

Alan Martin
Urban Design Commission
City of Madison
215 Martin Luther King Blvd
Suite LL-100
Madison WI, 53703

Re Informational Review for Doolittles Woodfire Grill

4323 East Towne Blvd, Madison WI 53703

Mr. Martin, We are applying for an Informational review for the Doolittles Woodfire Grill.

Please find enclosed:

Cover Letter

Narrative from the owner

Application Form

Locator Map

Photos of the Site

Floor Plan

Architectural Site Plan

Survey

Civil site plan in progress

Elevations

CD of all

Sincerely,



Gregg Hackett

Director, Hospitality Studio

PARTNERS & SIRNY *architects*

212 West Franklin Avenue

Minneapolis, Minnesota 55404

612.341.1070 ex 210 phone

612.341.2124 fax

www.partnersandsirny.com



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.*

There is no mistaking Doolittles for any other eatery. The building design and exterior signage capitalize on highly identifiable icons that represent the WWI and WWII eras of flight. The exterior of the buildings have architectural features representative of hangars of these areas.

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 immediately welcomed by the fireplace as they enter the main dining area. 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 open air windows to round out this dining experience.

Vital Statistics: Approximately 6,300 square feet, Doolittles Woodfire Grill seats approximately 311 people, including bar and 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.

FOR INFORMATIONAL REVIEW

APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: _____

UDC MEETING DATE: _____

Action Requested

- ☐ Informational Presentation
☐ Initial Approval and/or Recommendation
☐ Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 4323 EAST TOWNE BOULEVARD, MADISON

ALDERMANIC DISTRICT: 17 JOE CLAUSIUS 53704

OWNER/DEVELOPER (Partners and/or Principals) GREGG HACKETT

ARCHITECT/DESIGNER/OR AGENT: PARTNERS & SIVNY, ARCHITECTS

JOHN SHEEHAN, LYNN REIMER 212 WEST FRANKLIN AVE

ROCA RESTAURANT GROUP MINNEAPOLIS, MN 55404

9201 E. BLOOMINGTON FREEWAY BLOOMINGTON, MN 55420

CONTACT PERSON: GREGG HACKETT

Address: PARTNERS & SIVNY, ARCHITECTS

212 WEST FRANKLIN AVE, MINNEAPOLIS, MN.

Phone: 612-341-1070, EXT 210

Fax: 612-341-2124

E-mail address: ghackett@partnersandsivny.com

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

- ☐ Planned Unit Development (PUD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Community Development (PCD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Residential Development (PRD)
☐ New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
☐ School, Public Building or Space (Fee may be required)
☐ New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
☒ Planned Commercial Site

(See Section B for:)

- ☐ New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- ☐ R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- ☐ Comprehensive Design Review* (Fee required)
☐ Street Graphics Variance* (Fee required)
☐ Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



To see all the details that are visible on the screen, use the "Print" link next to the map.



SOUTH END LOOKING EAST TOWARD MALL



LOOKING SOUTH TOWARD CULVERS



SOUTHWEST SIDE LOOKING NORTH



WEST SIDE LOOKING NORTH



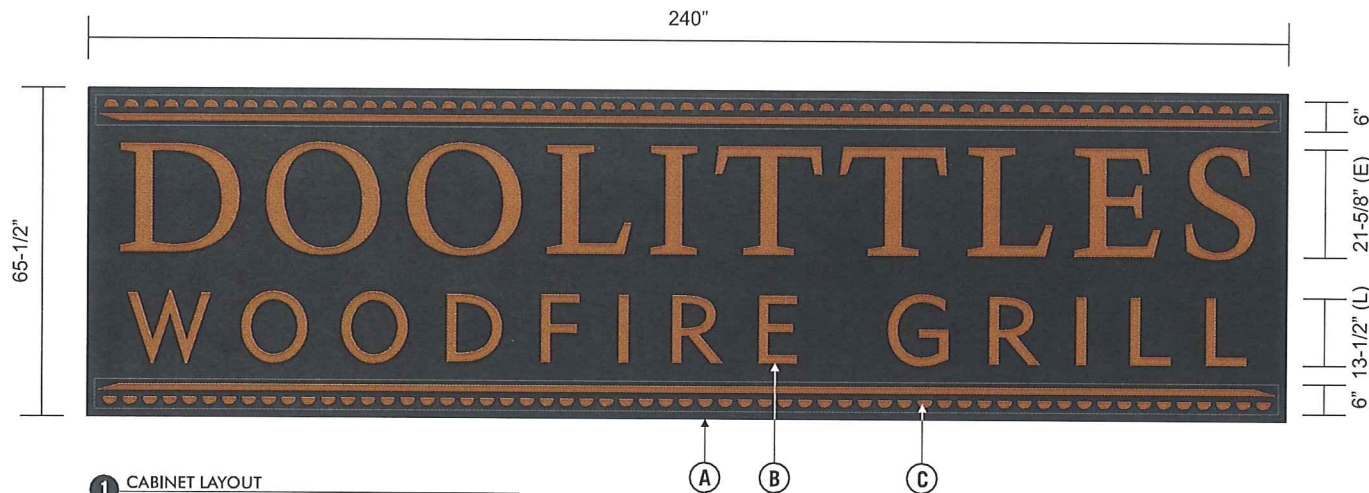


SIGN PACKAGE

04.08.13

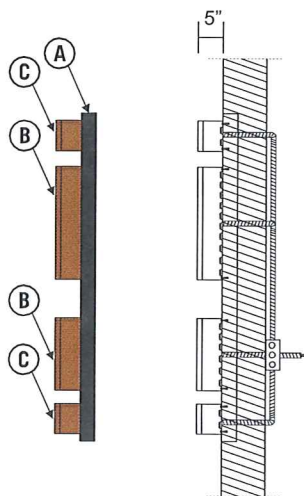
DOOLITTLES
WOODFIRE GRILL

MADISON, WI



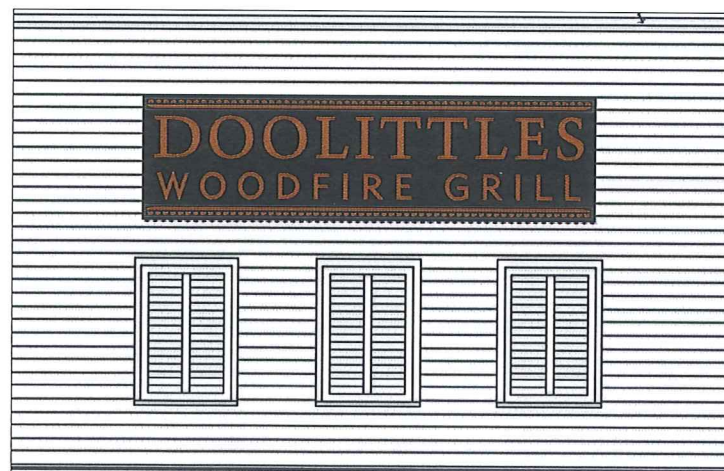
1 CABINET LAYOUT

SCALE: 1/2"=1'-0"



2 SECTION DETAIL

SCALE: 1/2"=1'-0"



