

**Community meeting for new liquor license application at 3345 Penn Ave
6th Ward Block Watch – 1/30/2017 – Pints on Penn**

- Dave (Lawrenceville United): 6 years ago LC and LU almost to the day we created this community process so residents could be a part of the process and meet business owners, learn about what is being proposed, and offer feedback. Anytime a new liquor license or a development of scale comes in, we direct it to the appropriate block watch meeting.
- Matt (Lawrenceville Corporation): there was a posting or received a notice/flyer about this liquor license. While the placard is up, we like to talk about the relevant issues within the 30 day timeframe. As part of the agenda tonight we have a set of ground rules to talk about how we treat one another, the folks here are guests and we treat them as such. They are on the back of your agenda. Does everyone agree to the ground rules? Are there questions? If the rules are violated we will ask you to leave. If you don't leave we will stop the meeting. Last week we sat down with the proprietors of the establishment that will be going into the new Shoppes at Doughboy Square. They are here tonight and will introduce their team and then we will have a Q and A

Presentation from Eugene DePasquale, Mark DiUlus (business partners), and Marlene McNally (manager):

We are proposing a straight forward Italian restaurant: 90 seats for dining, 10 seats at the bar. No different than any other bar or restaurant. Eugene grew up in Oakland and lived in Stanton heights and then moved to North Hills. Had a business in Oakland. Mark grew up in Squirrel Hill: we are part of community.

If you have any other questions we can answer them. As far as the business, it's hopefully a family friendly restaurant. We want to be a community restaurant and bar.

Questions and Answers:

Michael Linn: What caught my eye is the wood fired pizza. What's the price point? How big are they going to be?

- Eugene: the answer is YES, if you want to come in have a beer and pizza you can. The price of the food is going to be \$15-25.
- Michael: I've had pizzas and they were plate-sized.
- Eugene: Hopefully ours will taste better.

Raj Sabhruvaz: There are a number of Italian restaurants in the area. What makes yours different?

- Eugene: Ours might be bigger. And the people we bring: they will travel to try the place.

Alexis Tuckfelt: My kids want to know if you're going to have a kids menu?

- Eugene: Yes, for our grandchildren. We just turned 60 this is going to be handed over to our children we aren't in this for 5 years. If our parents were still alive they would have been glad to come here. If you ever have a problem you can walk right in and talk to us. When I grew up if there was a problem people would call my parents.

Alexis Tuckfelt: What are your plans for parking? We can't park near our house.

- Eugene: they are constructing a parking lot, there is an agreement to construct one beside the old firehouse. We are going to have a portion of that. Where we are at it's almost the Strip District. There is other parking down there. Our customers won't be interfering with the residents. They won't park in the street and get in the way.
- Raj: I'm a resident and I'm on 34th and Butler and parking is a major issue there. People leave their cars and take the bus downtown. What happens if that parking lot you're mentioning is jammed or there's an event at the Clemente Museum?
 - Eugene: We're hoping to speak with the owner of the firehouse to propose a valet scheme. We are more than glad to work with out with our neighbors. We can't be responsible with what is already occurring. We want to be successful. We are limited in space to alleviate parking.

Dave: Just so everyone understands, the PLCB does not require parking for liquor licenses, but you are going through a zoning process that will put you into the restaurant general category. If you are above 2,400 sq ft you are required to provide a parking spot for every 125 sq foot.

- Eugene: Our landlord assures us that he meets the zoning qualifications. If it doesn't, we're done in.

Resident: Who is the landlord?

- Eugene: My brother and his partners.

Nancy: One of my concerns is there's a lot of bars and restaurant bars in the neighborhood and you're adding to it. We are families with houses around there. Are you serving alcohol 7 days a week from 12-12?

- Eugene: We're not going to be open 7 days a week. We haven't figured out what hours and when we are serving alcohol yet.

Resident: I am reluctant, I don't want this to be the South Side.

- Eugene: We don't want that either. We could've gone to the South Side but we want to come here to avoid those issues.

Dave (LU): Just to clarify, you said when we met with you last night you might be open Fri and Sat until 2 AM? I just want to be clear so residents know what you're proposing.

- Eugene: Our license says we can do that and we can't promise that we won't. We don't know yet. Hopefully we can be out of there at midnight. If I have 30 or 40 people in at 12 I'm not going to tell them to go home.

Cheryl Mosco: Are you Eugene or Albert? You bought property off of me. Do you remember me?

- Eugene: I am getting old, you are talking about my older brother. His name is Alfred.

Cory Ricci: While we are discussing hours. Is the kitchen going to be open the entire time?

- Eugene: Some nights we will close at 10. If the weekends are big we might stay open late.

Susan Van Alstine: You had Panther Hollow Inn, I believe. It has 11 liquor license violations and some were for serving alcohol to minors. Where I live, I get to stop drunk drivers who run away from accidents. What will you do to mitigate these issues?

- Eugene: We are going to ID everyone with an ID machine. If I had 11 license violations, it's because of college students. Because we were in Oakland, that was our clientele. They have fake IDs. Those days are hopefully long gone.

Resident: Back to the hours, I have concerns. There is residential above the buildings: are there restrictions on hours because residents live upstairs?

- Matt: No there are no restrictions that I'm aware of, but it's obviously in the interest of the landlord to facilitate those issues.

Cory Ricci: You talked about having people in for football games? Will you have TV and sports packages, boxing, UFC?

- Eugene: There will be TVs, no different than this place here [referring to Pints on Penn]. This is a sports town, we probably won't have UFC fights, but we'll show the Pirates games. And when you talk about staying late, if I haven't made it by 10 or 11, the next 2 hours aren't going to save me, so we aren't looking for that.

Nancy: Will there be an outdoor space?

- Eugene: No, there isn't room. There are two cement benches and bike parking, but not tables outside. There isn't room for that.

Raj: Is the liquor license a transfer from inside the city or outside?

- Eugene: It's owned by me and my sister in law, she lives two doors down from the location. I'm staying on and she's moving off, so we are just changing the name on the license and the location.

Cory Ricci: We have the pizza price. What's price of beer and wine?

- Eugene: We are going to do craft beers, I talk to people that drink and they tell me what to buy. Probably 8 dollars for a craft beer, we will have some domestic bottles. I'm not sure, we still have to figure that out. Most of our revenue will be from food though.

Susan Van Alstine: You are not looking to have any cheap drink specials?

- Eugene: No, my specials are for the people who are already loyal to me not to bring in new customers. I'm not even in favor of happy hours.

Susan Van Alstine: One more questions about parking. With the parking lot next to the firehouse, how many spaces are you going to get?

- Eugene: We are told they are developing 30, but it's not all us.

Dave: In terms of next steps we will post the minutes from tonight as well as questions and answers. If you have follow up questions or comments you can reach us at LU. We are in the 30

day window for a liquor license, which is a public process. If you want to engage with it you can do that. If you don't know how to do that you can talk to us.

Agreed that if/when the business goes through zoning they would come back out again to the 6th Ward Block Watch to address that.