

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: _____

Action Requested

Informational Presentation

UDC MEETING DATE: _____

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 4323 EAST TOWNE BOULEVARD, MADISON

ALDERMANIC DISTRICT: 17 JOE CLAUSIUS 53704

OWNER/DEVELOPER (Partners and/or Principals)

JOHN SHEEHAN, LYNN REIMER

ROCA RESTAURANT GROUP

9201 E. BLOOMINGTON FREEWAY
BLOOMINGTON, MN 55420

CONTACT PERSON: GREGG HACKETT

Address: PARTNERS & SIRNY, ARCHITECTS
212 WEST FRANKLIN AVE, MINNEAPOLIS, MN.

Phone: 612-341-1070, EXT 210

Fax: 612-341-2124

E-mail address: gchackett@partnersandsirny.com

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

 <p>240"</p> <p>65-1/2"</p> <p>1 CABINET LAYOUT</p> <p>SCALE: 1/2"=1'-0"</p> <p>2 SECTION DETAIL</p> <p>SCALE: 1/2"=1'-0"</p> <p>3 EXAMPLE LAYOUT</p> <p>SCALE: NTS</p> <p>PRINTED COLORS & GRADIENTS AS SHOWN MAY VARY FROM ACTUAL FINISHED COLOR</p>		<p>ILLUMINATED WALL SIGN</p> <p>A RECESSED CABINET - 3" DEEP, RECESSED IN WALL - PAINTED BLACK</p> <p>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</p> <p>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</p>
		<p>Lawrence Sign www.lawrenceesign.com</p>
		<p>945 Pierce Butler Route, St. Paul, MN 55104 651.488.6711 • 800.998.8901</p>
		<p>CLIENT:</p>
		<p>DOOLITTLES WOODFIRE GRILL</p>
		<p>MADISON, WI</p>
		<p>SIGN TYPE:</p>
		<p>FACE LIT WALL SIGN</p>
		<p>CUSTOMER APPROVAL</p>
		<p>NAME: _____</p>
		<p>DATE: _____</p>
		<p>REV 1: REV 2: REV 3: REV 4: REV 5: REV 6: REV 7:</p>
		<p>SALES: JH CK'D: DESIGN: RR</p>
		<p>DATE: 04.08.13</p>
		<p>DWG: 3432</p>
		<p>These plans are the exclusive property of Lawrence Sign and are the result of the original work of its employees. They are submitted to you, customer, for the purpose of your consideration, either 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 © L.S. Inc. All rights reserved.</p>
		<p> ELECTRIC SIGN</p>
		<p>PAGE: 0.2</p>

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: _____

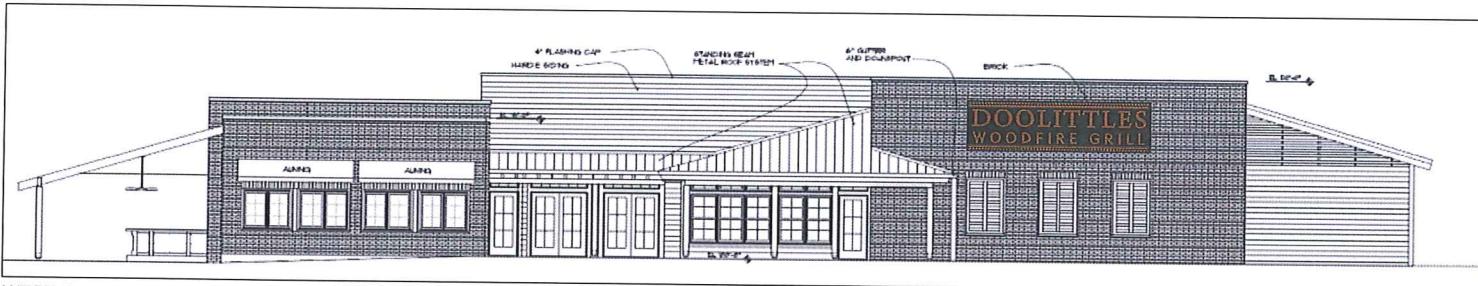
REV 1:
REV 2:
REV 3:
REV 4:
REV 5:
REV 6:
REV 7:

