

4314 Main Community Meeting

June 25, 2019

Taken by Sam Spearing

[See end of meeting notes for notes from a follow up conversation between owner and BDC staff to clarify attendee questions]

Presenter: Dave Kushner (Owner)

BDC Staff: Christina Howell, Sam Spearing

Section I: Welcome and Ground Rules

Christina Howell (CH), facilitator:

- Gives background on BDC, community process
- Due to RCO legislation developers now come to community organizations
- Development is a brewery/coffee shop located in the space formerly known as The Shop
- Ground rules established on the back of the agenda sheet. Make space for other voices!
- Introduces Dave as owner, operator, developer of Trace Brewing
- Explains potential outcomes of meeting (Support, support with conditions, oppose, no position)

Section II: Presentation from Development Team

David Kushner (DK):

- Started Remnant Brewing in 2018 in Somerville, MA
- Moved to Lawrenceville in 2016
- Dave shows map location demonstrating where the building is
 - Explains that it includes pitched and flat roof
- Explains Macro, craft regional, and microbreweries
 - Trace Brewing is a microbrewery with a taproom
 - 100% on site consumption and production
- Shows images of current conditions of the building
 - Offers tours of the space immediately following meeting
- Design team
 - Architects are Indovina Associates
 - Landscape Architects are Merritt Chase
- Three new tree pits along Main St sidewalk
- Stage space located at entrance near windows/door used as seating area
- Goal is not to serve food and have small options such as panini, pretzels, etc
- Community partners
 - Working with Bridgeway Capital
 - URA lending is 25% of building cost
- Looking for vendors from the community

- Everything from construction to café to retail
- Operations
 - Sunday-Thursday 9am to 10pm
 - Friday-Saturday 9am to 11pm
 - Official occupancy is about 195 people, will be less available seating
 - Parking
 - Zero lot-line building, Zoning Administrator Exception granted for use without parking
 - 100% reimbursement of public transit for employees
 - Deliveries and trash
 - Along Cement Way - small trucks making quick deliveries
 - Dumpster located inside
 - 10am-3pm garbage pick up
- Jobs
 - 5 Full Time positions
 - Head brewer and assistant brewer
 - General manager and assistant general manager
 - Chef
 - Part-Time (15 positions)
 - Bartenders
 - Baristas (all will be trained in both)
 - Vocational training program
 - 6 month paid brewing apprenticeship
 - Preference to low-medium income applicants and Bloomfield residents

Section III: Q & A

CH:Christina Howell

DK:Dave Kushner

- **Resident 1:** You don't have any parking for patrons?
- **Dave:** We think patrons will walk, bike, use public transit, Uber, Lyft. Training customers to not expect parking teaches them to use other means to get there. We do not need a variance for parking per the city's review. We don't want to attract suburban customers but people from the community who won't need to park.
- **Resident 1:** Owns several properties along Main St and traffic often backs up. Concerned about the presence of potentially 195 people drinking and coming onto sidewalk

Resident 2: Somerville, MA is a very different culture from Pittsburgh (which is less friendly to driving) I live on Howley St near the brewery with family residences. The Shop worked because shows ended by 9 on weekdays and 10 on weekends so they didn't disturb the family. Outdoor seating area could become noisy.

Dave: Nothing with a PA system would take place outside. That would just be customer seating in the garden space.

Resident 2: Is the garden roofed/walled?

Dave: The front wall will stay but the roof will go. Windows will be knocked out.

Resident 2: Also concerned about parking and how traffic will be affected.

Dave: We've found that businesses going in can help to get city to address pedestrian and traffic concerns.

Resident 3: Concerned about the ability to get sufficient staff for the brewery and to retain staff with a job that is sustainable.

Dave: Head Brewer has experience in the Pittsburgh brewing industry along with experience of Dave. Looking to get people from the neighborhood and area who can get there easily.

Resident 4: Concerned as a fellow business owner that being an outsider to the city and neighborhood there won't be able to bring in enough sustainable staff. Concerned about the proliferation of new uses in neighborhood buildings.

Christina: Clarifies that acceptance is a value of BDC and that the length of time someone has been in the neighborhood is not a barrier to them being of the neighborhood or makes their voice any less important.

