

COMMUNITY NEWSLETTER

OLD ALLENTOWN RESIDENTS & FRIENDS

37th Old Allentown House Tour and Community Festival May 10th 2014



The 37th Old Allentown House Tour featuring a select group of homes in the Old Allentown Historic District will be held on Saturday, May 10th, 2014 from 12:00 - 6:00 pm.

Old Allentown's premier annual event will also feature a **FREE** street festival with vendors, entertainment, face painting, puppet shows, and a classic car show on Gordon St. between 8th and 10th Streets. Some of the exciting vendors and entertainers scheduled to participate and perform this year include: James Supra & Sarah Ayers Quartet, Lilly &



Winston, Strange Coincidences, E-Zee Concessions, The Yippee Show, Funtastic Faces & Body Art, Tai Chi classes, Zumba and more! The James Supra & Sara Ayers Quartet will be performing blues and Lilly and Winston will be performing a mix of country, reggae, pop/rock, jazz, and Latin.

The Old Allentown Street Festival is FREE to the public. House Tour Tickets are \$12 in advance, \$15 at the event, and \$10 for Old Allentown Preservation Association (OAPA) members. Tickets and Mother's Day Flowers (potted in 10" flower pots) will both be available for purchase at the information table at 8th & Gordon. Will-call for tickets purchased in advanced will be at the Old Allentown Preservation Association Office at 147 N. 10th St.

Membership will be available for Individuals, Families, and Seniors the day of the event at both the information table at the pocket park at 8th & Gordon and at the OAPA office.

Visit: www.oldallentown.org for Information, Tickets, & Discounts!



Newsletter information or articles may be submitted to:

info@oldallentown.org

Cultivating Our Future Together Spring Project

The Old Allentown Preservation Association has recently been awarded a grant through the City of Allentown. Working in conjunction with the Union and West End Cemetery Board and the Teen Works Program we are proud to announce our **Spring Rose Project**. In June we will be planting roses along the West End Cemetery fence on Chew St. between 10th & 12th Streets.



Volunteers are needed to help clear and build the rose beds. Work will begin on May 18th and continue on May 25th and June 1st with the planting of the roses on June 8th. All work days will begin at 9:00 am and last until 12 pm. On June 8th volunteers will be offered lunch and a t-shirt to commemorate the project. Bring your shovels and rakes!

For information and to volunteer contact: info@oldallentown.org or call 610.217.4930.



The TeenWorks Program™
Sponsored by Lehigh Valley Labor Unions

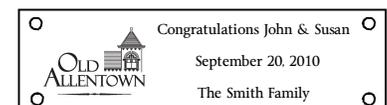


Summer Project

Planters throughout Old Allentown will be blooming in late Summer and early Fall! The Association is re-cycling the old cement trash canisters that were used on the streets of Allentown. They will be placed throughout Old Allentown and used as permanent planters to beautify the neighborhood. The Association will be offering attractive memorial plaques to be purchased and placed on the planters. Celebrate a wedding, birth or any other life event. Plaques are \$100, 2" x 5", and will be placed on the planters this Fall.

Contact: info@oldallentown.org
Call: 610.217.4930

Plaques courtesy of
Waitz Corp.



Historic Preservation Tax Credit (HPTC)

Overview - The Historic Preservation Tax Credit (HPTC) provides tax credits to qualified taxpayers who will be completing the restoration of a qualified historic structure into an-income producing property. All projects must include a qualified rehabilitation plan that is approved by the Pennsylvania Historical and Museum Commission (PHMC) as being consistent with the standards for rehabilitation of historic buildings as adopted by the United States Secretary of the Interior.

Uses - Tax credits may be applied against the tax liability of a qualified taxpayer which includes an individual, corporation, business trust, limited liability company, limited liability partnership or any other form of legal business entity. The tax credits awarded to a qualified taxpayer shall not exceed 25 percent of the qualified expenditures as determined by the application in connection with the completed project. The total tax credits awarded to a qualified taxpayer may not exceed \$500,000 in any fiscal year.

Funding - The commonwealth shall issue no more than \$3,000,000 in tax credits per fiscal year. Credits will be awarded equitably for projects in each region of the commonwealth.

Eligibility - Those eligible to apply are qualified taxpayers which include an individual, corporation, business trust, limited liability company, limited liability partnership or any other form of legal business entity. Qualified taxpayers must be subject to the Personal Income Tax, Corporate Net Income Tax, Capital Stock-Franchise Tax, Bank and Trust Company Shares Tax, Title Insurance Companies Shares Tax, Insurance Premiums Tax, Gross Receipts Tax, or Mutual Thrift Institutions Tax.

How to Apply - Qualified taxpayers will apply through DCED's electronic Single Application system. Applicants will also be required to submit supporting documents to complete the application. Supporting documents include: photographs of the building and its surroundings, a map showing the boundaries of the historic district and the location of the building and a statement of historic and architectural significance. All applications will be reviewed on a first-come, first-served basis by date received.