3 EXAMPLE LAYOUT

SCALE: NTS

ILLUMINATED WALL SIGN

- A** RECESSED CABINET
- 3" DEEP, RECESSED IN WALL
- PAINTED BLACK
- B** LETTERS
- 5" DEEP CHANNEL LETTERS
- FACES 2447 WHITE FACE WITH
3M VINYL #180C-203
COPPER METALLIC VINYL
- PAINT TRIM CAP & RETURN TO
MATCH 3M VINYL #180C-203
COPPER METALLIC VINYL
- FACE LIT WITH WHITE LED
- C** DESIGN ELEMENTS
- 5" DEEP CHANNEL ELEMENT
- FACES 2447 WHITE FACE WITH
3M VINYL #180C-203 & BLACK VINYL
COPPER METALLIC VINYL
- PAINT TRIM CAP & RETURN TO
MATCH 3M VINYL #180C-203
COPPER METALLIC VINYL
- FACE LIT WITH WHITE LED

Lawrence
Sign

www.lawrencesign.com

945 Pierce Butler Route, St. Paul, MN 55104
651.488.6711 • 800.998.8901

CLIENT:

DOOLITTLES
WOODFIRE GRILL

MADISON, WI

SIGN TYPE:

FACE LIT WALL SIGN

CUSTOMER APPROVAL

NAME: _____

DATE: _____

REV 1:

REV 2:

REV 3:

REV 4:

REV 5:

REV 6:

REV 7:

SALES: JH CK'D:

DESIGN: RR

DATE: 04.08.13

DWG: 3432

These plans are the exclusive property of Lawrence Sign and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Lawrence Sign. A sign manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly prohibited and will render the user liable for damages. Copyright 2013 © LS, Inc. All rights reserved.

ELECTRIC
SIGN

PAGE: 0.2

PRINTED COLORS & GRADIENTS AS SHOWN MAY VARY FROM ACTUAL FINISHED COLOR

CLIENT:

DOOLITTLES
WOODFIRE GRILL

MADISON, WI

SIGN TYPE:

FACE LIT WALL SIGN

CUSTOMER APPROVAL

NAME: _____

DATE: _____

REV 1:

REV 2:

REV 3:

REV 4:

REV 5:

REV 6:

REV 7:

SALES: JH

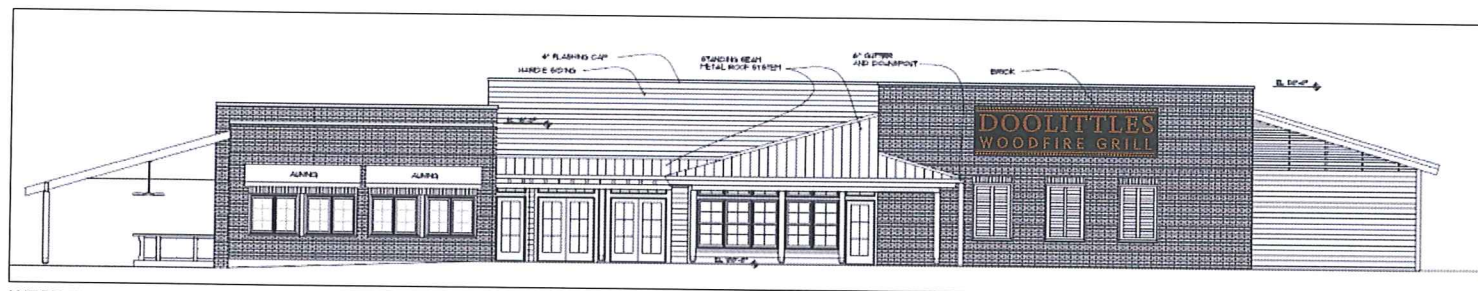
CK'D:

DESIGN: RR

DATE: 04.08.13

DWG: 3432

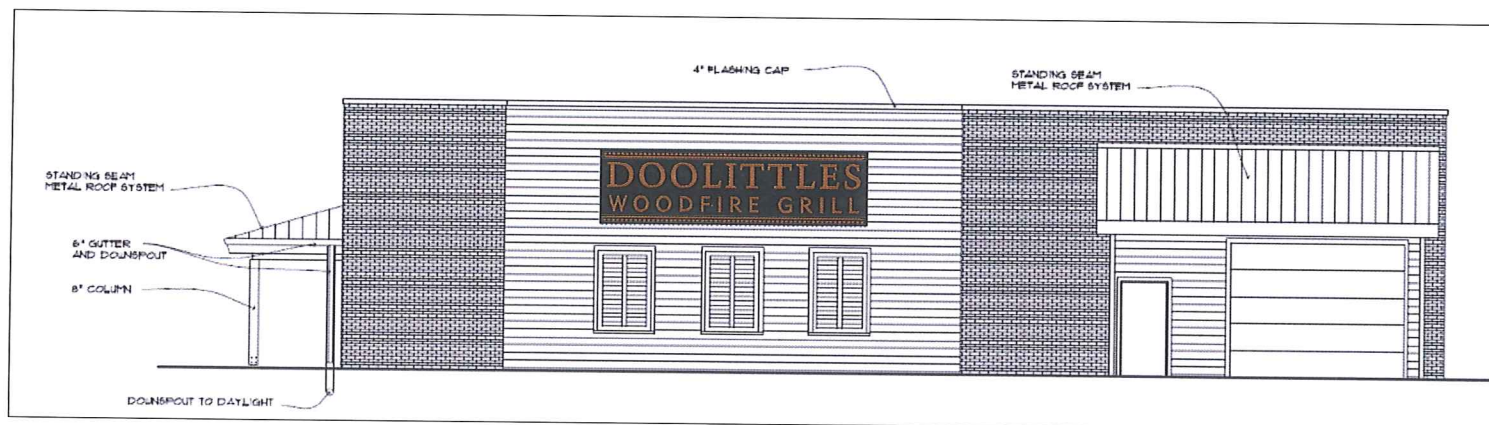
These plans are the exclusive property of Lawrence Sign and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Lawrence Sign. A sign manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly prohibited and will render the user liable for damages. Copyright 2013 © LS, Inc. All rights reserved.



WEST ELEVATION



EAST ELEVATION



NORTH ELEVATION

PARTNERS
& SIRNY
architects
212 West Franklin Avenue
Minneapolis, Minnesota 55404
Tel. 612.341.1070 Fax 612.341.2124

DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704

04-09-13 FOR REVIEW

ISSUED

I hereby certify that this plan,
specification or report was prepared by
me or under my direct supervision,
and that I am a duly Registered
Architect under the laws of the State
of Minnesota.