Dave: Through equity in the business they are able to retain talent amongst staff members.

Resident 5: What zoning changes are needed?

Dave: No zoning changes needed. The building already was zoned for multiple uses and the city granted a zoning exemption.

Christina: Do you need to go to City Planning?

Dave: My understanding is that we do not.

Resident 6: Used to live in Cambridge. What differentiates Trace Brewing from other breweries?

Dave: Having worked for large and small breweries I've seen the negative impact that larger breweries can have on denser urban communities. The large brewery model doesn't work as well. This is focused on being a space that is open to the community not large production. The design and experience are an important part of this project. From an environmental standpoint the impact is much smaller. Small fast deliveries with low impact.

Resident 7: Can you give more details on the internship program?

Dave: We haven't set a wage for the internship program but will say that I'm opposed to unpaid positions at my brewery. Starting to plan the implementation of the program. I believe that it's the first of its kind in the country. People want to start a career in brewing but don't know how to get into the industry.

Resident 8: Bloomfield resident who is very supportive of the project. Appreciates the acceptance of new residents and businesses in the neighborhood. Do you anticipate canning and limited releases?

Dave: No we won't do special release canned beers as part of the business. We want people in the taproom not lining up through the neighborhood. Focused on programs for patrons not on special releases.

Resident 8: Will you be able to bring your own food?

Dave: Haven't considered it but not opposed to the idea. In Somerville we don't offer food due to being surrounded by restaurants. Some breweries do food trucks but our food program will be very limited.

Resident 9: What is Cobra?

Dave: Understanding is that Cantina from Lawrenceville wants to open Korean barbecue with karaoke in the Feng space.

Resident 10: Wanted to express enthusiasm. Did I hear reimbursement for public transit?

Dave: Yes for employees we pay for public transit. We can also do discounts for bikers potentially.

Resident 11: What styles of beer do you do?

Dave: When someone comes to the brewery there should be something that they will enjoy. We have different methods that allow more unique or funky beers. We will also have more traditional beers as well.

Resident 4: Have you looked at other locations in the city? What drew you here?

Dave: We looked at space in Lawrenceville and the South Side. Original goal was to build a brewery in Pittsburgh. Head managers are given equity not part time.

Resident 4: How do you plan to mitigate competition with coffee in the area?

Dave: I believe more in collaboration within the sector than competition. I want to offer a different coffee experience not one that means someone has to lose for us to do well. We want to drive people to other businesses.

Resident 4: I don't want to see the same thing that happened to Butler St happen here.

Dave: You meet investors that say why would you want to open a business there. Part of being in a dense area is coexistence between businesses. It would hurt us to put other spaces out of business in the long term.

Resident: When is the closing time?

Dave: Weekday 10 pm and weekends 11pm

Resident: How can we contact you?

Dave: tracebrewing@gmail.com

Resident: In your dream when will this open?

Dave: Ideally late winter early spring 2020

Resident: Length of construction?

Dave: 5 months. Mostly internal work. 2 large days are tearing down roof and tank delivery.

Christina: Do you anticipate any road blocking during tank delivery?

Dave: Not sure at this point what streets will be blocked. We will update BDC when we know so that info can go to residents.

Resident: The 3 trees are new?

Dave: Yes although there are 2 tree pits I believe. Met with Aaron from Liberty Beer about collaborating to get a larger bike rack that could be shared. It would be hollow to say we want to incentivize biking and not provide the needed infrastructure.

Section IV: Community Discussion

Christina: I heard concerns about parking from people who live, work, own property right in the immediate area. Concerns about sound production. Concerns about impact on surrounding businesses whether good or bad. The city has money in the budget to address major traffic concerns in that area with BDC vocalizing for a more robust process regarding pedestrian and traffic safety. The crossing right there is the worst of the intersection particularly for older adults. 311 any major concerns. Construction is always a major concern. What did I miss?

Resident: I understand the parking concerns but as someone who lives not far I do not want to see additional parking and I don't want to see development be stopped by parking.

Resident: Density is a concern. Bringing many people to the area can affect the area greatly.

Christina: Extensive studies show that more pedestrians actually make people feel safer and lead to safer crossing.

