



Location
4323 East Towne Boulevard

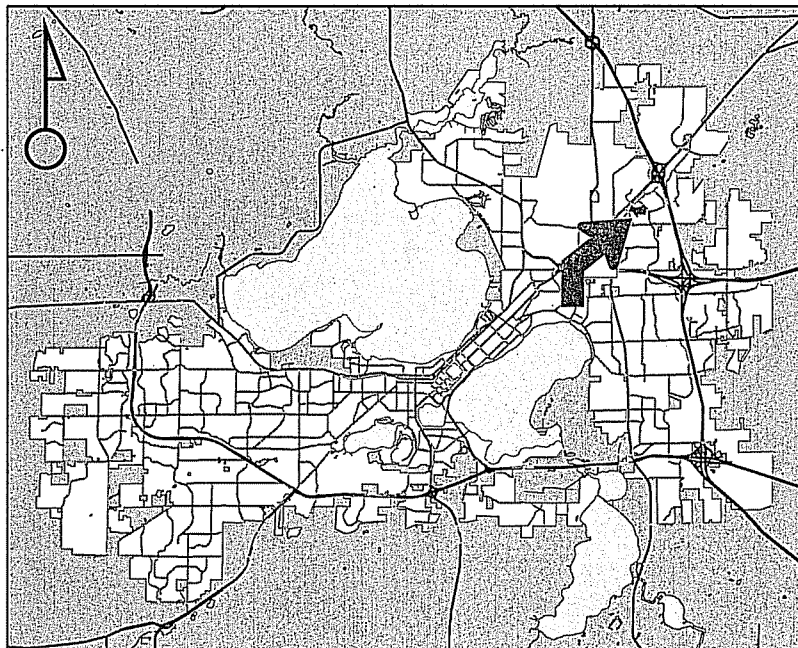
Project Name
Doolittle's Woodfire Grill

Applicant
CBL & Associates Properties, Inc./
Gregg Hackett - Partners & Sirny, Architects