14567
Registration No.

SEAL

DATE APRIL 9 2013

PROJ. No. 1301

COVER SHEET

TITLE

SHEET No. A0.0

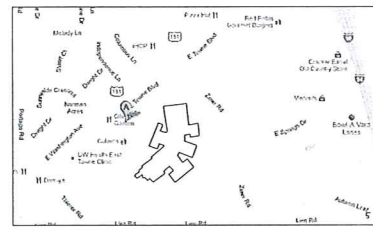
	GRID LINE
	BUILDING CROSS SECTION
	WALL SECTION
	DETAIL PERPENDICULAR (SECTION VIEW)
	DETAIL PARALLEL (PLAN VIEW)
	EXTERIOR ELEVATION MARK
	INTERIOR ELEVATION MARK
	DOOR DESIGNATION
	ROOM DESIGNATION
	ANGLE
	DIAMETER
	SQUARE
	DIMENSION TO FACE
	DIMENSION TO CENTER LINE
	PROPERTY LINE
	CENTER LINE
	PARTITION TYPE
	SUPPLY AIR DIFFUSERS
	RETURN AIR GRILLS
	LIGHT FIXTURES
	CENTER LINE
	PROPERTY LINE
	FENCE LINE
	MATCH LINE-SHADED PORTION IS SIDE CONSIDERED
	CEILING OR PLATFORM HEIGHT
	NORTH ARROW
	TYPICAL DRAWING TITLE
	REVISION MARK
	BENCHMARK/WORK POINT/ DATUM POINT
	TEST HOLE
	EXISTING CONTOUR
	NEW CONTOUR
	FINISH MARK
	OPENING SCHEDULE MARK
	FLOOR DRAIN

	CONCRETE OR PLAS.IN ELEVATION
	CONCRETE IN SECTION
	CONCRETE MASONRY UNIT (CMU)
	BRICK
	SOIL
	RIGID INSULATION
	BATT INSULATION
	ROUGH WOOD (DISCONTINUOUS)
	ROUGH WOOD (CONTINUOUS)
	FINISH WOOD
	PLYWOOD
	MARBLE / STONE
	ACOUSTIC TILE IN SECTION
	GYPSUM BOARD
	ASPHALT PAVING
	PLASTER IN SECTION
	CERAMIC TILE
	CARPET
	STRUCTURAL STEEL
	MISCELLANEOUS STEEL
	SHEET METAL OR ALUMINUM

MATERIAL SYMBOLS 24

MATERIAL SYMBOLS 1

INDEX TO DRAWINGS 2



LOCATION MAP 13

PROJECT TEAM 1

SITE LOCATION MAP 1

DRAFTING SYMBOLS 13

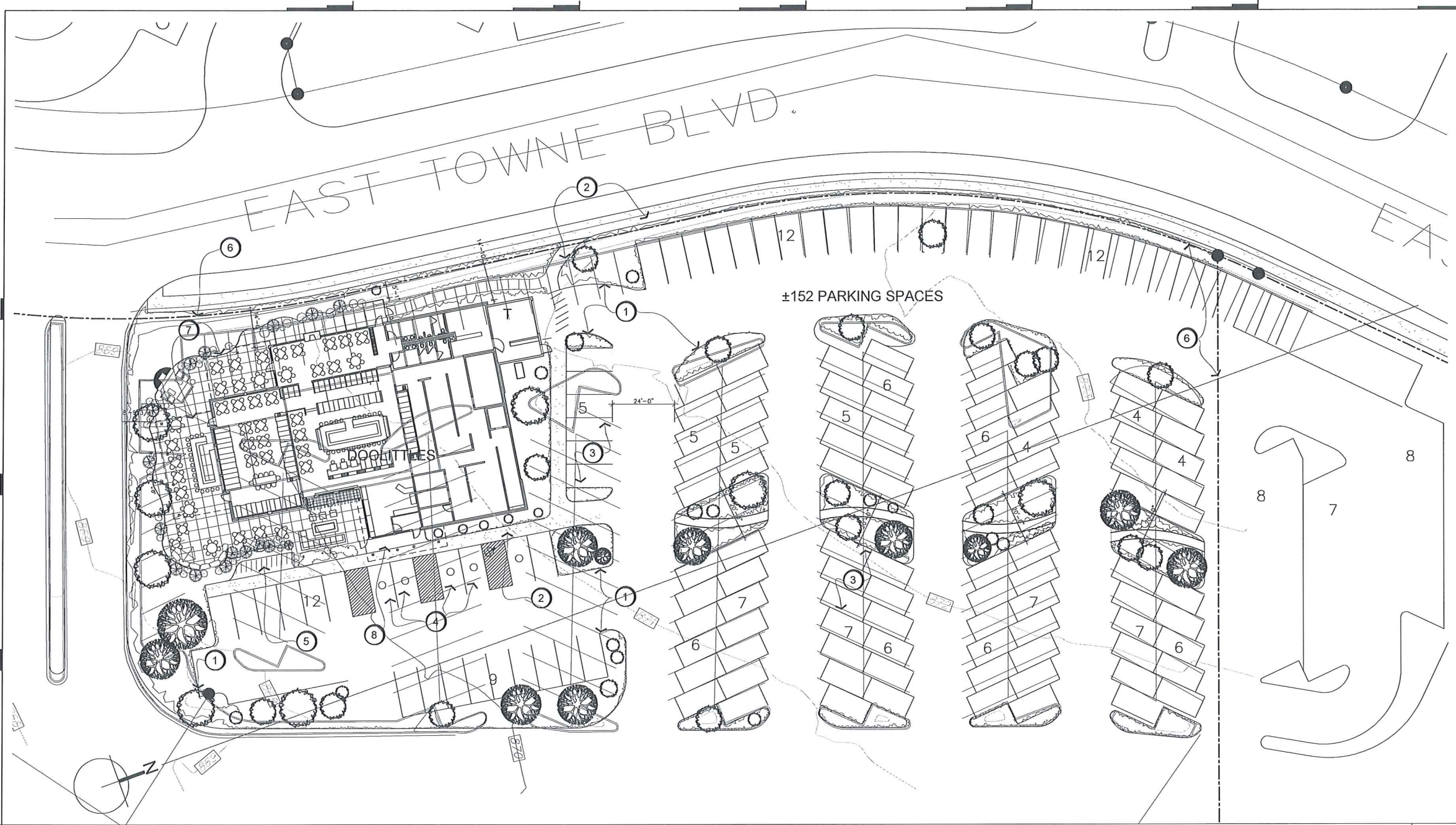
DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704

04-09-13	FOR REVIEW

ISSUED	1
I hereby certify that this plan, specification or report was prepared by me or under my direct supervision, and that I am a duly Registered Architect under the laws of the State of Minnesota.	
SEAL	14567 Registration No.
DATE	APRIL 9 2013
PROJ. NO.	1301

TITLE	SITE PLAN
SHEET NO.	A0.1



- KEYNOTES (SHEET A-0.1)
- 1. CURB (VERIFY)
 - 2. SIDE WALK
 - 3. PARKING STALLS
 - 4. HANDICAPPED PARKING STALLS
 - 5. BICYCLE PARK
 - 6. PROPERTY LINE
 - 7. OUTDOOR DINING
 - 8. MAIN ENTRANCE

DOOLITTLES
WOODFIRE GRILL

XXXXXX.
MADISON, WISCONSIN XXXX

04-01-13 FOR REVIEW

ISSUED

I hereby certify that this plan,
specification or report was prepared by
me or under my direct supervision,
and that I am a duly Registered
Architect under the laws of the State
of Minnesota.

