundy marble baseboard, the same type found in the vestibule and foyer but painted over here, continues along the walls to either side of the bank vault. Sometime in the 1990s, the main banking space was altered by the installation of dropped ceilings and subdivided into small offices. The recent conversion to a distillery removed these alterations to find the original details in good condition (see Figures 5, 6 and 7).

To the east of the bank vault is kitchen. This room was the plainest of the interior spaces, without crown molding or a chair rail. A small secondary vault was removed from the south wall and relocated when the building was converted to a distillery. The vault appears to be from the Victorian period, possibly re-used from the bank that stood on this site prior to the current bank. The rear wall of the kitchen has a door that leads to the rear parking lot by way of the aforementioned contemporary stairs. The original window remains in the eastern facing wall.

Situated just to the west of the main vault is the rear stair, the more elaborate of the two sets of stairs (see Photo 14). Turning as they ascend the first few steps, they lead up to the rear mezzanine level, presumably the former location of the bank President's office. The handrail and balustrade are decorated with the same iron pickets with cast iron details found on the front stair balustrade. These elements continue up the stairs to the second floor mezzanine with a matching guardrail. Paneling accents the bottom of the balustrade and guardrail on the rear stairs with baseboard to match.

The basement access can be found under the rear stair. Hidden from public view by a door, the stairs turn as they descend down to a full basement. This large generally open two-room space

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houses some of the distilling equipment as well as the bottling equipment and provides additional storage. Additionally, a small office area has been set up in the basement as all of the first floor and mezzanine space is used for the bar/restaurant.

The front mezzanine, on the north side of the building occupies the second story space above the front offices and is divided into two spaces. At the top of the front stairs is a space just large enough to accommodate the western arched front window. On the east wall is a paneled wooden door that leads into the larger mezzanine space. This room has the original white oak parquet flooring in good condition, as well as original moldings and crown molding at the ceiling (see Photo 15). The other two front arched windows illuminate this space from the north wall. Like the arched windows in the main banking space, these windows do not have trim, but a wooden sill only. Investigative demolition revealed that the wall to the south was built of contemporary stud and drywall suggesting the mezzanine may have been open to the banking space. Both the front and rear mezzanines have been opened to the main space with a square picket guard rail (see Photo 11 and 12). The original baseboards remain throughout.

The rear mezzanine, on the south side of the building, occupies the second story space just above the bank vault. The arched window on the south side of the main office space is original, as is the baseboard, doors, door trim, and chair rail that runs the perimeter of the room (see Photo 16). Like the front mezzanine, the rear mezzanine was also closed off from the banking space by modern stud and drywall construction and has been re-opened in the conversion to a distillery. There is no crown molding or other decorative trim in this room.

Integrity Assessment

The bank retains integrity. Part of the adaptation of the building to a restaurant and distillery included the construction of a glass wall that encloses the exposed still (see Photo 12). This creates a dramatic backdrop behind the bar, but the prominent windows and crown moldings remain visible through the glass. The new function, glass wall, or the addition of rear delivery access to the kitchen or the conversion of one west side window to a secondary public entrance, does not diminish the integrity necessary for the bank to convey its former function and history. Many of Moyer's original materials and design elements remain, re-exposed following the earlier office conversion. The recent rehabilitation enabled the building to regain much of its original interior appearance and impact through the removal of the suspended ceiling and partition walls in the main banking space. It would now be recognizable by the Gosztonyi family and patrons of the bank in the 1920s and 1930s.

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8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations (Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance (Enter categories from instructions.)

Commerce

Ethnic Heritage-European

Period of Significance

c.1922-1939

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Significant Dates

N/A

Significant Person (Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

Eastern European-Slovak

Architect/Builder

Tilghman Moyer & Co

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Gosztonyi Savings and Trust is eligible for listing in the National Register of Historic Places under Criterion A for commerce and ethnic heritage, for its association with local banking and the Eastern European immigrant community based around the Bethlehem Steel plant in South Bethlehem at the turn of the 20th century. The Gosztonyi Savings and Trust is located in the South Bethlehem commercial corridor on East Third Street, directly across the street from the main entrance to the Bethlehem Steel plant. Rozalia Gosztonyi took a private foreign exchange bank, which she had inherited from her late husband, public in 1918, likely making her the first female bank president in the state.¹ Around 1922 she commissioned construction of the current building as the business expanded. The bank continued to provide immigrants skeptical of the national banking system a way to save and send money to their families abroad. In 1939, the bank was sold. The Gosztonyi Savings and Trust represents the Eastern European immigrant's financial investment in America and the singular vision of a woman determined to continue and expand the legacy of her husband's earlier successes. The period of significance begins with the construction of this building c.1922 and ends with the sale of the bank in 1939.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

In 1865, the borough of South Bethlehem (now part of the city of Bethlehem) was formed, with an estimated population of 3,500 people.² Only four years earlier in 1861, South Bethlehem had a population of 947; this jump of 400% rise in population is evidence of the explosive growth of the community, largely as a result of the labor-intensive zinc and iron industries on the south side

¹ Stolarik, Mark M. *Growing up on the South Side*, (Cranbury, NJ: Associated University Presses, 1985) 122.

² W. Ross Yates, *Bethlehem of Pennsylvania: The Golden Years/1841-1920*, (Bethlehem, PA: Bethlehem Book Committee, 1976). 40

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of the Lehigh River. The majority of the population at that time was Pennsylvania German with a small percentage of Irish and Eastern European immigrants.

In the years that followed, South Bethlehem thrived as a small, independent municipality with its own independent infrastructure and services: an active passenger and freight rail station, three major transportation thoroughfares (Third, Fourth, and Wyandotte Streets), growing industrial and educational institutions, and a wide variety of financial and commercial outlets such as banks, clothing, retail, and hardware stores, restaurants and food purveyors, hotels, and entertainment venues. Beer's 1874 Map of South Bethlehem in the *Atlas of Northampton County* reflects the beginnings of the urban setting that survives today.³ The street grid established in the 1850s served as the primary organizational structure of the town. This 1874 map illustrates that the growth of South Bethlehem's commercial core began at the western end of the town along Wyandotte and New Streets and spread eastward, particularly along Fourth Street. By 1900, development expanded along Third and Fourth Streets and roughly mirrored the length of the Bethlehem Steel property, and in 1917 the borough of South Bethlehem merged with the other Bethlehems to the north and west to form the City of Bethlehem.

Bethlehem Steel was growing rapidly at the beginning of the 20th century and it depended heavily on immigrants for its supply of labor. In 1918, Bethlehem Steel employed an average of almost 94,000 people, although not all worked in South Bethlehem⁴. 33,000 people were employed at the South Bethlehem works by the end of World War II, a considerable increase from 1,000 in 1870 and highly suggestive of the inevitable transformation of the surrounding community. As immigration increased with each passing year, the ethnic makeup of newcomers took on a more Eastern European complexion.⁵ A vast array of other minority ethnic groups including Russians, Czechs, Ukrainians, Hungarians, Greeks, Slovenians, Magyars, and Italians were settling into Bethlehem. The social fabric of South Bethlehem was saturated with the many cultures, customs and traditions that contribute to the cultural patchwork seen today⁶. Even though these men and women "bore the burdens of American prosperity," they encountered intense nativist resentment and discrimination. Despite a lack of civic support (or in response to the adversarial attitude of locals) a socioeconomic framework evolved within this ethnic community. A network of translators, shops, and even banking institutions developed to service the foreign born. World War I brought heightened anxiety towards the foreign born population and eventually an "Americanization" program consisting of night classes teaching English, civics, and American history.⁷ Although the assimilation process had been accelerated, a glass ceiling remained for the Eastern Europeans.

