

LAWRENCEVILLE COMMUNITY DEVELOPMENT ACTIVITIES MEETING

Tuesday, October 10 , 2023 | 6:30-8:00 PM



LAWRENCEVILLE
CORPORATION

Sign in at bit.ly/LUSignIn if you're joining by
Facebook Live or watching this as a recording



Tonight's Agenda

- 1. Welcome (15 minutes)**
 - a. Introduction
 - b. Accessibility & Community Agreements
- 2. Community Process Overview (5 minutes)**
- 3. Proposed Expansion at 4839 Butler Street (50 minutes)**
 - a. Business Presentation - 20 minutes
 - b. Q&A -30 minutes
- 4. Closed Community Conversation (15 mins)**
- 5. Upcoming Events & Closing (5 mins)**

About Lawrenceville United

- Mission: to improve and protect quality of life for all Lawrenceville residents
- Membership of over 800 residents
- Board comprised of all residents: elected by our membership
- Programs: Lawrenceville Farmers Market, supporting older adults, free food distributions, cleaning & greening, direct support & case management, advocacy, and more.



About Lawrenceville Corporation

- Mission: Driven by the Lawrenceville community, the Lawrenceville Corporation acts as the catalyst and conduit for responsible and sustainable growth.
- Membership: About 100, primarily business owners
- Board: Mostly comprised of residents, property owners, and business owners and elected by our membership - 16 members
- Programs: Business district management, policy and advocacy, community planning and development, real estate development, and communications and marketing



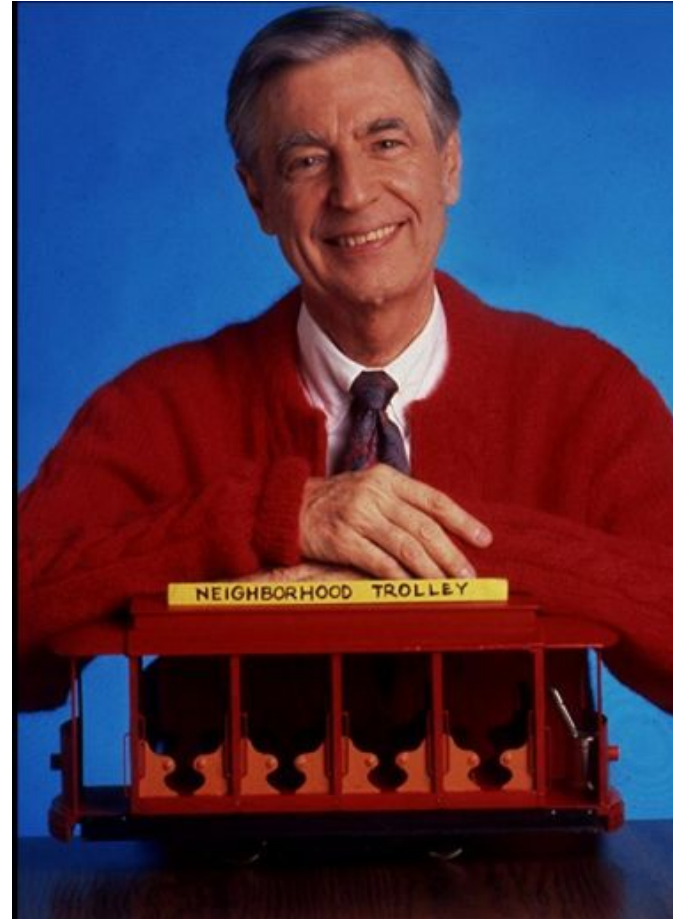
Safety & Accessibility

- This meeting is being streamed on Zoom & Facebook.
 - We will be monitoring the Facebook & Zoom chat for questions and comments
 - Project sheet and ground rules can be found on LU's website at <http://www.lunited.org/wp-content/uploads/2023/10/Solera-Wine-Co-Info-Sheet.pdf>
- Please let us know your accessibility needs.

Community Agreements

Be neighborly.

- Be respectful of all participants & hosts
- Don't denigrate groups of people
- Give space for all to participate



Ground Rules

- **Hold all questions/comments until the end of the presentation** (you can drop in the chat if you're joining by Zoom / Facebook Live).
- **Raise your hand to make a question/comment.** Please identify yourself and your relationship to the project.
- **Be respectful of all speakers.**
- **Limit questions/comments to 2 minutes each, with 1 clarification question/comment.**
- **If time permits, we will call on individuals who'd like to ask or make a second question/comment.**
- **Use the "feedback form" to ask more questions and give us your input**
- **If ground rules are violated, we will ask you to leave. If it continues, we will end the meeting.**

Community Process Overview

Background

- Co-facilitated by LU & LC since 2011
- Vetted over 100 development projects and over 50 liquor licenses since
- Goals:
 - ◆ Inform neighbors and collect direct feedback
 - ◆ Equip neighbors to participate in public processes
 - ◆ Build relationships between developers, businesses, and neighbors
 - ◆ Build consensus and ensure compliance with community plans and priorities



Introductory Meeting

- Meeting between LU, LC and developer or business owner to share plans.

Info Gathering

- LU and LC gather and verify information, work to understand approvals necessary, and measure plan against current community plans and priorities.

Community Meeting

- An open and public community meeting is held to give the owner or developer a chance to present vision and plans to the community.
- Community asks questions, identifies any concerns, gives input to LU and LC.