14567
Registration No.

SEAL

DATE APRIL 1 2013

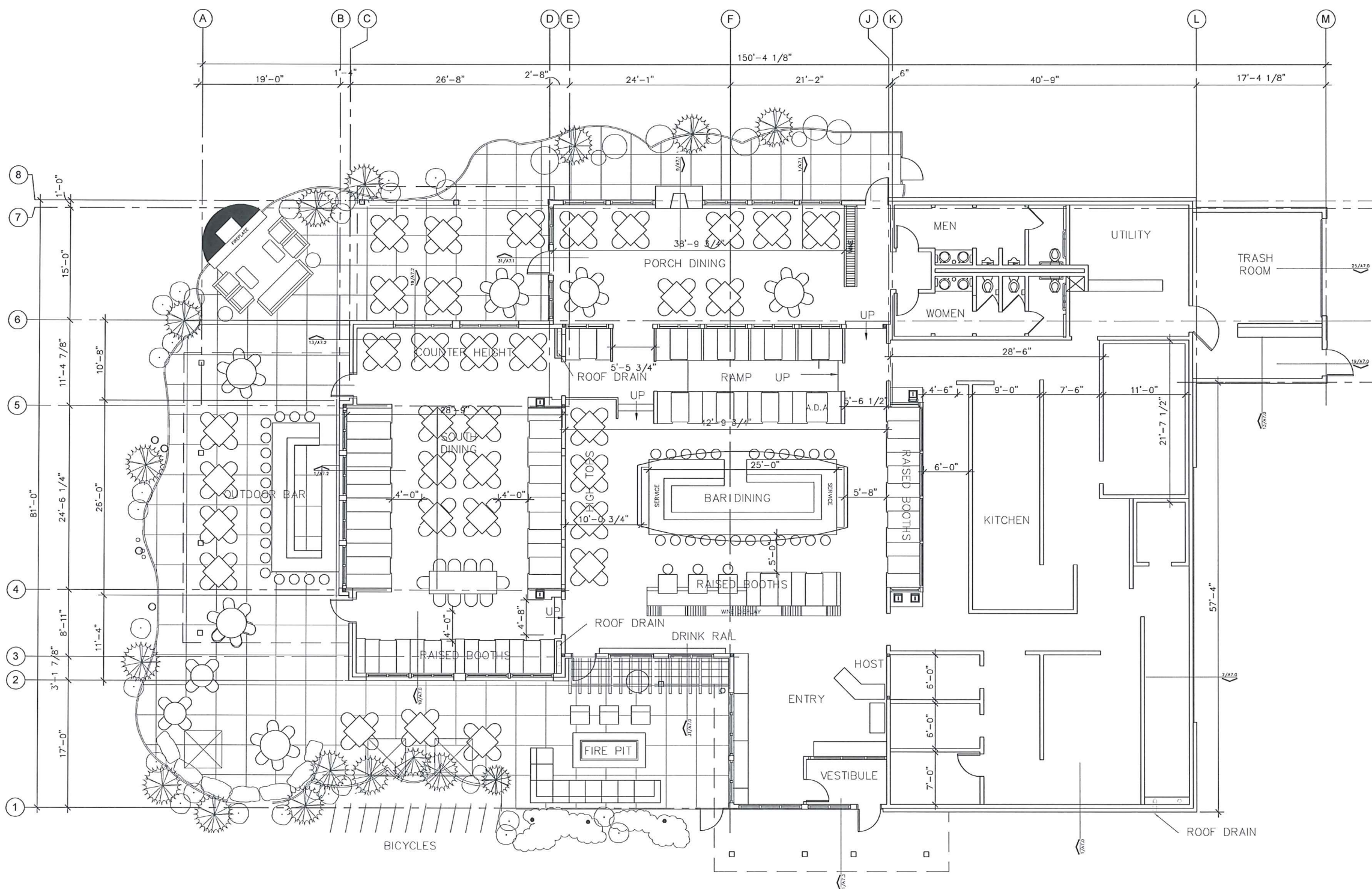
PROJ. NO. 1301

FLOOR
PLAN

TITLE

A2.0

SHEET NO.



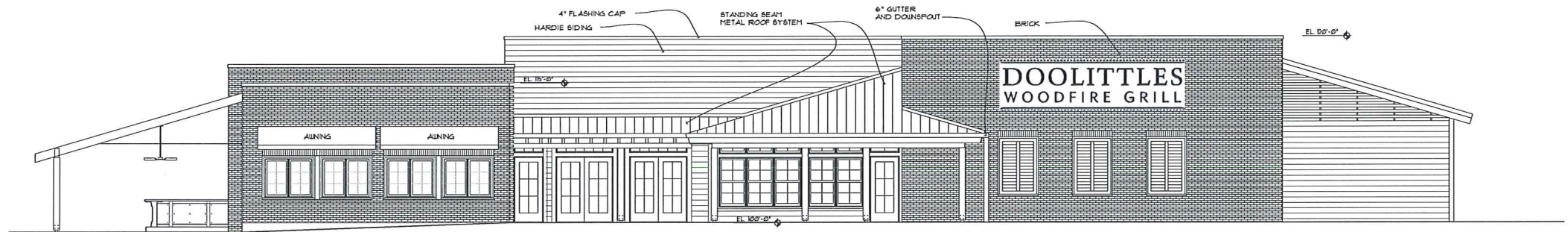
TOTAL AREA INCLUDING
TRASH AREA: 8167 SQ. FT.
TRASH AREA: 423 SQ. FT.
54 TABLES

FIRST FLOOR PLAN 3/16"= 1'-0" 1

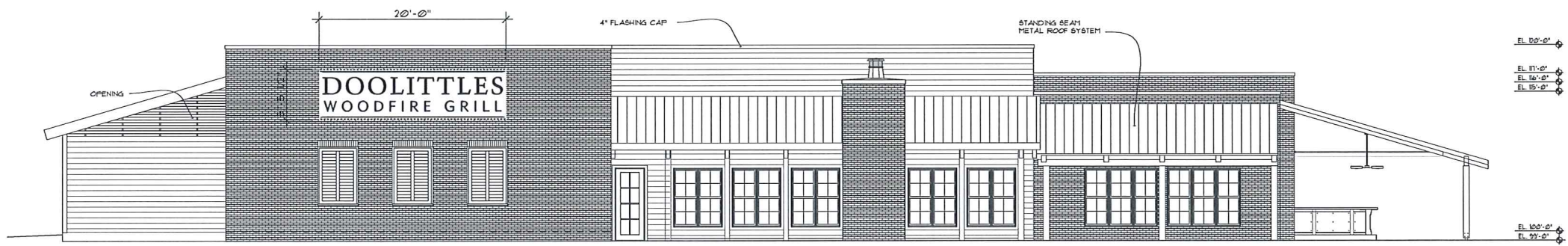
**PARTNERS
& SIRNY**
architects
212 West Franklin Avenue
Minneapolis, Minnesota 55404
Tel. 612.341.1070 Fax 612.341.2124

**DOOLITTLES
WOODFIRE GRILL**

4323 EAST TOWNE BLVD.
MADISON, WI 53704



EAST ELEVATION 3/16" = 1'-0" 1



1553.6 SQ. FT. OF BUILDING AREA AND 6783.1 SQ. FT. OF OPENINGS

WEST ELEVATION 3/16" = 1'-0" 1

04-09-13	FOR REVIEW

ISSUED

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision, and that I am a duly Registered Architect under the laws of the State of Minnesota.

