

26509  
456-102-742-6854-02

**ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION**

Submit to municipal clerk.

For the license period beginning July 1 2012 ;  
ending June 30 2013

TO THE GOVERNING BODY of the:  Town of } MADISON  
 Village of }  
 City of }

County of Dane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Hot Soup III, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>John Cadan</u>	<u>1017 Wilas Av. Madison WI</u>	<u>53715</u>
Vice President/Member	<u>Phillip Hurley</u>	<u>2234 Eton Ridge Madison, WI</u>	<u>53726</u>
Secretary/Member	<u>Nate Kinderman</u>	<u>176 Hillcrest Coven Sun Prairie, WI</u>	<u>53510</u>
Treasurer/Member			
Agent	<u>John Cadan</u>		
Directors/Managers	<u>Phillip Hurley/Nate Kinderman</u>		

3. Trade Name Gates and Brou Business Phone Number (808) 661-5192  
4. Address of Premises 3502 Monroe St. Madison, WI Post Office & Zip Code 53711

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No  
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No  
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No  
8. (a) Corporate/limited liability company applicants only: Insert state \_\_\_\_\_ and date \_\_\_\_\_ of registration.  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 3,420 sqm feet Restaurant and Bar

10. Legal description (omit if street address is given above): \_\_\_\_\_  
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
(b) If yes, under what name was license issued? \_\_\_\_\_

12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864]  Yes  No  
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No  
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**SUBSCRIBED AND SWORN TO BEFORE ME**

this 22 day of May, 2012  
Wendy E. Berto  
(Clerk/Notary Public)  
My commission expires 5/15/2016

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)  
[Signature]  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk <u>5/22/2012</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

LICLIB-2012-00344

# City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <i>llc</i> <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC ~~John Codan~~ Hot Soup III LLC.

2. Address of Licensed Premise 3502 Monroe St. Madison, WI. 53711

3. Telephone Number: (608) 441-1600 4. Anticipated opening date: August 2012

5. Mailing address if not opening immediately 1017 Vilas Av. Madison WI. 53715

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?  Yes  No

7. Are there any special conditions desired by the neighborhood?  Yes  No

Explain. Restaurant Bar and Grill

8. Business Description, including hours of operation: Restaurant Bar and Grill  
M - Th 11:00 AM - 12:00 PM / F - Sat. 11:00 AM - 1:00 AM / Sunday 11:00 AM - 11:00 PM

9. Do you plan to have live entertainment?  No  Yes—What kind? \_\_\_\_\_

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

The building is located on the corner of Monroe St. and Kendall in Madison, WI.  
The Restaurant is part of 19 unit apartment building (new construction) The total restaurant space is 3,420.00 square feet. Total Seating is 120 people. The restaurant seating is about 80 people and Bar about 40. All liquor will be stored behind the bar. Backup Beer and wine cooler.

11. Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No <sup>in walk-in cooler.</sup>  
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. We have 7 spaces available to us. Muller's pharmacy next to us will provide 26 spaces. There is also parking on Monroe St. in front of space.

13. Describe your management experience, staffing levels, duties and employee training.

John Codan and Phillip Horley each are about 25 years of restaurant experience. 11 years in Madison w/ Mon's and Sord's. Management will consist of Bar manager, Kitchen manager, Floor manager, and owners on site. Staff training will take place 2 week before grand opening.

14. Identify the registered agent for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

John Codan 1017 Vilas Av. Madison, WI 53715

Name Address

15. Utilizing your market research, who would you project your target market to be?

The Neighborhood and Surrounding areas.

16. What age range would you hope to attract to your establishment? 21-100

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

we will advertise on WUPR.

18. Are you operating under a lease or franchise agreement?  Yes (attach a copy)  No

19. Owner of building where establishment is located: Fred Rowe

Address of Owner: 2428 Perry St. Madison, WI. 53713 Phone Number (608) 251-6350

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  Yes  No

21. List the Directors of your Corporation/LLC

<u>John Cedan</u>	<u>1017 Wilas Av. Madison, WI. 53715</u>
Name	Address
<u>Phillip Hurley</u>	<u>2234 Eton Ridge Madison, WI. 53726</u>
Name	Address
<u>Nate Kinderman</u>	<u>176 Hillcrest Circle Sun Prairie, WI. 53510</u>
Name	Address

22. List the Stockholders of your Corporation/LLC

<u>John Cedan</u>	<u>1017 Wilas Av. Madison, WI. 53715</u>	
Name	Address	% of Ownership
<u>Phillip Hurley</u>	<u>2234 Eton Ridge Madison, WI. 53726</u>	
Name	Address	% of Ownership
<u>Nate Kinderman</u>	<u>176 Hillcrest Circle Sun Prairie, WI. 53510</u>	
Name	Address	% of Ownership

23. What type of establishment are you? (Check all that apply)  Tavern  Nightclub  Restaurant

Other Please Explain. \_\_\_\_\_

24. What type of food will you be serving, if any? \_\_\_\_\_

Breakfast  Lunch  Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers  Salads  Soups  Sandwiches  Entrees  
 Desserts  Pizza  Full Dinners

26. During what hours of your operation do you plan to serve food? 11:00 AM - 11:00 PM.

27. What hours, if any, will food service not be available? 11:00 PM. - 12:00 AM. The 100 bar/beer and surrounding areas.
28. Indicate any other product/service offered. beer
29. Will your establishment have a kitchen manager?  Yes  No
30. Will you have a kitchen support staff?  Yes  No
31. How many wait staff do you anticipate will be employed at your establishment? 10  
 During what hours do you anticipate they will be on duty? 10:30 AM. - 1:00 AM
32. Do you plan to have hosts or hostesses seating customers?  Yes  No
33. Do your plans call for a full-service bar?  Yes  No  
 If yes, how many bar stools do you anticipate having at your bar? 25  
 How many bartenders do you anticipate you would have working at one time on a busy night? 3
34. Will there be a kitchen facility separate from the bar?  Yes  No
35. Will there be a separate and specific area for eating only?  Yes  No  
 If yes, what will be the seating capacity for that area? 80-90
36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill  Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes  No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
50%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 80%  
 What percentage of your advertising budget do you anticipate will be drink related? 20%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  Yes  No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  Yes  No

42. What is your estimated capacity? 120

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	40	%
Gross Receipts from Food and Non-Alcoholic Beverages	60	%
Gross Receipts from Other	—	%
Total Gross Receipts		100%

44. Do you have written records to document the percentages shown?  Yes  No  
You may be required to submit documentation verifying the percentages you've indicated.

