



4112 Butler Street Development

Experience Oriented Retail

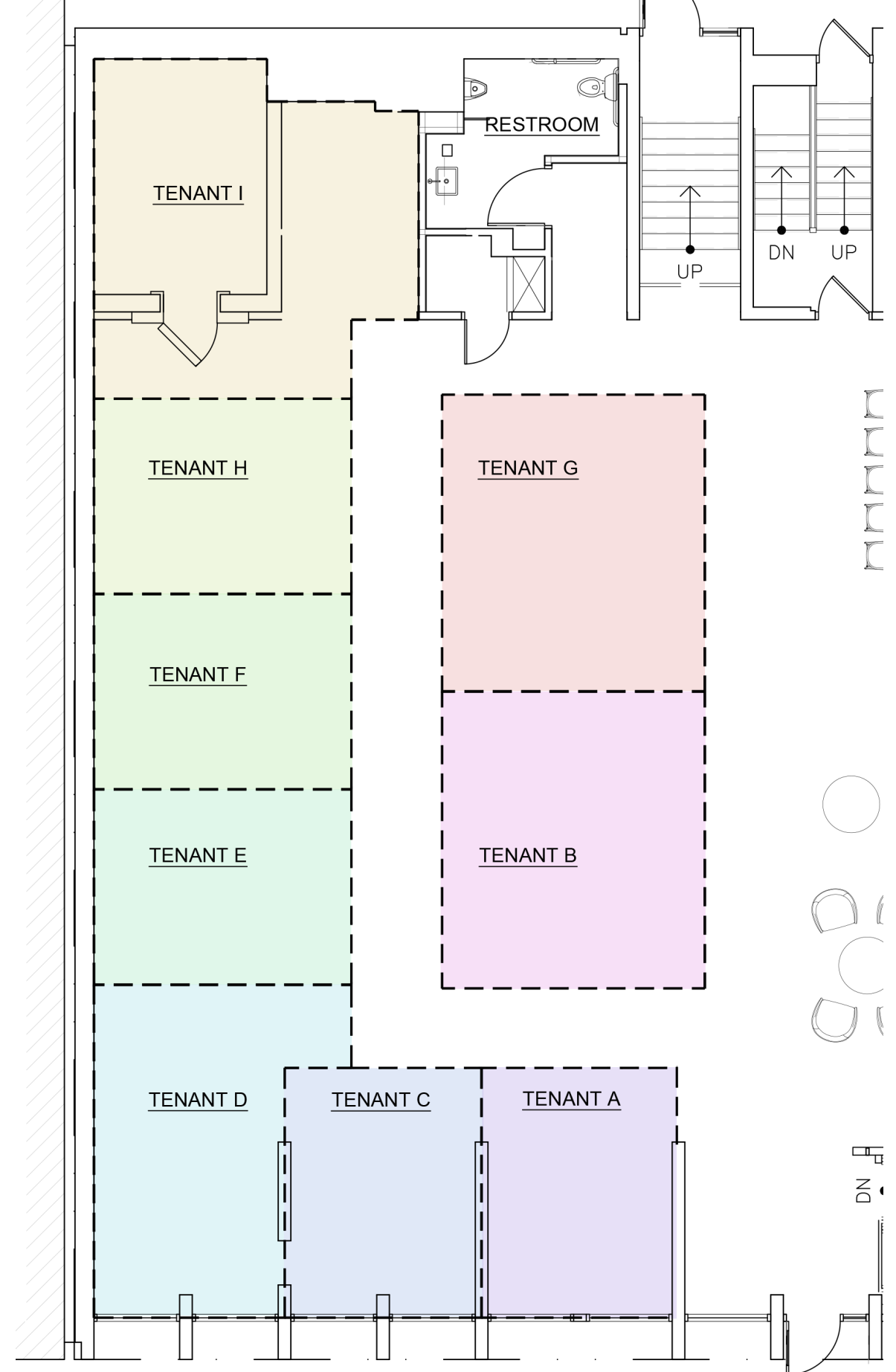






The Retail Hub

- 9 retail locations
- Targeting local, small businesses. Specially local clothing makers, consumer product goods, and crafters
- Inspired by old fashioned market houses and historic city arcades
- Month to month lease
- “Retail as a service” model includes move in ready space, monthly leases, all utilities, internet, and shared resources. Retailers can be fully up and running the same day they sign up