³ D.G. Beers. *Atlas of Northampton County* (Philadelphia, PA: A. Pomeroy & Co., 1874) 62-63.

⁴ Warren, Kenneth. *Bethlehem Steel: Builder and Arsenal of America*. (Pittsburgh, PA: University of Pittsburgh Press, 2008) 106.

⁵ Venditta, David. *Forging America: The Story of Bethlehem Steel*. (Allentown, PA: The Morning Call, 2003) 31.

⁶ Yates, W.Ross. *Bethlehem of Pennsylvania: The Golden Years/1841-1920*. 270.

⁷ *Ibid.* 330.

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Few immigrants were able to capitalize on the social and economic needs of the foreign-born population in the first quarter of the 20th Century as ably as the Gosztanyi family. After emigrating from Hungary in 1884, John Gosztanyi (Figure 1) lived in Phoenixville where he worked as a coal miner. Soon he was able to open a general store and publish a Slovak newspaper, one of the first of its kind in the country⁸. Upon arriving in South Bethlehem in 1892, he opened a “food emporium” on Second and Third Streets, a saloon by 1897, was proprietor of Lapierre House (a boarding house for immigrants), and eventually a foreign exchange bank. Established “for the convenience of his countrymen,” this bank would grow to be the largest foreign exchange bank in the city⁹. John also served as a translator¹⁰ for the Northampton County Courts and was the first Slovak to win an election, as a South Bethlehem delegate to the state Democratic convention¹¹. John's social and political achievements were due in no small part to his fluency in six languages as well as a number of dialects. His wife, Rozalia (Rozi, a Czech immigrant) spoke five languages¹².

John Gosztanyi died in May 1905, leaving his wife to raise their five children. John had modest success breaking the ethnic barrier during his lifetime; his wife would become even more successful.

After John's death, Rozi Gosztanyi (Figure 2) carried on at Lapierre House. Her duties included acting as counselor, advisor, travel agent, and financial custodian for the immigrant workman living there. Simultaneously she operated the foreign exchange bank out of the home she had shared with her husband, at 534 E. Third Street. Small hotels such as Lapierre House were common at the turn of the 20th Century. Typically, single men would immigrate to the United States looking for work in places like South Bethlehem. Without family, fluency with local culture or language, men and women like John and Rozi Gosztanyi would act like brokers on behalf of the laborer. On payday, the worker would hand the landlord their wages. The funds would be broken up and allocated towards room and board with the remainder divided according to the needs of the individual. Young men often sent money back to their parents in the Old Country, or saved money for a “transportation package” (ticket, visa, emigration permission) for their wives or family members.¹³ Rozi was the definition of matriarch. Esteemed and respected, she impacted the lives of many immigrants living on the South Side. Apparently, she was not slow to reprimand a man “who was letting the distance between his European homeland and Bethlehem interfere with prudent behavior.”¹⁴

⁸ Heller, William J. *History of Northampton County (PA) and the Grand Valley of the Lehigh*. 520-522.

⁹ Witmer, Cliff. *Special Edition 1925: Relating to the Historical, Educational, Religious, Musical, and Material Advancement of the City of Bethlehem*. (Bethlehem, PA: The Bethlehem Globe, 1925) 8-9.

¹⁰ Heller, William J. 520-522.

¹¹ Stolarik, M. Mark. *Growing Up on the South Side*. (Lewisberg, PA: Bucknell University Press, 1985) 99.

¹² Heller, William J. 520-522.

¹³ Yates, W. Ross. *Bethlehem of Pennsylvania: The Golden Years/1841-1920*. 321-322.

¹⁴ *Ibid.* 321.

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Other immigrant populations set up the same sort of social support system as the Slovak community but only the Italians managed to establish other foreign exchange banks in South Bethlehem. While many Italians worked in the mills around South Bethlehem, a large portion were stone masons and quarry men and their work can be seen on the campus of nearby Lehigh University.¹⁵ Upon arriving in Bethlehem, Italians had the same needs as any other immigrant: they needed help adapting to American customs and acquiring new language skills. Antonio Castellucci and Pasquale Castiello were two such Italians that served their community in the same manner as the Gosztonyis served the Slovaks. Castiello operated a private bank at 717-719 E. Fifth Street at the beginning of the twentieth century. His business never went public and closed during the Great Depression.¹⁶ Castellucci worked in a number of professions including acting as an intermediary between contractors and Italian laborers, before acquiring enough capital to open his own bank on E. Fourth Street. Like the Gosztanyi's, his bank sold steamship tickets, wrote domestic and foreign money orders, and served as a financial agent to non-English speaking patrons.¹⁷

Rozi's success as a business woman provided stability for her family after John's death. Her (eldest) son Charles Gosztanyi graduated from nearby Lehigh University with a degree in engineering in 1910, suggesting her continued financial stability and intent for her family to capture the American dream. By 1912, Rozi had acquired the property adjacent to 534 E. Third (536), combined the two buildings into a full-time private bank and moved her residence to nearby Packer Avenue.¹⁸ Charles went on to become a superintendent at Bethlehem Steel during World War I¹⁹. Rozi took the bank public, and in July of 1918 opened the Gosztanyi Savings and Trust, likely making her the first woman president of a bank in Pennsylvania²⁰. Soon after Charles resigned from Bethlehem Steel to work for his mother.

In November of 1919 Rozi deeded three properties at the corner of East Third Street and Linden Street (now Pierce Street) over to the Gosztanyi Savings and Trust and had them demolished in order to construct a new bank building. The exact construction date of the bank building remains unknown, but a book written by the architect of the building in 1924 shows an image of the bank and mentions the success of its foreign exchange department (Figure 3). No evidence of why Mrs. Gosztanyi chose Tilghman Moyer & Co as the architect has been uncovered although Moyer & Company were among the most prolific designers of banking institutions in the region.

Tilghman H. Moyer's firm was a prominent local architecture and engineering firm founded in 1914, operating out of nearby Allentown, PA. Early in his career Tilghman Moyer produced a

¹⁵ Ibid. 324.

¹⁶ Becker, Al. "Italian Community Settled on South Side". Bethlehem Globe Times. Feb 27, 1967.

¹⁷ Yates, W.Ross. *Bethlehem of Pennsylvania: The Golden Years/1841-1920*. 325.

¹⁸ Polk City Directory, 1911-1912.

¹⁹ Stolarik, M. Mark. *Growing Up on the South Side*. 122.

²⁰ Heller, William J. *History of Northampton County (PA) and the Grand Valley of the Lehigh*. 520-522.

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variety of building types including residences, mills, apartments, and banks. It seems that Moyer had a personal preference for bank buildings and in 1924 he wrote a book on the construction of banks, *Building the Bank for Business*. Moyer built banks throughout eastern Pennsylvania, as well as some in Delaware, Maryland, and West Virginia.²¹ The Gosztanyi Savings and Trust is early in Moyer's career as a bank architect but shows that he already had determined the architectural style he felt was appropriate for financial institutions.