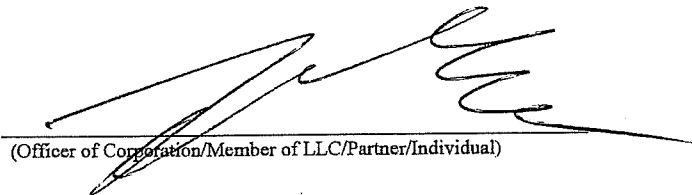
**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 22 day of May, 20 12

Wendy E. Berto  
(Clerk/Notary Public)

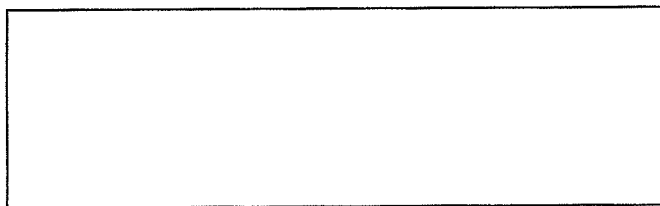
My commission expires 5/15/2016

  
(Officer of Corporation/Member of LLC/Partner/Individual)

**Credit Card Transaction Number:**

201110122753035

**ARTICLES OF ORGANIZATION - Limited Liability  
Company(Ch. 183)**



Filing Fee: \$130.00

**Total Fee: \$130.00**

**ENDORSEMENT**

**State of Wisconsin  
Department of Financial Institutions**

EFFECTIVE DATE	
10/12/2011	

<b>FILED</b> 10/12/2011	Entity ID Number H050128
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Sec. 183.0202  
Wis. Stats.



State of Wisconsin  
Department of Financial Institutions

**ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY**

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1.       **Name of the limited liability company:**  
Hot Soup III, LLC
- Article 2.       **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3.       **Name of the initial registered agent:**  
James I. Statz
- Article 4.       **Street address of the initial registered office:**  
One South Pinckney Street, Suite 301  
Madison, WI 53703  
United States of America
- Article 5.       **Management of the limited liability company shall be vested in:**  
A member or members
- Article 6.       **Name and complete address of each organizer:**  
James I. Statz  
One South Pinckney Street, Suite 301  
P.O. Box 1644  
Madison, WI 53701-1644  
United States of America
- Other Information. **This document was drafted by:**  
James I. Statz

**Organizer Signature:**

James I. Statz

**Date & Time of Receipt:**

10/12/2011 10:21:14 AM

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

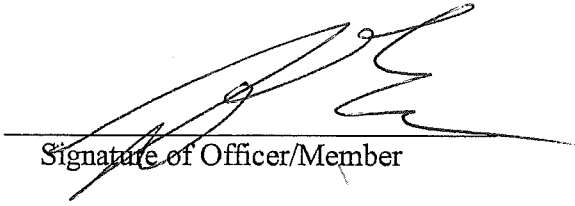
I, Tom Godan, officer/member for Hot Soup III LLC,  
(Corporation/LLC), doing business as Cotes and Brown, authorize and appoint  
Tom Godan (Name) as the liquor/beer agent for the premise  
located at 3502 Monroe St.

Subscribed and sworn to before me this

22 Day of May, 20 12

Wendy E. Barta  
Notary Public, Dane County, Wisconsin

My Commission Expires 5/15/2016

  
Signature of Officer/Member

## To be completed by appointed Liquor/Beer Agent

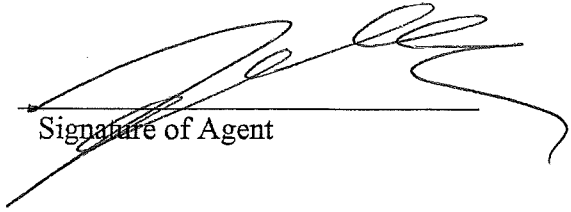
I, Tom Godan, appointed liquor/beer agent for  
Hot Soup III LLC (name of Corporation or LLC), being first duly sworn  
say I have vested in me, by properly authorized and executed written delegation, full authority  
and control of the premise described in the license of such corporation or limited liability  
company, and I am involved in the actual conduct of the business as an employee, or have a  
direct financial interest in the business of the licensee, therein relating to the intoxicating  
liquor/fermented malt beverage. The interest I have in the business is 40 %.

Subscribed and sworn to before me this

22 Day of May, 20 12

Wendy E. Barta  
Notary Public, Dane County, Wisconsin

My Commission Expires 5/15/2016

  
Signature of Agent

The appointed Liquor/Beer Agent must complete the

*John is  
currently the  
agent for  
Margold Kikka  
Sandie*



**Gates and Brovi**  
**Hot Soup III L.L.C.**

**Gates and Brovi** is a casual, festive, family friendly neighborhood bar and grill where an East coast fish house meets a Wisconsin supper club / tavern. It's that place you visited on vacation, but happens to be in your home town.

**Gates and Brovi's mission** is to serve high quality classic American food and beverage with a twist. To create the perfect casual dining experience with attentive and friendly service for the entire family to enjoy on the near West side of Madison. A neighborhood "joint" run by professionals that becomes a destination for all.

## **Business Plan Supplemental Information**

### **Marigold Kitchen Overview**

Marigold Kitchen opened in August of 2001. The restaurant has earned institutional status as a downtown breakfast and lunch destination. Marigold's brand of serving quality, fresh and organic, local food in an energetic atmosphere is strong.