SALES: JH CK'D:
DESIGN: RR
DATE: 04.08.13
DWG: 3432

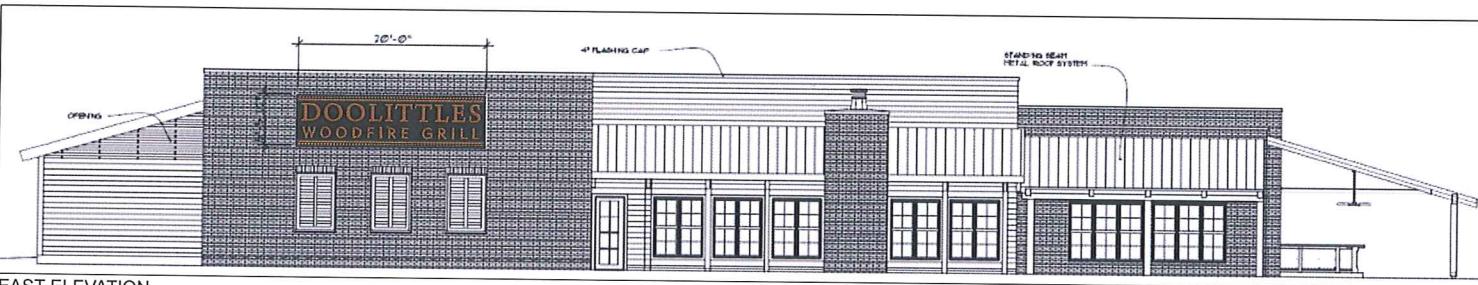
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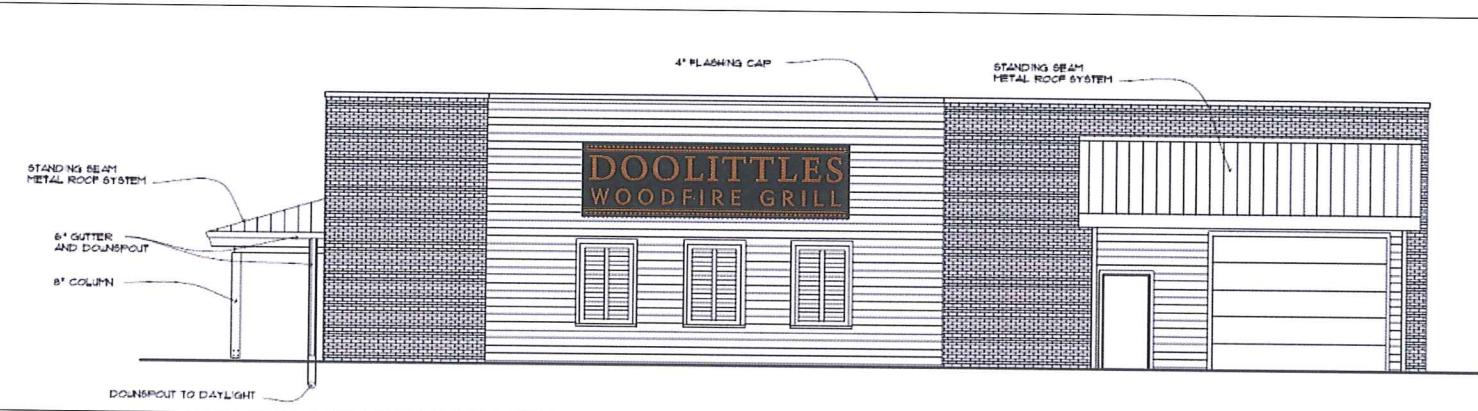
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WEST ELEVATION