The Gosztanyis ran their successful bank up until the financial crash of 1929. At the start of the 1930s the Gosztanyi Savings and Trust was only able to pay fifty cents on every dollar deposited in the bank. It was reorganized and became the Gosztanyi Bank in December of 1934.²² Another Bethlehem bank absorbed the Gosztanyi Bank when the family could no longer stay in business, turning the building into a branch of the People's Bank of Bethlehem in 1939.²³ The building continued to operate as a bank, under various names, until 1996. Many local residents remember it as a branch of the Union Bank and Trust or the Lehigh Valley Bank. The building housed the offices of the Museum of Industrial History from 1997 to 2014, and has been adapted for a new use as a distillery; the Social Still opened in December, 2014.

Rozi Gosztanyi and her family represent the many people who immigrated to the United States looking for work and opportunities not available in their homeland. The Gosztanyi Savings and Trust building stands as a reflection of the contribution of this industrious woman, who used her skills and resources to improve not only the lives of her family but the community at large. Immigrant contributions to business, society, and culture such as Rozi's are integral to the development of the United States. In 1939, the same year the bank closed, the Gosztanyi Travel Bureau opened at 505 Main Street on the north side of Bethlehem. The Gosztanyis continued to sell "Steamship, Airplane, Rail, Cruises and Tours," out of this office until the late-1980s when it changed ownership before eventually closing, in the mid-1990s.²⁴

The Gosztanyi Savings and Trust building is eligible for listing in the National Register of Historic Places under Criteria A for its role in providing banking opportunities to immigrants in South Bethlehem, and its association with the Eastern European community, including Rozi Gosztanyi and her family.

²¹ Moyer, Tilghman H. *Building the Bank for Business*, (Philadelphia, PA: The Dando Company, 1924) 10-11.

²² The Evening News. Harrisburg, PA. December 22, 1934. Page 16

²³ Polk City Directories, 1938, 1945.

²⁴ Polk City Directories, various years, 1955-2001.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Becker, Al. "Italian Community Settled on South Side". *Bethlehem Globe Times*. Feb 27, 1967.

D.G. Beers. *Atlas of Northampton County*. Philadelphia, PA: A. Pomeroy & Co., 1874.

Burz, L. W. Semi-Centennial Souvenir History of The Borough of South Bethlehem, Pennsylvania 1865-1915. Bethlehem, PA: Quinlin Printing Co., October 1915.

Heller, William J. *History of Northampton County (PA) and the Grand Valley of the Lehigh*. New York, NY: The New York Historical Society, 1920) 520-522

Moyer, Tilghman H. *Building the Bank for Business*. Philadelphia: The Dando Company, 1924.

Polk City Directories, various years, collections of the Bethlehem Area Public Library.

Sanborn Fire Insurance Company, *Fire Insurance Maps for the City of Bethlehem*. New York, Sanborn fire Insurance Maps, 1880-1942.

Stolarik, M. Mark. *Growing Up on the South Side*. Lewisberg, PA: Bucknell University Press, 1985.

The Evening News. Page 16. Harrisburg, PA. December 22, 1934.

Venditta, David. *Forging America: The Story of Bethlehem Steel*. Allentown, PA: The Morning Call, 2003.

Warren, Kenneth. *Bethlehem Steel: Builder and Arsenal of America*. Pittsburgh, PA: University of Pittsburgh Press, 2008.

Witmer, Cliff. *Special Edition 1925: Relating to the Historical, Educational, Religious, Musical, and Material Advancement of the City of Bethlehem*. Bethlehem, PA: The Bethlehem Globe, 1925.

Yates, W.Ross. *Bethlehem of Pennsylvania: The Golden Years/1841-1920*. Bethlehem, PA: Bethlehem Book Committee, 1976.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Bethlehem Public Library Special Collections and South Bethlehem Historical Society

Historic Resources Survey Number (if assigned): NA

10. Geographical Data

Acreeage of Property: less than one acre

Latitude/Longitude Coordinates (decimal degrees enter coordinates to 6 decimal places)

Datum if other than WGS84: _____

1. Latitude: 40.612154

Longitude: -75.370894

Verbal Boundary Description (Describe the boundaries of the property.)

Beginning at the southwest corner of Third and Pierce streets, a front of forty feet (40') westward along the south line of East Third street, turning southward a distance of eighty feet (80'), turning eastwardly a distance of forty (40') feet to the western line of Pierce street, then along the western line of Pierce street a distance of eighty (80') feet to the south line of Third street, the place of the beginning. This boundary matches the current tax parcel (ID: P6 SE1B 62 0204), which includes the footprint of the building and a narrow six-foot strip of land on the west and south sides of the building.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the Gosztonyi Savings and Trust includes the building and the legal parcel of land historically associated with the property. The adjacent parking lots formerly held unassociated buildings, with no legal or functional relationship to the Gosztonyi Savings and Trust.

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11. Form Prepared By

name/title: Lauren E. Golden
organization: Noble Preservation Services, Inc.
street & number: 10 Log House Road
city or town: Zionsville state: PA zip code: 18092
e-mail: tim@noblepreservation.com
telephone: 215.679.5110
date: March 1, 2015

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
Sketch map for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property:	Gosztonyi Savings and Trust
City or Vicinity:	South Bethlehem
County:	Northampton
State:	PA
Photographer:	Tim Noble
Date Photographed:	April 2014-January 2015

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photos:

- 1 Looking south at the front of the building, main entrance.
- 2 Looking southwest at the north (front) and east (secondary) facades.
- 3 Looking west at the east (secondary) facade
- 4 Looking north at the south (rear) facade.

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- 5 Looking northeast at the south (rear) and west facades.
- 6 Looking east at the west facade.
- 7 Looking north at the foyer, entry doors, and vestibule.
- 8 Looking west at the foyer entrance to the retail sales room (former western office).
- 9 Looking northwest at interior of the main banking space.
- 10 Looking north up the front stairs.
- 11 Looking north at the interior of the main banking space from the rear mezzanine.
- 12 Looking south at the interior of the main banking space from the front mezzanine.
- 13 Looking south at the bank vault door and rear stair hall.
- 14 Looking south at the rear stair hall and basement entry door.
- 15 Looking southwest at the interior of the second floor front mezzanine.
- 16 Looking southwest in the rear mezzanine at the rear stair guardrail.
- 17 Looking north from the rear mezzanine at the ceiling medallion and crown moldings in the main banking space.
- 18 Looking north at architect's plaque on inside of bank vault door.

Figures:

Figure 1. Portrait of John Gosztanyi

Figure 2. Portrait of Rozi Gosztanyi

Figure 3. Looking south at the main facade of the Gosztanyi Savings and Trust c.1924.

Figure 4. Looking northwest toward the west front office prior to rehabilitation.

Figure 5. Looking west in one of the subdivided offices in the main banking hall prior to rehabilitation.

Figure 6: Looking from the main banking hall toward the northwest office corner during rehabilitation.

Figure 7: Looking at ceiling in main banking hall during rehabilitation.

Figure 8: USGS topographical map, Allentown quadrangle.

Figure 9: Aerial view.

Figure 10: Aerial view (zoom versions)

Figure 11: Main Floor photo key.

Figure 12: Mezzanine Floor photo key.

Figure 13: Current floor plans, post-rehabilitation.

