

MARTINKOVIC MILFORD ARCHITECTS

Martinkovic Milford Architects  
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20 October 2011

Dear Alex,

Thank you for taking the time to refer us to the potential restaurant project. Martinkovic Milford Architects is proud to be able to provide our clients with the highest levels of architectural design and personal, responsive client services.

We've attached an overview of the firm, a brief list of relevant experience, and list of references. We appreciate the opportunity to work with you on this very compelling project. Please call us you have any questions or need further information.

Kindest regards,

A stylized handwritten signature consisting of a vertical line with a small dot above it and a horizontal stroke at the bottom.

Justin Martinkovic, AIA

A cursive handwritten signature that reads "Brian Milford".

Brian Milford

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Thank you



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#### Firm Overview

Martinkovic Milford Architects strives to understand our client's unique interests and aspirations, and infuse each project with insightful, strategic, and creative solutions. Our respect for project budgets and schedules, together with our passion for quality architecture, allows us to deliver the maximum benefit to our clients.

Martinkovic Milford has established a reputation for quality design and impeccable service for a variety of projects types including hospitality, commercial interiors, and high-end residential. Notable clients include Boston Properties, One Medical Group, and the Department of Homeland Security. They have worked closely with hospitality clients including Concept Hotels, Chef Tyler Florence, Personality Hotels, and Strategic Hotels.

Working in conjunction with interior design groups and with our own internal resources, Martinkovic Milford brings an excellence to restaurant design that focuses on aesthetic quality and functionality while adhering to the philosophy and personality of the restaurant. By collaborating closely with restaurateurs, we are able to create environments that provide a unique dining experience accompanied by quality and class.

In January, 2011, Martinkovic Milford Architect celebrated their 10 year anniversary.

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### Principals



### Justin Martinkovic, AIA

Justin is a licensed architect and is certified by the National Council of Architecture Registration Boards. He is a Cum Laude graduate of the Syracuse University School of Architecture, where his education included the study of architecture in Florence, Italy.

Justin founded Martinkovic Design in 2001, which became Martinkovic Milford in 2005 with the addition of Brian Milford. Justin has been specializing in the design of commercial and medical buildings and environments in California for 10 years.

Justin draws design inspiration from the unique personalities of the businesses and business owners he works with. He believes good design is innovative, attractive, sensitive to its environment and always functional.



### Brian Milford

Brian Milford is a Cum Laude graduate of the Syracuse University School of Architecture, which included study in Florence, Italy. Brian joined Martinkovic Design in 2004 and co-founded Martinkovic Milford with Justin Martinkovic in 2005.

Brian has extensive experience in high-end residential and hospitality design, including projects in Kauai, Hawaii, Belvedere Island, Calistoga, and Menlo Park California. Brian enjoys bringing the sense of scale and comfort from residential design to commercial environments and has comprehensive experience designing restaurants, coffee shops, bars and wineries.

Brian believes good design enhances our daily rituals and experiences. He takes particular care to understand the needs and desires of his clients and designs spaces that reflect their tastes and lifestyles.



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#### Staff



#### Alan Zee

Alan's work spans a wide range from scientific to commercial, including the award-winning F65 Transit Center, Sacramento; the UC Davis Genome and Biomedical Sciences Facility, and the lobby addition at 450 Sansome Street, San Francisco. Alan has been published in Architecture Highlights and 1000X Architecture of the Americas. Alan is a graduate of University of Oregon.



#### Amanda Wollman

Amanda brings a diverse background to Martinkovic Milford. She has worked on large projects including the renovation of the San Francisco Ferry Building and numerous fast paced small residential projects for her work on several design-focused television programs. She has served as a host and designer of HGTV's programs Decorating Cents and Free-style, was a co-host and designer of NBC's Three Wishes and ABC's Knock First. She graduated from The Pennsylvania State University.



#### Vincent Gonzago, Registered Architect, LEED GA

Vincent is a registered architect in Virginia and a LEED Green Associate. He is a graduate of Duke University and obtained his Master of Architecture degree from Virginia Tech. Vincent's past work includes renovation of numerous Federal buildings including the Federal Trade Commission, U.S. Treasury Building, and National Museum of Natural History



#### Sarah Louie, LEED AP BD+C, AIA Associate, NCARB

Sarah is a LEED Accredited Professional in building design and construction whose work includes a range of commercial and tenant improvement projects. She has won numerous architecture scholarship awards, is a graduate of California Polytechnic State University, and has studied at the University of Copenhagen.



