

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.*