Figure 14: Pre-rehabilitation floor plans.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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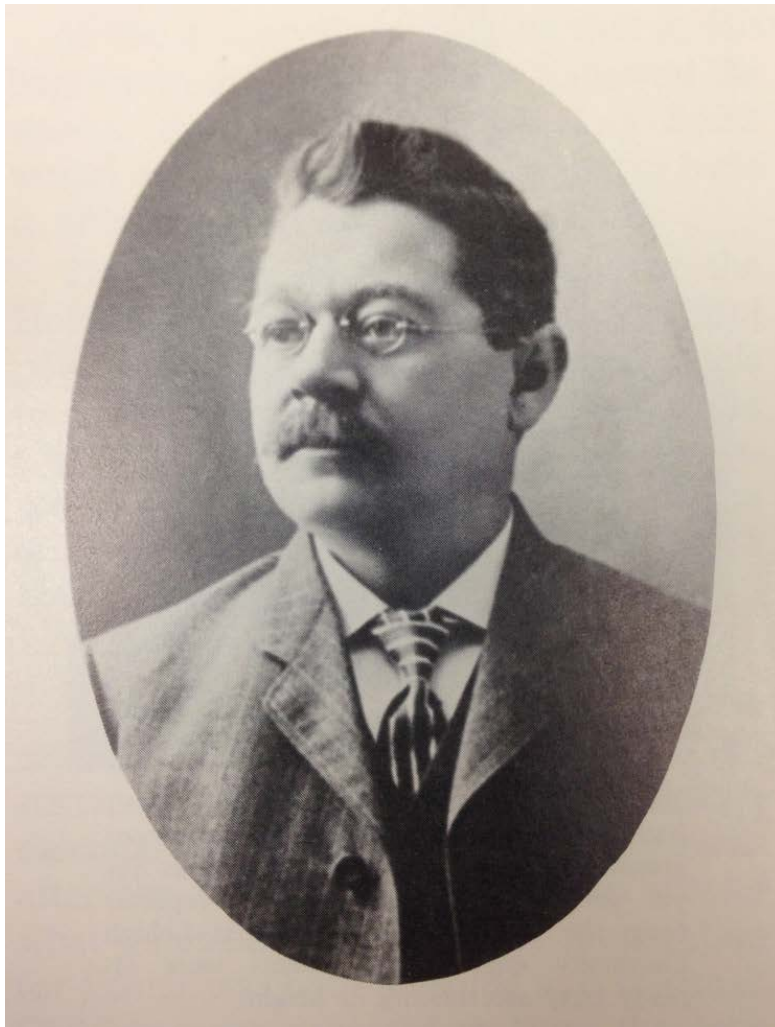


Figure 1: John Gosztanyi, who founded the business (along with several other businesses primarily serving the local Eastern European immigrant population) with his wife, Rozi. Image source: *Bethlehem of Pennsylvania: The Golden Years/1841-1920*. p 335.

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Figure 2: Rozalia (Rozi) Gosztanyi, who expanded the business following her husband's death. Image source: *Bethlehem of Pennsylvania: The Golden Years/1841-1920*. p 336.

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Figure 3: Gosztonyi Savings and Trust, c.1924, from 3rd Street facing southwest at main entrance. Source of image: *Building the Bank for Business*, by Tilghman H. Moyer, published in 1924. Moyer was the architect for this building, and specialized in bank design.

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Figure 4: Looking northwest at the western front office from the main banking space before the removal of the drop ceiling, pre-2014 rehabilitation project.



Figure 5: Looking west in the main banking space at the conference room before the removal of the infill and drop ceiling that divided and hid the prominent arched windows, pre-2014 rehabilitation project.

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Figure 6: From main banking hall looking toward northwest office and stairs to mezzanine, during 2014 rehabilitation.



Figure 7: Looking at original ceiling in main banking hall during rehabilitation, following removal of suspended ceiling tiles during 2014 rehabilitation. Note decorative trim and medallion.

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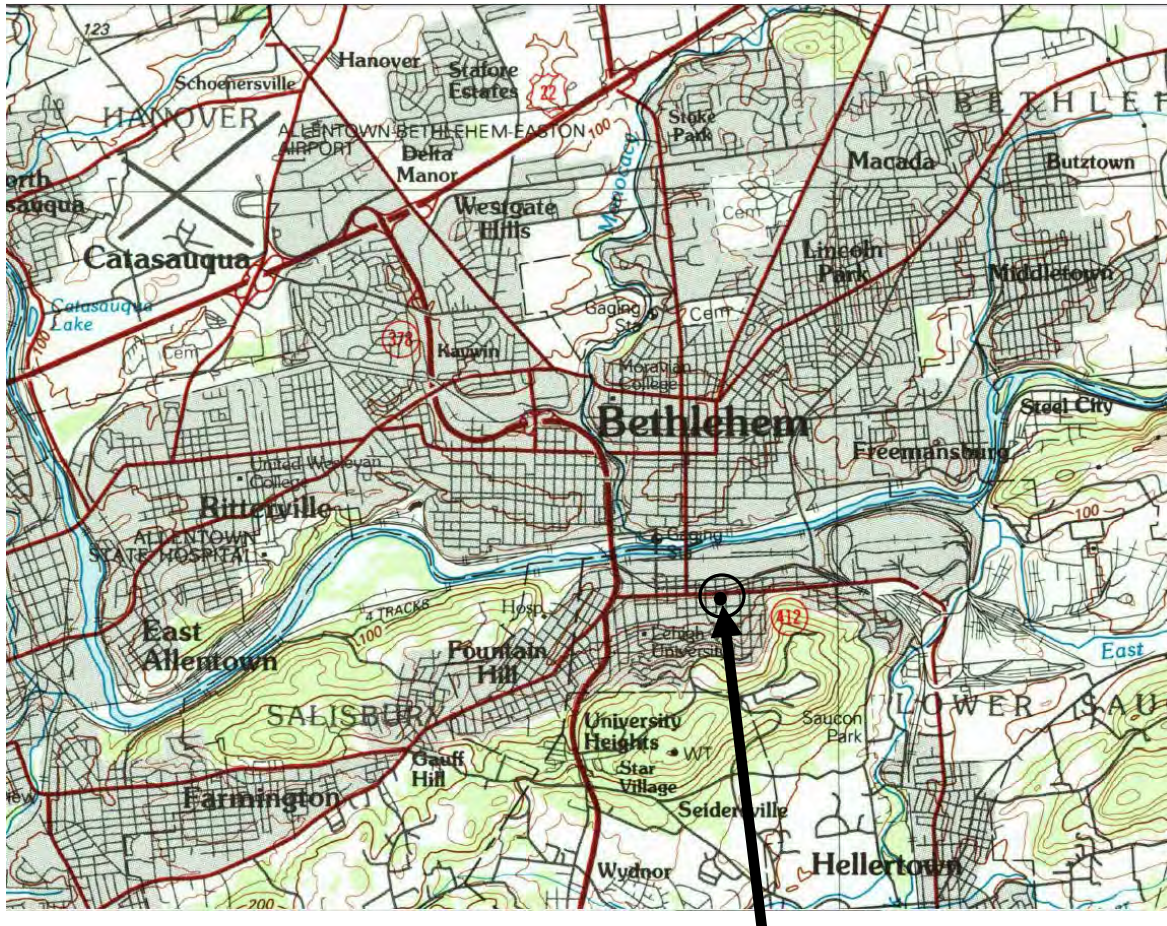


Figure 8: USGS Topographical Map Excerpt, Allentown Quadrangle. Location of Gosztanyi Savings and Trust shown as solid circle indicated by arrow.
Latitude: 40.612154; Longitude: -75.370894

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Figure 9: Aerial View showing location of Gosztanyi Savings and Trust building inside white rectangle, center of image. The building is at the SW corner of East 3rd and Pierce Streets, and consists of the current/historic legal parcel (see boundary description). Source of image: www.bing.com/maps accessed 3/6/2015.

