

PASQUAL'S

TENANT IMPROVEMENT

MADISON, WISCONSIN

PROJECT DATA:

LOCATION: 1544 E. WASHINGTON AND VAN DYKE E. MADISON, WI 53704

OWNER: PASQUAL'S

CITY OF MADISON

STATE OF WISCONSIN

BUILDING CODE: CITY OF MADISON ZONING ORDINANCES

2008 INTERNATIONAL BUILDING CODE

OCCUPANCY TYPE: "A-2" (RESTAURANT (INCLUDING

TYPE "A"

STRUCTURED

OCCUPANCY: RESTAURANT & 100% OF GROSS

AREA: 24,000

LAND: 4,100

RENTAL: 21,000

RENTAL PER YEAR: 250,000

TOTAL OCCUPANCY: 24,000

TOTAL AREA: 24,000

TOTAL RENT: 250,000

TOTAL RENT PER YEAR: 250,000

TOTAL RENT PER YEAR: 250,000

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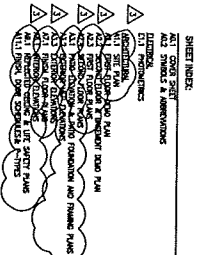
TOTAL RENT PER YEAR: 250,000

TOTAL RENT PER YEAR: 250,000

TOTAL RENT PER YEAR: 250,000

GENERAL NOTES:

1. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF MADISON AND THE STATE OF WISCONSIN.
2. THE CONTRACTOR SHALL VERIFY ALL EXISTING CONDITIONS AND RECORDS PRIOR TO COMMENCEMENT OF WORK.
3. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES.
4. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING UTILITIES AND STRUCTURES UNLESS OTHERWISE NOTED.
5. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING CURBS AND SIDEWALKS UNLESS OTHERWISE NOTED.
6. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING DRIVEWAYS AND PATHWAYS UNLESS OTHERWISE NOTED.
7. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING FENCES AND BARRIERS UNLESS OTHERWISE NOTED.
8. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING SIGNAGE UNLESS OTHERWISE NOTED.
9. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING LANDSCAPING UNLESS OTHERWISE NOTED.
10. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING TREES UNLESS OTHERWISE NOTED.
11. THE CONTRACTOR SHALL MAINTAIN ALL EXISTING UTILITIES UNLESS OTHERWISE NOTED.



SHEET NUMBER:

ALL SHEETS OF THIS PROJECT

ARE INCLUDED IN THIS PROJECT

AND ARE IDENTIFIED BY THIS PROJECT

AND ARE IDENTIFIED BY THIS PROJECT

AND ARE IDENTIFIED BY THIS PROJECT

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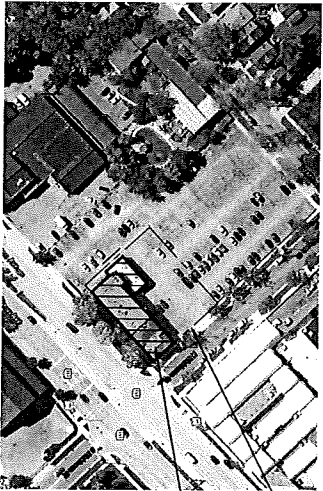
AND ARE IDENTIFIED BY THIS PROJECT

AND ARE IDENTIFIED BY THIS PROJECT

PROJECT LOCATION MAP:



TENANT LOCATION:



COVER SHEET

PASQUAL'S
TENANT IMPROVEMENT
1544 E. WASHINGTON AVE
MADISON, WISCONSIN



A0.1



DATE: 04/23/2013
TIME: 10:00 AM
USER: PASQUAL'S
PROJECT: PASQUAL'S
SHEET: A0.1

04/23/2013

10:00 AM

PASQUAL'S

PASQUAL'S

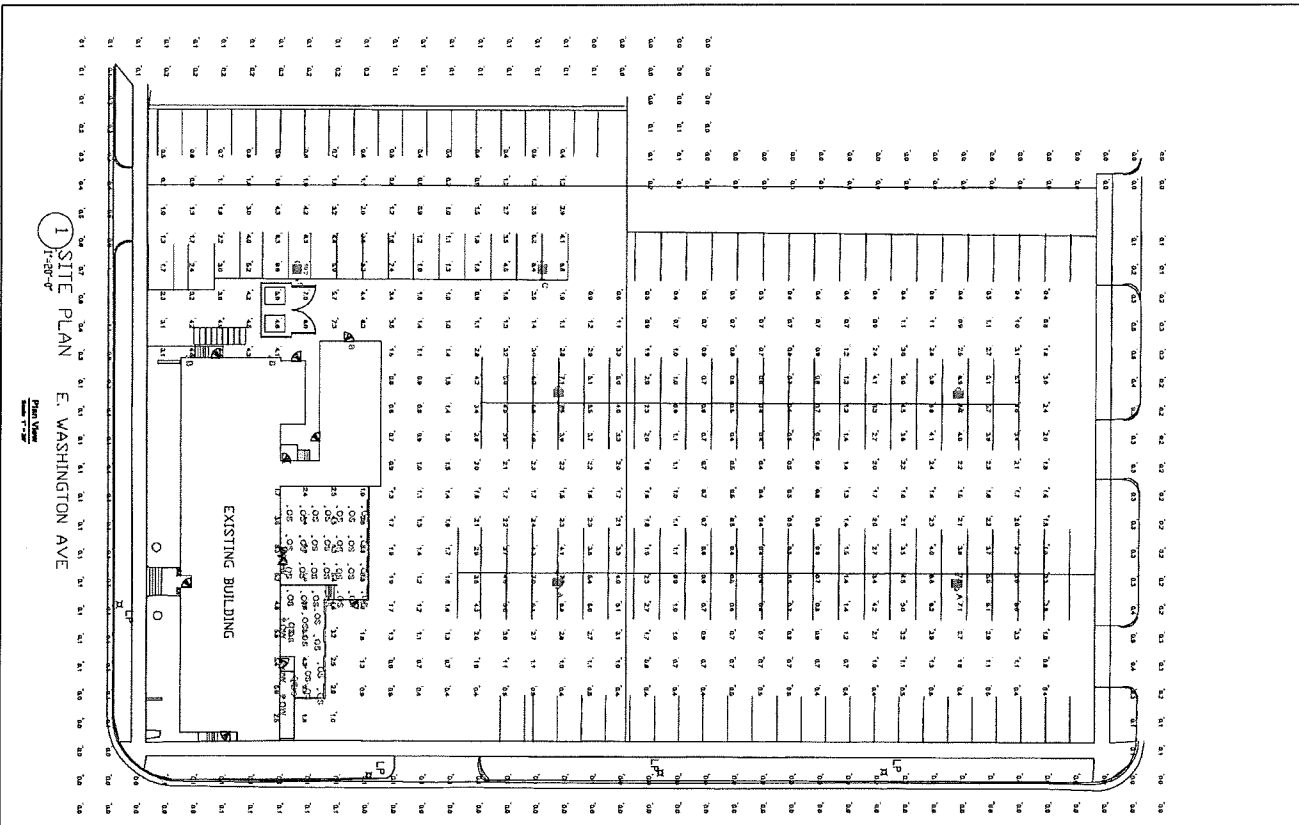
A0.1

A0.1

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1 SITE PLAN
E. WASHINGTON AVE
Plan View
Scale: 1/8" = 1'-0"

TYPE: OW

Symbol	Level	Qty	Manufacturer	Description	Length	Fix	Mounting	ULF	Notes
1	A	4	RENO	RENO	200 WATT IFS	PROFORM	2000	0.45	200
2	B	3	TRM	TRM	100 WATT IFS	WITCOLE	1000	0.30	100
3	C	2	EXISTING	EXISTING	100 WATT IFS	WITCOLE	1000	0.30	100
4	D	4	RENO	RENO	200 WATT IFS	PROFORM	2000	0.45	200

STATISTICS	Symbol	Avg	Max	Min	Angle
AVG	2.25	6.24	0.48	5.81	
MAX	3.86	6.38	1.08	3.81	
MIN	0.16	1.26	0.08	N/A	

Product #: RPH154-CA
 Width: 17"
 Height: 6.25"
 Weight: 100
 Bulk: 1
 Finish: Galvanized - UV Protected Clearcoat
 Estimated:
 RPH154-CA is position only. May be color
 King when shown (shown with RS-10AN and
 canopy at (RSO-CA), May

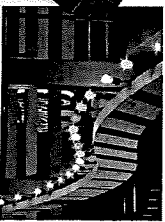


COMMERCIAL GRADE LIGHT STRINGS

Popular versatile commercial grade light string
 Use commercial grade lighting with LED lamps for
 residential, commercial, outdoor, and many other
 applications. Suitable for decorative lighting, patio lighting,
 event, event, parties, sales and many other
 decorative lighting applications.