Marigold has performed well over the last 11 years and has experienced stable growth each year culminating in its most profitable year in 2010. The success was directly attributed to the growth of its catering operation. Though profitable, the style of catering was taxing on the staff due to very long hours outside of Marigold's normal work day. Food inventory was difficult to manage as the catering events were often tailored to the needs of the customer, and would often result in the ordering of many products not used in Marigold's core business. The events were more upscale and demanded the culinary experience of the kitchen manager and the owners.

After analysis, the owners decided to refocus the catering operations to better reflect the food that has built Marigold's reputation, and to create an operation that is more sustainable long term, efficient, easily executed by the entire kitchen staff and hence, more profitable. The owners can free themselves from the operations and concentrate on other areas of business.

A substantial, yet, temporary drop in catering sales was expected in 2011 which directly was a result of the lag of operational changes to a new system of catering. The close of the first quarter of 2012 was promising as catering sales saw noticeable growth. The investment in a new well - marketed catering vehicle, new streamlined menu and online ordering system should help drive sales as we enter the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of this year. We feel confident that we have not tapped into this market nearly enough and will see a continued pattern of growth that will well exceed those numbers of 2010. An awareness campaign of canvassing downtown businesses has been implemented as well as radio and print ads due to roll out in the 2<sup>nd</sup> quarter. Marigold is striving to put its name at the top of businesses lists for daytime catering.

Marigold Kitchen's management and staff are experienced, loyal and committed to the success of the restaurant. The restaurant is able to operate effectively and independently of owner's involvement in daily operations.

## **Business Plan Supplemental Information**

### **Sardine Overview**

Sardine opened in July of 2006 and has seen steady growth every year with its most profitable years in 2009, 2010 and 2011 respectively. First quarter of 2012 shows a 15% increase in sales revenue from 2011 as it enters its most profitable seasons of spring and summer.

As the economic crisis has loomed across the country Sardine, fortunately, has managed to thrive. A great part of this success has been the owners ability to develop and motivate the leaders within the organization. This created an environment for the leadership to effect change and challenged them into taking ownership in their positions and pride in their successful results. In the most challenging of economic times Sardine was able to enjoy record growth, maintain full employment and offer raises to employees in 2010 and 2011.

Since 2009, Sardine has cut expenses without effecting the quality of the customer's dining experience. A new accounting firm was hired to train our office manager on more accurate accounting procedures which has resulted in more accurate weekly reports readily available to analyze. Costs are lower, margins are higher and controls are tighter. The overall operation is more efficient and effective.

The leaders and staff at Sardine are stable and are capable of operating autonomously. The dining room manager, who helped open Sardine, will be elevated to General Manager and our Bar Manager, who also helped open Sardine will become the managing partner at Gates and Brovi. The new Bar Manager at Sardine has been hired from within.

**Hot Soup III Limited Liability Company  
DBA Gates and Brovi**

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## **A. Executive Summary**

John Gadau and Phillip Hurley have partnered together for the past eleven years and have delivered two successful Madison, Wisconsin based restaurants, Marigold Kitchen and Sardine. Their vision for these restaurants were clear and focused in their conception and are currently stable financially and internally. Both restaurants are in the growth phase of the business life cycle and have thoughtful plans in place to extend this pattern of growth into the future.

Having strategically opened solely two restaurants in eleven years has proven to be a great part of the success of Hurley and Gadau. Their hands on leadership approach has allowed them to maintain control of decision making and quality control. It has allowed them the proper time needed to identify leaders within the organization and to develop those leaders as candidates to strengthen and pursue the missions of the organizations.

Having eleven years of ownership experience will prove to be an invaluable asset to leverage as they prepare to open their next venture, Gates and Brovi. Financial and operational systems have been refined and are ready to be duplicated efficiently to support the success of the new endeavor.

Chefs Hurley and Gadau will play a pivotal role in opening and developing Gates and Brovi and will spend the majority of their time necessary to ensure its success. They will also continue to oversee the operations of both Marigold and Sardine and will maintain creative control of menu development and quality. The addition of Nathan Kinderman to the partnership will be a strong addition to the team. His depth of knowledge in the industry and loyal commitment to Sardine has influenced its success greatly. He will act as managing partner of Gates and Brovi.

## **B. Concept Overview**

Gates and Brovi is a casual, friendly neighborhood restaurant run by experienced professionals. It's a place to bring the whole family for delicious comfort food. Parents can feel confident knowing that their children will be eating well prepared kid friendly and healthy food in a warm and playful environment. It's *that* place where friends can spontaneously gather for a meal or cocktail, or to catch a Badger game on the T.V.s in the bar area. It's *that* place that makes everyone feel welcome, where laughter abounds, and the sense of community permeates the air.

The restaurant will be open 7 days per week for lunch and dinner with the bar closing at 12 a.m. during the week and 1 p.m. on the weekends.

### **1. Atmosphere**

As the screen door opens one will immediately notice the welcoming of the natural wood stained 30' bar with double stacked glass door refrigerators peering conspicuously from behind the back bar enticing the customers with cold, beer-lined shelves and rows of chilled mugs in line ready to be called to work. The softly lit bar with accented painted colors of warm red, soft grey, antique white and charcoal black will be repeated subtly throughout the restaurant. T.V.'s will be thoughtfully hung to allow those in the bar area to take in their favorite sporting event. The abundant use and simple planking application of 100 plus year old maple flooring and pine ceiling reclaimed from a factory in Northern Wisconsin immediately offers a sense of familiarity and comfort. It references the feeling of walking into a joint on a wharf somewhere in East Coast America, yet will definitely feel midwestern in its appeal. The restaurant sits at the corner of Monroe and Glenway streets in the western edge of the Dudgeon-Monroe neighborhood across from the arboretum and an inlet lagoon from Lake Wingra. This proximity to nature and isolation from the rest of the merchants on Monroe street helps to strengthen its identity.

