



Senti / 3473 Butler Street



Information Sheet

People

Property Owners: Doughboy Square Apartments, LP

Prospective Business Owners: Franco Braccia and Annette Ishida

License Manager:

Initial Timeframe: Opening beginning of January 2015

Place

Size: Approximately 3,600 square feet

Zoning: Retail/Restaurant

Site Plan:

Necessary Approvals

Building Permit: Received

Occupancy Permit: Still in progress

Liquor License: Still in progress

Business Overview

Reps from LU and LC met with Franco Braccia and Annette Ishida 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: We intend to provide a high-end Italian restaurant and wine bar/lounge. The atmosphere will be sophisticated with white table cloths, art work, fine Italian wines available in various portions with a carefully paired small bites menu, and a full service menu of authentic, yet modern Italian food.
Target Audience / Customer Demographic: Our approach is to transcend all age groups and to attract a more sophisticated customer looking to try different foods and wines in a comfortable and unique environment.
Days / Hours of Operation: Tuesday - Saturday 11:00 AM - 9:00/10:00PM. Sunday 11:00AM-3:00PM
Hours Selling Alcohol: During hours of operation.
Alcohol Menu / Price points:
Food Menu / Price points: Lunch: \$15-\$20, Dinner: \$25-\$40.
Number of Employees: 15 - 20
Entertainment: No
Site Plan / Façade/ Interior Improvements: Interior is being built out.
Parking: Yes, after 6:00PM parking is available for Senti customers only across the street
Number of Dining Tables / Number of Seats at Bar: 26 tables, 6 seats at the bar.
Security / Video Cameras: Yes
Signage: Yes. An illuminated, double-sided, projection mounted sign.
Smoking Policy: No smoking

Private Events: Yes
Kid Friendly?: Yes
Recycling: Yes
Noise/ Volume Levels: Extensive measures are being taken to minimize sound transference between the restaurant and the apartments above. In addition to this, the majority of the restaurant will be carpeted, the tables will be padded, the seating will be cushioned and the lounge area will be furnished with upholstered seating in an effort to buffer as much of the noise within the restaurant as possible.

Owner and Partner Information

Franco Braccia has nearly 30 years experience in the restaurant / hospitality business. Half his career was spent in Italy working in the restaurants of 5 star hotels in Venice, the Veneto region of Italy and other parts of Europe. Later he moved to New York City where he worked in the Oak Room and the Palm Court of the Plaza Hotel. Now, in Pittsburgh, Franco plans to bring his extensive experience and knowledge of fine dining to Senti.

Why Lawrenceville?

We chose Lawrenceville for several reasons. The atmosphere in Lawrenceville is one of excitement, change and growth. We are embracing the artist community by exhibiting bold works of art. We hope to attract the influx of young professionals in the community with our elegant, urban lounge area and small bites menu while appealing to the long time Pittsburgh crowd by offering a more traditional dining experience. And, finally, we chose Lawrenceville for its central location. It is close to downtown, major residential neighborhoods and is easily accessed from out of town areas.