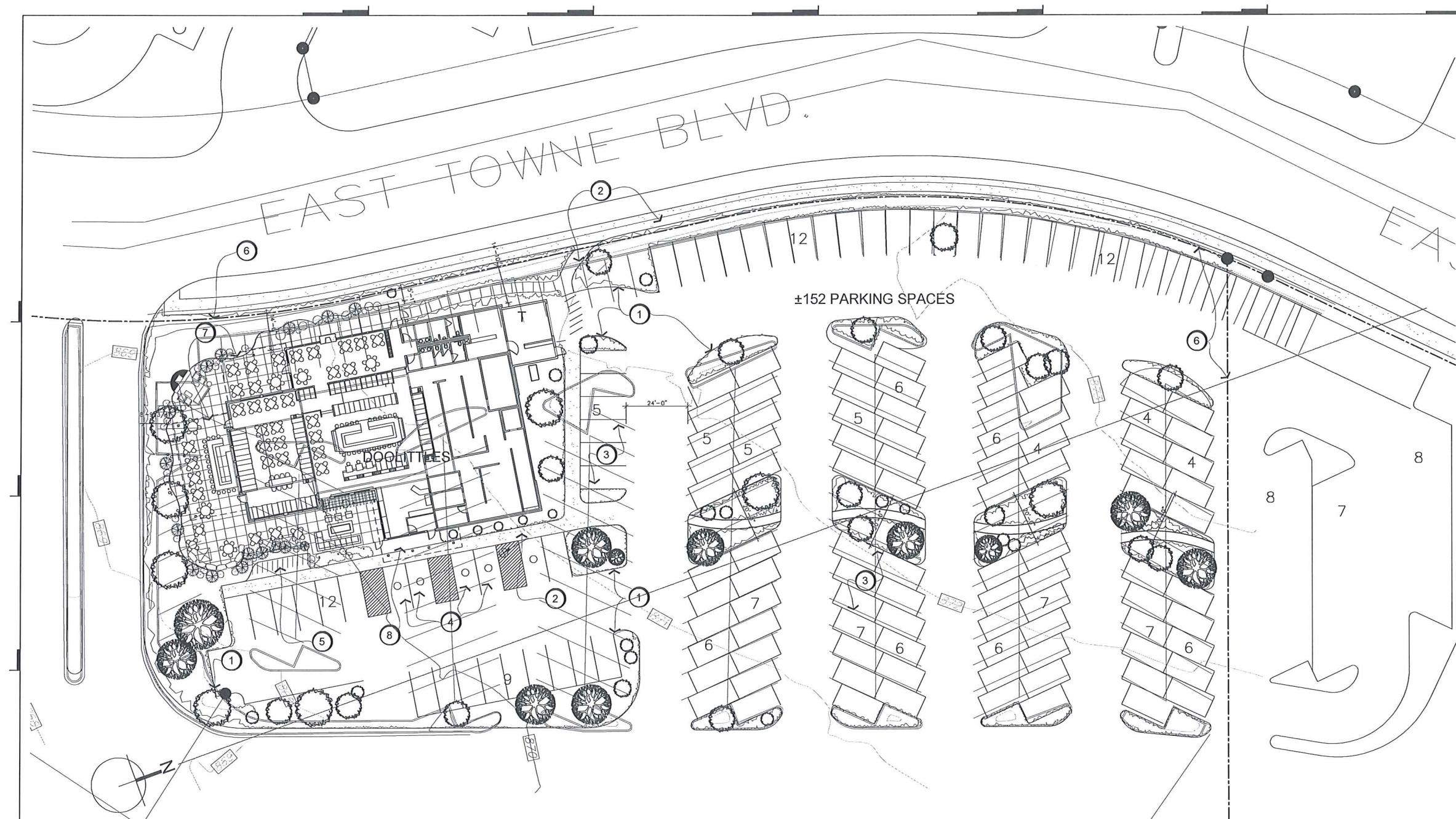


EAST ELEVATION



NORTH ELEVATION





SITE PLAN 1/16" = 1'-0" 1

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

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

SITE PLAN

TITLE _____

A0.1
SHEET NO. _____

DOOLITTLES
WOODFIRE GRILL

XXXXXX.
MADISON, WISCONSIN XXXX

04-01-13 FOR REVIEW

ISSUED
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14567
Registration No.

