



## LAWRENCEVILLE UNITED

A Resident Driven Organization

March 21, 2016

Pennsylvania Liquor Control Board  
Bureau of Licensing  
PO Box 8940  
Harrisburg, PA 17105 -8940

Re: Brewpub License Transfer to McMahon Brewing Co, LLC / Matthew D. McMahon, LID # 73012 at 3701 Charlotte Street, Pittsburgh, PA 15201 – 3201 - Request for PLCB to consider concerns raised by residents that may be addressed through a Conditional License Agreement.

Dear PA Liquor Control Board:

Lawrenceville United (LU) is a non-profit, resident-driven, community-based 501c3 organization that works to protect and improve the quality of life of all residents and stakeholders in Upper, Central, and Lower Lawrenceville. I am writing to you today on behalf of our Board of Directors, our membership of more than 800 Lawrenceville residents, and the residents who live within 500 ft. of the proposed licensed brewpub who have participated in our community meetings and have identified concerns. We are writing to specifically ask that the following concerns be reviewed and that the PLCB consider placing conditions on the liquor license in the form of a Conditional License Agreement that could mitigate impact of the brewpub on the directly adjacent residential area. We have worked with Mr. McMahon to outline these elements of his operational plan and he has agreed to each. We have no concerns with the "Manufacturing Malt Beverages" license (G 641) that Mr. McMahon is seeking. The following concerns and requests are only regarding the brewpub license (LID 73012) that Mr. McMahon seeks.

On March 9, 2016, LU co-hosted a community-wide public meeting with their partners the Lawrenceville Corporation (LC) regarding the proposed business plans for 3701 Charlotte Street, Eleventh Hour Brewing Company, following a series of informal meetings between Mr. McMahon and representatives from the community based organizations as part of a regular community process. LU and LC have created a Responsible Hospitality Process to help guide the growth of Lawrenceville's nighttime entertainment and hospitality district. The process includes providing a forum for residents and business owners to understand what is being proposed for the community in an effort to address any outstanding concerns prior to the business opening. As the proposed business presents a change of use for the site and a new liquor license, the meeting was held to collect feedback from impacted residents and stakeholders. Notes from the meeting are attached to this letter (Attachment A) as well as Sign in Sheets from the meeting showing the names and addresses of those in attendance (Attachment B).

The plan for Eleventh Hour Brewing Company's Tap Room and Brewpub as presented by Mr. McMahon and his partners on March 9, 2016 raised concerns from adjacent residents and businesses. Since the meeting, Mr. McMahon has agreed to make changes to his business plan to address those concerns and we are asking that these be formalized as part of a Conditional License Agreement attached to the license. We appreciate his willingness to work with the community. Some of the concerns and issues raised by residents include but are not limited to the following:

- **Hours of Operation:** Given its location in a residential area, residents are concerned with late-night activity and noise. Mr. McMahon has agreed that he will operate the brewpub Thursday – Sunday. On Thursdays and Fridays the brewpub would be open from 5:00PM – 10:30PM with last call at 10:00PM. On Saturdays, the brewpub would be open 12:00PM – 10:30PM with last call at 10:00PM, and on Sundays, it would open 12:00PM



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– 6:00PM with last call at 5:30. We formally request that these hours be acknowledged, accepted, and reflected in an agreement with the PLCB.