This New England wharf meets Wisconsin tavern motif will be subtle, natural, casual and festive. The view of the arboretum will be seen through the bank of eight foot, paned glass windows that run the span of Monroe street. Beneath the windows are sections of antique maple-slatted wood benches with masculine iron support structures reclaimed from a former train station as well will run the length of the restaurant. This will create a strong design element and will be responsible for about half of the seating in the 120 seat restaurant. Other seating options are painted wooden booths with cushions, benches and traditional seats will flank antique beer hall style tables reinforcing the casual and comfortable feel. The use of antique red colonial brick between the 9 ft. window sections coupled with warm lighting throughout and painted wood planking will add texture and warmth to the restaurant.

### **2. Food**

Gadau and Hurley have developed a menu that reflects the origin of the restaurant's name: "Gates" after Gadau's Father's nickname and "Brovi" after Hurley's Mother's maiden name Brovelli. Both parents were the catalysts for John and Phillip's passion to cook and to pursue a career in the restaurant industry. A number of the menu items have been inspired from dishes experienced in their youth.

The food will be driven by forty-one years of combined cooking experience. The menu will consist of appetizers / finger foods, hot sandwiches, salads, soups and dinner options. Familiar food but not the predictable menu one may encounter at many bar and grills. All dishes will be completely hand crafted and assembled by experienced cooks. There will be seafood options from shrimp fritters, peel your own shrimp to fish sandwiches and whole lobsters served on aluminum trays complete with lemon wedge, fries, bib and Handiwipes. All sandwiches will be served in baskets lined with wax paper. Fish fries will hold center stage on Wednesdays and Fridays. Spaghetti and meatballs, fried chicken or grilled porterhouse steak may be a heartier choice for the evening. The food is delicious, simple, classic, but certainly unique to the preparation of Hurley and Gadau. One can come and simply snack on some appetizers or can dine out to the fullest.

### **3. Bar**

Gates and Brovi will provide a full service bar. The bar will be run with the professionalism one generally doesn't find in a neighborhood style bar. Cocktails will be mixed with precision and care while maintaining consistent quality and attentive service during the busiest of times. Bar manager, Nathan Kinderman, from Sardine will act as managing partner at Gates and Brovi which will prove to be a valuable asset in garnering a loyal bar following.

### **4. Service**

Service will be casual yet professional. We will strive to develop a "Cheers" style of service where the staff works closely as a team and "everyone knows your name". The staff will play a very important role in establishing that true neighborhood experience.

### **5. Competition**

Gadau and Hurley have always opened restaurants that they would want to frequent. Restaurants that they felt were missing in the dining landscape of Madison. This concept is one that has been on hold for a number of years until the time was right. The near west side is *their* neighborhood and has been since they moved here in 2000. They understand what is lacking for family dining options and they think they can fill that void. The idea of bringing a quality kitchen and bar operation to a neighborhood is often overlooked. Neighborhood restaurant operations often fall short on their professionalism. The Hot Soup Companies have proven their quality and professionalism for years and will follow with that same level of quality and service that they are accustomed to delivering.

Brocach, Brasserie V, Jac's, The Laurel and the Village tap are all direct competitors of Gates and Brovi. Our goal is to be competitive on our pricing structure, but sell quality and not price. We feel strongly that we can provide a new experience in the Monroe Street district that will be unique enough to be fully supported by the neighborhood, but will draw from a larger base from outlying areas of Madison and Dane county.



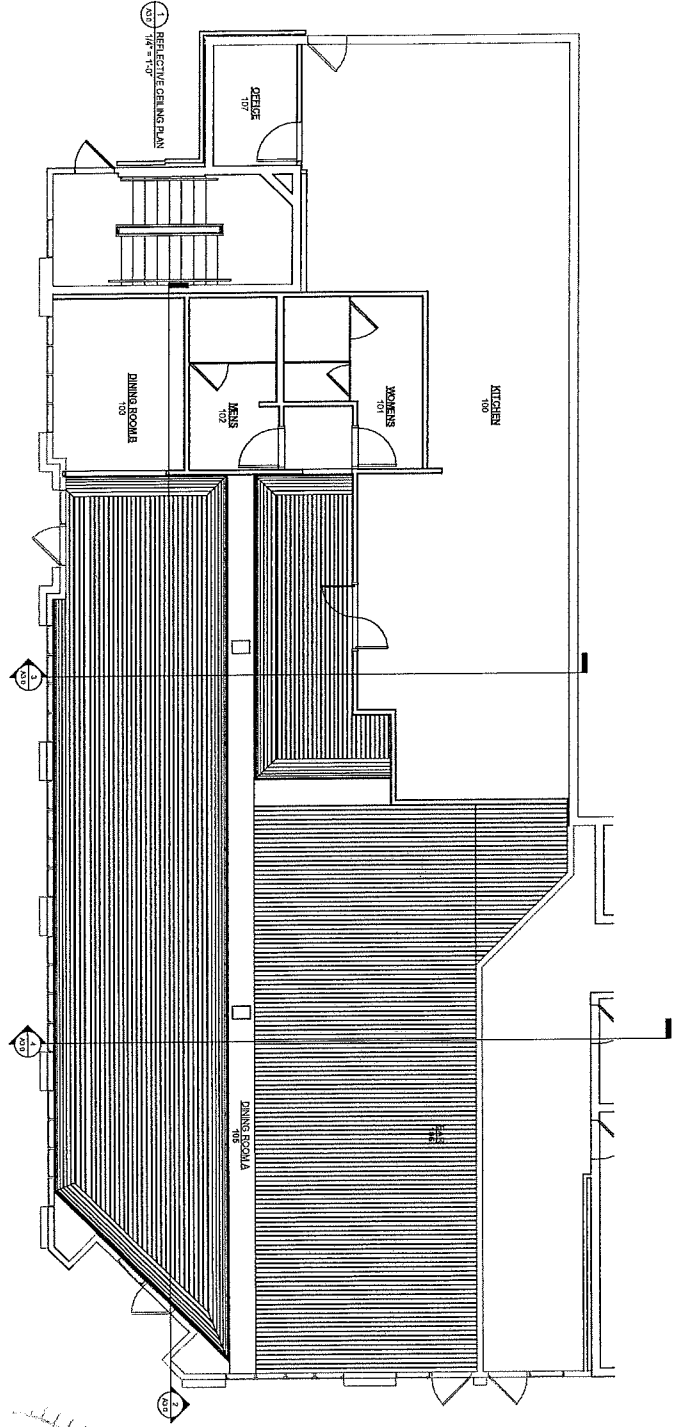
## **6. Marketing**

Create a great product and people will find you. We have the reputation of Marigold and Sardine that has already generated a fair amount of enthusiasm in anticipation for the August opening. Sardine is a destination restaurant and experienced a very powerful opening which set the tone for it's success. Gates and Brovi has a built in west side clientele in addition to the momentum of our reputation. We anticipate a very strong start.