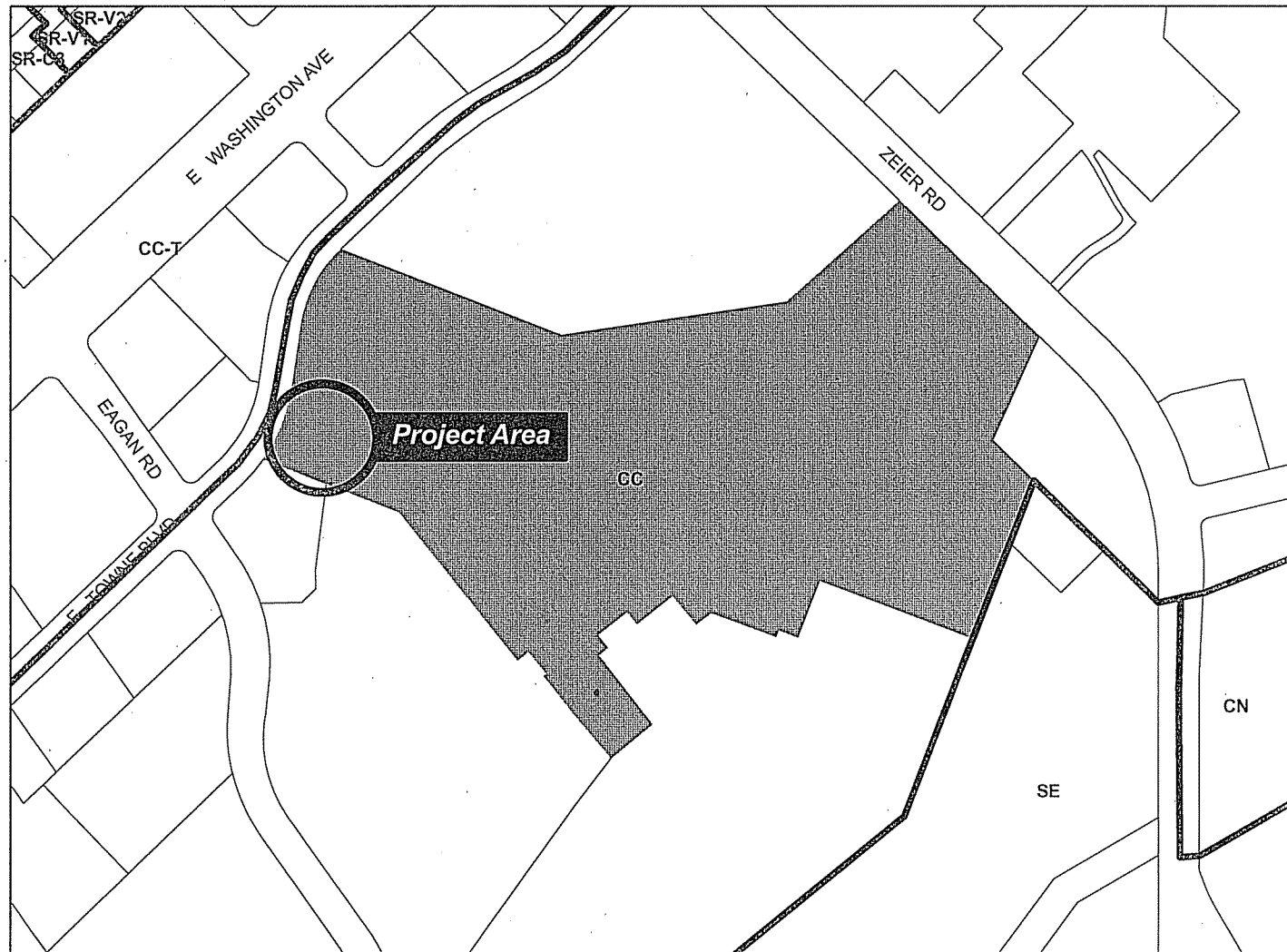
Existing Use
Surface parking lot

Proposed Use
Construct restaurant with outdoor
eating area at East Towne Mall

Public Hearing Date
Plan Commission
22 July 2013

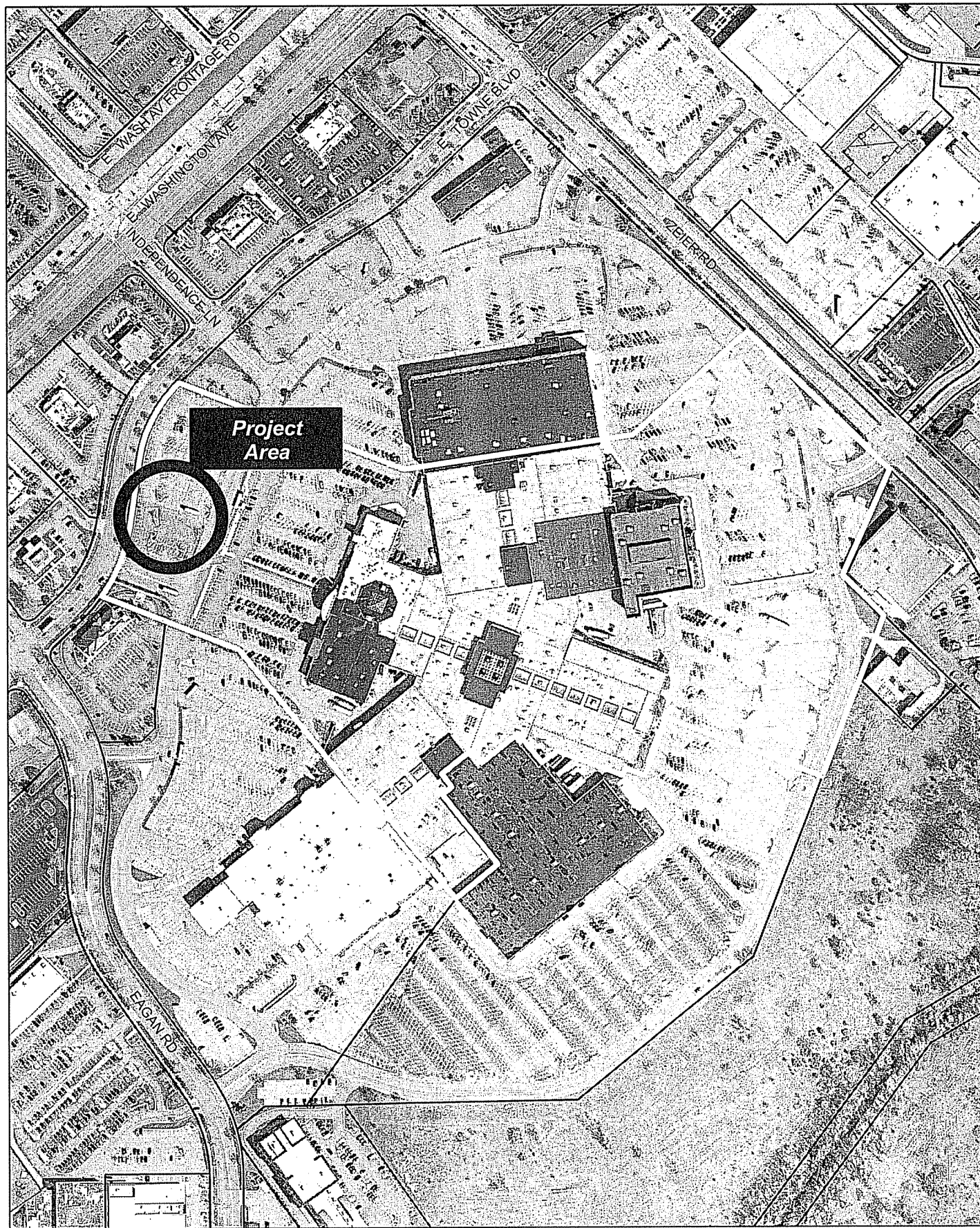


For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 12 July 2013



Date of Aerial Photography : Spring 2010



LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at: www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:	
Amt. Paid <u>750⁰⁰</u>	Receipt No. <u>143102</u>
Date Received <u>5/22/13</u>	
Received By <u>JK</u>	
Parcel No. <u>0810-273-0096-2</u>	
Aldermanic District <u>17-Joe Clausius</u>	
Zoning District <u>CC</u>	
Special Requirements <u>CU</u>	
Review Required By:	
<input checked="" type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. **Project Address:** 4323 East Towne Boulevard, Madison WI 53704
Project Title (if any): Doolittles Woodfire Grill

2. **This is an application for (Check all that apply to your Land Use Application):**

- Zoning Map Amendment from _____ to _____
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: Planned Commercial Site

3. Applicant, Agent & Property Owner Information:

Applicant Name: John Sheehan & Lynn Reimer **Company:** Roca Restaurant Group
Street Address: 9201 East Bloomington Freeway **City/State:** Minneapolis MN **Zip:** 55420
Telephone: (612) 239-8521 **Fax:** (612) 944-6079 **Email:** john@rocarestaurants.com

Project Contact Person: Gregg Hackett **Company:** Partners & Simy, Architects
Street Address: 212 West Franklin Avenue **City/State:** Minneapolis, MN **Zip:** 55404
Telephone: (612) 341-4070 **Fax:** (612) 341-2124 **Email:** ghackett@partnersandsimy.com

Property Owner (if not applicant): 341-1070 Tom Reddy c/o CBL & ASSOCIATES PROPERTIES, INC
Street Address: 2030 Hamilton Place Blvd Suite 500 **City/State:** Chattanooga, TN **Zip:** 37421-6000

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Construction of a new restaurant.
The Site is currently a parking lot only.

