

LAWRENCEVILLE



UNITED



LAWRENCEVILLE  
CORPORATION

**Tender Kitchen and Bar**

**4300 Butler Street**

Information Sheet

**People:**

**Property Owners:** SGB Develop LP (Brian Mendelsohn)

**Business Owners/ Management:**

*Owners:* Jeff and Erin Catalina – Currently own Verde Mexican Kitchen & Cantina (Penn Avenue)

*Manager:* TBD

*Chef:* Neil Heidekat – Has worked at Spoon, Seviche, and Sonoma Grill; currently Sous Chef at Verde Mexican Kitchen & Cantina

**Architect:** mossArchitects

**Initial Timeframe:** Anticipated opening is December 2012

**Place:**

**Size:** Gross area: 2,980 square feet

Gross leased area for ground floor: 2,830 square feet

Customer area: 1,416 square feet

Occupancy: 94

**Zoning:** Local Neighborhood Commercial (LNC)

ZBA Hearing, June 28, 2012; 9 am (200 Ross Street)

Placard posted June 7, 2012

Seeking Special Exception for the LNC District to operate as a Restaurant with Liquor License (General).

In the LNC district any restaurant over 2,400 square feet is required to obtain a Special Exception to the Zoning Code.

Definition of Restaurant with Liquor License (General): **Restaurant with Liquor License (General)** means a Restaurant with Liquor License with a gross floor area of 2,400 square feet or more or one (1) that has live entertainment or dancing.

**Necessary Approvals:**

**Occupancy Permit:** Contingent upon approval of Special Exception. Stated occupancy is 99.

**Liquor License:** Intermunicipal Transfer (City Council will need to permit the license for use within the City of Pittsburgh; and then the LCB will also initiate the standard 30-day community approval process).

Amusement Permit (Live music, dancing, floor shows, any other entertainment)

Sunday Sales Permit (Sale of liquor and/ or malt beverages on Sunday)

Exterior Serving Area

Not applying for an extended hours service permit

**Business Overview:**

Reps from LU and LC have met with the owners of Tender Kitchen and Bar as part of the Lawrenceville Responsible Hospitality Community Process. Mr. Catalina and his team compiled specific information pertaining to the proposed business and its operation.

<b>Concept/ Vision:</b> Tender Kitchen + Bar is a concept for an upscale American restaurant that celebrates a return to the elegant simplicity of a past era. The inspired food menu offers soul-satisfying small plates that represent cuisine from all regions of America. Dishes are prepared in a scratch kitchen, with organic, sustainably grown produce, meats, and fish as often as possible. Cocktails are crafted with pride and in the classic tradition by respected professionals behind the bar. The space is open, the atmosphere warm and inviting, the design a reflection on the elite lifestyle of the early 20th century. Tender draws inspiration, and its name, from the Arsenal Bank building it occupies – a storied financial institution that served the Lawrenceville community, exchanging legal <i>tender</i> for its patrons for over a century.
<b>Target audience/ customer demographic:</b> Professional adults with special target of 30+, East End residents, visitors
<b>Days and Hours of Operation:</b> Dinner served 6 nights/week.
<b>Hours Selling Alcohol:</b> 5:00 pm – 2:00 am
<b>Alcohol Price points:</b> Craft cocktails \$8-13, beers \$5-8, wines \$8-14/glass and \$25-100/bottle
<b>Number of Employees:</b> 25-30 (General Manager, Chef, Sous Chef, Bar Manager, Servers, Runners, Hosts, Cooks, Dish Washers)
<b>Menu / Price Points:</b> Regional American cuisine; upscale but accessible; small plates for sharing, with some entrees offered; price points TBD, but likely in the \$8-16 range
<b>Entertainment:</b> No planned live entertainment. No dance floor. No D.J. Music to play throughout evening; opportunities to showcase local artists and musicians on special occasions
<b>Site Plan / Façade/ Interior improvements:</b> The open floorplan and 14.5’ ceilings make for a uniquely communal establishment. The finished space will reflect the same respect for history, elegant simplicity, and raw ingredients as the cocktails and cuisine that are served within. Each design element will have a local story, from reclaimed materials to locally salvaged artifacts and vintage glassware. Preliminary floorplan and elevations to be presented in meeting.
<b>Parking: No parking requirement.</b> On-street/public parking lot will be utilized. 83 parking spots are accessible within 3 blocks of restaurant location
<b>Number of seats:</b> ~67 (between bar and dining areas)
<b>Security/ Video Cameras:</b> No bouncer; video security systems likely
<b>Signage:</b> Similar to existing – an illuminated black awning with logo
<b>Smoking Policy:</b> Smoking is not permitted.
<b>Recycling:</b> Yes
<b>Interested in signing Community Agreement:</b> Yes