FEATURES:

- Factory-installed sockets for 1/4" gauge wire is suitable for
 residential and commercial applications.
- Formulated PVC sockets form a light weatherproof seal
 around the bulb.
- LED results in long life lamps - see page 46-47
- Available in bulk reels in quantities, 1000 and 5000
 feet.
- Use with LED lamps to extend life and length and save up to
 90% in energy costs over incandescent



44 | www.pasquals.com

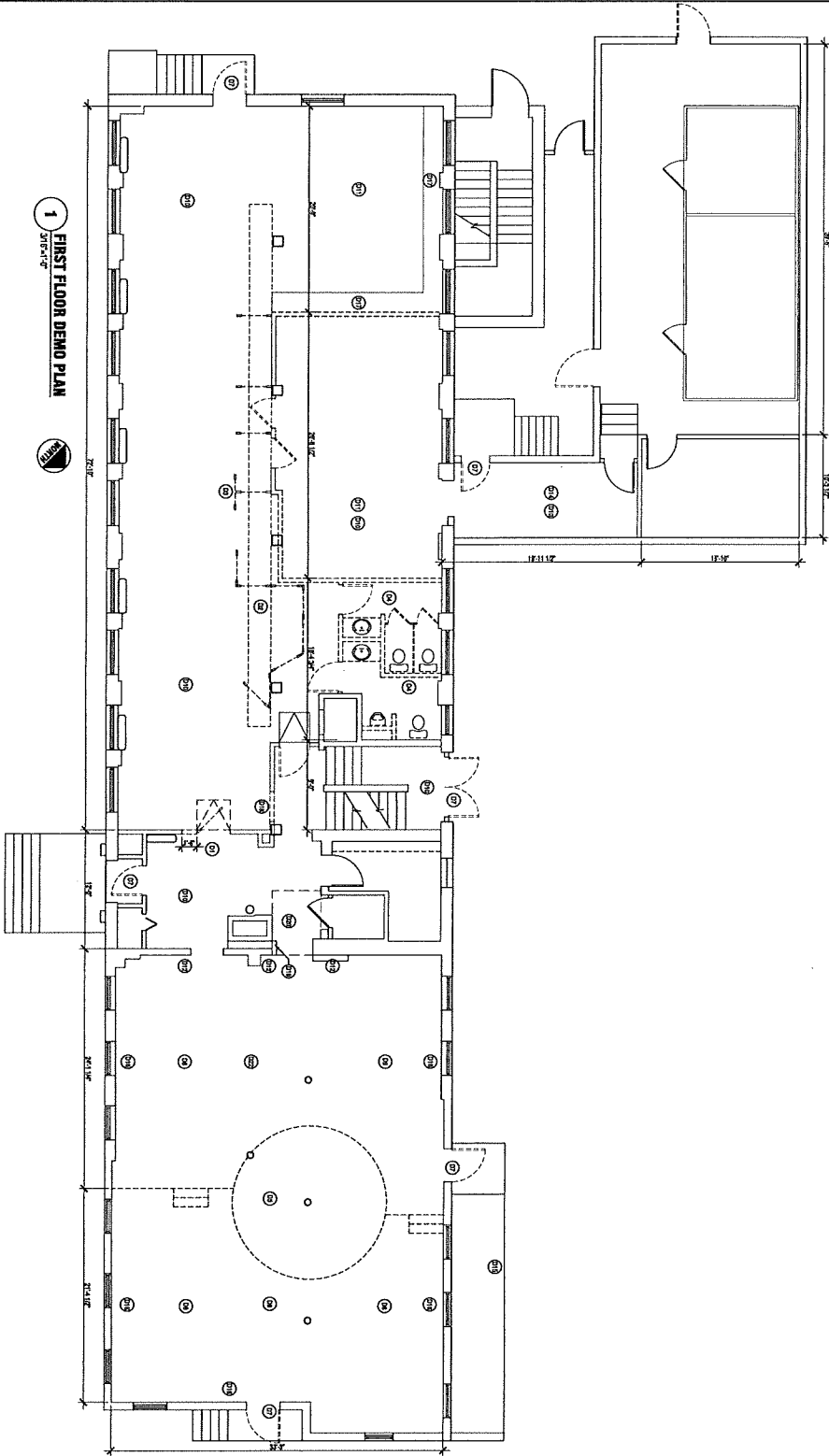
SHULFER
 ARCHITECTS
 277
 E. WASHINGTON AVE
 MADISON, WI 53703
 TEL: 608.261.1111
 FAX: 608.261.1112
 WWW.SHULFER.COM

PASQUALS
 TENANT IMPROVEMENT
 1545 E. WASHINGTON AVE
 MADISON, WI

SITE PHOTOMETRICS

E1.1

DATE: 02/24/2015
 TIME: 10:00 AM
 PROJECT: FOR ORIENTATION
 DRAWN BY: JENNY LITVIN
 CHECKED BY: JENNY LITVIN
 APPROVED BY: JENNY LITVIN



1
FIRST FLOOR DEMO PLAN



EXISTING/DEMOLITION PLAN NOTES

1. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED WALLS, PARTITIONS, CEILING, FLOOR, AND ROOF STRUCTURE.
2. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED DOORS, WINDOWS, AND GLAZING.
3. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED STAIRS, ELEVATORS, AND MECHANICAL ROOMS.
4. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED MECHANICAL, ELECTRICAL, AND PLUMBING SYSTEMS.
5. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED STRUCTURAL MEMBERS.
6. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED FINISHES.
7. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED PARTITIONS.
8. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED CEILING.
9. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED FLOOR.
10. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED ROOF.

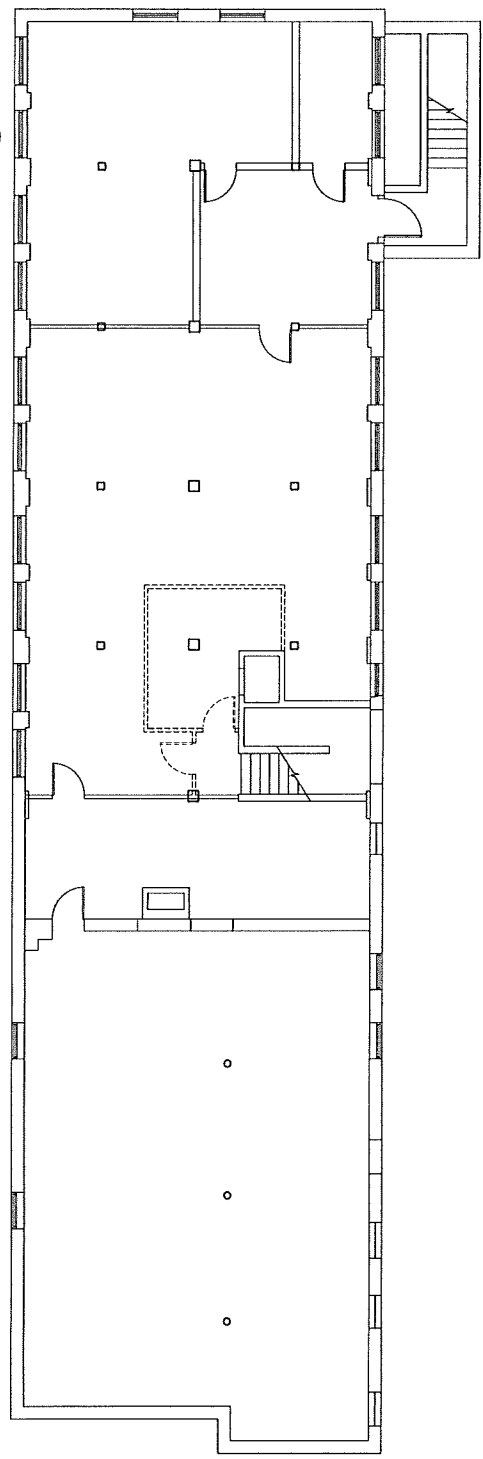
DEMOLITION NOTES:

- 1. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED WALLS, PARTITIONS, CEILING, FLOOR, AND ROOF STRUCTURE.
- 2. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED DOORS, WINDOWS, AND GLAZING.
- 3. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED STAIRS, ELEVATORS, AND MECHANICAL ROOMS.
- 4. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED MECHANICAL, ELECTRICAL, AND PLUMBING SYSTEMS.
- 5. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED STRUCTURAL MEMBERS.
- 6. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED FINISHES.
- 7. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED PARTITIONS.
- 8. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED CEILING.
- 9. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED FLOOR.
- 10. DEMO PLAN SHALL SHOW ALL EXISTING AND TO BE DEMOLISHED ROOF.

