

Community Meeting: Proposed Development 4114 Main St. Notes

January 9, 2017

6:30-8:00pm

Attendance: 12 residents/business owners

Welcome and Introductions- Christina Howell

Christina introduced herself as the Executive Director of Bloomfield Development Corporation and the moderator for the evening. Christina also introduced David Breingan Executive Director of Lawrenceville United and Natalie Stewart Program Coordinator of Lawrenceville Corporation who are also attending since the development is near the border with Lawrenceville and both neighborhoods will be affected by this development. BDC has started to hold these development meetings to make sure that the community has a say on how developments have impact on the community.

Developer presentation- Sarah Shaffer, developer

- Shaffer gave an introduction of herself as a resident nearby in Lawrenceville that is very involved in the community and cares about Main Street. When Shaffer saw that Tea Bags was open she decided she wanted to update the prime location and update the bar restaurant. Shaffer added that she is the co-owner of Overcast Skate Shop (where the meeting was being held) and has worked in the service industry for a decade. Recently Shaffer has worked at Sienna Mercado from its launch.
- Wants to create a space that is more accessible for the community and represents the community.
- Façade: Shaffer will remove the faux wooden façade and paint brick underneath and add a large retractable window and opening space and open air. Adding an exit with fire escape to alley. Shaffer said that she has a friend with artist in work in Penn Ave for mural to keep the outside feel connected to the community. Adding bike rack to front.
- Parking: Shaffer said that she sees parking as a major issue along Main Street. Though she is limited because she cannot create parking out of nowhere. Her focus is to make it as easy as possible for people to use other forms of transportation to get to her restaurant. Also the plan is to hire residents that live nearby as long as they are qualified.
- Interior: Shaffer will keep costs low in redoing the interior to preserve food/drink affordability and work will mostly be cleaning inside. Shortening the bar to add more seating and make it less bar centric and changing carpeting, lighting. The renovation will also include sound proofing. Shaffer will be adding kitchen, but will not have large appliances that require ventilation also no fryers, mostly panini presses. Pool will be in the space. Will not continue "Pool League". No smoking in the bar.
- Food: Menu will focus on locally-sourced, quality food that is simple. Shaffer said that it is important to provide food when alcohol is served. Shaffer focused on food that is affordable since she was concerned about some of the development in Lawrenceville that prices out many locals. Shaffer hopes to have cocktails less than \$9, beer \$5-6 and sandwich with small side less than \$9.

- Alcohol: Comfortable, approachable, and affordable cocktail bar. Wants to make an open space to help people not feel intimidated about what alcohol to order. Bridge a gap between cocktail drinker and beer/shot drinker and a safe space for both.
- Employment: 2 people hired along with Shaffer with 3 kitchen employees.
- Hours: 5pm-2am Monday-Sunday. Plans to add lunch soon after business opens for pick up only 12pm-2pm.
- Capacity: Currently 30 seats with 100 person capacity (does not imagine reaching capacity).
- Private events will be held on Mondays.
- April 1st opening date. January 31st date is last day for Tea Bags.
- Waste: Will be trying to minimize waste from business and will be recycling. Shaffer said she is looking to improve the current trash can set up on Woolslayer Way.
- Theme: Skateboard for the restaurant. Shaffer said that she said the skateboard community is a connection between different interests. TVs will have skateboard videos except for major sport events.

Questions and Comments (Questions from attendees and answers from Shaffer)

Comment: Excited about change for Tea Bags location and interested in renovations.

Q: Do you have plans in place for smokers outside and littering?

A: There would be a smoking area along the Woolslayer Way. Employees would clean up cigarette butts and other debris in front of the property.

Q: Are you considering hiring within the Bloomfield/Lawrenceville?

A: Yes. Bartenders already hired have worked in the area. With one resident in Bloomfield. Looking to hire the kitchen staff will look forward to hiring locally and prefers local employees. Also, wants local employees since that is her clientele, but will require skill.

Q: Why will you only have can or draft beers?

A: Cans are easier to recycle. Also allows compression of waste. Broken glass can also be an issue.

Q: Did you buy the entire building? What are your plans for housing?

A: Yes. Plans to renovate apartments that will be for rent at the \$800-\$1000 range. Does not want to create a space that is unaffordable. Shaffer said that she is personally concerned about the rising prices in the neighborhood. Contractor has a two month deadline so all construction discomforts will not be too long. Wants to make a plan so that the dumpster can only be there for a week.

Q: When will these projects be completed?

A: Project will have 2 contractors and complete the building in April 1st.

Q: What existing bar would you say this business would aspire to?

A: Shaffer said that she has been to skateboard type bars in LA which are very open spaces. Gooski's on a nice day where you can order a Southern Tier Pumking. Shaffer said she liked what a bar in Cleveland where everything was \$5 and portions were made accordingly.

Q: Will there be live entertainment?

A: No.

Q: What security will you have?

A: There will be cameras inside the building. There will be someone at the door carding on busy days since the bar is for 21 and over. Also security cameras outside on Main Street and alley—anywhere there is a door to the building.