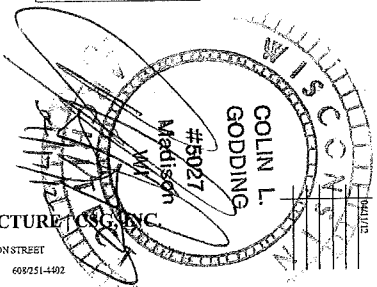
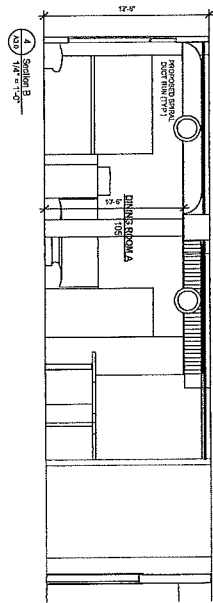
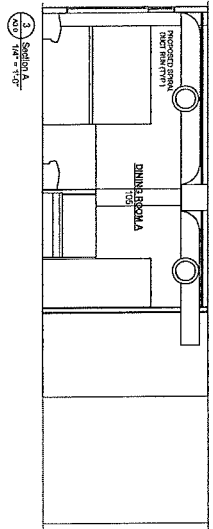
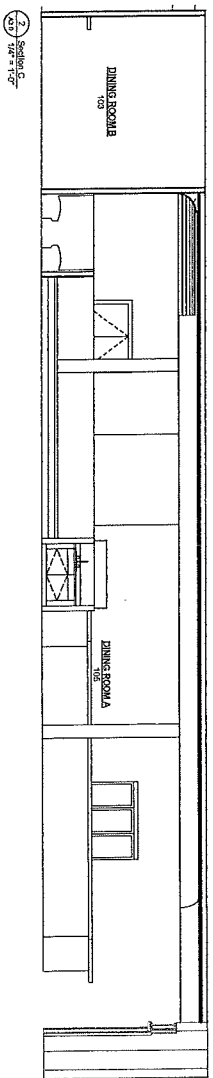
As with our other restaurants our best marketing we feel is through community involvement. Donations to fundraisers and the occassional print or radio ad to support a local magazine, newspapeer or institution.

Gates and Brovi will sponsor sporting teams, i.e. Softball/ baseball teams as a way of spreading the name to the public and building a bar following after ball games.

## **C. Lease / City Plan Approval**



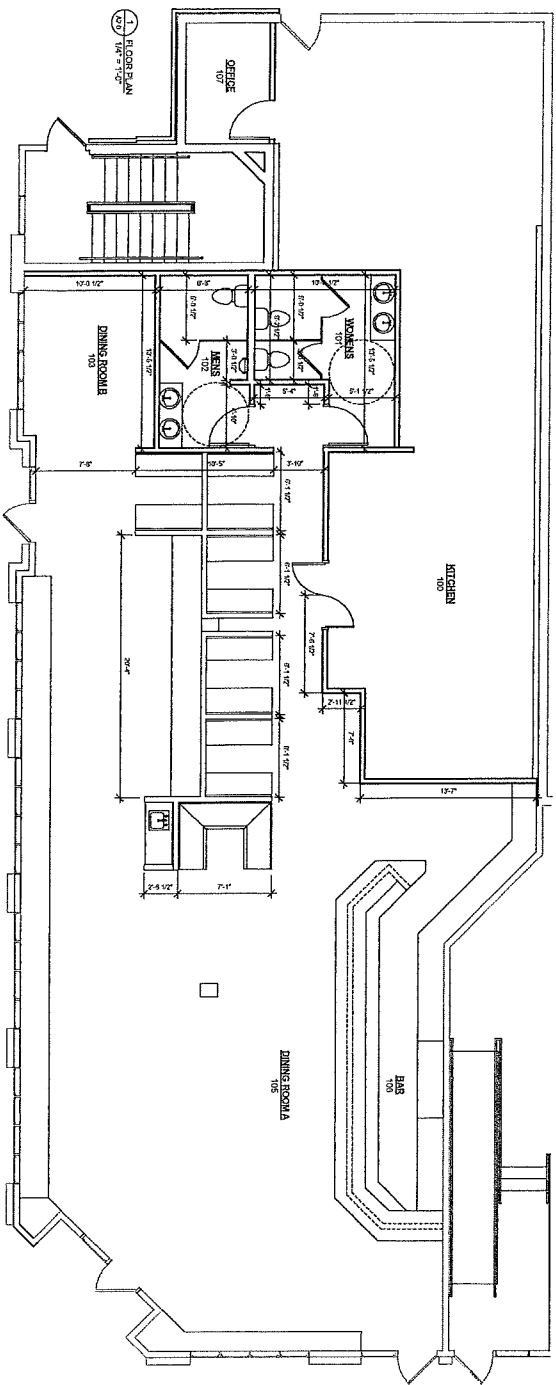
- GENERAL NOTES**
1. ELECTRICAL CONTRACTOR TO PROVIDE DRAWINGS FOR PERMITS & APPROVALS. THESE LIGHTS AND DIMMERS FOR APPROVAL.
  2. SPECIFICATIONS TO GENERAL CONTRACTOR. ALL WOOD CEILING SUPPORTS.
  3. FIRE-TREATED WOOD SHALL BE USED FOR ALL WOOD CEILING SUPPORTS.