SEAL

DATE APRIL 1 2013

PROJ. NO. 1301

FLOOR
PLAN

TITLE

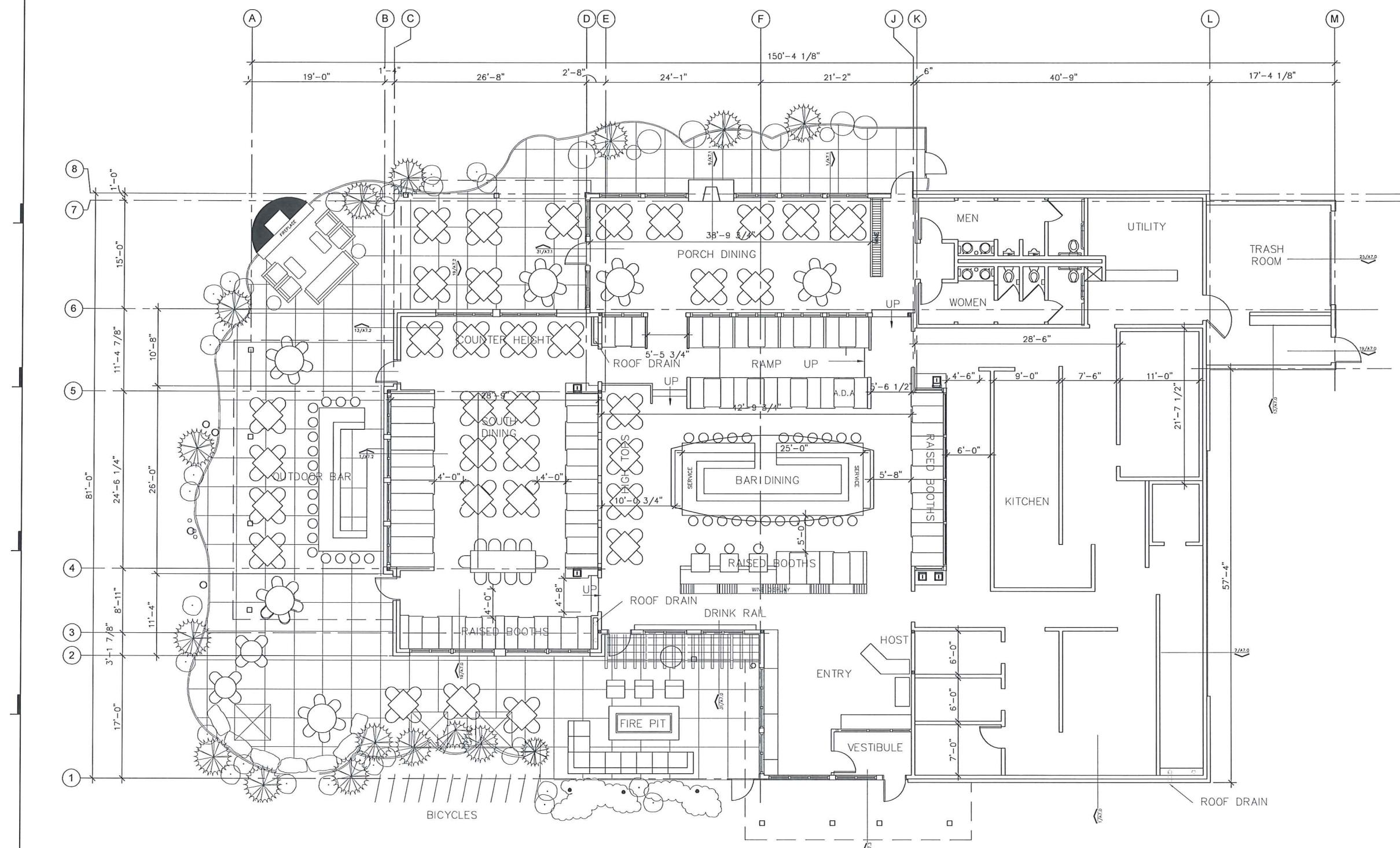
A2.0

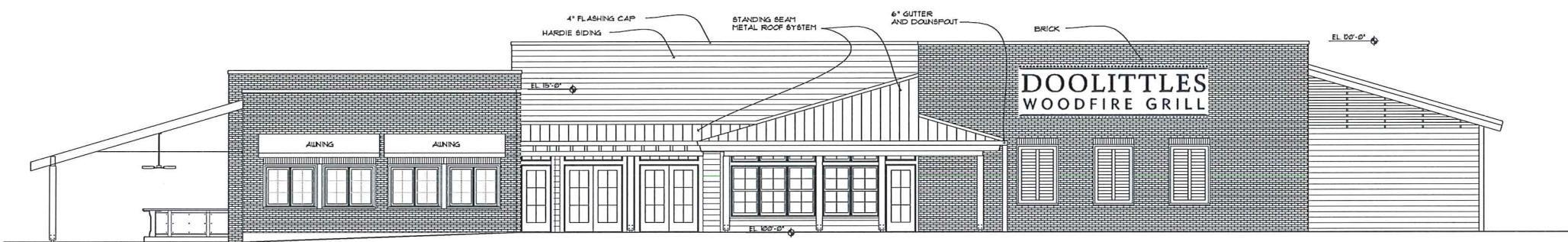
SHEET NO.