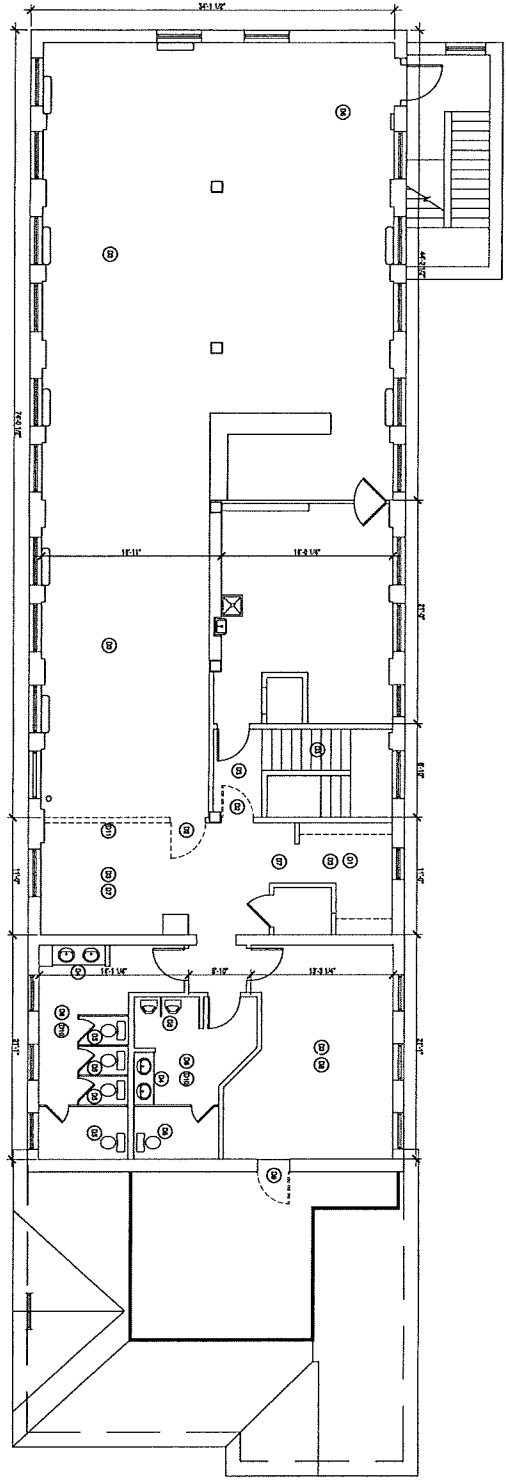
WALL PARTS A.C.I.

---	EXISTING CONSTRUCTION
---	DEMOLITION

1
BASEMENT DEMO PLAN
3/8" = 1'-0"



2
SECOND FLOOR DEMO PLAN
3/8" = 1'-0"



EXISTING/DEMOLITION PLAN NOTES

1. EXISTING AND DEMO ARE TO BE SHOWN AS CONTINUOUS LINES UNLESS OTHERWISE NOTED.
2. EXISTING AND DEMO ARE TO BE SHOWN AS CONTINUOUS LINES UNLESS OTHERWISE NOTED.
3. EXISTING AND DEMO ARE TO BE SHOWN AS CONTINUOUS LINES UNLESS OTHERWISE NOTED.
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9. EXISTING AND DEMO ARE TO BE SHOWN AS CONTINUOUS LINES UNLESS OTHERWISE NOTED.
10. EXISTING AND DEMO ARE TO BE SHOWN AS CONTINUOUS LINES UNLESS OTHERWISE NOTED.

DEMOLITION NOTES:

- (1) DEMOLISH AND EXIST
- (2) DEMOLISH AND EXIST
- (3) DEMOLISH AND EXIST
- (4) DEMOLISH AND EXIST
- (5) DEMOLISH AND EXIST
- (6) DEMOLISH AND EXIST
- (7) DEMOLISH AND EXIST
- (8) DEMOLISH AND EXIST
- (9) DEMOLISH AND EXIST
- (10) DEMOLISH AND EXIST

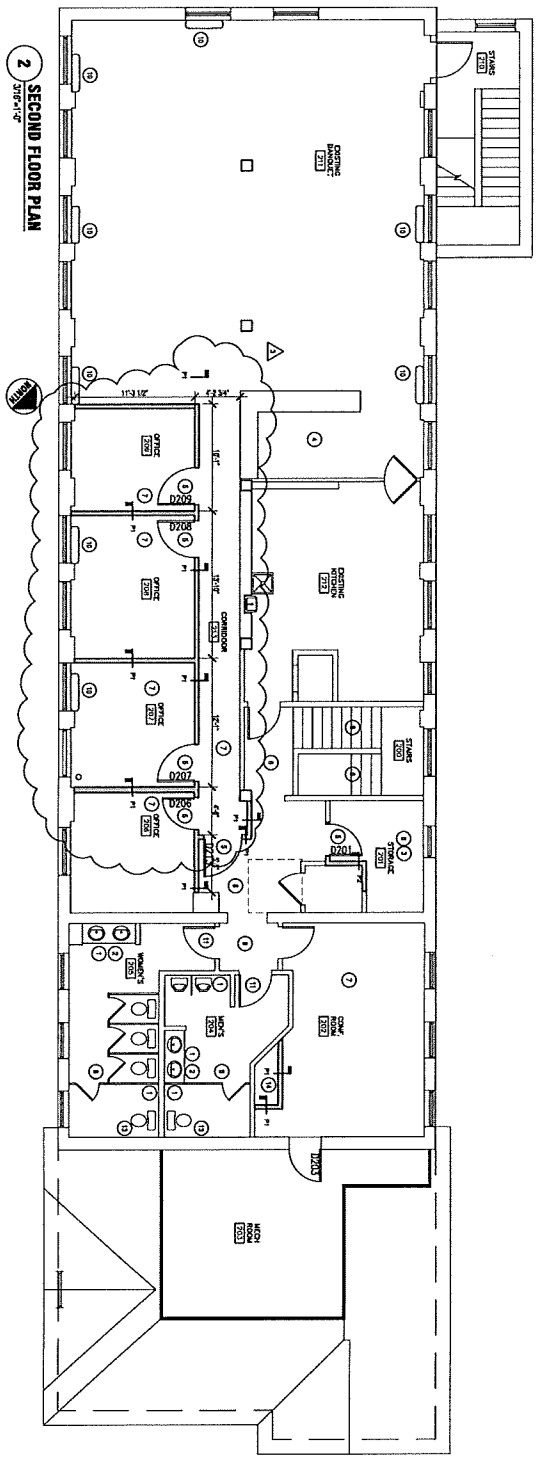
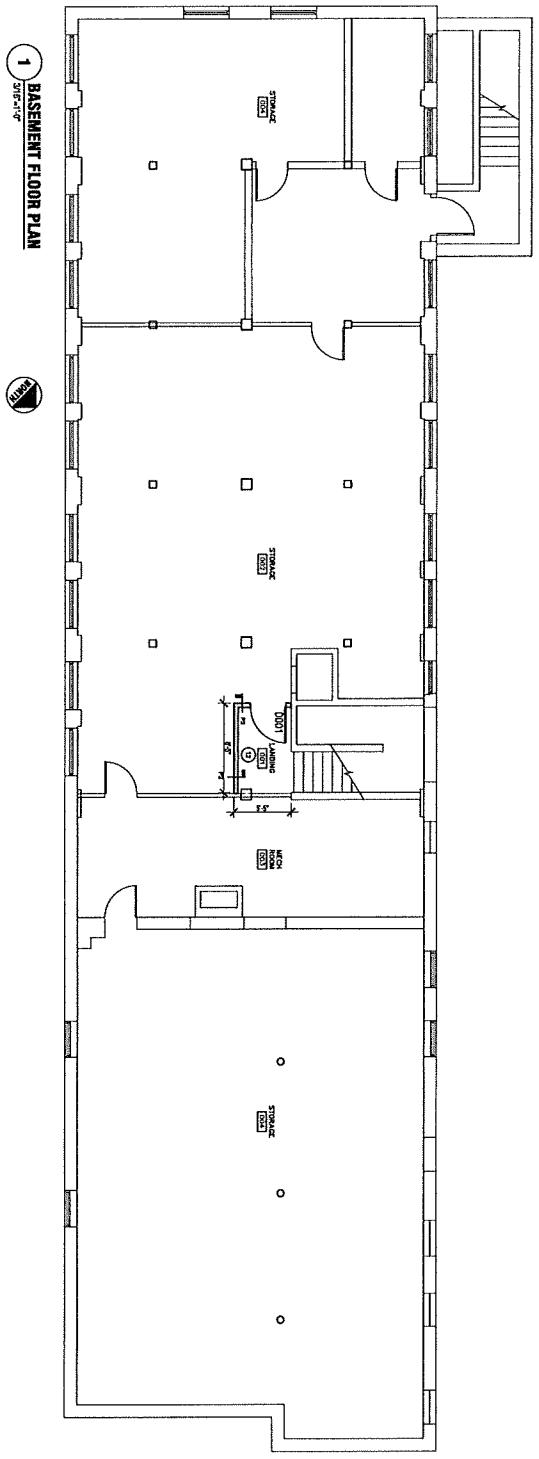
---	EXISTING CONSTRUCTION
---	DEMOLITION