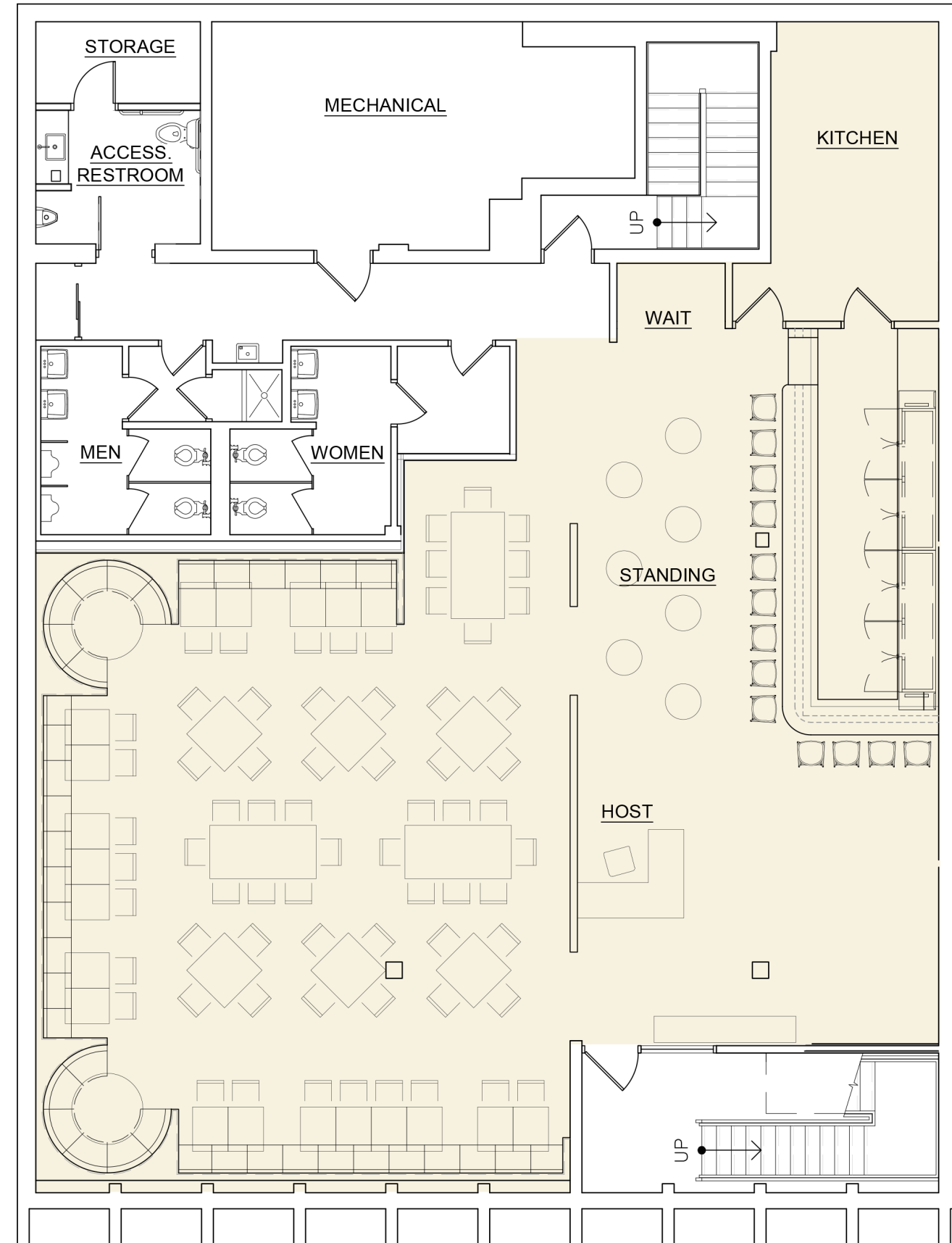
Retail Hub



- Individual store walls will be 11' tall (the space has 16' ceilings)
- Tenant can customize within their space as they desire

Restaurant

- A rotating pop-up restaurant based on a popular TV show or Movie, in Partnership with Row House Cinema.
- Family oriented price point and a casual atmosphere
- Restaurant subsidizes retail hub upstairs
- Projected hours: Su, M, Tu, W Th (5pm - 11:30pm), F & Sa (5pm - 12:30am)