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

FIRST FLOOR PLAN

3/16" = 1'-0" 1

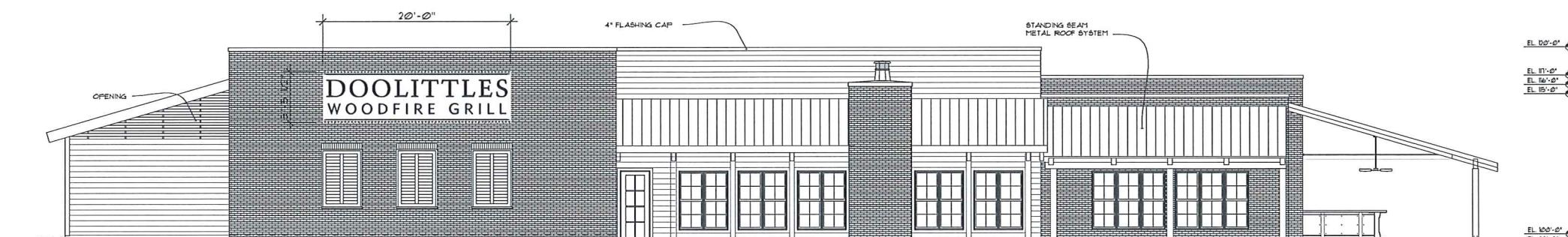




**DOOLITTLES
WOODFIRE GRILL**

4323 EAST TOWNE BLVD.
MADISON, WI 53704

WEST ELEVATION



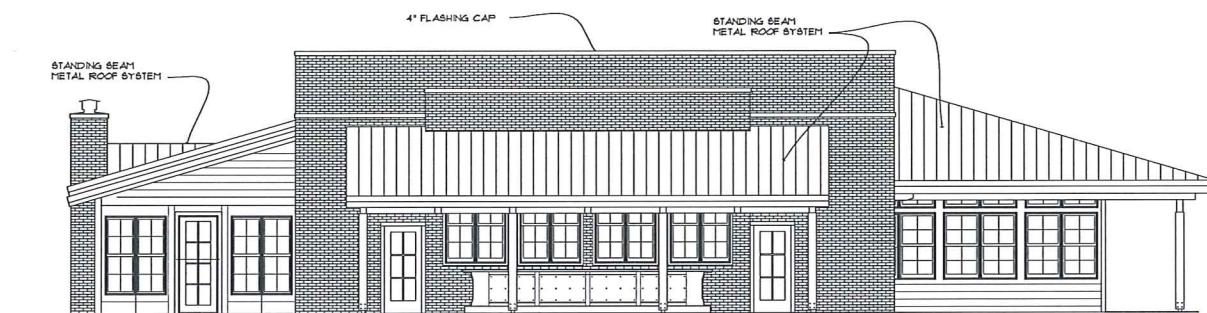
1953.6 SQ. FT. OF BUILDING AREA AND 6285.1 SQ. FT. OF OPENING

EXTERIOR ELEVATIONS

TITLE _____

WEST ELEVATION

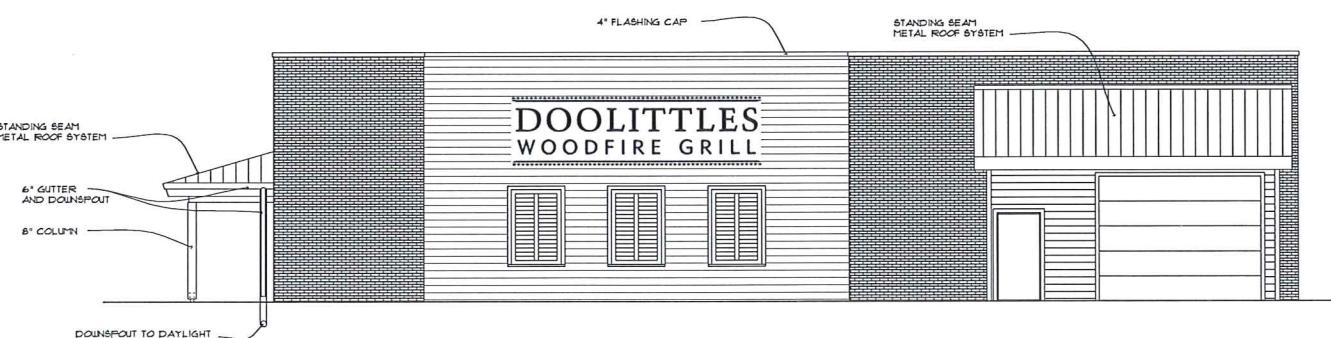
**PARTNERS
& SIRNY
architects**
212 West Franklin Avenue
Minneapolis, Minnesota 55404
Tel. 612.341.1070 Fax 612.341.2124



DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704

SOUTH ELEVATION



EXTERIOR ELEVATIONS

TITLE _____

NORTH ELEVATION

**PARTNERS
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Minneapolis, Minnesota 55404
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**DOOLITTLES
WOODFIRE GRILL**