PASQUALS
TENANT IMPROVEMENT
1544 E. WASHINGTON AVE
MADISON, WI



SECOND FLOOR & BASEMENT DEMO PLANS

A2.2



GENERAL PLAN NOTES:

- 1. SEE ALL DIMENSIONS AND INTERCUTS.
- 2. CHECK ALL WORK FOR PROPER INSTALLATION AND FINISHES.
- 3. VERIFY ALL WORK IS IN ACCORDANCE WITH ALL APPLICABLE CODES.
- 4. VERIFY ALL WORK IS IN ACCORDANCE WITH ALL APPLICABLE PERMITS.
- 5. VERIFY ALL WORK IS IN ACCORDANCE WITH ALL APPLICABLE CONTRACT DOCUMENTS.

FLOOR PLAN NOTES:

- 1. ALL WALLS AND PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall, 1/2" Gypsum Board on 2x6 Stud Wall.
- 2. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 3. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 4. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 5. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 6. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 7. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 8. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 9. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 10. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 11. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 12. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 13. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 14. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 15. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 16. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 17. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 18. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.
- 19. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x6 Stud Wall.
- 20. ALL PARTITIONS SHALL BE 5/8" Gypsum Board on 2x4 Stud Wall.

MATERIAL PATTERNS: ACEL	
[Pattern]	WALL CONSTRUCTION (GYP. BOARD)
[Pattern]	WALL CONSTRUCTION (GYP. BOARD)
[Pattern]	WALL CONSTRUCTION (GYP. BOARD)

A2.4

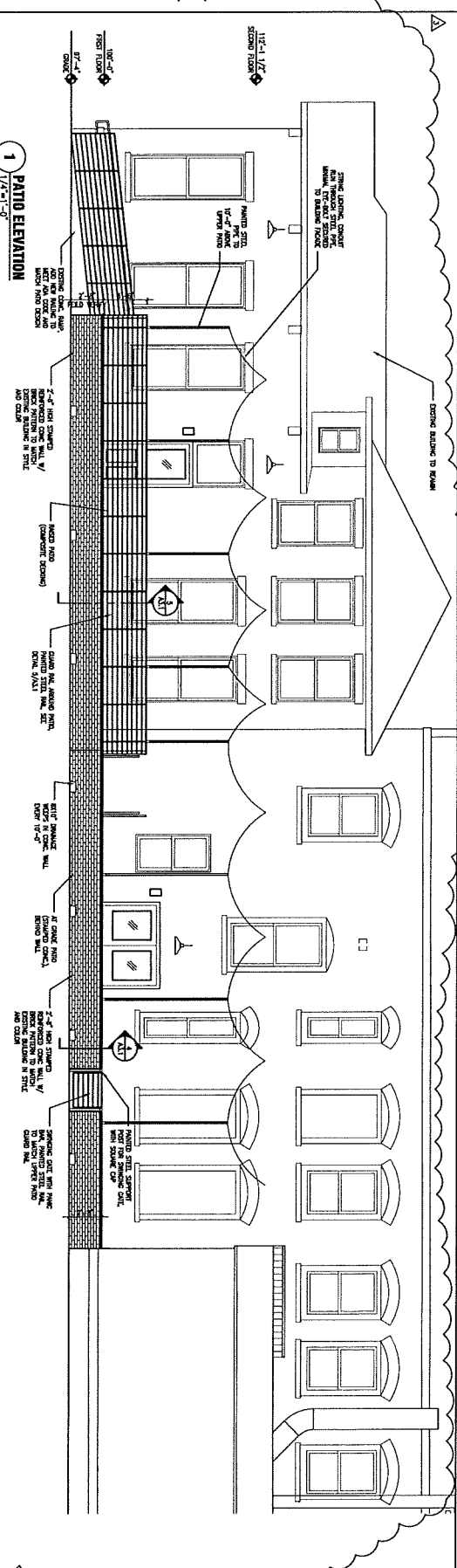
1/16/2014
 FROM: [Name]
 TO: [Name]
 REVISIONS:
 DATE: [Date]
 BY: [Name]

SECOND FLOOR PLAN
PATIO FOUNDATION & FRAMING PLAN

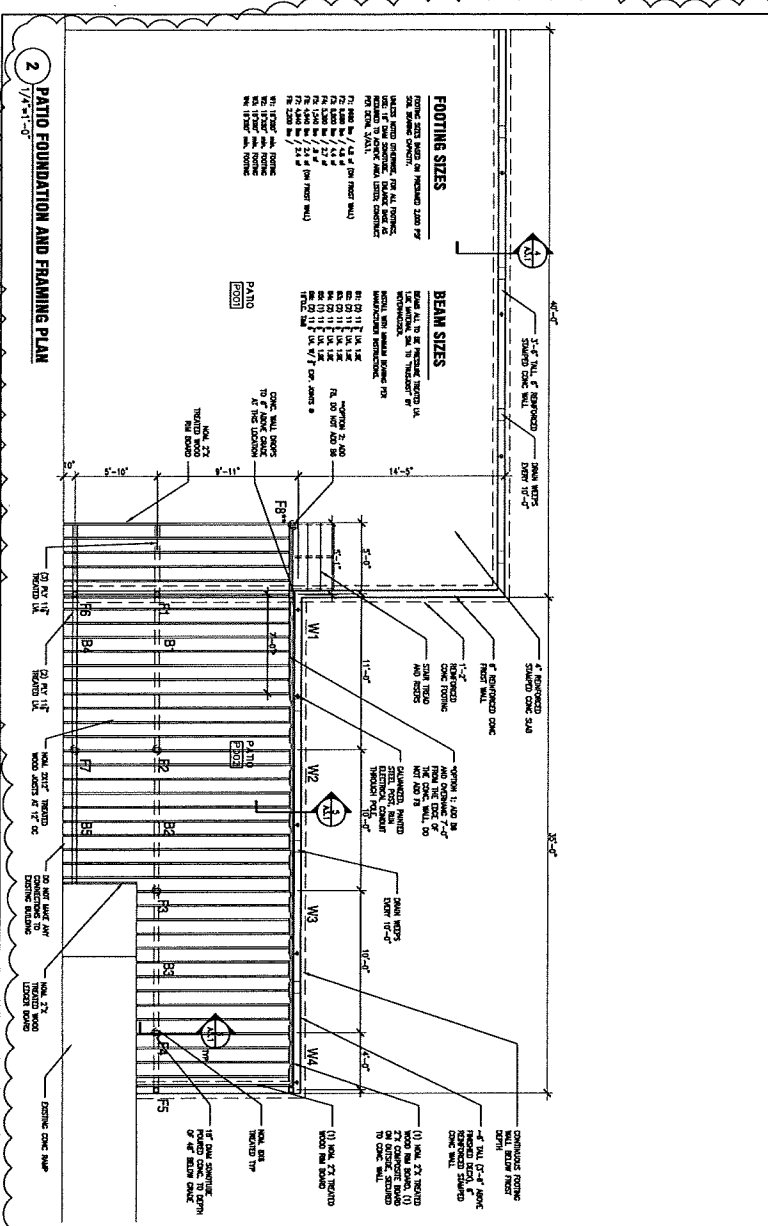
PASQUALS
 TENANT IMPROVEMENT
 1344 E. WASHINGTON AVE
 MADISON, WI

SHULFER
 ARCHITECTS, LLC

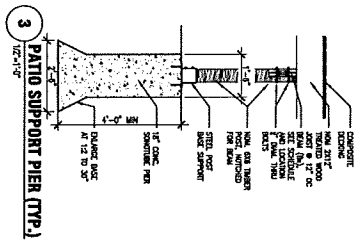




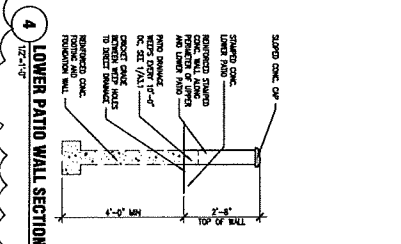
1 PATIO ELEVATION
1/4" = 1'-0"