Q: Will there be drink specials?

A: No drink specials, but prices will be affordable all the time.

Q: For energy efficiency in construction, do you plan to do everything to code and above and beyond.

A: Everything will be done to code. Exceeding code for soundproofing. Brick building is naturally energy efficient. Will use energy efficient kitchen. Will try to make everything recyclable even in her construction.

Q: What kind of materials will you use for takeout?

A: Shaffer said that she wants to use cardboard/paper boxes and paper bags to avoid styrofoam and plastic bags.

Q: Have you managed a bar before?

A: Yes, Buffalo Blues 2006-2008 and Bites and Brews and oversaw all events, employment, bookkeeping. Opened Siena Mercado, Emporio, and Mezzo.

Q: What kind of food will you serve?

A: Minimum kitchen so there won't be fryers. Panini presses, jarred hummus and spreadable dips. Everything popcorn which is like the everything bagel.

Closed community meeting portion

Christina explained the process that the community could provide to support the approval of the liquor transfer for the Pennsylvania Liquor Control Board.

Comment: Tea Bags has been a nightmare. Crime issues and trash. Shaffer seems to have a good vision.

Question: Does Shaffer have a good reputation?

Christina: Has talked with some of her previous bar owners who have said that Shaffer kept the property well maintained in Shadyside. Shaffer seems to be a person of her word.

Comment: What was the process for inviting the community to the meeting? Were the current patrons of Tea Bags invited?

Christina: BDC flyer to all businesses and residences within 500 ft. of the development and sent out information on social media outreach on Twitter, NextDoor, and Facebook. BDC focuses on residents and businesses in Bloomfield for outreach, though it seemed like the people who go to Tea Bags know about the change.

No one else had a question/comment.

Christina: All in favor in supporting development as presented from Shaffer.

All in favor.

Christina said that the BDC would share community feedback with the BDC board. The review for the Liquor transfer is next Monday.

David Breingan said that Lawrenceville United has included a set of responsible hospitality points and outlined the things that Sarah said she would be doing in a Memorandum of Understanding that could be signed by both the organization and Sarah. Christina said it was a good idea and will look into adding that to our process or at least outlining those items in our letter of approval.

Notes will be sent out online.

Adjourn



4114 Main Street/Former Teabag's

Information Sheet

People Sarah Shallenberger (Shaffer)

Property Owners: 4114 Main Street Apt LLC owned by Sarah Shallenberger (Shaffer)

Prospective Business Owners: Shaffer Hospitality LLC owned by Sarah Shallenberger (Shaffer)
Owners: Sarah Shallenberger (Shaffer)

License Manager: Sarah Shallenberger (Shaffer)

Initial Timeframe: 2 Months renovation work February 1-April 1 2017

Place 4114 Main Street 15224 (Teabags)

Size: 1200 sq/ft of Bar/Restaurant. 2/1200 sq/ft apartments

Zoning: Residential with Bar/Restaurant Variance

Site Plan: Exterior/Interior Renovation and Updating. Continued use of property as mixed residential and Bar/Restaurant.

Necessary Approvals

Building Permit: Yes

Occupancy Permit: Current

Liquor License: Current and transferable upon closing

Business Overview

Reps from LU and LC met with Sarah Shallenberger to request specific information pertaining to the proposed business and its operation. The following information has been provided in response to this request:

Ownership Principles / Vision: Comfortable, approachable, and affordable cocktail bar with simple yet well made sandwiches

Target Audience / Customer Demographic: The 21-101 year old members of the surrounding community, the service industry and hospital employees

Days / Hours of Operation: Monday-Sunday 5pm-2am

Hours Selling Alcohol: Monday -Sunday 5pm-2am

Alcohol Menu / Price points: Classical Cocktail \$9/drink max Beer \$5-\$6

Food Menu / Price points: Sandwiches and small sides \$9 max

Number of Employees: 3 full time bar/ 3 full time kitchen, door security, cleaning and ground maintenance. Also hiring local construction company for renovation.

Entertainment: Pool Table, photo booth, television

Site Plan / Façade/ Interior Improvements: Full exterior clean up, introduction of proper trash receptacle, bicycle rack, 2nd exterior entrance and open air faced. Interior clean up and update.

Parking: Street only, encouragement of alternative transportation through added bike rack.

Number of Dining Tables / Number of Seats at Bar: 30 person seat bar with 100 person occupancy

Security / Video Cameras: both interior and exterior of bar premise.

Signage: local street artist mural on side of building, vintage theater marquee sign.

Smoking Policy: non smoking with observed smoking approved location on the side of the building.

Private Events: Yes.

Kid Friendly?: 21 and over only.

Recycling: Yes.

Noise/ Volume Levels: Proper sound proofing will be a focus during bar renovation and outdoor traffic will be strictly monitored by bar management.

Owner and Partner Information: Sarah Shallenberger is member of the community through citizenship and additional business ownership. 10 plus years in the service industry in various locations and positions.