4323 EAST TOWNE BLVD.
MADISON, WI 53704



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

04-09-13 FOR REVIEW

ISSUED _____

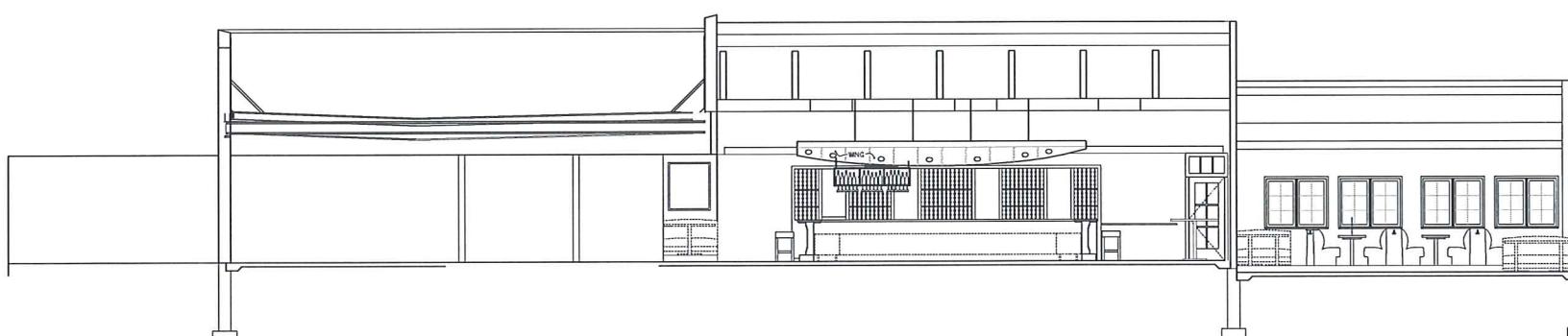
I hereby certify that this plan,
specification or report was prepared by
me under my direct supervision,
and that I am duly Registered
Architect under the laws of the State
of Minnesota.

14567
Registration No.

SEAL _____

DATE APRIL 9 2013

PROJ. NO. 1301



BUILDING
SECTIONS

TITLE _____

A6.0

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

SHEET NO. _____

DOOLITTLES
WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704

04-09-13 FOR REVIEW

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Registration No.