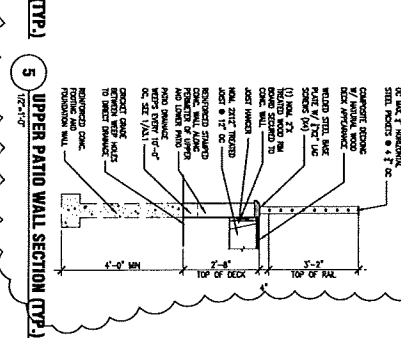
2 PATIO FOUNDATION AND FRAMING PLAN
1/4" = 1'-0"



3 PATIO SUPPORT PIER (TYP.)
1/2" = 1'-0"



4 LOWER PATIO WALL SECTION (TYP.)
1/2" = 1'-0"

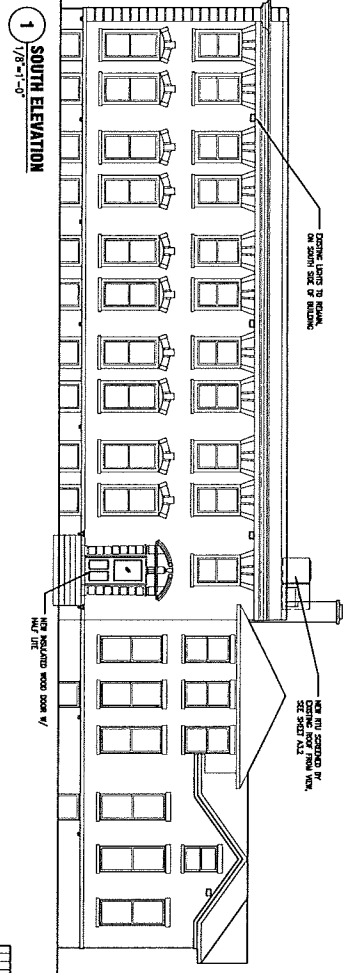


5 UPPER PATIO WALL SECTION (TYP.)
1/2" = 1'-0"

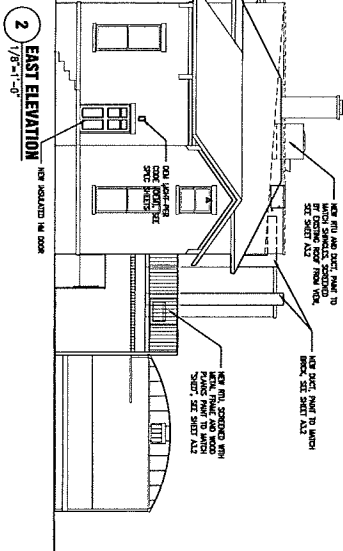
FOOTING SIZES
 FROM 2003 IBC AS REQUIRED 2003 IBC
 FOR ALL OTHERS
 UNLESS NOTED OTHERWISE
 ALL FOOTINGS SHALL BE
 REINFORCED WITH #4 @ 12" ON CENTER
 WITH 1" MIN. CLEARANCE
 FROM ALL SIDES
 ALL FOOTINGS SHALL BE
 REINFORCED WITH #4 @ 12" ON CENTER
 WITH 1" MIN. CLEARANCE
 FROM ALL SIDES

BEAM SIZES
 FROM 2003 IBC AS REQUIRED 2003 IBC
 FOR ALL OTHERS
 UNLESS NOTED OTHERWISE
 ALL BEAMS SHALL BE
 REINFORCED WITH #4 @ 12" ON CENTER
 WITH 1" MIN. CLEARANCE
 FROM ALL SIDES
 ALL BEAMS SHALL BE
 REINFORCED WITH #4 @ 12" ON CENTER
 WITH 1" MIN. CLEARANCE
 FROM ALL SIDES

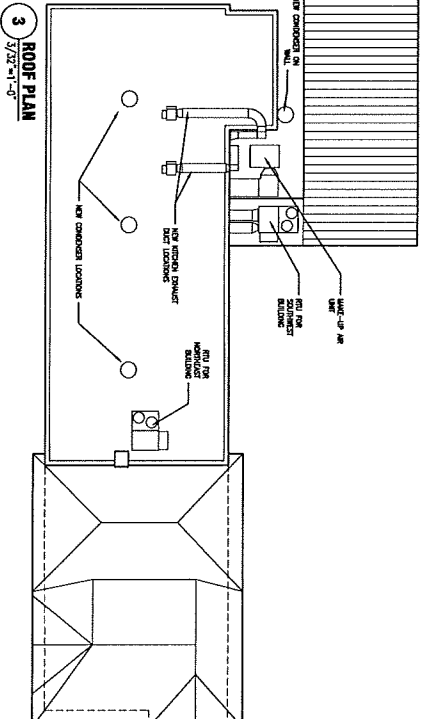
WALL SIZES
 FROM 2003 IBC AS REQUIRED 2003 IBC
 FOR ALL OTHERS
 UNLESS NOTED OTHERWISE
 ALL WALLS SHALL BE
 REINFORCED WITH #4 @ 12" ON CENTER
 WITH 1" MIN. CLEARANCE
 FROM ALL SIDES
 ALL WALLS SHALL BE
 REINFORCED WITH #4 @ 12" ON CENTER
 WITH 1" MIN. CLEARANCE
 FROM ALL SIDES



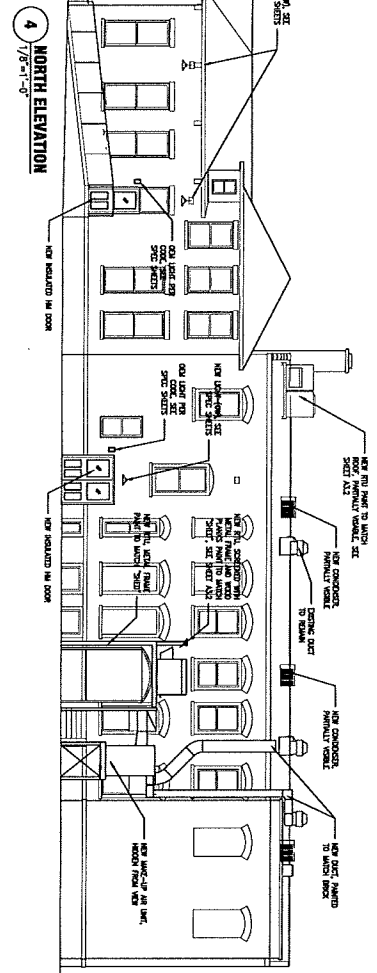
1 SOUTH ELEVATION
1/8"=1'-0"



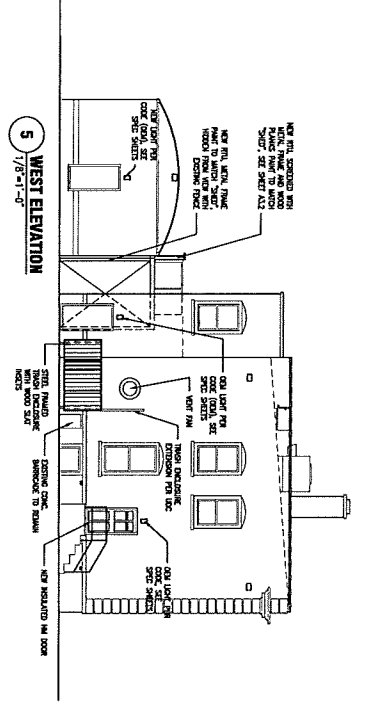
2 EAST ELEVATION
1/8"=1'-0"