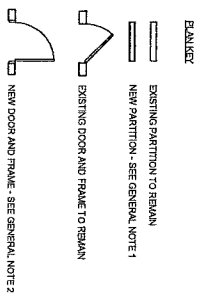
ARCHITECT:  
**A3.0 ARCHITECTURE**  
 214 NORTH HAMILTON STREET  
 MADISON, WI 53703 608.251.4402

PROJECT:  
**Parman Place Restaurant**  
 3602 Monroe Street  
 Madison, WI 53711





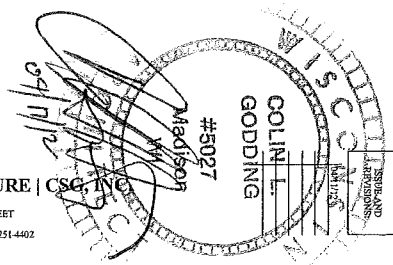
- GENERAL NOTES**
1. NEW PARTITIONS OTHER THAN FIRE RATED SHALL BE 2" GYPSUM BOARD AT 2" CENTER IN LAYERS OF 8" GYPSUM BOARD. EXTEND PARTITION TO STRUCTURE ABOVE AND BELOW. ALL STUDS AND PARTITIONS SHALL BE 16" ON CENTER UNLESS NOTED OTHERWISE.
  2. INSULATION PER PARTITION MUST MAINTAIN RAVING SOUND RATIO AS NOTED ON DRAWING. SEE OWNER FOR DOOR SCHEDULE.
  3. INCLUDE 1" ZINGS AND LEVEL HANDLE SCHEDULE CONCRETE. SEE OWNER FOR DOOR SCHEDULE.
  4. LOCATIONS AND LOCKSET FUNCTIONS, ALL EXISTING PERMETER.
  5. FIRE-TREATED WOOD SHALL BE USED FOR ALL WOOD CEILING SUPPORTS.
  6. DIMENSIONS RESPONSIVE TO DOOR AND FRAME. FACE OF CONCRETE, FACE OF MASONRY AND EDGE OF STUD UNLESS OTHERWISE NOTED.
  7. PERMITS FOR THIS WORK SUBMITTED BY CONTRACTOR.
  8. PERMITS FOR THIS WORK SUBMITTED BY ARCHITECT.



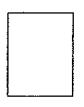
A2.0



ARCHITECT:  
**ARCHITECTURE | CSG**  
 214 NORTH HAMILTON STREET  
 MADISON, WI 53703 608251-4402



PROJECT:  
**Parman Place Restaurant**  
 3502 Monroe Street  
 Madison, WI 53711





# PLAN EXAMINATION LETTER

PROJECT #: BLDNCC-2012-03656

**Building Inspection Division**  
215 Martin Luther King, Jr. Blvd.  
Madison, Wisconsin 53703  
608 266-4551 Fax 608 266-6522

RE: Occupancy: Assembly Grp. A2  
Tenant: Parman Place Restaurant  
Owner: Rouse Management  
Supervising Professional: Colin Godding  
Square Feet: 3,420

Project Location  
3502 MONROE ST

Date: 4/13/12

ARCHITECTURE/CSG, INC  
214 N HAMILTON ST  
MADISON WI 53703

These plans have been reviewed for compliance with the important code requirements in Chapters SPS 361 through 366 of the Wisconsin Administrative Code.

The ALTERATION (Shell space) plans are **CONDITIONALLY APPROVED**.

The plans have been reviewed for compliance with the code requirements set forth in Chapters SPS 361-366 of the rules of the Department of Safety and Professional Services. Construction may proceed subject to local regulations, but all items that are required to be changed by this letter must be corrected before commencing that part of the work. This plan has not been reviewed for compliance with Chapters SPS 382-386, the plumbing rules of the Department of Commerce. You are hereby advised that the owner as defined in Chapter 101.01(2)(e) of Wisconsin State Statutes is responsible for all code requirements not specifically cited herein. The building will be inspected during and after construction.

SPS 361.33 Evidence of Approval. The architect, professional engineer, designer, builder or owner shall keep, at the building, one set of plans bearing the stamp of approval.

THIS BUILDING HAS BEEN CLASSIFIED AS TYPE VA CONSTRUCTION.  Sprinklered  
This is a level 2 alteration.

## CONDITIONS OF APPROVAL:

The maximum capacity shall be posted at 198 people.

## PLANS FOR THE FOLLOWING SHALL BE SUBMITTED TO THIS OFFICE AND APPROVED PRIOR TO THE CONSTRUCTION OF THAT COMPONENT.

Trusses     Precast Concrete     HVAC     Other

Inspector(s): Roger Schrader

Phone: 266-4553

Reviewed By: Mike Van Erem, Plan Examiner

Phone: 266-4559

Supervisor: Harry Sulzer

**John Gadau** graduated from Evanston, Kendall College in 1989 with an Associates degree in Culinary Arts. Upon graduation from Kendall College, he began as a line cook at Café Provençal, a popular French restaurant on Chicago's North Shore. After two and half years of working under the famed Chicago-area chef, Leslie Reese, John acquired a solid foundation in classical French cooking and a passion for new cooking knowledge. After leaving Café Provençal, John held cooking positions at Winnetka Grill, Jilly's Café, and Relish Restaurant in Chicago gaining greater insight and inspiration along the way.

In 1994, John moved to California where he worked at Citrus and Patina, recognized as two of the finest restaurants in Los Angeles and major contributors to the growing trend in California dining, a lighter-fresher, and more seasonal approach to French cooking. Before returning to Chicago, John helped in opening the Fienix Restaurant in LA where he was the opening sous chef. The Fienix scored three stars in LA Magazine its first year.

In 1996, John acquired a job in Greece working as a private chef on a cruise ship for 6 months. This was appealing to his passion for European markets and seasonal produce. John sights this as a lasting influence on his cooking style. Returning to Chicago in the fall of 1996, John helped open Mimosa Restaurant, an upscale eclectic bistro in Highland Park, IL., where he was the opening chef. In 1998, he took over as a chef of the Outpost in Chicago where he incorporated fresh, high quality ingredients prepared in the classic European style with a modern international twist.