SEAL

DATE APRIL 9 2013

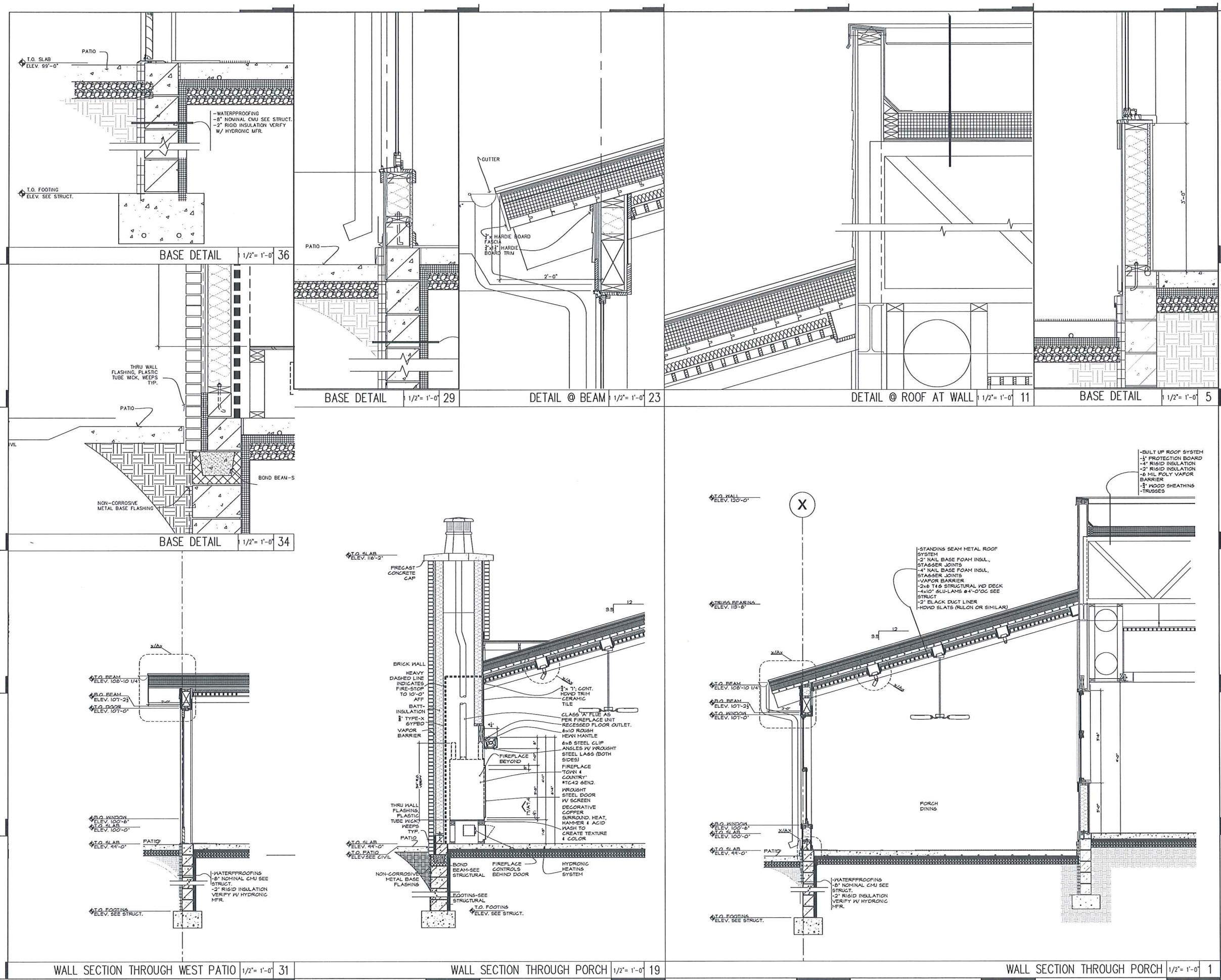
PROJ. NO. 1301

WALL SECTIONS & DETAILS

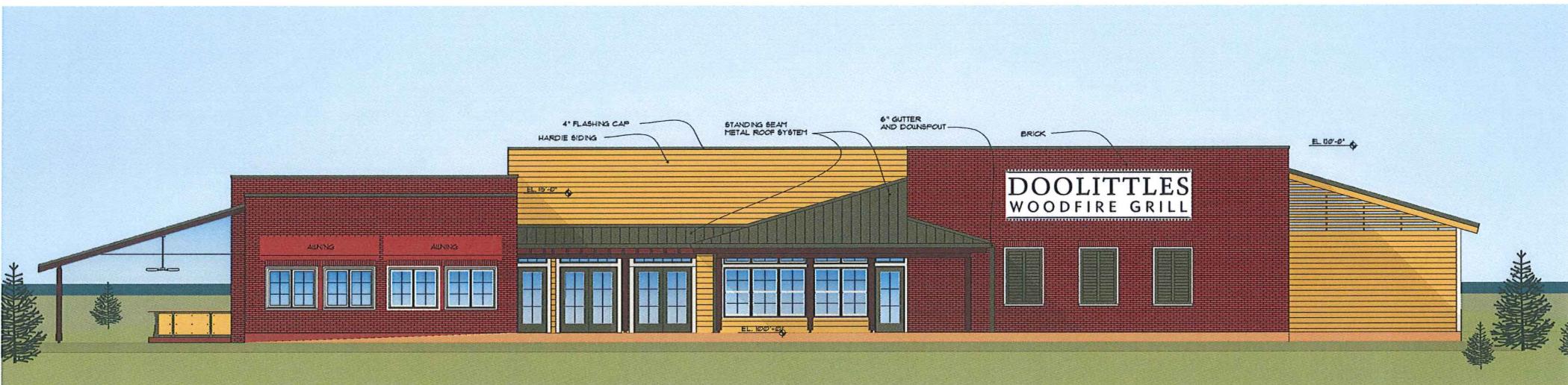
TITLE

A7.1

SHEET NO.



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& SIRNY
architects**
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Minneapolis, Minnesota 55404
Tel. 612.341.1070 Fax 612.341.2124



DOOLITTLES WOODFIRE GRILL

4323 EAST TOWNE BLVD.
MADISON, WI 53704

EAST ELEVATION

• 1-03

ISSUED _____
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and that I am a duly Registered
Architect under the laws of the State
of Minnesota.

John C. 14567
Registration No.