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Figure 10: Birds-eye and standard aerial views showing location of Gosztanyi Savings and Trust, in dashed-line rectangle, near center of images. The building is at the SW corner of East 3rd and Pierce Streets. The nominated boundary consists of the current legal parcel (see boundary description). Adjacent parking lots (and prior buildings) were not historically associated with the nominated property. Source of images: www.bing.com/maps accessed 3/6/3015.

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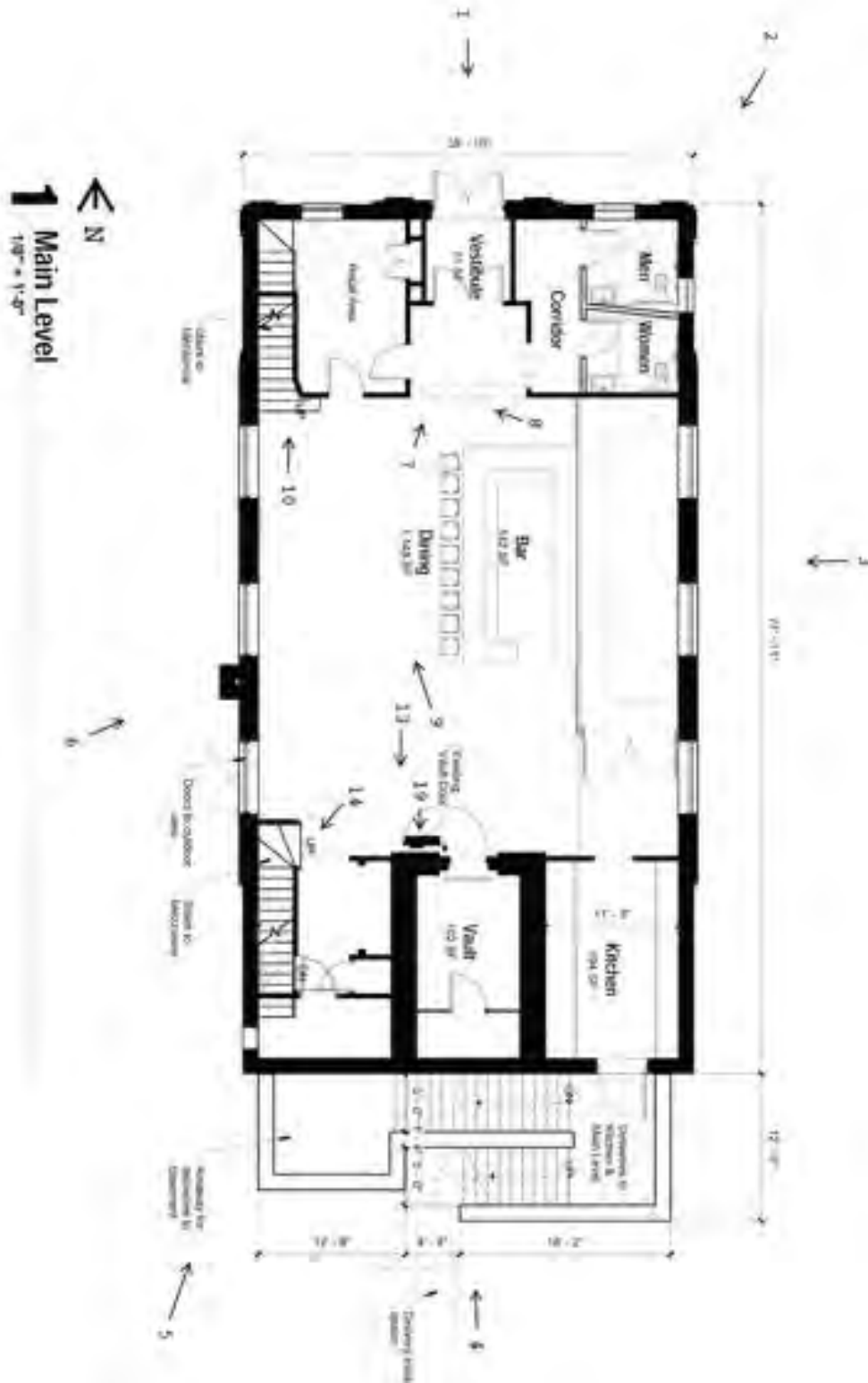


Figure 11: Main Floor, Exterior and Interior Photo Key.

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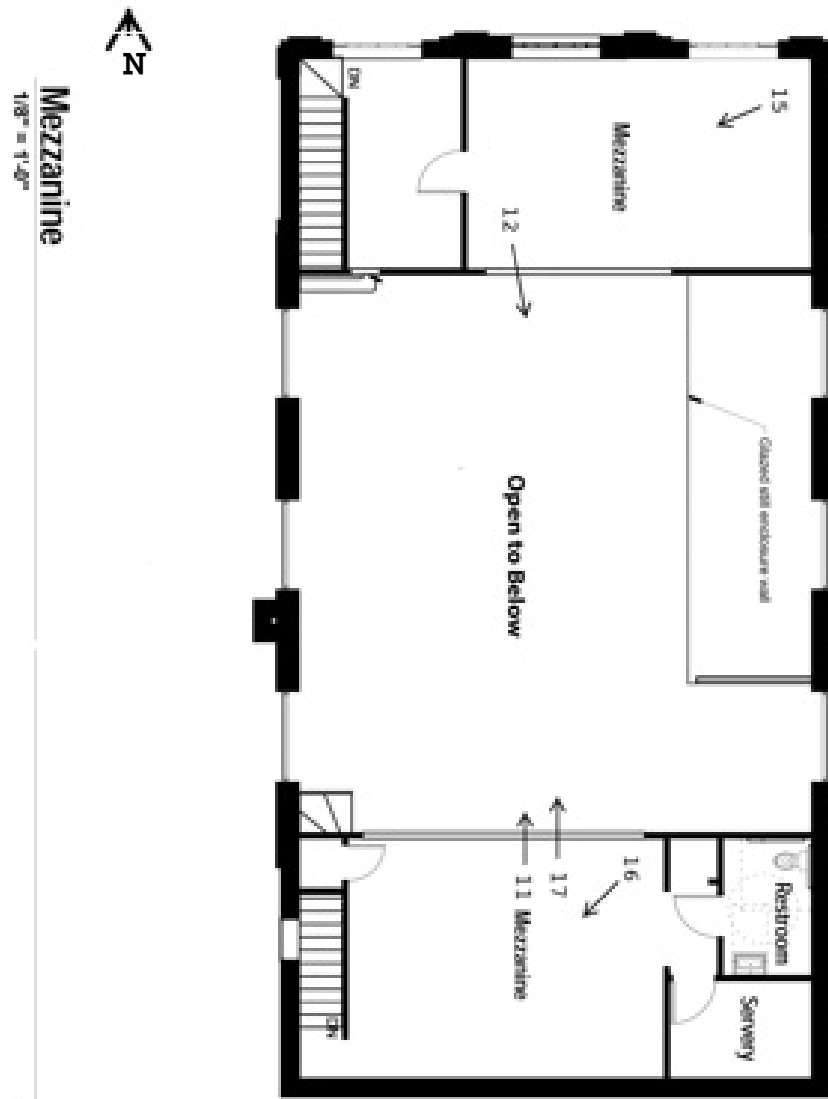


Figure 12: Mezzanine Level Photo Key.