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/historic-preservation-tax-credit-hptc>



Old Allentown Preservation Association Board

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To suggest an article or idea for the next newsletter email:
info@oldallentown.org - TITLE: NEWSLETTER SUBMISSION



Printed Courtesy of the City of Allentown on recycled paper

STREETSCAPE PROJECT – PHASE II

Thanks to the State Redevelopment Assistance Capital Program (RACP), the City of Allentown received a matching grant of \$500,000 to be used to continue and build upon the Streetscape Improvements that were recently completed. The initial phase included the full Streetscape implementation at 10th and Turner at the office of OAPA, as well as, along the cemetery frontage on Turner Street. It also included the well received district-wide street name signage.

Phase II, which has already begun, will include decorative crosswalks along Turner Street at 8th, 9th and 10th Streets. The project will also include painting of all traffic signal poles and mast arms within the district black to match the recently installed decorative street name signs. Finally, the project will also include the complete replacement and consolidation of all secondary/regulatory street signs (i.e., no parking, street sweeping, speed limit, etc.) throughout the district that will be installed upon decorative black posts. All total there will be 272 new decorative street sign poles. The intent is to consolidate the number of sign installations through the neighborhood while also extending the image and brand of the district. One final option built into the project, if the budget allows, will be to apply yellow paint to the no parking areas along curb lines throughout the district. The project will be completed this summer.



Old Allentown Preservation Association Membership

As you look around Old Allentown notice the beautiful Bronze Plaques on some of the homes designating the year the house was built. These plaques are available through the Association for \$75. As a member, plaques are available for \$60 - a \$15 savings. House Tour tickets are \$15, as a member you will pay \$10. The newsletter will be emailed to you. Members are also invited to the Annual Holiday Party and Meeting hosted by the Association.

Your yearly membership helps with promotions and on-going projects throughout Old Allentown. Membership applications and information are available at the OAPA Office, 147 N. 10th St., or via email by contacting info@oldallentown.org.



SPRING INTO ACTION

After a prolonged and profoundly unpleasant winter, denizens of Downtown Allentown emerged from their hibernation one early Saturday morning this April, enlivened by the scents of Spring and invigorated by a sense of optimism for the future of the heart of Allentown. More than one hundred volunteers gathered at 8:00am at St. Luke's Church at 417 N. 7th Street to tackle weeds, spread mulch, plant trees, and sow seeds of hope in our Downtown. After rubbing the sleep from the bleary eyes and fueling up on a free breakfast of coffee and Maryann's donuts, volunteers hit the streets eager to beautify their neighborhood.

2014 marked the 8th Annual Earth Spring Offensive in Downtown Allentown. The annual beautification effort initially consisted of clearing weeds, sweeping streets and mulching tree pits. It quickly expanded to installing planters and planting trees. Following upon the success of the planting of thirty-six Sugar Maples along 7th Street in 2010 and thirty-two Red Maples and Sycamores along Gordon Street in 2011, this year volunteers added thirty-five more trees to our canopy, including the highly-anticipated reintroduction of Princeton Elms to Downtown Allentown. Elm trees of European or North American origin have been decimated by Dutch elm disease, over the last few decades with most of the species succumbing to the microfungus dispersed by bark beetles. However, at long-lost a reliable, disease-resistant cultivar has been developed, capable of restoring the elm—much to the delight of residents of the Queen City. Old Allentown Preservation Association President Christian Brown opined that “every tree lined street has a higher quality, a higher value, a higher quality of life....” Indeed, studies have shown street trees boost property values. A 2013 study, reported in the Wall Street Journal noted that homes with “street trees,” those planted between the sidewalk and street, sold for \$7,130 more, on average, than homes without street trees.



This year's batch of trees comes from Eaton Farms in Leesport, Pennsylvania. Along with the Princeton Elms planted in the 100 and 200 blocks of 7th Street, Northern Reds were added to infill empty tree pits in the 300 block of 7th Street and Silks & Armstrongs were planted in the 700 block of Chew Street. In total, thirty-five trees were planted along the

100, 200, and 300 blocks of 7th Street and the 700 block of Chew Street on April 26th—these being in addition to the seventeen Princeton Elms planted on the 1200 block of Hamilton Street one week prior. Christian Brown, a landscape architect by profession, noted that the most expensive aspect of the project has been the cutting of tree pits in the cement. Over the years, property owners and utility companies have cemented over many empty trees pits and some trees have outgrown their undersized wells. Old Allentown received bids from numerous contractors and settled upon the best bid; however, even at the most affordable offer, cutting new tree pits costs \$310 per new location and \$210 to expand existing wells.

Residents of Old Allentown hoping to support the greening of our Downtown can contribute to the cause by signing up to volunteer at our next tree planting this Autumn as we advance West on Chew Street. Another method of supporting these projects is with your financial support. Funds raised from our fall flower planter patrons will be directed towards our next tree planting project. Join us now to take care for our community and help us cultivate our future together. For information e-mail info@oldallentown.org. If you would like to have a tree planted on your property call 610.432.7275 or e-mail info@allentownparks.org

Submitted by: Joe Calhoun



Featured Business - C.E.Roth, 206 N. 10th Street, 1904 - 2014

In 1904 Clarence Elwood Roth, the grandfather of present owner Heidi Semmel, opened a costume shop on 10th St. Traveling minstrel shows could not carry the elaborate costumes needed for their shows, instead renting costumes in the cities where they performed. C.E. Roth also provided costumes for Broadway. In 1939 they were awarded 1st place at the world's fair costume convention.