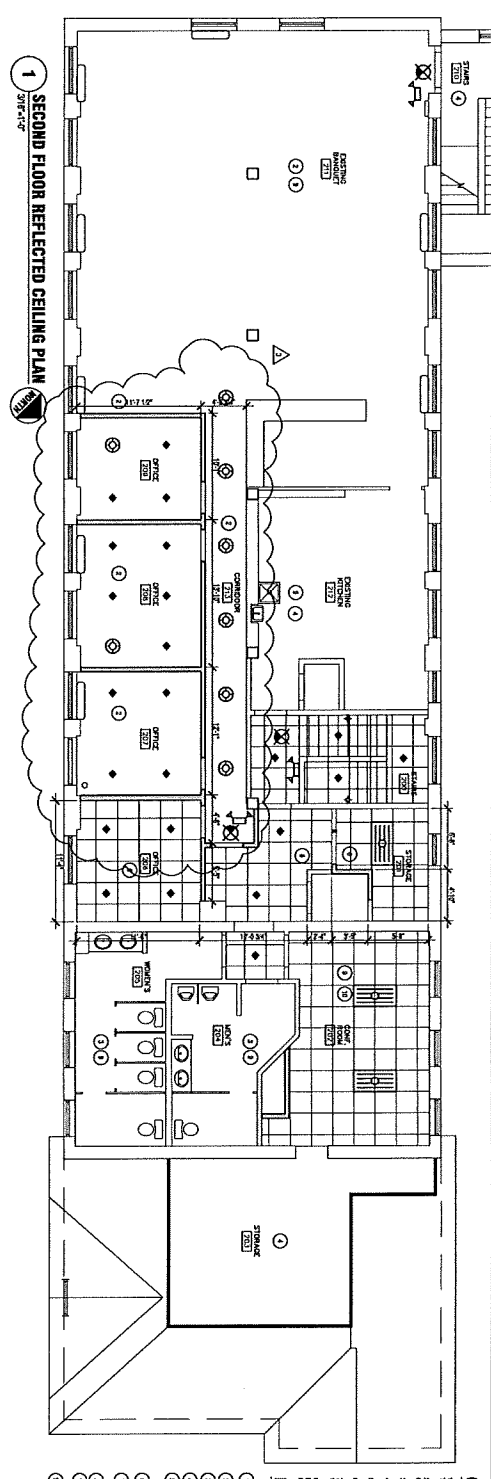
3 ROOF PLAN
1/8"=1'-0"



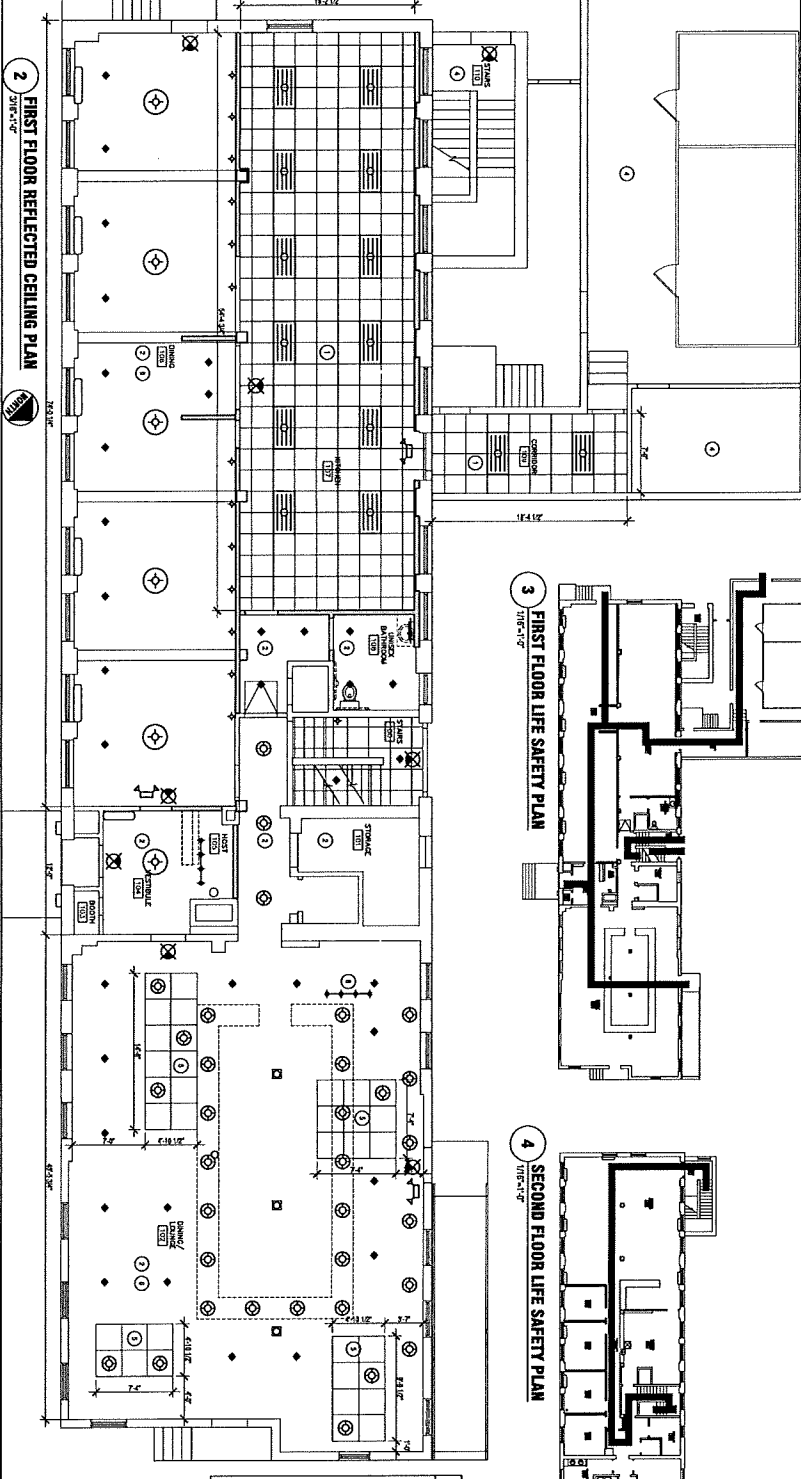
4 NORTH ELEVATION
1/8"=1'-0"



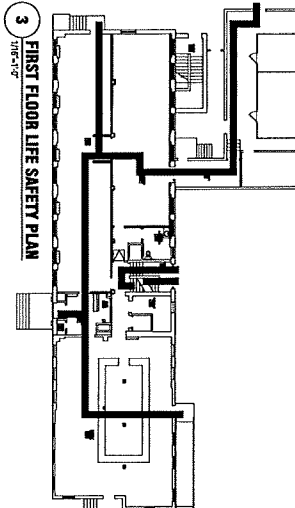
5 WEST ELEVATION
1/8"=1'-0"



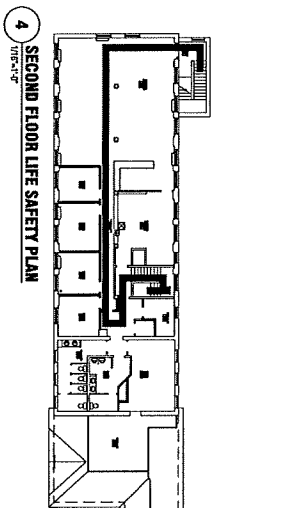
1 SECOND FLOOR REFLECTED CEILING PLAN
1/8" = 1'-0"



2 FIRST FLOOR REFLECTED CEILING PLAN
1/8" = 1'-0"



3 FIRST FLOOR LIFE SAFETY PLAN
1/8" = 1'-0"



4 SECOND FLOOR LIFE SAFETY PLAN
1/8" = 1'-0"

REFLECTED CEILING SYMBOLS KEY

2x4, 4x8, 4x10, 4x12, 4x16, 4x20, 4x24, 4x36, 4x48, 4x60, 4x72, 4x84, 4x96, 4x108, 4x120, 4x132, 4x144, 4x156, 4x168, 4x180, 4x192, 4x204, 4x216, 4x228, 4x240, 4x252, 4x264, 4x276, 4x288, 4x300, 4x312, 4x324, 4x336, 4x348, 4x360, 4x372, 4x384, 4x396, 4x408, 4x420, 4x432, 4x444, 4x456, 4x468, 4x480, 4x492, 4x504, 4x516, 4x528, 4x540, 4x552, 4x564, 4x576, 4x588, 4x600, 4x612, 4x624, 4x636, 4x648, 4x660, 4x672, 4x684, 4x696, 4x708, 4x720, 4x732, 4x744, 4x756, 4x768, 4x780, 4x792, 4x804, 4x816, 4x828, 4x840, 4x852, 4x864, 4x876, 4x888, 4x900, 4x912, 4x924, 4x936, 4x948, 4x960, 4x972, 4x984, 4x996, 4x1008, 4x1020, 4x1032, 4x1044, 4x1056, 4x1068, 4x1080, 4x1092, 4x1104, 4x1116, 4x1128, 4x1140, 4x1152, 4x1164, 4x1176, 4x1188, 4x1200, 4x1212, 4x1224, 4x1236, 4x1248, 4x1260, 4x1272, 4x1284, 4x1296, 4x1308, 4x1320, 4x1332, 4x1344, 4x1356, 4x1368, 4x1380, 4x1392, 4x1404, 4x1416, 4x1428, 4x1440, 4x1452, 4x1464, 4x1476, 4x1488, 4x1500, 4x1512, 4x1524, 4x1536, 4x1548, 4x1560, 4x1572, 4x1584, 4x1596, 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THE TURN KEY

Business Plan

EXECUTIVE SUMMARY

Located at 1344 East Washington Avenue in one of Madison's most iconic and historic buildings, Turn Key will be an oasis on Madison's near East side. Just a short turn down Dickinson street reveals an expansive, well maintained parking lot along with Turn Key's beautiful cream brick patio and grand entrance. The "Keys" will be the premier destination for Madison residents to achieve a *complementary* experience to our original restaurant, Settle Down Tavern, which opened to wide acclaim in May 2020. Our goal is to build a unique family friendly neighborhood dining and drinking experience which references some of our greatest successes at Settle Down Tavern: e.g. The Good Idea Burger, Cheese Puppies, and market fresh Magic Grain Bowl, while introducing new and affordable but elevated options such as a delicious steak, a proper fish platter, fresh and local vegetarian items, signature gourmet cocktails and exemplary service.