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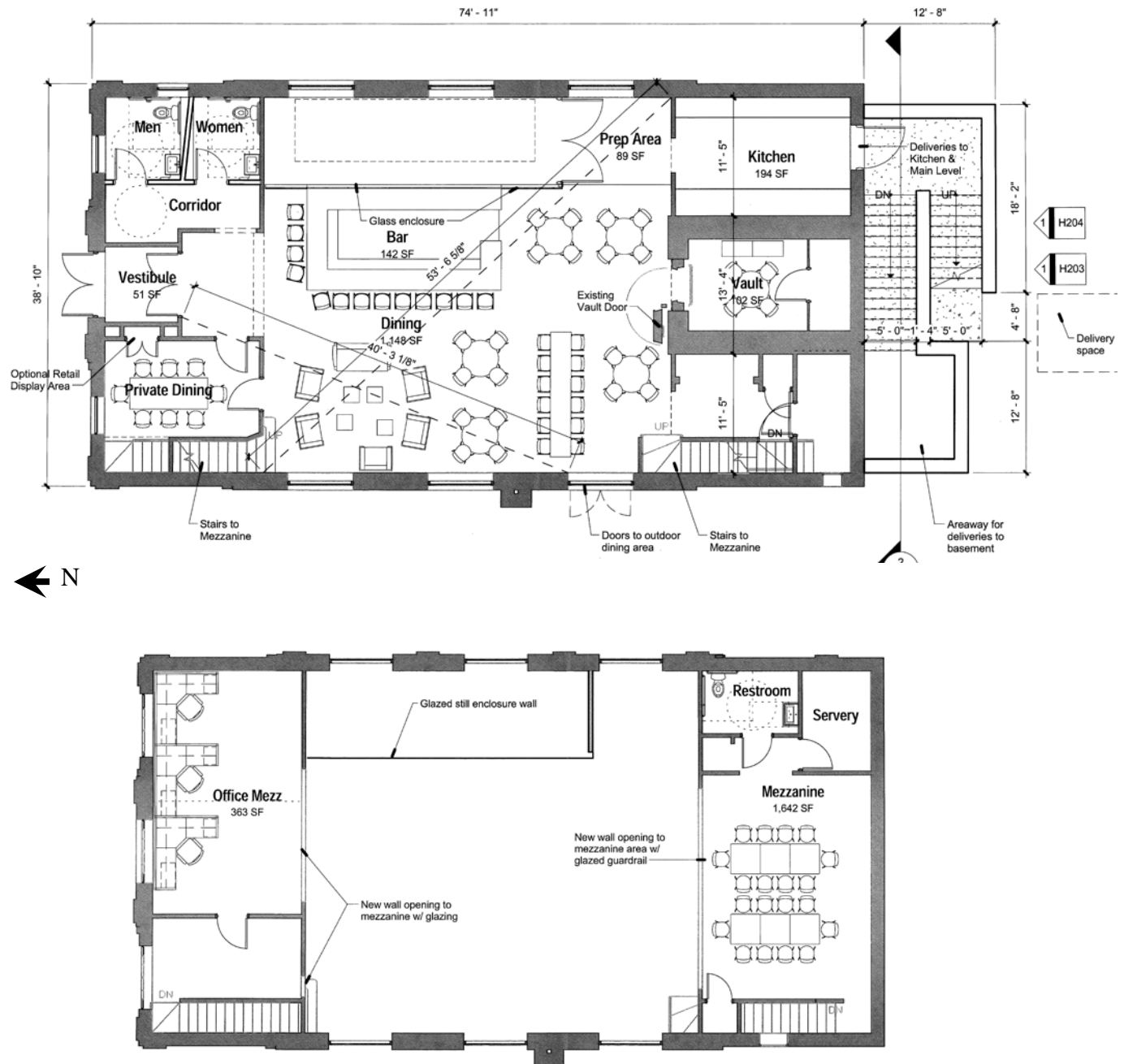


Figure 13: Floor plans showing rehabilitation effort for main and mezzanine levels in conversion to a restaurant and distillery. The still is prominently featured behind a glass wall at the bar. Internal partitions and suspended ceilings were removed during the project, exposing original finishes. New entrances on the west and south sides were incorporated, but were not considered to compromise the overall integrity of the building. .

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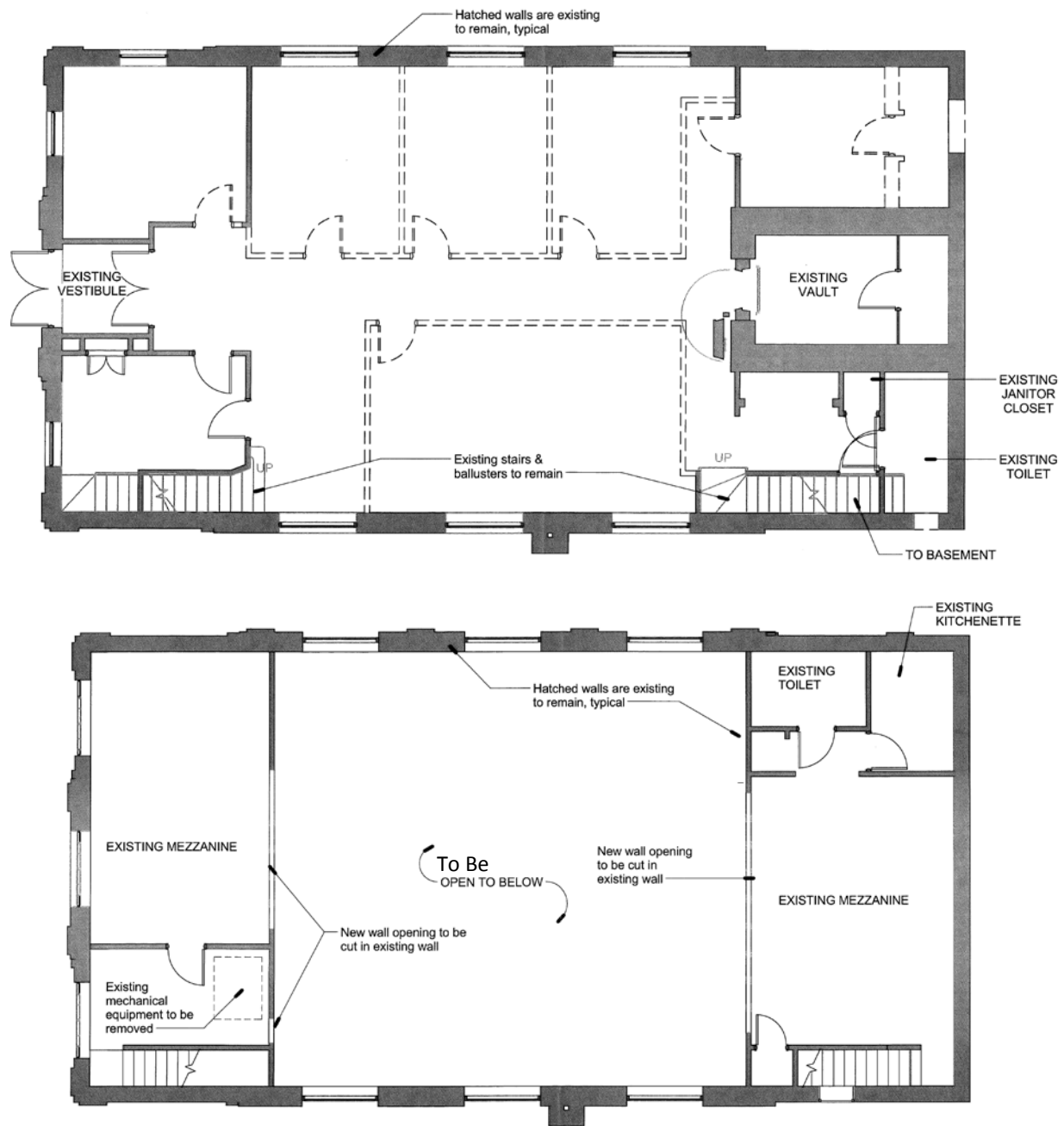


