



Information Sheet

Business Name: Lawrence Hall / Dear James

Address: 4609 Butler Street

People

Property Owners: LPGM Limited

Prospective Business Owners: LH Hospitality Co

Owners: Brett Minarik, Phoebe Fraser, Adam Harvey

License Manager: Adam Harvey

Initial Timeframe: Q1 2024

Place

Size (sq ft): 6,000

Zoning: LNC

Site Plan: Renovation & Adaptive Reuse

Necessary Approvals

Building Permit: Yes

Occupancy Permit: Pending construction

Liquor License: In process

Zoning: Yes

Business Overview

Reps from LU and LC met with Brett Minarik & Adam Harvey to request specific information pertaining to the proposed business and its operation. They have provided the following information in response to our request:

Ownership Principles / Vision: Our vision is to set a new standard for food service hospitality in Pittsburgh. We take care of each other in the building first and foremost. In creating a supportive, team-oriented, and hospitable work environment we will foster a welcoming environment for our guests, whom we will serve with a comprehensive and unwaivering commitment to hospitality.

Target Audience / Customer Demographic: Our brand of hospitality welcomes everyone to the table. Through a combination of our partnerships with 4 full service kitchens, a comprehensive bar with offerings from a variety of price points, and a lactose-free ice cream vendor we intend to have something for everyone.

Days / Hours of Operation: 7 day operation planned
Sun-Thu: 10a-10p
Fri/Sat: 10a-12a

Hours Selling Alcohol: Same as above

Alcohol Menu / Price points: 12 tap beer system: \$6-10; Can & Bottled Beer: \$2-10; Wine: \$12 - 20; Spirits and Cocktails: TBD / standard
Food Menu / Price points: TBD (Pending vendor selection)
Number of Employees: 17-25
Entertainment: TVs
Site Plan / Façade/ Interior Improvements: We are preserving the historic shell of the building, including the wooden beam and truss system, and renovating the interior through a process known as adaptive reuse. The facade will remain largely the same but for new entrance, windows & walk-up window.
Parking: Through our off-site parking lot we are fully meeting the City of Pittsburgh's parking requirement.
Number of Dining Tables / Number of Seats at Bar: 51-55 tables, 14 seats at the bar.
Security / Video Cameras: Yes, ADT
Signage: Blade sign over main entrance, painted "Lawrence Hall" on front facade.
Smoking Policy: No smoking.
Private Events: Yes
Kid Friendly?: Yes. High chairs, booster seats and changing tables provided.
Trash/Recycling: Yes
Noise/ Volume Levels: Anticipated to be low. Interior speakers thoughtfully designed by subcontractor.

Owner and Partner Information: We are majority-owned and operated by three Lawrenceville residents, all of whom are active partners in the business: Brett Minarik, Phoebe Fraser & Adam Harvey. We have several silent partners/investors based from our personal network.

Why Lawrenceville? We live in Lawrenceville, love the neighborhood and believe this concept works perfectly in the historic space at 4609 Butler, which is located in the 9th Ward. We are excited to improve the neighborhood and offer something unique to our neighbors.