14567
Registration No.

SEAL

DATE APRIL 9 2013

PROJ. NO. 1301

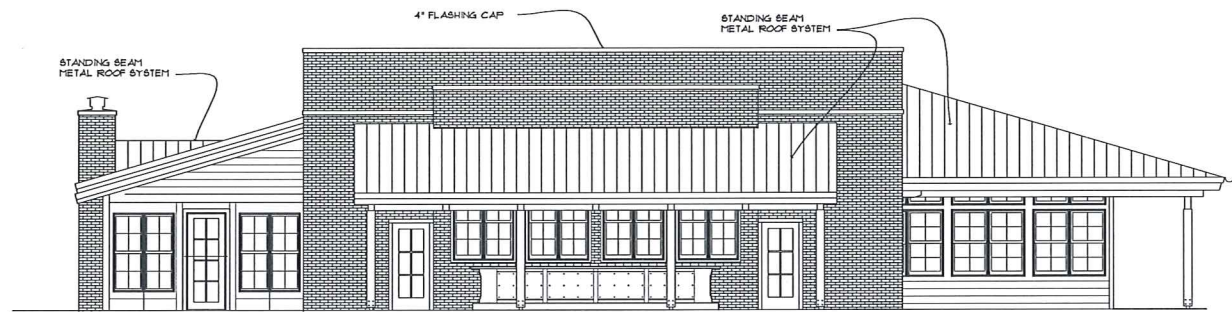
EXTERIOR
ELEVATIONS

TITLE

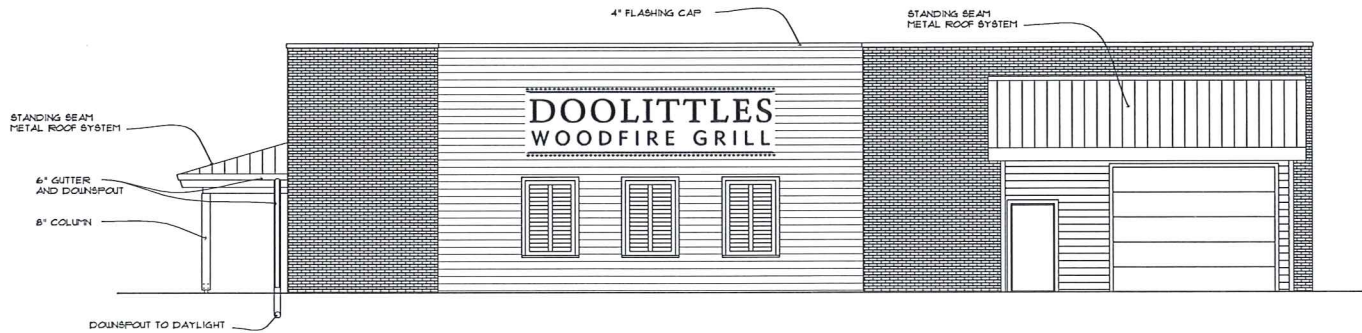
SHEET NO. **A5.0**

DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704



SOUTH ELEVATION 3/16" = 1'-0" 1



NORTH ELEVATION 3/16" = 1'-0" 1

04-04-13	FOR REVIEW

ISSUED
I hereby certify that this plan,
specification or report was prepared by
me or under my direct supervision,
and that I am a duly Registered
Architect under the laws of the State
of Minnesota.
14567
Registration No.

SEAL

DATE APRIL 9 2013

PROJ. NO. 1301

EXTERIOR
ELEVATIONS

TITLE

SHEET NO. A5.1

PARTNERS
& SIRNY
architects
212 West Franklin Avenue
Minneapolis, Minnesota 55404
Tel. 612.341.1070 Fax 612.341.2124

DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704



SECTION 1 3/16" = 1'-0" 5



04-09-13	FOR REVIEW

ISSUED

I hereby certify that this plan,
specification or report was prepared by
me or under my direct supervision,
and that I am a duly Registered
Architect under the laws of the State
of Minnesota.

14567
Registration No.

SEAL

DATE APRIL 9 2013

PROJ. NO. 1301

BUILDING
SECTIONS

TITLE

SECTION 1 3/16" = 1'-0" 1

SHEET NO.

A6.0

**PARTNERS
& SIRNY**
architects
212 West Franklin Avenue
Minneapolis, Minnesota 55404
Tel. 612.341.1070 Fax 612.341.2124

DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704

04-09-13 FOR REVIEW

(ISSUED)

I hereby certify that this plan,
specification or report was prepared by
me or under my direct supervision,
and that I am a duly Registered
Architect under the laws of the State
of Minnesota.