Figure 14: Pre-rehabilitation project plans, showing main and mezzanine levels. The main level plan shows interior partition walls that were added after the building no longer functioned as a bank, and was converted to offices. Those and the suspended ceiling were all removed during rehabilitation project, exposing original finishes.

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Current Photos (2014-2015)



Photo 1—Primary façade from 3rd Street, facing south.



Photo 2—Street-side facades from corner of 3rd and Pierce Streets, facing SW

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Photo 3—East façade from across Pierce Street, facing W



Photo 4—Rear elevation, camera facing N; new delivery entrances to kitchen and basement hidden by low concrete block wall and railing.

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Photo 5—Rear and West elevations, facing NE, note conversion of window to accommodate new entrance into restaurant.



Photo 6—West elevation, facing E, showing converted window bay to create doorway.

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Photo 7—Interior, facing main entrance and vestibule, N.



Photo 8—Interior, facing former front office, NW.

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Photo 9—Interior, looking across former banking hall, NW.



Photo 10—Interior, front stairs, facing N.

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Photo 11—Interior, looking from south mezzanine across main floor, facing N. Note glass wall behind bar, right side of image.



Photo 12—Interior, looking from north mezzanine across main floor, facing S. Note glass wall, left side of image, and converted window for secondary entrance, right side.

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Photo 13—Interior, vault doorway and south stairs to mezzanine level; facing S.



Photo 14—Interior, stairway to south mezzanine (pre-rehab); facing SW.

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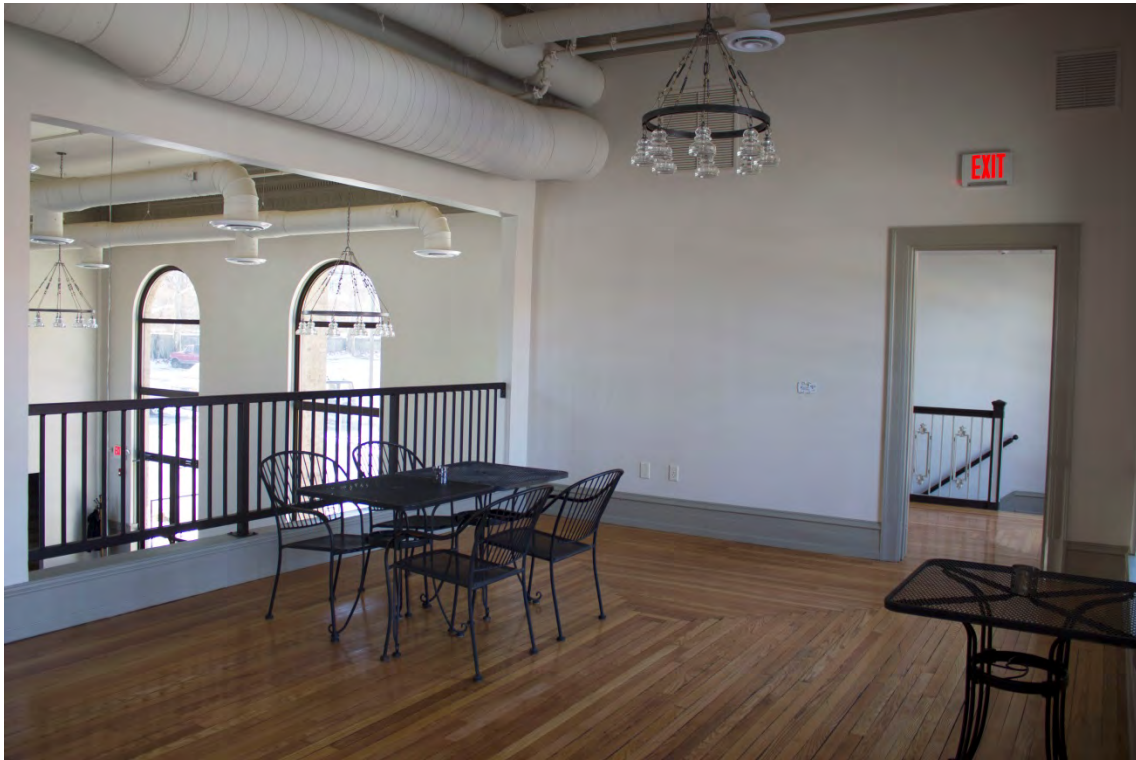


Photo 15—Interior, north mezzanine; facing SW.



Photo 16—Interior, south mezzanine; facing SW.

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Photo 17—Interior, ceiling detail, showing original medallion and cornice trim, facing N.



Photo 18—Interior, detail of architect's plaque on the vault door.



Social Still

Lil' Stacks

ONE WAY
DO NOT ENTER

HOURS
MON - FRI 11AM - 8PM
SAT - SUN 10AM - 6PM
CLOSURE
NO REFRESHMENTS
NO OUTSIDE FOOD
NO ALCOHOL
NO SMOKING
NO STAIRS TO BEAN
NO TO BEAN

FRANKLIN HILL VINEYARDS



DO NOT
ENTER

ONE WAY

Social
STILL

HOURS
NOW TEMPORARILY
CLOSED
PLEASE VISIT
WWW.SOCIALSTILL.COM
FOR MORE INFORMATION

FRANKLIN HILL
VINETARDS



ONE WAY

Social
STILL

ONE WAY

STOP







FIRE DEPT
CONN

HOURS
MONDAY - THURSDAY 12:00PM - 8:00PM
WEDNESDAY - THURSDAY 12:00PM - 8:00PM
FRIDAY - SATURDAY 12:00PM - 10:00PM
SUNDAY 12:00PM - 8:00PM
CLOSED