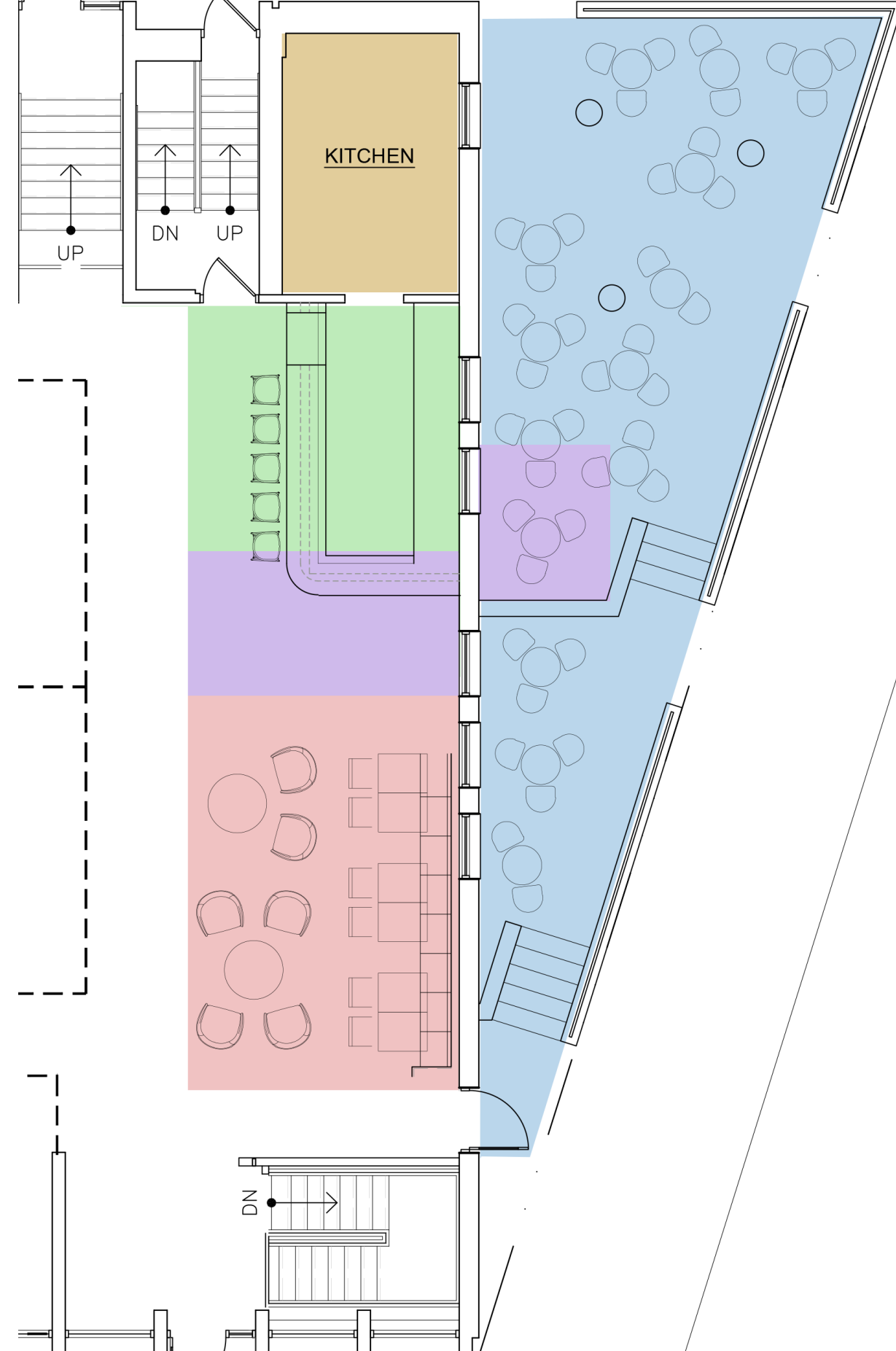


Restaurant



Donuts & Coffee

- Big, fresh donuts, made several times a day
- Partnering with Elementary Coffee, a PA based woman owned coffee company
- Able to sell donuts to the outside window for during the summer months (purple area)
- Save the beautiful mature trees! And planting many more
- Exterior signage letting people know when donuts are fresh out of the fryer, as well as when the late night window is open