APRIL 1, 2018

1301

PROJ. NO. _____

EXTERIOR
ELEVATIONS
COLOR

TITLE _____



WEST ELEVATION

$$b^* = 1 - \theta^*$$

A5.0



SOUTH ELEVATION 3 1/8" : 1'-0" 1



NORTH ELEVATION

SHEET NO. A5.1

ISSUED

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Registration No.

APRIL 9 2013

130

EXTERIOR
ELEVATIONS
COLOR

TITLE _____



www.starkengineering.com
312-421-0151
Sauk City, Wisconsin

Permitting Study/DOOLITTLE's Logo/DOOLITTLE

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.

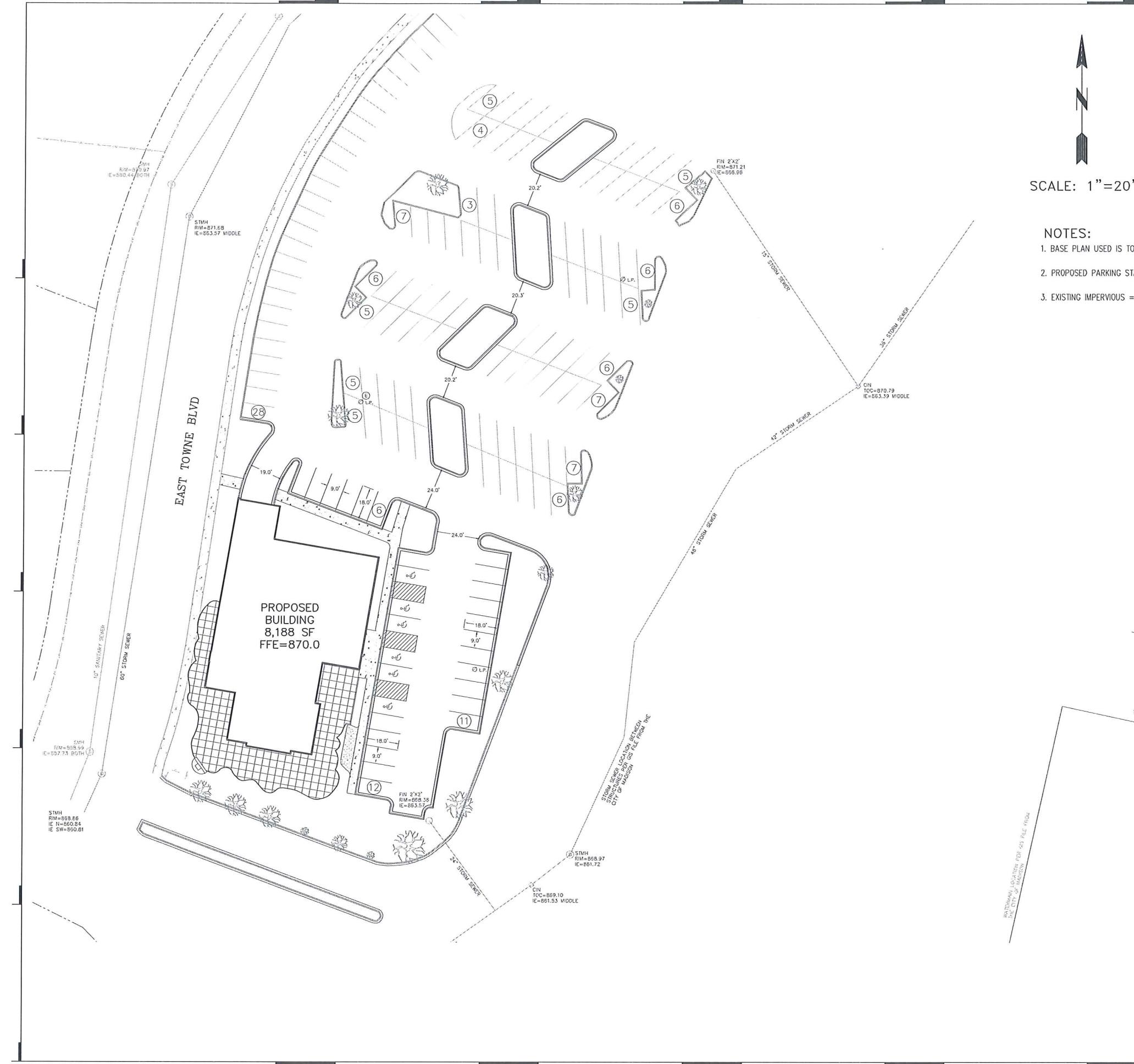
SEAL

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%.