**Phillip Hurley** began his restaurant career at Carlucci Restaurant in Chicago in 1989 after graduating from Miami University with a B.A. in Business. In 1991 he moved to California to gain further knowledge and experience from the prominent restaurants and chefs in the San Francisco bay area. He began his cooking at the popular Rockridge Market Hall; food retailer/caterer during the day and in the evenings held a position as Maitre D' at the nationally recognized Zuni Café. In 1992 he gained further experience taking on a Management position at Zuni where he worked closely with owners Vince Calcagno and James Beard Award recipient, Chef Judy Rogers. It was his three years at Zuni Café where Phillip honed his restaurant skills and developed his style of cooking.

In 1994 Phillip held the position of General manager for Vince S.F., an Italian style café opened by Calcagno of Zuni. There he gained further managerial experience and also conceptualized and opened a Jazz lounge in conjunction with the restaurant.

Confident with the five years of rounded experience in San Francisco, Phillip returned to Chicago in 1995 to act as executive chef at the well established A La Carte in Wilmette, IL. A retail/caterer. His influence of more refined, lighter seasonal cuisine proved successful for A La Carte as it saw record growth for the five years Hurley acted as chef.

**Nathan Kinderman** has extensive and a broad range of experience in the restaurant industry. His career has spanned the last twenty years in the Madison area from beginning with line cooking and bartending at the eastside institution, Monty's Blue Plate Diner, bartending and serving at Paisans to spending four years managing and operating the bar at the very successful and beloved Deb and Lola's.

In 2006 he brought his talents to Sardine to help open the restaurant, manage the bar and all it's operations for the past six years. His knowledge of food and beverage and ability to manage staff effectively have been a great influence to the success of Sardine. He has created a neighborhood feel at the Lakeside Bistro and has built a very strong and loyal clientele base.



## **G. Sample Menu**

## **Sample Menu**

### **Soup**

New England clam chowder

Soup of day

### **Appetizers/bar bites**

Fried clam strips

French fries

Cheese fries 1/2 order full order

Chili cheese fries

Fried cheese balls

Chicken strips

Cheesy crab dip with crisp vegetables

Shrimp fritters

Beer steamed shrimp

### **Oysters**

East coast with house made cocktail sauce

### **Sandwiches**

**Breaded pork tenderloin** with house-marinated peppers

**Chopped ribeye** with sauteed onions, giardiniera, and melted fontina

**Cod/ haddock** breaded or grilled, house tartar sauce, tomato, onion and romaine

**Grilled chicken sandwich** with parmesan, tomato, basil pesto, tomato and olive tapenade

**Vegetarian** of basil pesto, melted provolone roasted tomatoes and sauteed mushrooms

**Sandwich special of day**

### **Burgers**

**The G & B cheeseburger** 1/4 # burger with pickles, tomatoes, grilled or raw sweet onion, romaine and special sauce

**Double cheeseburger**

**Gorgonzola mushroom burger/ add bacon**

**Chili cheese burger**

### **Salads**

**House salad** - romaine and iceberg lettuce, croutons, carrots and tomato choice of house made dressings

**The G & B** Romaine and Bibb lettuce, pepperoncini, tomato, chick peas, onion, Gorgonzola, olives, croutons in tangy house made roasted tomato dressing