Outcomes

- LU and LC attempt to work on any concerns, take position(s) on the project

Projects that Trigger the Process

- Requires approvals from the Zoning Board of Adjustments, Planning Commission, URA, PA Liquor Control Board, City Council, Air Quality Permitting **AND...**
- Meets one of the following criteria:
 - ◆ 4+ residential units
 - ◆ New structures or expansions over 2,400 square feet
 - ◆ Requires use variance or zoning change
 - ◆ Liquor license application or transfer
 - ◆ OR... Has potential community-wide impact



Clarifying LU and LC's role

- We are not part of the development team
- We did not recruit this developer
- We have no authority to intervene in private transactions of property. The community process kicks in when there is a public process of some kind.

Liquor License at 4839 Butler Street

Business Presentation

Solera Wine Co.

4839 Butler Street

Liquor License Information:

- License Type: Restaurant Liquor
- Person to Person Transfer
- License Number: R-7596
- Applicant: MES Hospitality LLC
- Owner: Tyler Borne and Aaron Gottesman
- License Manager: Same as above
- Date Posted: 09/22/2023
- Includes exterior area

Vision: A boutique wine shop and cafe with a focus on education and community engagement, Solera aims to become the go-to destination for wine lovers and novices

A photograph of a public notice of application for an alcoholic beverage license, posted on a wall. The notice is on a yellow background and contains the following information:

PENNSYLVANIA LIQUOR CONTROL BOARD
PUBLIC NOTICE OF APPLICATION
ALCOHOLIC BEVERAGES

APPLICANT NAME: MES Hospitality LLC
TYPE OF LICENSE: Restaurant Liquor
LICENSE NUMBER: R-7596

PREMISES ADDRESS: 4839 Butler St., Pottsville PA 17870
COUNTY: Schuylkill
ZIP: 17878

NEW LICENSE
 Social License
 Alcoholic Retail
 Alcoholic Delivery

TRANSFER OF A LICENSE
 To a new licensee
 To a new location
 To a new location and new licensee

EXTENSION OF PREMISES
 None
 Expansion
 Addition
 Addition and Expansion

CHANGE OF BUSINESS STRUCTURE
 None
 Conversion from sole proprietorship to partnership
 Conversion from partnership to corporation

APPLICANT SIGNATURE: [Signature]
DATE: 09/22/2023

113995



Solera Wine Co.

Aaron Gottesman & Tyler Borne



Executive Summary

Solera Wine Co. will be a boutique wine shop and cafe located in the heart of Lawrenceville, Pittsburgh, Pennsylvania. Our mission is to create a welcoming space where the neighborhood can conveniently pick up a bottle of wine, enjoy good company in our garden, have an intimate date in the tasting room, or participate in community wine tastings and classes.

We will offer a wide variety of wines from different regions and varietals, accompanied by a menu of small plates and snacks designed to enhance the wine experience. **With a focus on education and community engagement, Solera aims to become the go-to destination for wine lovers and novices in Lawrenceville.**

Target Market

Our target market includes a diverse range of individuals, including families, couples, and wine enthusiasts in Lawrenceville and the greater Pittsburgh area. By offering a welcoming space, unique wine options, and engaging events, **we aim to attract a broad customer base seeking quality wine and an enjoyable social environment.**

Products & Services

Solera Wine Co. will offer a well-curated wine list that covers a **wide variety of regions and varietals while maintaining an approachable selection.** The food menu will consist of **small plates and snacks**, including hot and cold sandwiches, charcuterie, cold vegetables, and small bites, designed to complement the wine selection and enhance the overall experience.

Company Overview

Solera Wine Co. is a limited liability company (LLC) owned and operated by Tyler Borne and Aaron Gottesman, experienced professionals in the restaurant industry with **a shared passion for wine.**

Leveraging their expertise in hospitality, wine knowledge, and culinary skills, **Solera will provide a unique and enjoyable wine experience in Lawrenceville.**

Tyler Borne



Tyler is a native Pittsburgher, and industry veteran of 15 years. Most recently he was the General Manager of Meat & Potatoes in the Cultural District. **Tyler is a Sommelier**, receiving his credentials from the Master Court of Sommeliers.

He and his wife Coni, live on Mt. Washington with their 1 year old son Sebastián. In addition to their son, they have 2 dogs and **love to go on family hikes together.**

Aaron Gottesman



Aaron is a **trained chef with nearly 20 years experience working in kitchens.** Aaron has worked in some of the top restaurants in both Philadelphia and New York, as well as being the Executive Chef of Meat & Potatoes for the last 18 months.

Aaron lives in Point Breeze with his wife Shannon; their 2 sons, Max and Everett; and their 2 cats. **Aaron and Shan are avid travelers** who love taking family trips to places they've never been to before.

Liquor License at 4839 Butler Street

Q&A

Closed Community Conversation

Next steps

- **Make sure you signed in**
 - ◆ Facebook Live: bit.ly/LUSignIn
- **Give us your feedback**
 - ◆ Feedback Form: <https://bit.ly/4839Butler>
- **Meeting video/presentations will be shared on LU's website at www.LUnited.org**
- **We will contact participants when any public hearings are scheduled**
- **Contact LU with any other questions/input**
 - ◆ 412-802-7220 | info@LUnited.org



- **Compost Workshop** - October 14th at Duncan Park at 1 PM
- **Fall Festival** - October 14th at Estelle S. Campbell Boys and Girls Club from 11-3 PM
- **Housing Resource Fair** - November 4th at Goodwill (118 52nd St)
- **Farmers Market** - Tuesdays at Bay 41 until November 21st
- **Cookie Tour** - December 9 & 10

Thank you!

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