The restaurant's reputation and success will be influenced by the owner-operators – three longtime friends with decades of experience running well-known and successful restaurant and bar programs. They demonstrated their abilities as dedicated owner-operators of Settle Down Tavern in downtown Madison, a spot opened in the middle of Covid-19 – achieving terrific success while being forced to operate with limited capacity, and they will be committed to making this new operation just as successful.

The Turn Key's location is nestled between the peaceful East Mifflin Bike Boulevard and a burgeoning section of East Washington Ave containing residential, commercial and retail centers with great potential for bike and foot traffic. These two prominent thoroughfares provide quick and easy access to Breese Steven's Field, The Sylvee, Tenney Park and the Yahara River Parkway all just a stone's throw away. "The Keys" is primed to become Madison's premier landing spot before and after concerts and Forward Madison FC matches. Originally the Fuller & Johnson Manufacturing Company, Turn Key is preceded by other successful and noteworthy restaurants such as Pasqual's Cantina and Fyfe's Corner Bistro.

Turn Key is a reference to the process of switching over from one pre-existing business to another while urging guests to "turn" down Dickinson street for delicious food, fresh drinks, and recreation. As with the Settle Down, Turn Key's tongue-in-cheek playfulness and approachability are hallmarks of the brand.

We love this name for so many reasons, especially how established it sounds. "The Keys" feels like a place that's been there for decades, as if going there can be for a special occasion, to celebrate a birthday, anniversary or inauguration, or simply to gravitate toward a place that feels like home away from home. "The Keys" will be casual, whimsical, and always happy to see you.

The following business plan summarizes the objectives of the restaurant, where the business currently resides and its future plans for growth.

BUSINESS OBJECTIVES

The Turn Key will be a newly established restaurant located in near east Madison, Wisconsin (pop. 250,000). Operating hours will reflect happy hour and dinner service on weekdays, and brunch and dinner on the weekends. The Keys will cater to local residents, families, travelers, nearby businesses and offices, supper club aficionados, and those familiar with Settle Down's downtown legacy. Since we opened Settle Down, some of our most treasured clientele have been the local neighbors stopping in for some relaxation on their way home from work. This is an important demographic and one that is plentiful in the neighborhoods surrounding Turn Key. We aim to achieve a similar impression with the locals at the Keys.

The food menu will feature a cross between Settle Down's Tavern's comfort casual pub favorites and more elevated tavern food, inventive Wisconsin-based produce and supplier items, health-conscious veggie options and daily specials. We have been very fortunate to receive many compliments on our food at Settle Down, and we aim to feature some of those original and wildly popular items, as well as many new and exciting dishes. Our goal is to serve "The Best Roast Chicken Around," "Sheet Pan Pizza Worth Every Bite," "Madison's Finest Steak Frites," and "Food so good you want to come back the same day." The bar menu will provide top-notch house-curated beers, affordable, diversified wine options, and classic cocktail selections, as well as show-stopping house originals, such as the All Day Bloody Mary, made with fresh cold pressed juice. (One of the owners is the author of *The United States of Cocktails* and *The Bloody Mary Book*, so there's a good chance the libations will be Insta-tasty.) On weekends the restaurant will feature a rotating brunch menu supporting fresh items from local farms and classic egg and breakfast selections, and if the Green Bay Packers are playing on Sunday, we'll be sure you can watch the game while feasting with friends or family.

MISSION STATEMENT

The Turn Key will provide a comfortable place for locals and travelers to come and gather for relaxation, striving to be the cozy restaurant of choice for the locals in the near east neighborhood of Madison, offering creative selections of beer and wine, classic cocktails and award-winning Bloody Marys, while elevating guests expectations through consummate hospitality and quality-driven pub fare, all in a relaxing environment designed to make patrons return. The restaurant is based on the guiding principles that life is to be enjoyed and this is reflected in its vast selection of beverages, delicious food offerings and professional, hospitable team members.

GUIDING PRINCIPLES

The Turn Key's philosophy is simple: enjoy this life and treat others as you'd want to be treated. These principles will be equally applied to management, employees, suppliers, customers, everyone. Strangers are friends, and friends always get the benefit of the doubt, and will not be judged or discriminated by their age, race, color, religion, creed, or sexual orientation.

The Keys will conjure the best parts of nostalgia and exuberance for anyone who's been to a classic Wisconsin tavern or a memorable European bier hall, while also aiming to achieve a newfound level of notoriety with the quality and creativity of ambience, food, beverage and engaging but casual hospitality. The atmosphere will be warm, inviting and dynamic: soft amber lighting, lots of natural wood surfaces, local artists work, vintage décor, proper brand signage, and classic Wisconsin images.

Consistently engaging service, feel-good music, warm lighting and fun games are all paramount to the Turn Key vibe. Our Game Room will feature nostalgia-driven options such as Skee-Ball, floor Shuffleboard and a horseshoe pit on the patio, etc. And not only will we feature Bring A Book / Take A Book program – the Turn Key will be a reliable source for watching Wisconsin sports. Wisconsin sports Game Day will always be a welcome option at the restaurant. There are many various shades of cranberry we will be showcasing, which fits with the original red colors emanating from the Wisconsin Badgers. Go Bucky.

Engaging service, carefully considered design and recreation activities will inspire guests to meet, play and linger. Turn Key will be sophisticated enough to warrant finding a babysitter and having a proper dinner with your spouse and some dear friends, and it will equally embrace the joy of taking the kids out for some tasty food and fun games that never takes itself too seriously. Locals are encouraged to pop in and chat about current events while snacking on a steak sandwich, a side of tasty fries and a lip-smacking cranberry ginger Moscow Mule. Or pivot and find an affordable steak frites with Chef Taylor's special cracked pepper sauce not only available in-house, but ready to purchase in our retail section for home use.

Life is to be enjoyed! In the spirit of all great service industry providers, integrity prevails. Treat each visitor with utmost respect and professionalism. The Turn Key bartenders, servers and kitchen staff will be trained to act professionally in all situations.

KEYS TO SUCCESS

The Turn Key's (pun intended) keys to success will be based on:

- The principles. The Managing Members bring a lifetime of service and hospitality to the restaurant, along with exemplary work ethic, trustworthy business relations, and civic pride in their community.
- Outstanding customer service. All team members are hand selected and love what they do. The staff will be trained to work the entire room and embrace the "community" philosophy of service.

- Comfort. The restaurant, bar and outdoor patio will be an ever-engaging yet relaxed environment, where friends can meet and unwind, and where kindness is never unwelcome.
- Quality food selections. The food selections served will be picked based on their merit, and will be value-driven, consistent and, above all else, unforgettably tasty. Our Kitchen Team holds not only the experience and knowledge from working in some respectable Madison kitchens, but they are often referenced as being “Some of the most talented Chefs in Madison.” The staff will have a strong pedigree of working in restaurants and kitchens with talented culinary professionals.
- Provide a balanced offering of specialty beers, unique wines, and creative classic cocktails – catering to the public’s increased requirement for variety and sophistication in alcoholic beverages.
- Owner-operator attendance. The principal owner-operators will not only run the day-to-day operations, but frequently work services on the floor, behind the bar, hosting, busing tables, washing dishes, etc., wherever and whenever they are needed, establishing a consistent work ethic and decorum for everyone else picked to work within the space.
- The success of the Keys will be resting on the shoulders of what the owners accomplished in a short period of time with Settle Down Tavern, which they opened during Covid (May 26th, 2020) and found navigable ways to maintain popularity and consistent business, developing a strong following through creative social media platforms and sustained positive community support.