14567
Registration No.

SEAL

DATE APRIL 9 2013

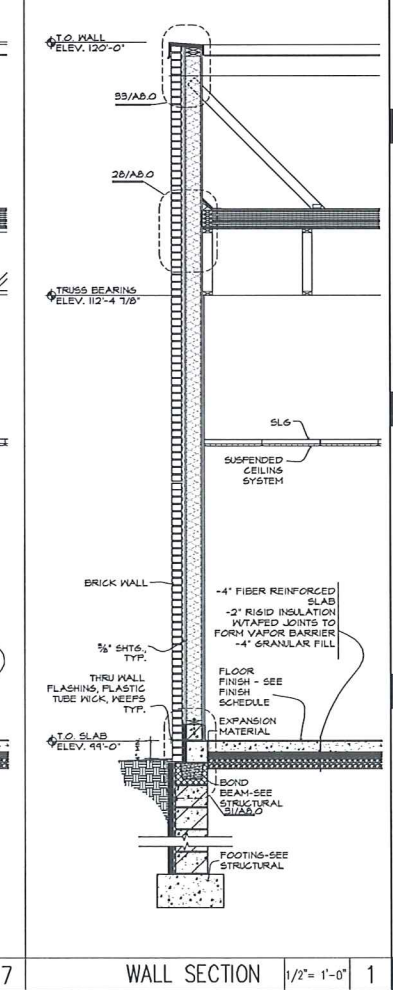
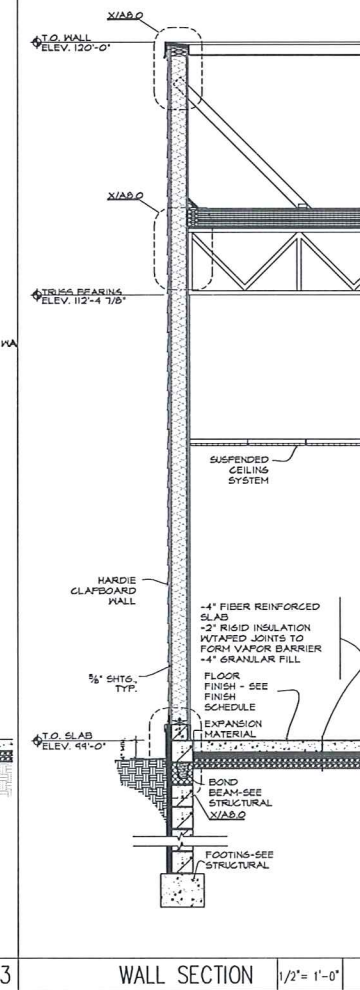
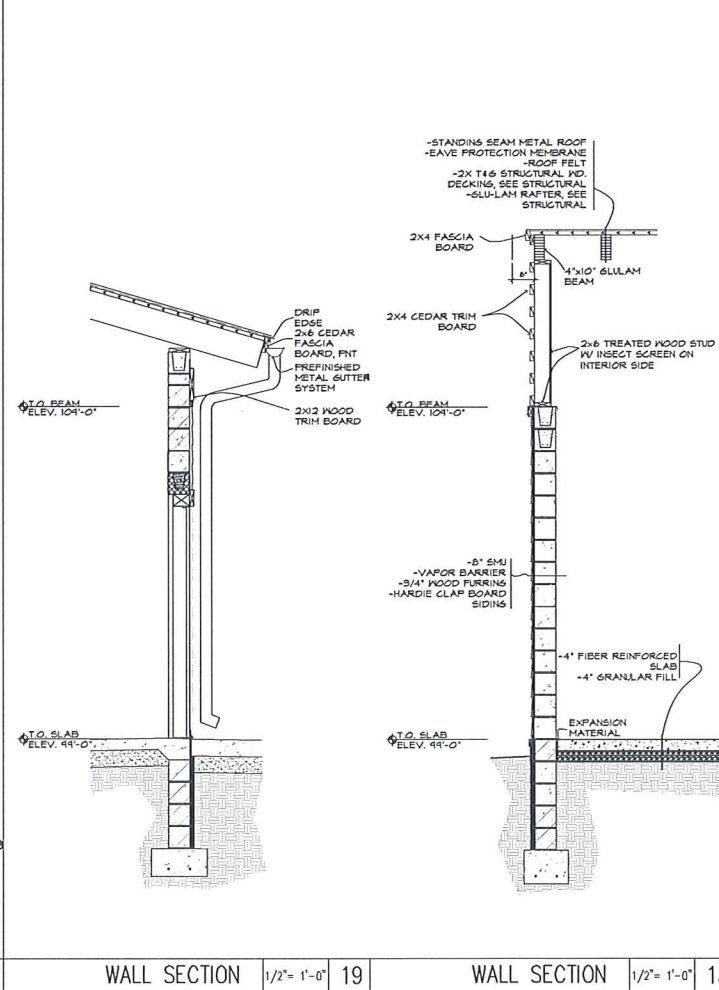
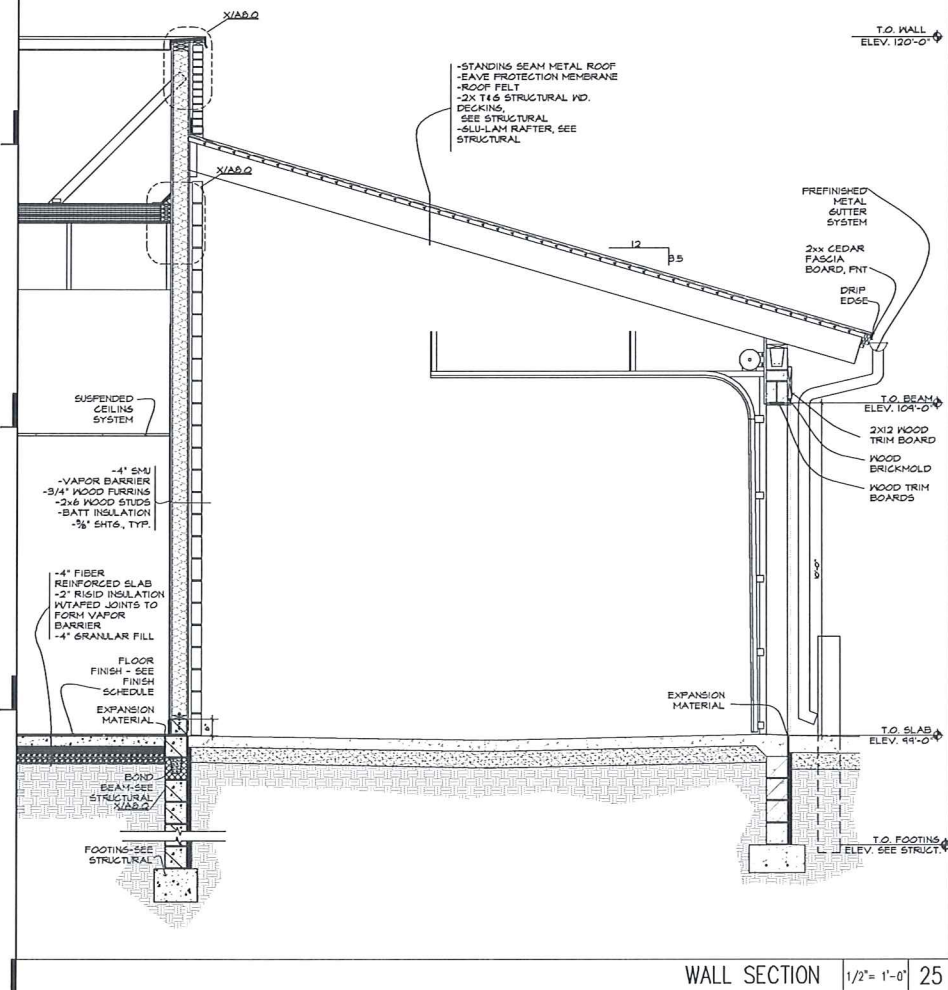
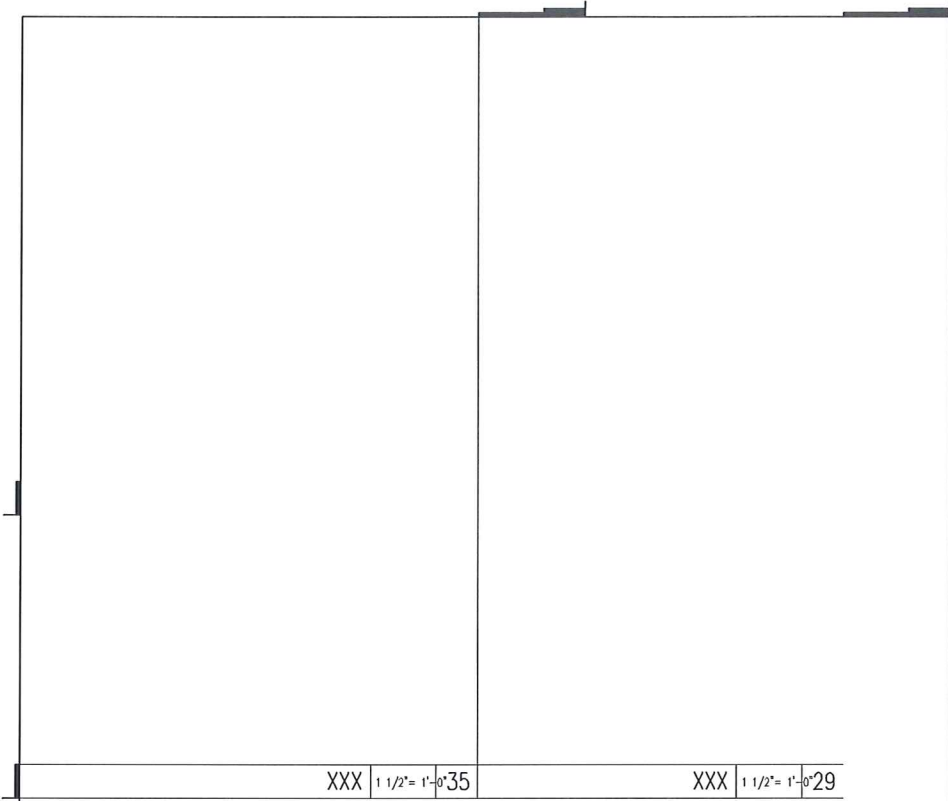
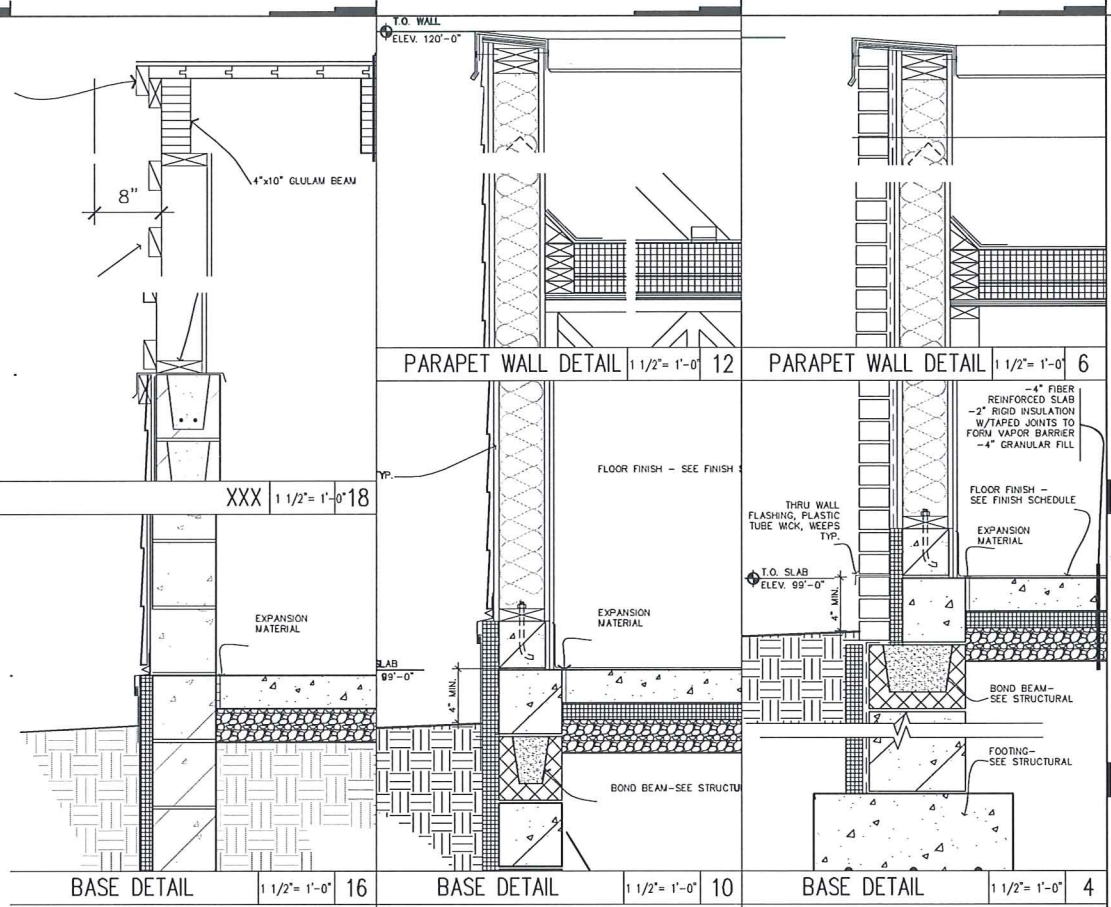
PROJ. NO. 1301