Up until the 2nd World War tuxedos were a normal purchase for the well dressed gentleman.



The focus during the war turned to the making of uniforms and the tuxedo was no longer an integral part of men's wardrobes. In 1945 as the war ended and the young men returned home formal wear was once again required for post-war weddings. The After Six Company, founded in 1903 in Philadelphia, started renting tuxedos for these special occasions. Clarence thought it was a

good idea and the rental business in Allentown was born!

Today Heidi and her husband Marty provide a full service business to their customers. Suits as well as formal gowns are available for purchase. Alterations and dry cleaning services also are components of the business.

Old Allentown congratulates C.E. Roth on 110 years of service!

Meet your Neighbor

416 N. 8th Street

Submitted by: Diane Teti

Many of you already know Shane Fillman, an Old Allentown resident since 1990. Or you may have seen him - picking up trash, snow blowing the 400 block of N 8th Street or more recently, mulching the tree wells for the upcoming house tour. Shane is a native Allentownian, growing up on the 1200 block of Greenleaf Street.

Shane purchased his first house, his grandmother's home of 50 years, at 747 W. Gordon Street in 1990. Asked why his family came to Allentown, Shane says his grandmother, Maude Lewis, didn't understand the property tax system so when she first came from Germany in the 1920's she owned a farmhouse in Nesquehoning, PA outright but failed to pay taxes and was forced out of her home.

While now affectionately known as the "Mayor of Old Allentown," Shane did not even realize he was buying into an historic district at the time. The first person he met was Old Allentown resident and then Old Allentown Board Member, Dale Fritchman, who approached him about a facade grant. He worked with fellow residents, Dave Humphries, the project manager, (formerly at 420 N. 8th St., now in Catasauqua) and contractor, Mark Walls (formerly at 326 N. 8th prior to his passing several years ago) to do the facade work.

Shane, who himself has been on and off the Old Allentown Preservation Association Board since 2000, credits Mark for having done a majority of facade projects in Old Allentown and it is this type of camaraderie, team work and sense of community that Shane loves most about Old Allentown. In 2006, Shane bought 416 N. 8th Street because he wanted more space, selling his family home to its current owner, Ryan Bauchman.

While somewhat missing some of the familiarity of his longtime family home, among the many features Shane enjoys in his renovated home is watching movies in the media room. Shane and his partner, Jay Keesling, a nurse practitioner, also enjoy hosting their annual post holiday party, featuring Jay's homemade wine, straight from the wine cellar that Jay built in the basement.

Needless to say, Shane is quite knowledgeable about Old Allentown now, serving 5-6 years on the Historic Architectural Review Board (HARB), and is currently the Chairman. HARB is the body of volunteers who are governed by City Council to oversee the 3 historic districts in Allentown: Old Allentown (the oldest formed in 1978), West Park and Old Fairgrounds.

Some interesting information Shane also shared:

The house across the street from his at 413 N. 11th Street was an old farmhouse that was moved to this location and is the only wooden structure on the block.

Old Allentown has funded close to 120 facade projects since its inception.

Old Allentown has funded 10-12 Acquisition and Rehab Projects where its acquired buildings and converted them from multi-unit to single family residences.

Old Allentown funded the stabilization of 343 N. 8th Street, a property that Pennrose will be developing in the near future and be placing on the market.

When asked his thoughts about the arena and the future of Allentown, Shane feels that with cultural institutions like the Allentown Art Museum and Symphony Hall; world class medical facilities and highly ranked educational institutions, that Allentown has a recipe for success and that there is no reason this City shouldn't boom. He thinks Allentown represents all walks of life and has something for everyone and that the development of the Lehigh River is an exciting opportunity for Allentown as well. Shane, going on his 25th year with Brown Printing as a Senior Buyer in East Greenville, when not spending time with their 2 dogs - Maggie, their 3 and a half year old golden retriever and Penelope, their 13 year old miniature pinscher or volunteering in the community, likes to spend time supporting local businesses such as the Cosmopolitan, the Allentown Brew Works and now Billy's Diner.

Houses for Sale or Rent in the District



Currently listed for sale in Old Allentown with a local real estate office. We encourage you to take a drive by and contact the listing office for more information on these single family homes. Listings as of April 22, 2014.

110 N. 12th Street - \$54,000

931 N. Street - \$42,900

411 N. 8th Street - \$115,900

1114 Oak Street - \$54,900

409 N. 9th Street - \$115,900

233 N. Poplar Street - \$59,876

926 W. Chew Street - \$79,900

421 N. Poplar Street - \$70,000

940 W. Chew Street - \$65,000

1038-1049 W. Turner Street - \$99,000

1022 W. Chew Street - \$84,900

For Rent: 336 N. 8th Street, 2BR/1BA 1200 SF - \$1050 by Owner: 610.434.5643