- **Noise:** Noise associated with the brewpub is of concern to adjacent residents. This business is not located along the mainstreet or commercial corridor. The brewpub will be surrounded on three sides by residential properties. A few noise issues were outlined:
  - **Open windows/ garage doors:** Mr. McMahon has proposed garage door openings along Charlotte Street. The residents are concerned that these openings will allow sound to travel outside into the residential streets, as well as encouraging patrons to stand and gather outside of the establishment without a formal building enclosure. The community has asked that either solid plate glass be installed or operational windows that only open 1/3 of the size of the opening. If windows were to be installed, the community requests that they only be open until 9:00PM daily.
  - **Outdoor seating:** Mr. McMahon is not planning any outdoor seating at this time, but the community formally requests that outdoor seating be prohibited given the adjacent residential district.
  - **Live entertainment or amplified sound:** Mr. McMahon has said that he will not have any external amplified sound and that there will be no amplified live entertainment. We request that this be formalized as part of an agreement.
  - **Sound attenuation plan:** Mr. McMahon has agreed to outline and implement a sound attenuation plan that shows how sound will be absorbed within the brewpub. We request that this be shared with the community and formalized as part of an agreement.
  - **Food trucks:** Mr. McMahon is proposing that Food Trucks be parked on site to provide food to patrons. The Food Trucks will undoubtedly attract people and will cause noise along the residential street. The community is formally requesting that no more than one food truck be parked on site daily, and that the food truck leave or close operations by 9:00PM. For special events, Mr. McMahon has indicated that multiple food trucks would be on site, but the community requests that a two-week notice be given to residents within a one block radius of those special events, and that they occur no more than once per month.
- **Special Events:** Mr. McMahon has expressed an interest in hosting special and private events. The community requests that these events end by 10:30PM. If events require street closure permits or special liquor license permits, we ask that Mr. McMahon give residents in a one-block radius a 2-week notice of the event date and time.
- **Trash/ Dumpster issues -** Residents are concerned with the amount of trash that could accumulate due to increased pedestrian traffic – especially trash accumulating in the form of bottles, cups, cigarettes, and food waste wrappers. The community is requesting that Mr. McMahon have a trash receptacle and cigarette receptacle on site, and that they clean the sidewalk around the entire building daily. The community also requests that any loud recyclables or trash not be taken outside to trash after 11:00 PM or before 7:00 AM given the noise this can create. The community also requests that the owners work with their waste hauling company to have trash and recyclables picked up no later than 11:00PM and no earlier than 7:00AM.



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- **Parking issues:** The owners indicated that they were exploring parking options but have not yet confirmed plans to provide overflow parking for patrons. Residents will be negatively impacted by an influx of cars on the residential streets adjacent to the business. In addition, the increase in commercial parking on the residential/ side streets will add to the ambient noise of the neighborhood and thus causing a larger din and disruptive noise for residents at night. The community requests that Mr. McMahon continue to explore parking solutions, as well as indicate on his website that patrons are encouraged to park on site as well as along Butler Street (public parking metered spots), therefor deterring patrons from parking on already overused residential streets. Mr. McMahon will also clearly identify and mark his on-site spaces as patron and employee parking at the front and rear of the business.
- **Loading and unloading:** Given the narrow and overused residential streets that sit adjacent to the business location, the community requests that all loading and unloading occur on-site at the rear of the building to prevent any road closures/blocking and unnecessary noise from idling trucks and loading.

Over the past 10 years, Lawrenceville has experienced a significant decrease in crime (almost 60% decrease), increased real estate appreciation values, and a growing population of new residents and families. Lawrenceville has become ripe for development: we continue to see new businesses moving into our commercial districts; increased private investments in residential and commercial properties; and an infectious sense of pride and optimism among neighborhood residents and business owners. As new businesses open in Lawrenceville, Lawrenceville United is committed to creating a clean and safe neighborhood in which businesses and residents can thrive and coexist.

In working to stay in front of the issues that accompany business districts, but can negatively affect surrounding businesses and residents, Lawrenceville United has created community processes specific to new businesses opening, new liquor license application / transfer processes, and has created a strategy of working with existing businesses to help keep a healthy and balanced level of productivity and a high quality of life for residents and business owners. These requests are a result of our open community process. We are working hard to create mutually beneficial relationships between residents and business owners. We respectfully and formally request that you review and consider these requests that have been made on behalf of the residents of Lawrenceville and in cooperation with the business owner in order to protect people and investment in our community. We also ask that you review any other letters submitted by Lawrenceville residents to see if these conditions and any additional conditions could address their concerns as well. Please contact me at [lauren@LUnited.org](mailto:lauren@LUnited.org) or 412-802-7220 with any questions or concerns. We also note that the LCB placard was posted on 2/22/16 and therefore we have submitted within the 30 day window.

Sincerely,

Lauren Byrne

Executive Director, Lawrenceville United

Cc: PA State Senator Wayne Fontana; PA State Representative Adam Ravenstahl; City of Pittsburgh Mayor Bill Peduto; District 7 City Councilperson Deborah Gross; Corey Layman, City of Pittsburgh Zoning Administrator; Andrea Lavin Kossis, City of Pittsburgh Neighborhood Planner; Allison Hardnen, City of Pittsburgh Nighttime Economy Manager; Matthew Galluzzo, Lawrenceville Corporation; Matthew McMahon, Eleventh Hour Brewing Company