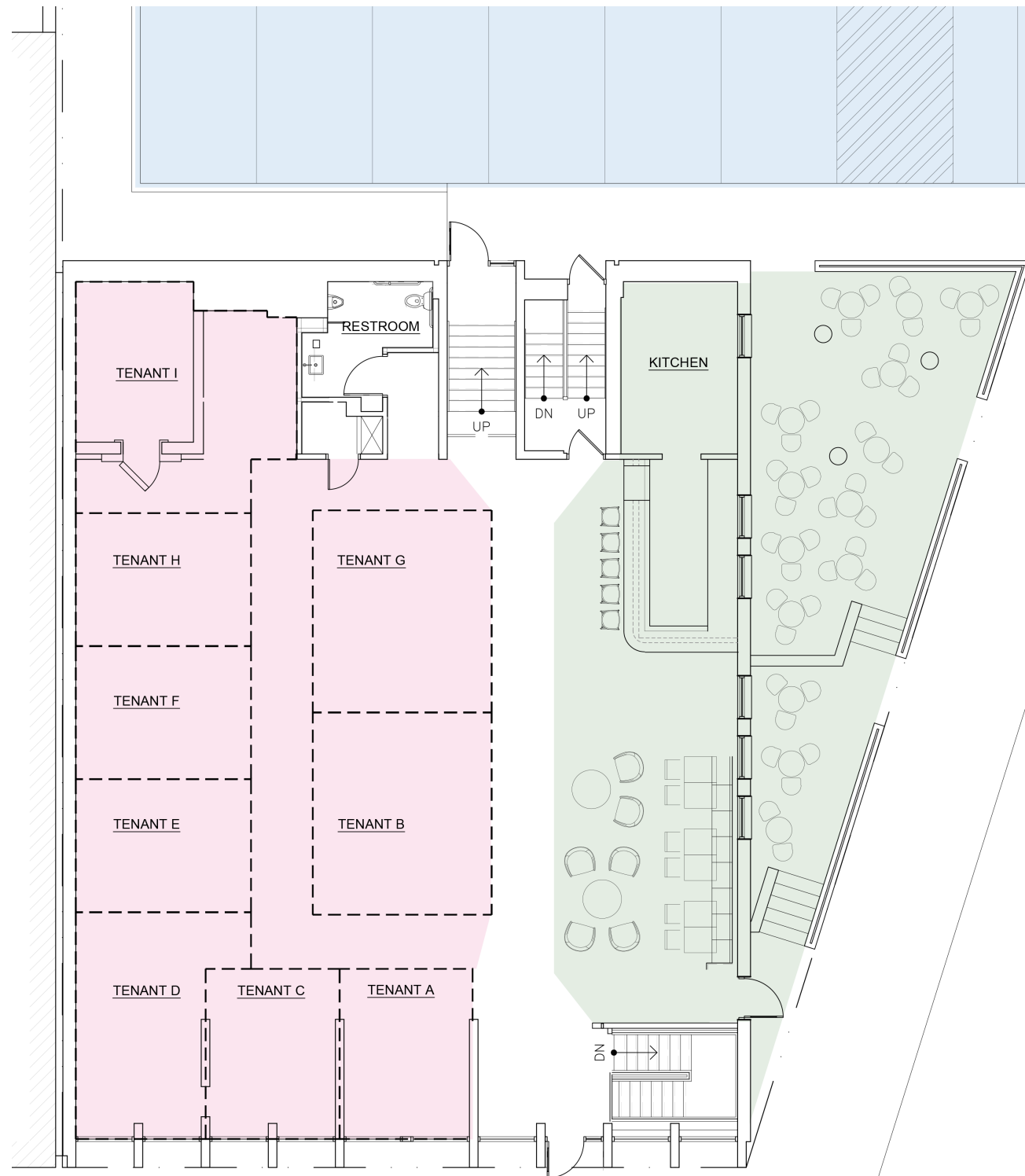


Donuts & Coffee



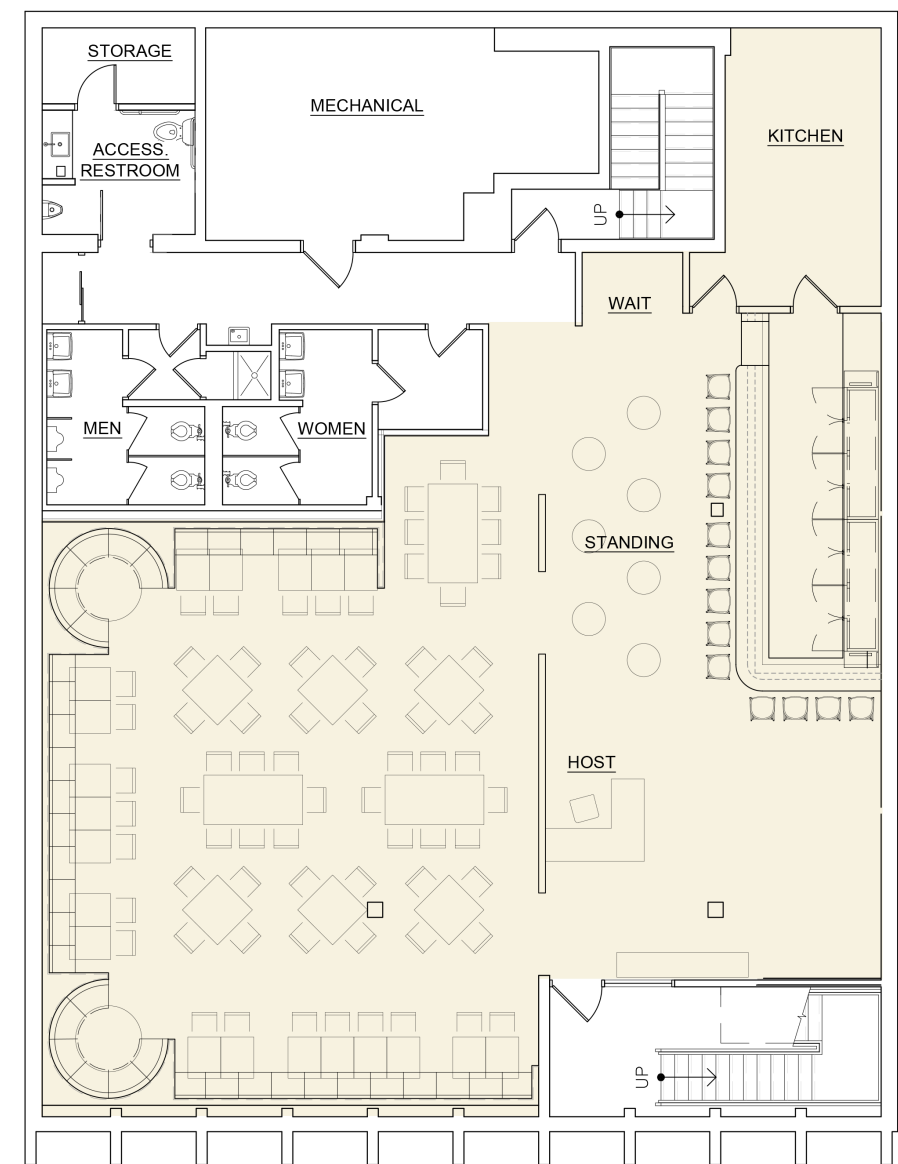
Street Level Plan

- 9 Retail Tenants
- Coffee & Donut Shop w/ Exterior Patio
- 16 Parking Spaces



Lower Level Plan

- Restaurant & Bar



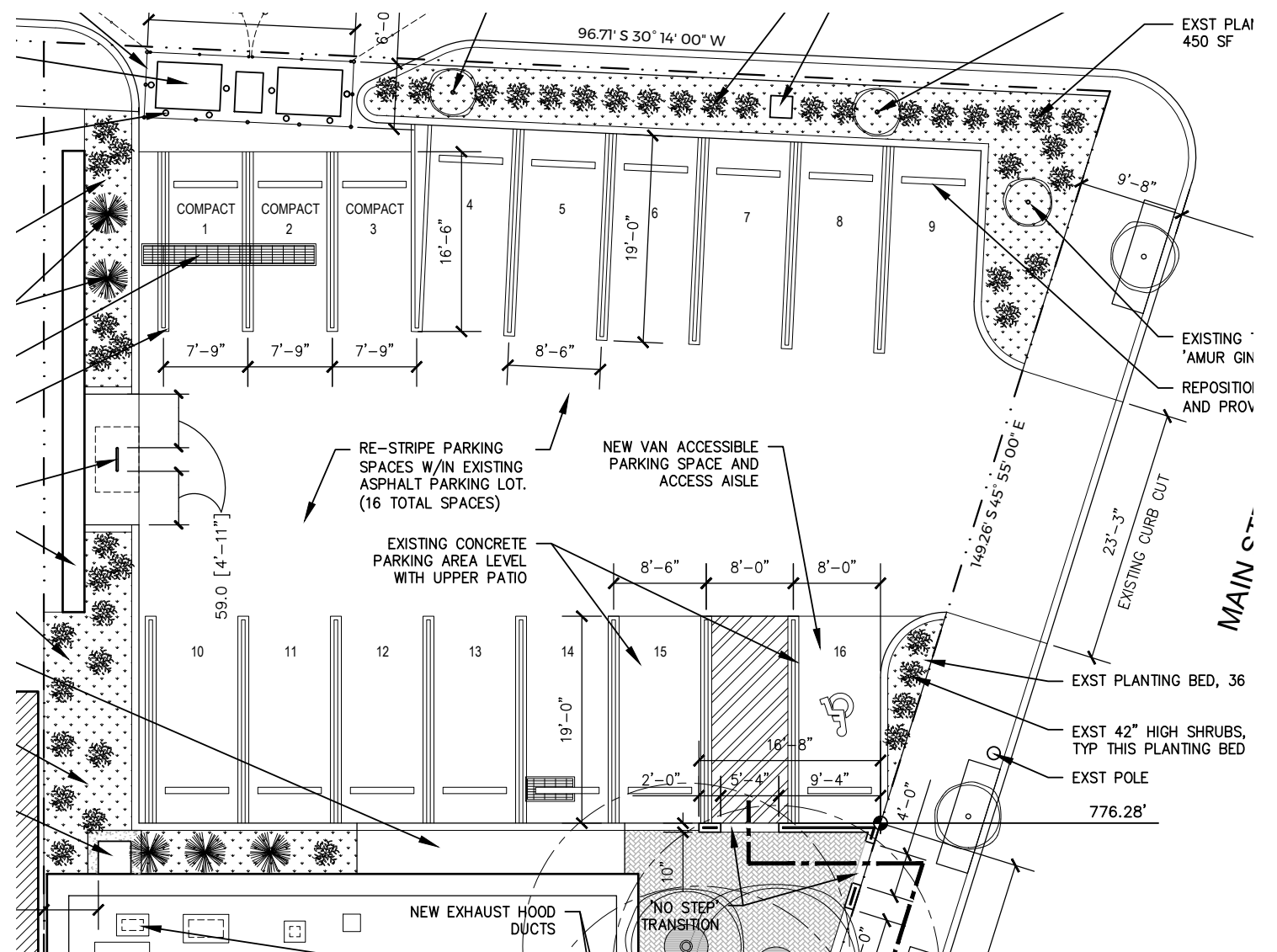
Location

Perfectly located at the intersection of Butler & Main in the heart of Lawrenceville. With the most foot traffic in Lawrenceville, this intersection is one of the most prime in the city. Across the street from Row House Cinema and other neighborhood anchors.



Parking

- Maintain as much area as possible for parking, one of the larger lots in Central Lawrenceville
- Increase the spaces from 12 to 16
- Meets ADA Standards
- Additional trees



Botero Development

- Award winning urban developers in Pittsburgh
 - Key player in growth of Lawrenceville
 - Founded in 2007
 - Led by Brian and Irwin Mendelssohn
 - 14 completed developments
- **Brian Mendelssohn, Principal**
Previous: Freemarkets, Hawthorne Development. B.A., Carnegie Mellon University
 - **Irwin Mendelssohn, Principal**
Previous: World Economic Forum, Northern Trust. MBA, Yale School of Management; MA Oxford University; BA University of Florida



Prior Project: 48th St Row Homes (Before and After)



Prior Project: 4115 Butler St Apartments & Retail (Before and After)



Prior Project: 4300 Butler St Apartments & Retail (Before and After)



Prior Project: Omega Office

(Before and After)



Prior Project: 4209 Butler St Apartments & Retail (Before and After)



Contact Information

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Botero Development

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