WALL SECTIONS
& DETAILS

TITLE

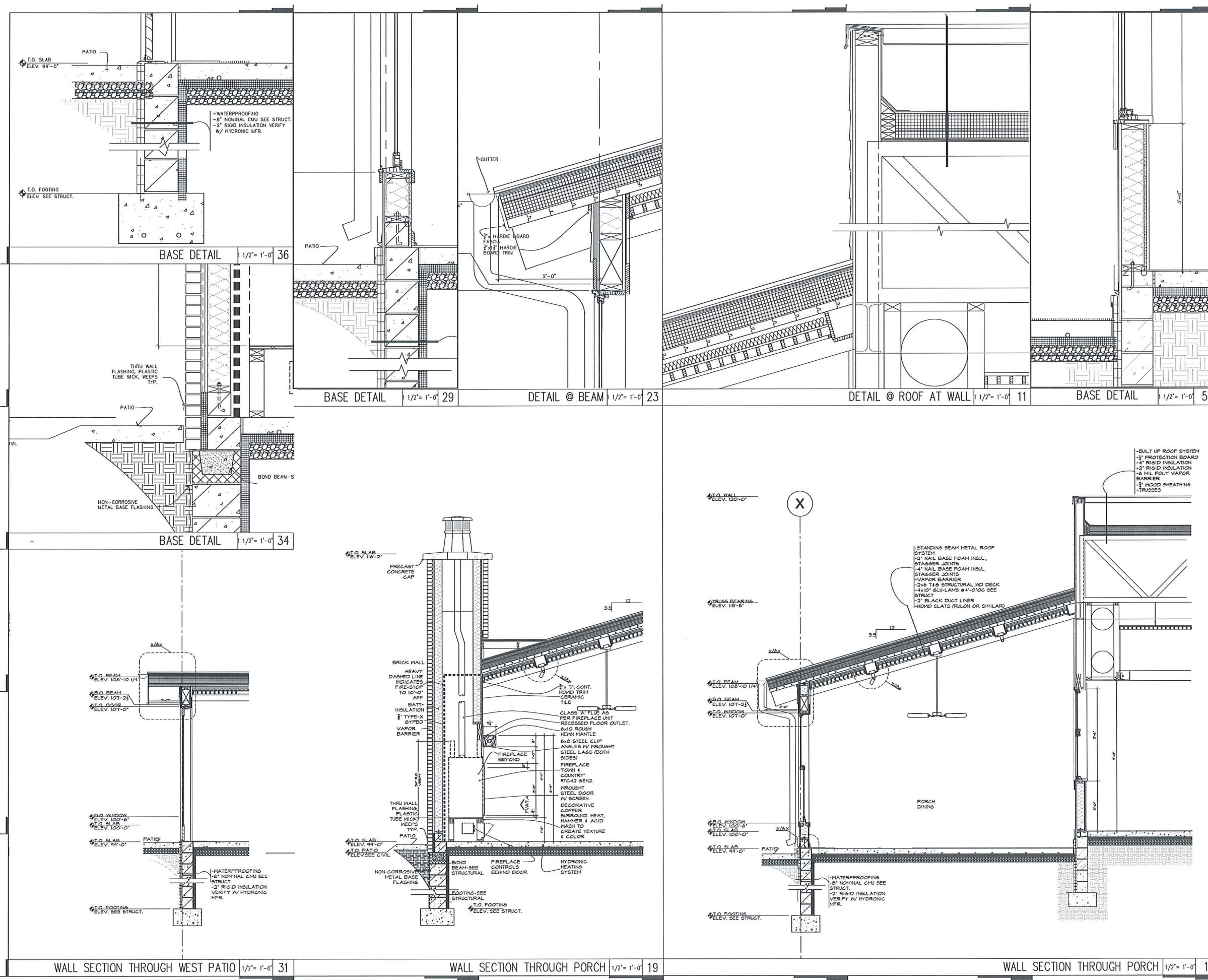
A7.0

SHEET NO.