Resident: With Shursave and Cobra as a potential development I'm nervous about reactivating an additional space.

Resident: Can we ask for a reduced occupancy permit?

Christina: I'm not sure. I can clarify the number of seats as it relates to the occupancy permit

Resident: Is there anything we can do if zoning has already granted an exemption?

Christina: City process has been confusing on this development. David has been very responsive to suggestions so far and its likely will continue to be. Will take concerns from this meeting to him and see what he can address and how

Resident: Will we get input on the Cobra potential development?

Christina: The liquor license process is not open to community input from organizations. We will be trying to reach out to the developers immediately.

Resident: I want to make sure that we don't get the same experience as Butler St in Lawrenceville.

Resident: Can a community stop a development?

Christina: Not necessarily, but can influence outcomes

Resident: I don't understand the URA's involvement?

Christina: The URA is a lender for this project. Specifically loan to small business startups at low interest. Believe it is funded through Community Development Block Grant (CDBG) program.

Resident: The coffee shop aspect of the business is what stands out to me as a strange part of the business model.

Resident: Trace can make a profit off of beer sales and sell coffee at a lower margin.

Resident: Unfortunate to hear the owner talk of not wanting to compete with other businesses but not acknowledging the coffee shops in the proximity of the space.

Resident: I appreciate the outdoor space as an opportunity for the neighborhood.

Resident: Coffee shop/café service is common at a lot of breweries in other cities and areas but somehow isn't in Pittsburgh

Resident: I think the staffing is part of the reason that coffee isn't common in breweries.

Resident: Having more spaces open during the day may be advantageous to the neighborhood.

Resident: Do we need community space during the day on a Tuesday?

Resident: Absolutely, the neighborhood has a very limited amount of space to spend time in.

Resident: The outdoor space is fairly small and the sound generation may be a major concern.

Resident: If another business goes in across the street we may be able to get traffic calming finally.

Christina: I encourage further feedback on the project over the next week or so via email or call, as well as directly to Dave

Meeting ended at 8:16

Follow Up Meeting Between BDC Staff and Dave Kushner

- The 195 person occupancy was a concern for many of the residents and business owners in the area.
 - Dave clarified that that includes the indoor and outdoor spaces
 - There will be seating for around 85 people in the space
 - There all multiple factors considered when setting the occupancy # such as:
 - Fire suppression (which is being updated during renovations)
 - The number of bathroom fixtures
 - The number of fire exits/escapes
 - The amount of seating provided
 - The number of seats could change, but it is being designed with the above numbers as the benchmark
- The sound produced in the outdoor space was another concern
 - Is looking at adding a pergola for the outdoor space. Would include vining plants to reduce noise, and can add some type of covering can be added to help reduce the space travelling upwards out of the walled in courtyard. Agreed to look into other sound deadening additions
 - Trace Brewing will talk with landscape architects about adding sound deadening and other installations to reduce the sound

- The outdoor area is set up in a relaxed courtyard style rather than a beer hall style
 - At Remnant Brewing they've found that the noise in the outdoor seating is a low chatter
- Neighbors also had questions about what the pay would look like for the part-time staff
 - Pay is above the tipped minimum wage to ensure that their employees are making a livable earning and to reduce turnover
 - At Remnant most of their tipped employees are averaging \$35/hr with the low point in the winter being \$27/hr
 - In 13 months Remnant Brewing has only had 1 employee leave and it was due to moving away
 - They don't give their part time employees additional tasks beyond their primary responsibilities (Example: A bartender isn't responsible for cleaning the kitchen at the end of the night)
- After being asked during the community meeting as well as a follow up email, Trace has decided that they will allow outside food in the establishment.
 - Their kitchen is primarily light fare to compliment the beer.
- Dave explained that the architect team had expected a longer process to be approved by zoning and that they had gotten paperwork in early anticipating that they would hold a community meeting with BDC before they were given the final approval. The zoning administrator's exception was a surprise to his entire team.
- The BDC will be drafting a Memorandum of Understanding with Trace Brewing in order to address some of the concerns expressed by residents and business owners and create an enforceable document outlining the commitments discussed during both meetings.