



Community Meeting: Proposed Brewpub at 4568 Penn Ave.

November 10, 2016

6:30-7:30pm

Irma Freeman Center

Notes

Welcome/Introductions by Christina Howell

- This is a joint meeting by the Bloomfield Development Corporation, Bloomfield-Garfield Corporation, Lawrenceville Corporation and Lawrenceville United. Christina Howell of Bloomfield Development Corporation led the meeting.

Project Summary:

Size: 8,000 square feet (4,000 first floor, 4,000 basement)

Zoning: LNC (Local Neighborhood Commercial)

Ownership Principles / Vision: Community, involved, respect, local
Target Audience / Customer Demographic: Locals, professionals
Days / Hours of Operation: 7 days/week (11 AM – midnight), breakfast?
Hours Selling Alcohol: 11 AM to midnight or 9 AM if breakfast
Alcohol Menu / Price points: Beer = \$6-12, Wine = \$6-?
Food Menu / Price points: \$5 - \$25
Number of Employees: approximately 20
Entertainment: No
Site Plan / Façade/ Interior Improvements: Complete renovation
Parking: No
Number of Dining Tables / Number of Seats at Bar: About 30 / About 20
Security / Video Cameras: Yes
Signage: Yes
Smoking Policy: None / outside
Private Events: Yes
Kid Friendly?: Yes
Recycling: Yes

Developer presentation by Matt Hough

Applying for a variance to brew on-site. Currently zoned for restaurant, but not for brewing beer. Definition of brewpub: sells 25% or more of beer made on site. Brew pub will include restaurant serving lunch, dinner and potentially breakfast.

Brewing operation will be small. Site will not have truck delivery, bottling, and kegging. Planning on reusing grain for baking. Waste will be very small. Currently considering solar panels. Brewing equipment will be 15 ft wide and 8ft high in dining area.

Parking is identified as a concern. Working with nearby parking lot to have off-street parking.



Updated façade will have glass garage doors and a brick and wood front. Layout will have seating at the entrance with brewing equipment behind the bar along the western wall. Looking at 80-100 people max on the 1st floor. Bathrooms will be new. Basement layout will have brewing along the southern wall and long tables fitting 50-60 people which is a private event room that will not be typically open.

Hough says that they decided to open in Bloomfield because the site is perfect. Also, the demographics work well for the business they are looking for. Would like to be part of the community and support community events.

Q&A

- What are the details on ventilation system?
 - Looking at different products that would be low noise and potential using the boiler for heating.
- What will the activity in alley behind building with deliveries look like?
 - Brewing supplies will be trucked in once every 2-3 weeks and food deliveries can be brought in when it is less intrusive and potentially have it come onto Penn. Want to put dumpster on parking lot nearby. Smaller trucks would be use.
- Will there be entertainment on the site?
 - No live bands and music in the background. Brewpub will not be open past midnight.
- Who will be the manager?
 - Matt Hough will be onsite often as well as two managers.
- How will the wood fire be vented out?
 - There will be little exhaust from wood burning since the restaurant will be using a special type of rotisserie that just uses the wood for taste also no fryers.
- When would you open?
 - Next Thurs. 17th at 9:30a meeting is the meeting. 45 days for a response. PWSA would be call in to determine water capacity and after that 4-8 months.
- Where is the additional parking going to be?
 - Doctor's office 2 storefronts towards Children's Hospital. Currently looking at other lots like potential hotel development. Though Hough believes that many of his employees would use carpools, transit, and walking. Current restaurant parking requirements would be 24 spaces, though none for brewpub.
- Will there be bike parking?



- Hough has bike parking at other location and interested in adding on this site. Owner is open to having a bike corral.
- What kind of security and cameras will be at the business?
 - Will have cameras on site for safety of customers and employees.
- What is your smoking policy?
 - No smoking inside.
- How do you plan on getting involved in the Penn Ave arts crawl?
 - Private room in the basement could be used for community events including hot yoga, winter markets, art galleries.
- Would you consider bands at all?
 - Difficult to have on-site given space constraints, but potentially in the private room.
- How will this feel compare to Hough's in Greenfield?
 - The brewpub will be a neighborhood spot that should have the feel of Bloomfield it is larger than Hough's so there is more room for events.
- Is your facility accessible.
 - Bathrooms will be wheelchair accessible on first floor and there will be "handicap steps" leading down to the basement that are wide.

Hough wants to be open to the community and accept ideas from residents.

ZONING HEARING Nov. 17 at 9:30a where there will be a public comment period at 200 Ross St.

Matt Hough left meeting and community discussed overall project:

1. Unanimous approval from group. Everyone in attendance in support.
2. Mixtape owner said that parking issues usually come up during private events. In her experience, customers typically walk to her business.
3. Neighbors are in support of project, but if the parking lot cannot hold the dumpster then they would ask to mitigate the negative issues with the dumpster.
4. Many people wanted to see bike parking and potentially a bike corral taking a parking space.

22 people present (7 representing community groups).

Upcoming meeting on hotel development with 110 rooms on Dec 14, more information coming.