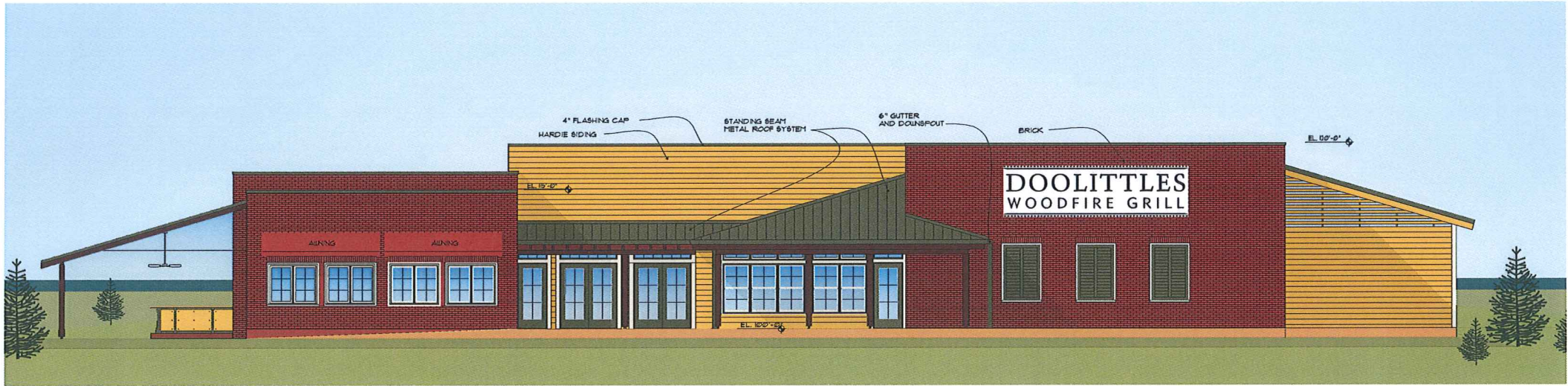
4323 EAST TOWNE BLVD.
MADISON, WI 53704

SHEET NO. A7.1



DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704



EAST ELEVATION

3/16" = 1'-0" 1



WEST ELEVATION

3/16" = 1'-0" 1

04-09-13 FOR REVIEW

ISSUED

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision, and that I am a duly Registered Architect under the laws of the State of Minnesota.

 14567
Registration No.

SEAL

DATE APRIL 9 2013

PROJ. NO. 1301

EXTERIOR
ELEVATIONS
COLOR

TITLE

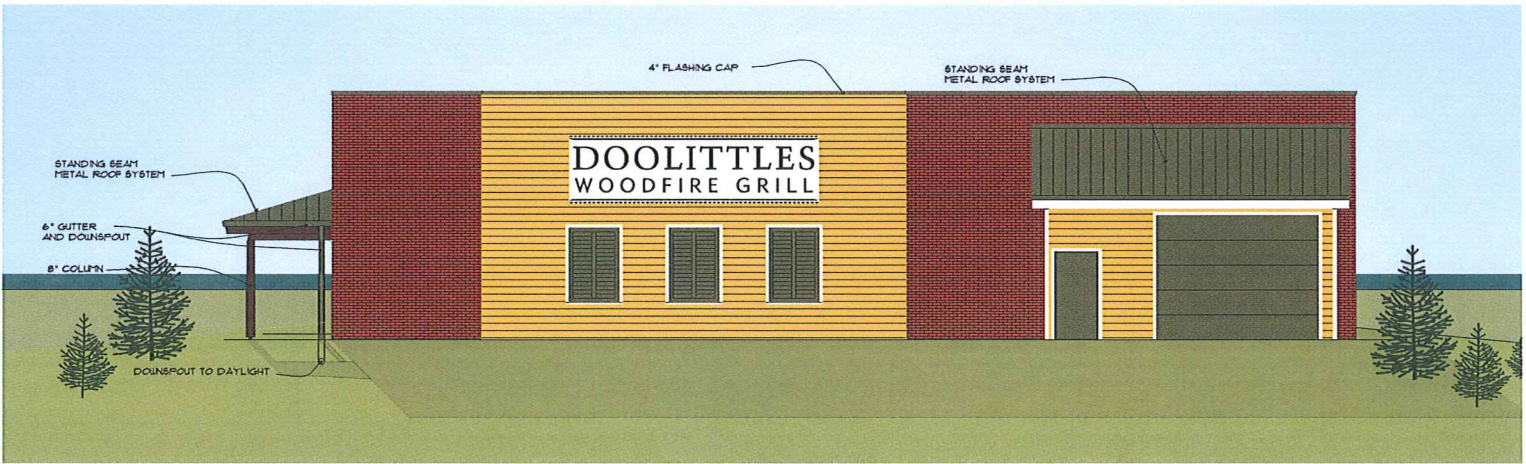
SHEET NO. A5.0

DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704



SOUTH ELEVATION 3/16" = 1'-0" 1

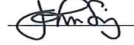


NORTH ELEVATION 3/16" = 1'-0" 1

04-04-13	FOR REVIEW

ISSUED

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision, and that I am a duly Registered Architect under the laws of the State of Minnesota.

 14567
Registration No.

SEAL

DATE APRIL 9 2013

PROJ. NO. 1301

EXTERIOR
ELEVATIONS
COLOR

TITLE

SHEET NO. A5.1

**PARTNERS
& SIRNY**
architects
212 West Franklin Avenue
Minneapolis, Minnesota 55404
Tel. 612.341.1070 Fax 612.341.2124



DOOLITTLE'S RESTAURANT
MADISON, WISCONSIN

04-01-13 FOR REVIEW

ISSUED

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision, and that I am a duly Registered Engineer under the laws of the State of Wisconsin.

XXXXX
Registration No.

SEAL

DATE APR. 2, 2013

PROJ. NO. 13-107

TITLE

SHEET NO.



SCALE: 1"=20'

- NOTES:
1. BASE PLAN USED IS TOPOGRAPHIC SURVEY PREPARED BY VIERBICHER, INC.
 2. PROPOSED PARKING STALLS = 145 (INCLUDING 6 HANDICAPPED).
 3. EXISTING IMPERVIOUS = 91%, PROPOSED IMPERVIOUS = 89%.

