

Development Activities Meeting Report

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: 5111-5113 Penn Avenue	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): <ul style="list-style-type: none"> • Bloomfield-Garfield Corporation • Friendship Community Group • Residents
Meeting Location: Community Activity Center 113 N. Pacific Ave.	
Date: September 17, 2019	
Meeting Start Time: 6:00 PM	
Applicant: Mike Onafray/Two Frays Brewing, LLC.	Approx. Number of Attendees: 15+

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

<p>The applicant outlined the plan to purchase and consolidate the lots at 5111 and 5113 Penn Avenue for the purpose of opening a small, neighborhood brewery. The name will be Two Frays Brewing, to reflect the applicant and his wife, whose last name is Onafray, or “Fray”, emphasizing the personal touch they want this business to have. This project will require renovation and construction to make the existing building code-compliant and create the necessary spaces for the proposed function. The plan is to have a brewery and taproom inside the building at 5113 Penn Avenue with outdoor seating and screening on the adjacent open lot. That lot is currently used as a cut-through for many people now between Penn Avenue and Gem Way.</p> <p>They have hired an architect to maintain the historic character while creating a structurally sound and dry building. There are no plans for distribution or mass production, so there will be no truck traffic to/from the site. The canning/bottling will happen on the premises.</p> <p>The applicant identified Allegheny City Brewing on the Northside as a peer comparison for their business model. The business plan prioritizes a “culture of professionalism and education”, with programming such as home brew clubs, recipe creation, tours, and an active social media presence. Pennsylvania law requires “snacks” to be served—they will have a small fridge and reheating/bake items in addition to collaborating with food trucks. The Taquitos food truck is three doors down, as well as Inferno Pizza. They’re looking to ultimately form a partnership or mechanism for brewery guests to order food from the nearby restaurants.</p>
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Input and Responses

Questions and Comments from Attendees	Responses from Applicants
What’s happening on the upper floors?	Because they’ve written a small business loan, there are restrictions on what can happen on the upper floors for now. Going to renovate to create “vanilla shell” so the space is usable in the future. Ultimately, there could be one or two residences above the taproom. They’re building in the parking for that option now. Currently, there are not separate stairs for a residential entrance to the upper stories, so that would need to be addressed.

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How many seats/capacity of taproom?	There will be room for 49 people indoors. Outdoors, there will be approximately 40 seats.
Will there be music outside?	With the restaurant-limited use, it is not allowed.
What is the expected construction impact?	Installation of a gas line will require the sidewalk to be torn up, but they're hoping to not have to close the sidewalk. Construction should take approximately 3 months in total, after they receive their permits. They will have normal construction hours.
When will you open?	Hoping to begin construction in November, be finished in February, and opened by the end of April. The big barriers to maintaining this schedule will be obtaining permits and installing necessary utilities.
What parking will be provided on-site? For employees? Patrons?	Parking is not required for projects under 2,400 square feet. There are currently two spots in the plan for future residents on the upper floors.
Are you seeking any variances for this project?	The current zone is Local Neighborhood Commercial (LNC). Restaurants are permitted usage in this zone, so with the current business plan, they won't need a variance. Ultimately, the applicant would like to be Restaurant General, which would allow for live music, dancing, etc. To have dog-friendly indoor space would require a variance.
How will you achieve this "neighborhood feel" without creating situations where people are being overserved and then drunk walking around the neighborhood?	They don't want that. The beers they'll be brewing have lower APVs (alcohol per volume) and they will be training their staff to not overserve. The average APV of all their beverages will be 5%. There will not be any spirits, which should make it less likely that someone will get very drunk. Brewery culture is calmer than bar culture, and they will be serving food. They will be selling beers to-go, so if people want to keep drinking, they can do it in their own home. They will have limited hours, and are looking to have "Family Friendly" Sundays.
How will you hire locally?	They will be hiring 4-5 people to start with. The assistant brewer will need to have specific experience, but he wants the taproom staff and potentially general manager to be local so residents recognize them when they come in, adding to the neighborhood feel of the brewery. They'll be looking to utilize the Bloomfield-Garfield Corporation's employment center for applicants.
Will you be paying a living wage to employees?	The current business plan is to pay \$15 per hour, plus tips. The Brewers Association of PA is looking into collective insurance/benefits. A goal will be to get the handful of employees to full time, or provide benefits for part time employees.

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Bloomfield and Garfield are rapidly gentrifying—how will you make this an inclusive business?	The applicant stated that it is a priority to hire historically marginalized populations: people of color, LGBTQ+, etc. and create a space where everyone feels welcome. He wants to do a “Feel Good” tap, where local organizations and non-profits can sign up to get \$1-2 donated from every purchase of a certain tap. They’ll also be looking to host charity events in their space.
Will you sell other beers or wine?	They will have cider on 1 or 2 taps, to provide an option for guests who are gluten-free. They’ll also have flavored sparkling water as a non-alcoholic option. The Brewer’s G-license allows for him to buy PA wine and liquor, but it’s not currently in their business plan.
What will the lighting situation be outdoors?	The applicant would like to be able to use the outdoor space during the cooler months, so there will be some down-lighting outside, but with respect to the residents to the west.
What will happen with the Star Soap mural on the side of the building?	<p>The applicant inquired to attendees at the meeting if they’d like to see it restored, to which there was unanimous support. The mural is full of lead, so they will keep the top part but refinish the bottom, where people will be physically interacting with the wall. They’ll need to seal the mural to prevent lead from falling off onto the patio area.</p> <p>On that side of the building, there will be three windows, ADA-compliant door, and a garage-style door added.</p>
Have you opened a business before?	No, the applicant’s wife runs three businesses.
<i>Applicant asked of attendees: what do you think are the keys for success here?</i>	<i>Attendees: be friendly, and be open.</i>

Other Notes

Planner completing report: Martina Battistone, interim neighborhood planner