**Arugula and Parmesan** with roasted garlic lemon vinaigrette

**Coleslaw**

**3 Bean Salad**

### **Dinners**

Choice of soup or salad

**Beer steamed shrimp** - peel your own with house made cocktail sauce

**Fried chicken** with coleslaw and french fries

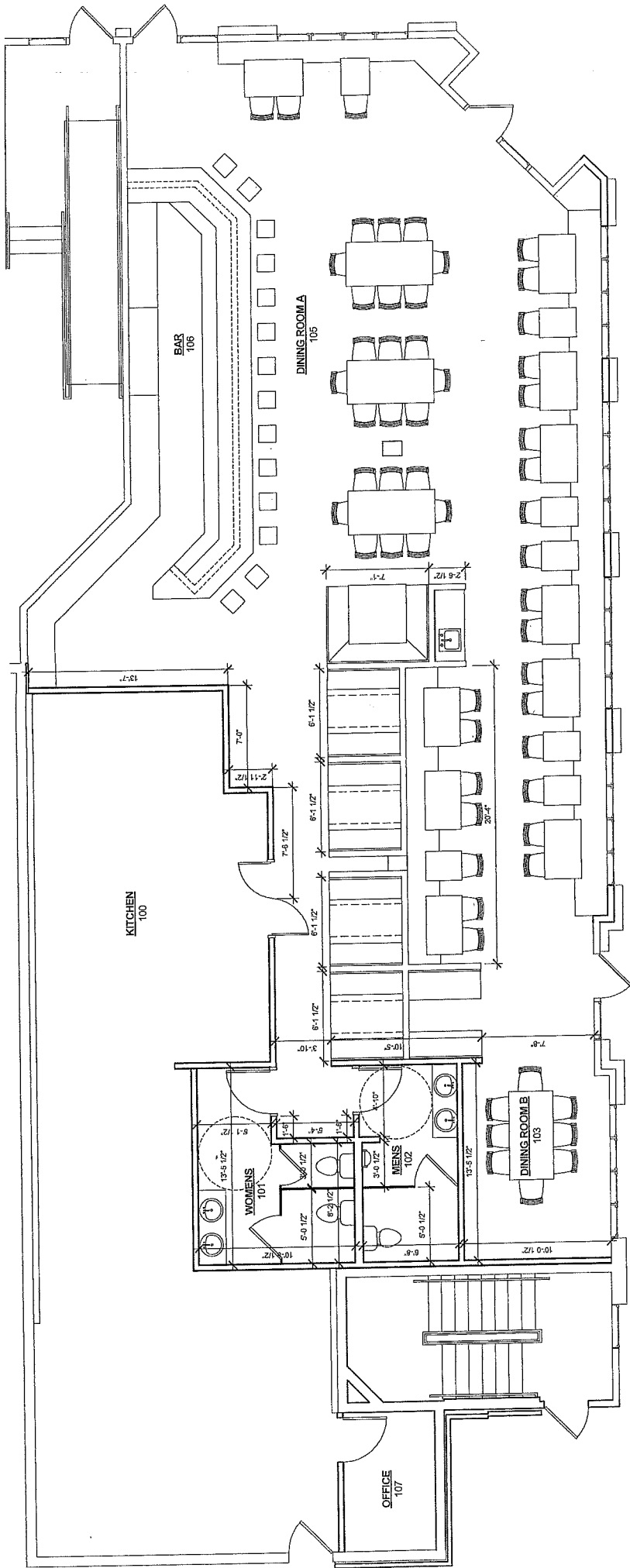
**Spaghetti and meatballs**

### **“On The Town”**

**Whole Maine Lobster** choice of boiled potatoes or French fries, soup or salad

**Grilled Porterhouse steak** choice of boiled potatoes or French fries, soup or salad

## H. Floor Plan / Layout



PARMIN PLACE RESTAURANT.  
3502 MONROE ST.

CAPACITY 198  
RESTAURANT CLASSIFICATION.





**Christianson, Eric**

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**From:** Ellingson, Susan  
**Sent:** Sunday, May 20, 2012 9:46 PM  
**To:** David Hart; Christianson, Eric  
**Cc:** John Gadau [juliegadau@yahoo.com]; Nate Kinderman [nathankinderman@hotmail.com]; Phillip Hurley [philliphurley@tds.net]; Balles, Joe  
**Subject:** Support for Gates & Brovi license

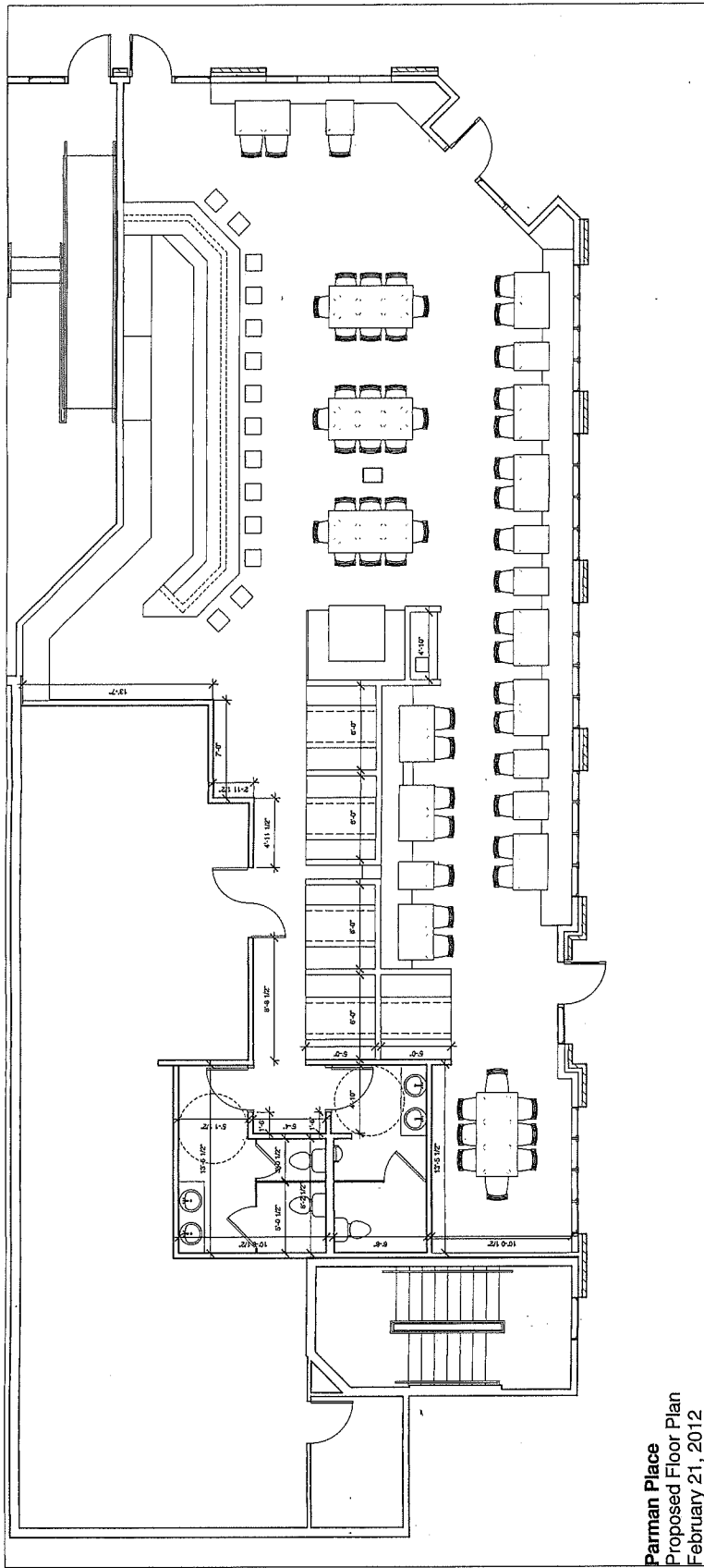
Hi David and Eric--

I held a neighborhood meeting regarding an alcohol license for a new restaurant, Gates & Brovi, in Parman Place, 3502 Monroe St.

There is very strong support in the neighborhood for this restaurant and for an alcohol license for the restaurant. I, too, strongly support this application.

Thank you.

Sue  
.....  
Sue Ellingson, Alder • Madison District 13 [district13@cityofmadison.com](mailto:district13@cityofmadison.com) • 320-8206 Subscribe to my updates: [www.cityofmadison.com/council/district13/updates](http://www.cityofmadison.com/council/district13/updates)



Parman Place  
Proposed Floor Plan  
February 21, 2012