EXIT

RECEPTION



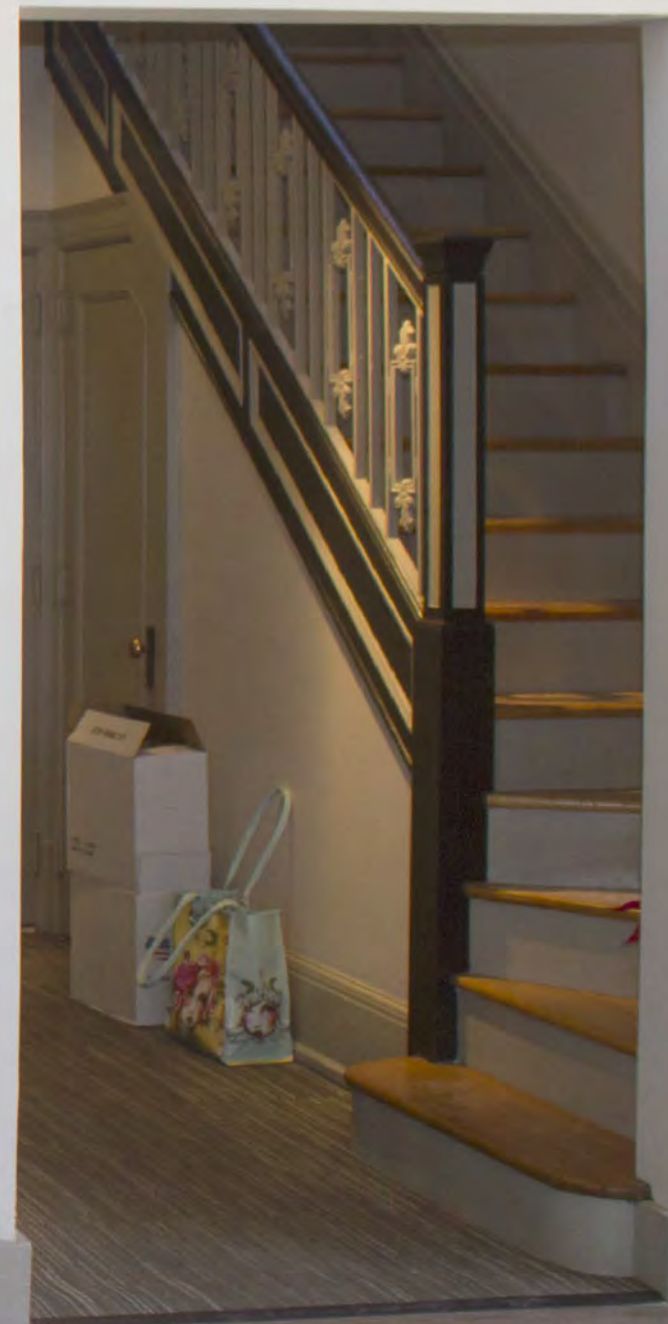
FRANKLIN HILL
VINEYARDS
1877
PLEASE ASK STAFF FOR ASSISTANCE

















EXIT





TILGHMAN MOYER COMPANY

ARCHITECTS — ENGINEERS

ALLENTOWN, PA.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Gosztonyi Savings and Trust
NAME:

MULTIPLE
NAME:

STATE & COUNTY: PENNSYLVANIA, Northampton

DATE RECEIVED: 4/03/15 DATE OF PENDING LIST: 4/24/15
DATE OF 16TH DAY: 5/11/15 DATE OF 45TH DAY: 5/19/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000242

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 5/19/15 DATE

ABSTRACT/SUMMARY COMMENTS:

*local level AOS - ethnic heritage: European
Commerce
POS. c. 1922-1935*

RECOM./CRITERIA A

REVIEWER Lisa Delone

DISCIPLINE Historic

TELEPHONE _____

DATE 5/19/15

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



CITY OF BETHLEHEM

BUREAU OF PLANNING AND ZONING

10 East Church Street, Bethlehem, Pennsylvania 18018-6025

Phone: 610-865-7088

Fax: 610-865-7330

TDD: 610-865-7086

www.bethlehem-pa.gov

February 2, 2015

April Frantz
National Register Reviewer/Eastern Region
Bureau for Historic Preservation, PHMC
Commonwealth Keystone Building, 2nd Floor
400 North Street
Harrisburg, PA 17120-0093

RE: Gosztonyi Savings & Trust, 530 E. 3rd Street, Bethlehem

Thank you for the opportunity to comment on the Gosztonyi Savings & Trust National Register Nomination prior to the PA Historic Preservation Board meeting on February 3. Below we address the questions as listed in your December 29 letter.

- 1. In your opinion, is the property eligible for the National Register? Under what Criteria and Area(s) of Significance? What other properties in the municipality reflect similar themes or patterns?** Yes, this property is eligible for the National Register. It meets the National Register criteria as a "property associated with events that have made a significant contribution to the broad patterns of our history". The period of significance is 1922-1939 with areas of significance related to Commerce and Ethnic European Heritage.
- 2. In your opinion, does the property retain integrity? What character-defining features reflect the potential significance of the property?** The building still retains integrity from the period of significance of 1922-1939, the end of the Gosztonyi's bank ownership. It sits on its original site across the street from the former Bethlehem Steel Corporate Headquarters, with its original material and design intact. Nearly all of the original decoration remains, including tall windows, decorative plaster crown moldings, central medallion, original trim, parquet and terrazzo floors and much more.
- 3. Is the property identified in a local list of historically significant places? When was it designated and for what reason?** A Preservation Plan for Bethlehem was completed in July 2011 that created a list of Identified Historic Resources that exist in the City, but are outside of a National Register or Local Ordinance Historic District. The Gosztonyi Savings & Trust was not included at that time because we did not have enough research on the building. Fortunately, the property owner has pursued and completed such research to make the nomination possible at this time.
- 4. Is the property identified in a municipal or regional plan and is the plan supportive of specified preservation goals?** Bethlehem's Comprehensive Plan was adopted in 2009. The Historic Preservation strategies include partnering with others to obtain official recognition for more historic sites and historic districts in Bethlehem. It recommends that future rehabilitation activities complement historic preservation efforts. The 2011 Preservation Plan strongly recommends the expansions of protections for historic resources located throughout the City. Although this property is not specifically listed as a historic resource in either of these documents, the historic research and related historic nomination of this significant property is exactly the outcome that the plans recommend for such sites to help assure their appropriate reuse.

We will not attend the meeting on the 3rd of February, but please feel free to contact us if you would like to discuss this information further. We hope you will look favorably on this application.

Sincerely,

A handwritten signature in cursive script, appearing to read "Darlene Heller".

Darlene L. Heller, AICP

Director of Planning and Zoning



Pennsylvania
Historical & Museum
Commission



March 30, 2015

Stephanie Toothman, Keeper
National Register of Historic Places
National Park Service, US Department of Interior
1201 "I" (Eye) Street, NW, 8th Floor
Washington D.C. 20005

Re: Gosztonyi Savings & Trust National Register Nomination, Northampton County, PA

Dear Ms Toothman:

The Gosztonyi Savings & Trust National Register nomination is being submitted for your review. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination, a CD with tif images, and copies of correspondence.

The proposed action for the nomination is listing in the National Register. Our state Historic Preservation Board supports this nomination. If you have any questions regarding the nomination please contact me at 717-783-9922 or ufrantz@pa.gov. Thank you for your consideration of this property.

Sincerely,

April E. Frantz
National Register Reviewer/Eastern Region

enc.

Historic Preservation Services
Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17120-0093
www.phmc.state.pa.us
The Commonwealth's Official History Agency