



Eleventh Hour Brewing Co, 3701 Charlotte Street Information Sheet

People

Property Owners: John Schneider Loesch Foundation (managed by David Hartman board president)

Prospective Business Owners: Matt & Keana McMahon

Owners: McMahon Brewing Company LLC, DBA Eleventh Hour Brewing

License Manager: Matt McMahon

Initial Timeframe: Currently going through demolition of some simple structures interior to the building. Owners expect that the main build out will occur from the beginning of April through the end of August. They hope to begin brewing in September with plans on opening by November 1, 2016.

Place

Size: The half of the building that will be converted into a brewery consists of approximately 6,900 square feet with 1,400 square feet being dedicated to the tap room, 3,500 square feet to the brewing activities, 1,000 square feet to storage and 1,000 to administrative office activities.

Zoning: The building is currently zoned as Urban Industrial (UI). It will continue to be zoned as UI, but the use will be modified from “gas lamp manufacturing” to “beer manufacturing”

Site Plan: To be shared in meeting.

Necessary Approvals

Building Permit: Applying for building permits to begin demolition and build out.

Occupancy Permit: Occupancy permit for 95 which will encompass the brewing space as well as the activities of employees.

Liquor License: Brewery Pub license through the PLCB as well as the federal TTB

Business Overview

Reps from LU and LC met with Matt McMahon and Keana McMahon 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: My vision for the building at 3701 Charlotte is to have a full production brewery with a connected taproom to be called the Lawrence Public House in honor of the building history, being the Lawrence Public School. We would like to have this be a warm and welcoming taproom that can become integrated into the community as a recognized “third place”. With home and work being recognized as the “first” and “second” places, we would like to create an environment that is low profile, accommodating, and unpretentious. We want to have our taproom be shaped around conversation and the regulars who will become integrated into the fabric of our vision. We are making this our home away from home for our family and would like to have the community and patrons feel that way as well. We will be keeping reasonable hours and noise to a minimum.

<p>Target Audience / Customer Demographic: The stated “sweet spot” for craft beer enthusiasts is 25-40 years of age, but we are targeting a much wider audience. We are not trying to attract only “craft beer junkies” but rather encourage people of all (legal) ages to come and try our beer. We believe that there is a beer out there for everyone and that we can help you to find something you would enjoy on our menu.</p>
<p>Days / Hours of Operation: We plan on being open on Thursday, Friday, Saturday and Sunday. On Thursday and Friday we would be open from 5:00PM – 10:00PM and on Saturday 12:00PM to 10:00PM and Sunday we would be open from 12:00PM – 6:00PM.</p>
<p>Hours Selling Alcohol: We would be selling our beer and local PA wines during our operating hours with “last call” being at 10:00 PM,</p>
<p>Alcohol Menu / Price points: Our plan is to have several different styles of beer from Browns, Stouts and Porters to Pale Ales, Belgian Ales and IPA’s. These beers would sell from between 6.00 and 8.00. We would also have local PA wines, Ciders and Meads available at the same price points.</p>
<p>Food Menu / Price points: We do not currently have plans for a food menu but will be involving the growing number of Pittsburgh based food trucks into our regular taproom hours to provide food for our patrons.</p>
<p>Number of Employees: As we begin the operation, the number of employees will start with 3. Once we are open we anticipate adding at least 3-4 people in the bar area as servers as well as 1-2 in the production side of the brewery. As we continue to grow we will require more employees to help our progress.</p>
<p>Entertainment: We plan on having music on inside the taproom as well as TVs for special events (Football, Hockey, Baseball, etc..)</p>
<p>Site Plan / Façade/ Interior Improvements: On the interior of the building we will be creating our brewing space in the rear section of the building. We will be installing our tanks and additional equipment in this section. Towards the front of the building we will be building a bar and decorating a taproom area. We will additionally be building a couple offices for administrative use as well as bathrooms for our patrons. Across the front façade of the building we will be removing the existing Brick from the garage doors and installing new operable garage doors. We would have the ability to have these garage doors open during tap room hours but would plan on closing them in the evening hours to limit noise</p>
<p>Parking: We have approximately 12 available parking spots in front of our building and will be laying out an additional 3 parallel parking spots across the back of the building for employees. We have also come to an agreement with Frank Zottola construction directly at the rear of our building to utilize their 20 spot parking lot for overflow parking during taproom hours. We will be posting signs to this affect encouraging our patrons to utilize these 2 places for their parking needs</p>
<p>Number of Dining Tables / Number of Seats at Bar: Our bar will have up to 15 seats available at the bar. We will also have 8-10 4 seat tables as well as another 10 2 seat tables throughout our tap room.</p>
<p>Security / Video Cameras: There is a security system in the building that will protect against fire, theft and entry. There are currently security cameras at the rear of the building and we will be installing new security cameras on the interior once we have been open and generating revenue. We will also be installing exterior lights to light the parking lot and plan on working with the city to install additional street lighting for Charlotte street as well as 37th as it travels to our overflow lot.</p>
<p>Signage: We are anticipating placing a sign on the roof of the building with our logo.</p>
<p>Smoking Policy: We will be a non smoking facility</p>
<p>Private Events: We will have the ability to host private events on the days when the tap room is closed.</p>
<p>Kid Friendly?: We currently have 2 boys that fit into this category at 6 & 8. We plan on allowing</p>

children to come to our taproom, however we will also encourage parents to not have children there past 8:00.

Recycling: We will plan on having separate recycling containers for glass, cardboard and aluminum.

Noise/ Volume Levels: We plan on keeping the music inside the taproom at a low level to encourage conversation. Any additional noise would be from patron conversations

Owner and Partner Information:

This business will be family owned and operated. The current majority owners are Matt McMahon and Keana McMahon (husband and wife) along with our 4 children (Justin, Sabrina, Jack & Cole). We will all be involved in different aspects of the brewery operation, with Jack even wanting to start 12th Hour Brewing (a root beer brewery for the kids who come). The rest of the members of the LLC are close friends and family including Mark McMahon (brother), Marlene McMahon (mother), Justin Strzelczyk (step-son) and many more. We are very family oriented and are looking to create a place where we can live and work. We are all Pittsburgh natives and have lived here our entire lives. This business has been built from the ground up as a dream of Matt McMahon and has finally found a home in Lawrenceville.

Why Lawrenceville?

We have been searching for the right spot to put our brewery for over a year and finally found a space that was within our budget and that would work with our concept of community and “third place”. We have really fallen in love with the city and are excited to see the growth of the downtown area as well as Lawrenceville. We also recognize that there are challenges for long time residents with this continued growth. We do not want to exacerbate these challenges and will try to accommodate any issues that arise due to our presence. We enjoy this community and hope to become an integral part of it and we know that starts with openness and honesty. We want to make sure that we are not just “in this for the money” but rather want to recognize and understand the concerns of the community as a whole. We are excited to bring an old building, one that was central to the growth in Lower Lawrenceville in the early 1900s, back to life. Our goal in starting this business has always been to help build a community and a family, and we believe we have found this in Lawrenceville.