Development Schedule: Commencement August 2013 Completion February 2014

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altere buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

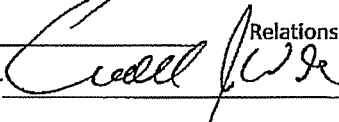
Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:
Ald. Joe Clausius district 17 notified on 8 April 2013 return email acknowledged 9 April 2013

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Kevin Firchow Date: 8 January 2013 Zoning Staff: Matt Tucker Date: 8 January 2013

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Gregg Hackett Relationship to Property: Architect
Authorizing Signature of Property Owner  Date 5/17/13

5/17/13

LETTER OF INTENT LAND USE APPLICATION

Project: New Doolittles Woodfire Grill

Location:

4323 East Towne Boulevard

Madison, WI 53704

Project Team:

Land Owner: CBL& Associates Properties, Inc. Tom Reddy (423) 490-8266

Operator: Roca Restaurants Inc, (952) 944-6070 John Sheehan and Lynn Reimer

Architect: Partners and Sirny Architects, Gregg Hackett (612) 341-1070 ext 210

Project Schedule: August 2013- February 2014

Proposed Use: Restaurant

Hours of operation: 11AM -1PM

Building Square Footage: 7864SF Restaurant, Trash Room 423SF

Auto Stalls: 137

Bicycle Stalls: 16

Lot Coverage: Existing Impervious 91.7% **Proposed Impervious 82.1%**

Value of Land: unknown, this is a long term lease

Estimated Project Cost: \$2,000,000.00

Number of Full Time Jobs Created: 100



Doolittles Woodfire Grill

Featuring woodfired rotisserie cooking, Doolittles Woodfire Grill is an experience that ignites all of your senses! The woodfired rotisserie is a mesmerizing centerpiece in the dining room—grilling meat over an open flame for a savory wood roasted flavor. The rotation of the rotisserie creates self-basting and slow roasting skewers resulting in juicy and succulent meats such as Spit-Roasted Chicken, Rotisserie Steak with Bordelaise Sauce, and Woodfired Pork Chop with Apple Chutney.

Presenting a wine list that would please any connoisseur, Doolittles boasts over 60 wines by the bottle and 30 selections by the glass. The hugely popular ½ price wine by the bottle attracts wine lovers every Monday night from 4-11 p.m. The casual sophistication of the warm, aromatic restaurant is a perfect setting to wine and dine for any occasion.

In a collaborative effort, owners Lynn Reimer and John Sheehan have led the chef-driven menu which has evolved over the years. Doolittles' focus on Guest Obsession and the desire to create a dining experience for all occasions, drives the team's creative flair which has given way to many new mouthwatering creations and seasonal specials. Using unique and fresh ingredients prepared in scratch kitchens, they reinforce "It's about Quality" with this culinary team!

Doolittles Mission:

To provide the Best Quality Dining Experience in the Casual Theme Market.

The foundation of Doolittles focuses on the very basics; the best food, the best service, at the best possible price. These elements are responsive to guest expectations and promote brand allegiance. The first Doolittles Air Café opened its doors in 1989 in Eagan, Minnesota. Doolittles has steadily grown because of its commitment to its ideals and goals which are accomplished through loyal and dedicated employees.

Doolittles Vision:

*To win over Guests for Life
To develop Employees for Life
To be a Citizen for Life
in the communities we serve.*

Doolittles hired architects, Partners & Sirny of Minneapolis, MN, to bring their upscale décor expertise into this casual themed restaurant. To complement the wood fired menu, Doolittles guests are welcomed by the exterior Fire pit and once inside the fireplace and rotisserie. Guests will enjoy meeting at Doolittles for a quick lunch, family dinner, or to wine and dine in this comfortable setting. To complete their mission, Doolittles has included the comforts of home, by adding amenities such as larger, more spacious booths, linen napkins, and operable windows to round out this dining experience.

Vital Statistics: Approximately 7800 square feet, Doolittles Woodfire Grill seats approximately 248 people indoor including the bar and 86 on the outdoor patio. Typical guest check average is estimated at \$15-22 per person. Target market includes but is not limited to the following: business clientele, local residents and families within a 10 mile radius, and the traveling guest.