OWNERSHIP

The Turn Keys will be owned and managed by Managing Members Ryan Huber, Sam Parker and Brian Bartels, who will oversee the dining, bar and service programs. Joslyn Mink, the Executive Kitchen Director of Settle Down Tavern and Oz by Oz, will also be a part of the Turn Key’s partnership.

Turn Key is registered by TavernClub, LLC.

General duties will include review of daily operations, inventory control, employee training, employee hiring and firing, ordering supplies, and routine maintenance and upkeep of the tavern, equipment and facilities management.

The owners will assist in hiring dining staff staff, bartenders and kitchen staff.

In addition to their annual salary, the Managing Members and all Managers will be compensated with health insurance. The owners hope for an eventual platform to provide employee incentives, such as rewarding longstanding, hard-working staff with possible bonuses, or assistance with health benefits and possible long-term savings plans.

Management Team

Mr. Sam Parker, a Madison native, was the opening bartender and manager of The Great Dane Brewpub, training all new staff and overseeing day-to-day operations for over 10 years. Most recently, he was a co-owner of Context Clothing for fifteen-plus years. Sam is gifted in many ways, but his greatest asset is a never-ending hospitality continuum: he enjoys taking care of the room, of all the people who inhabit the space, and ensuring everyone has what they need well before he thinks of himself. Sam has been dominating the paint at Settle Down with his steadfast admin and payroll continuity. Though he claims many favorite words, one often associated with Sam is “quality.”

Mr. Ryan Huber was born in Kenosha, Wisconsin, and brings over twenty years of restaurant and bar experience to the tavern. In college, he worked at the legendary Dotty’s Dumpling Dowry, famous for its must-have burgers, and eventually worked with Mr. Parker and Mr. Bartels at the Great Dane Brewpub, where he bartended and managed for years, eventually opening the trailblazing Context Clothing retail men’s clothing shop with Mr. Parker. Mr. Huber is one of the most creative people who walks into any room, and in his spare time, he manages to be the unofficial Mayor of Madison. He also runs the Settle Down Tavern’s social media, which has accrued a healthy following in a short period of time. A word often associated with Ryan would be “classic.”

As previously mentioned, Mr. Huber and Mr. Parker owned Context, a retail clothing shop opened in 2005 and located at 113 King Street, directly behind the Settle Down Tavern. They have since re-imagined the Context space with Mr. Bartels as an extension of Settle Down Tavern, and Oz by Oz, their new bar and snack emporium, has been born from the ashes of Covid. Mr. Huber and Mr. Parker served on the Business Improvement District board and have been actively engaged in promoting the vitality of Madison’s First Settlement District for over a decade. They know the downtown community inside and out.

Mr. Brian Bartels, a Reedsburg, Wisconsin native, brings over twenty years restaurant and bar experience. Brian worked with Ryan and Sam at the Great Dane for years before moving to New York City, where he worked with decorated restaurateur Gabriel Stulman as Managing Partner and Bar Director of Happy Cooking Hospitality (aka “Little Wisco”), owning and operating five noteworthy West Village neighborhood restaurants (Fedora, Jeffrey’s Grocery, Joseph Leonard, Fairfax and Bar Sardine) over ten years. Brian has been featured in *The New York Times*, *Wine Enthusiast*, *GQ*, *Food & Wine*, *Time Out*, *Liquor.com*, *Punch* and *Imbibe*. He is the author of *The Bloody Mary* book, published in 2017 with Ten Speed Press (Random House), and the *The United States of Cocktails*, published in Spring 2020 with Abrams Publishing. Brian is bringing his extensive background as bartender, service guru, general manager and bar consultant to the tavern. He eats, sleeps and breathes quality, attention to detail, efficiency and neighborhood hospitality. His favorite word is “engage.”

PATIO/GAMES

SNACKS

.....REGULAR FRIES (VEGAN, GF)

.....CHEESE FRIES(VEGETARIAN, GF)

HOOK'S TRUFFLED CHEDDAR , PARM

.....CURDS (VEGETARIAN, MAYBE GF)

CEDAR GROVE CHEESE, SPICY RANCH

.....FRIED BRUSSELS SPROUTS(VEGAN, GF)

GUAJILLO, LIME,CHICKPEA MAYO

.....SHEET PAN PIZZA (BY THE SLICE OR 1/4 SHEET TO SHARE)(ALWAYS ONE VEGAN PIE)

FENNEL-CASHEW CREAM, FRIED MUSHROOM, CARMEN PEPPER

TOMATO SAUCE, UNDERGROUND MEATS CALABRIAN SALAMI, MOZZ, HONEY

.....CHICKEN LIVER MOUSSE (GF W/ ALTERNATE TOAST OR BREAD)

WHEY TOAST, JAM, PICKLES

.....MEAT AND POTATOES(GF)

UNDERGROUND MEATS PORCHETTA SPREAD, POTATO AND CHIVE CRACKERS

.....RELISH TRAY(GF, VEGETARIAN, SOME VEGAN)

LOCAL VEGETABLES, PICKLED EGGS, POTATO CHIPS, TAHINI RANCH,

ROMESCO-WHITE BEAN DIP

BIGGER STUFF

.....SAUSAGE

UNDERGROUND MEATS CURRYWURST, CURRY KETCHUP, PUFF PASTRY

.....SEAFOOD ROLL (GF ON ALTERNATE BUN)

LAKE SUPERIOR WHITEFISH, BROWN BUTTER MAYO, SHALLOT, HERBS, HAYSTACK POTATO

.....HAM SALAD(GF ON ALTERNATE BUN)

WHEY BRIOCHE, DILL PICKLES, MUSTARD, SHAVED ONION

.....SMASHBURGER(MONTHLY SPECIAL AVAILABLE)(GF ON ALTERNATE BUN)

CARAMELIZED ONION MAYO, WHOLE GRAIN MUSTARD, LETTUCE, DILL PICKLES,

SMOKED GOUDA, TWO BEEF PATTIES OR PRIT NEAR PATTY

.....BIG SALAD(W/ FRIED CHICKEN THIGHS OR VEGAN/GF W/ POPCORN CHICKPEAS)

ROMAINE, PEANUTS, CABBAGE, CUCUMBERS, SHAVED ONION,

CHILI-GARLIC VINAIGRETTE

DINING ROOM

SMALL

.....FRIED BRUSSELS SPROUTS(GF, VEGAN)

GUAJILLO, LIME, CHICKPEA MAYO

.....SMASHED FINGERLING POTATO (GF, VEGETARIAN)

GREEN GARLIC AIOLI, FRIED SHALLOT

.....CHICKEN LIVER MOUSSE (GF W/ ALTERNATE CRACKER/TOAST)

WHEY TOAST, JAM, PICKLES

.....MEAT AND POTATOES (GF)

UNDERGROUND MEATS PORCHETTA SPREAD, POTATO AND CHIVE CRACKERS

Cauliflower, Asparagus, Parsnip
are all good sizes for sharing
Maybe red settle down bowls
as a reference point for size

MEDIUM

.....CAULIFLOWER (VEGAN)

GOLDEN RAISIN, DAL MAKHANI, GRILLED GARLIC NAAN

.....ASPARAGUS SALAD (GF, VEGAN)

CHARRED ASPARAGUS, BLACK GARLIC VADOUVAN, CRISPY SHALLOT

.....PARSNIP SALAD (GF, VEGAN)

SHAVED PARSNIP, PINK PEPPERCORN VINAIGRETTE, GRAPEFRUIT,
CASTELVETRANO OLIVE, PISTACHIO

.....TOMATO TARTINE (VEGGIE, VEGAN W/MODS)

LOCAL TOMATO, COUNTRY BREAD, SHALLOT VINAIGRETTE,
WHIPPED RICOTTA, GARLIC MUSTARD GREENS

.....WHITEFISH (5OZ FILET)

GINGER BROTH, MISO ROASTED BABY TURNIP, SPRING ONION

LARGE

.....ROAST CHICKEN(HALF CHICKEN, BREAST, WING, THIGH)(GF)

AJI VERDE, FINGERLING POTATO, BLISTERED SHISHITO

.....GNOCCHI (4-5OZ OF GNOCCHI W HEARTY AMT OF VEGETABLES)(VEGETARIAN, VEGAN W/MOD)

SPRING VEGETABLES, CALABRIAN CHILI, PARSLEY, LANDMARK CREAMERY PECORA NOCCIOLA

.....BONE-IN PORK CHOP(BONE-IN MEANS LARGE I.E. 12-14OZ)(GF)

PICKLED PEACH, GREMOLATA, BRAISED GREENS

.....DENVER STEAK(8OZ)(GF)

BONE MARROW, PRESERVED RAMP, CHERRY TOMATO