#### Chris Williams, LEED AP

Chris is a LEED Accredited Professional focused on restaurants, commercial offices, medical offices, and retail spaces. His work spans the nation, from restaurants and wineries in California to medical offices in New York. He is a graduate of California Polytechnic, San Luis Obispo.

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## Our Work



## Plate Shop Restaurant Sausalito, CA

### Project Overview:

Full design of a Sausalito restaurant referencing the area's WWII industrial ship yards.

### Project Highlights:

Oak wood plank flooring sweeps through the space while columns wrapped in aged barn wood are bound by blackened steel bands. Custom wood tables are also banded in black metal, a theme carried to the upper level stair rail made of industrial parts. The bar's stock is displayed in simple, wall mounted wooden crates, while unique light fixtures were created from ship's pulleys and industrial cage lights. The grand center table of the ground floor seating area is suspended like a ship's table from metal rods, and is designed from bookmatched wood planks. The subtle and sophisticated palette of beige and french grey is energized with a stunning shade of orange.

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## Our Work



## Regalito Rosticeria San Francisco, CA

### Project Overview:

New restaurant and building remodel that includes an expanded outdoor dining area and interiors that represent the communal qualities of the establishment.

### Project Highlights:

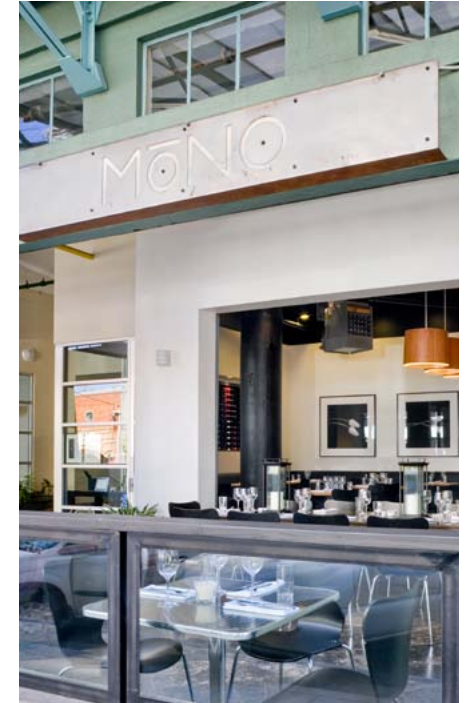
The bright colors and bold design of Regalito Rosticeria reflect the vitality and spirit of the traditional Mexican market hall. Translated as "little gift," Regalito's feature wall incorporates eighteen little boxes, each decorated by local artists. Continuing the theme, a brown ribbon wraps the space and ties together the various wall surfaces. A butcher's block dining counter overlooks the open kitchen, underscoring the owner's desire for a communal space celebrating the creation of authentic Mexican cuisine.



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## Our Work



## Mono Restaurant and Wine Bar Oakland, CA

### Project Overview:

New restaurant and wine bar in ground floor of existing concrete and steel warehouse loft building. Includes new outdoor seating area.

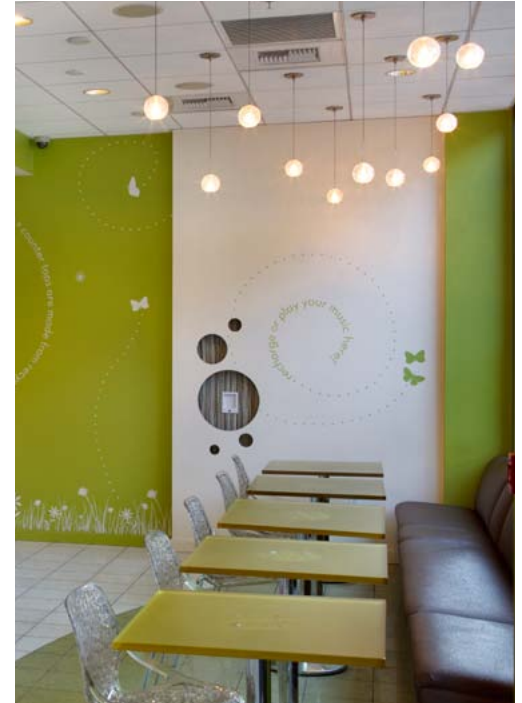
### Project Highlights:

Mono Restaurant and Wine Bar embraces both the industrial Warehouse Waterfront District aesthetic as well as the refinement of the neighboring modern residential lofts. The round concrete block bar and raw steel wind screen sit atop the rugged but polished slate stone floor, while the sophisticated black-and-white color scheme is warmed by the striking overhead cloud of cherry wood pendants.



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#### Our Work



## Blush Organic Yogurt San Francisco & Burlingame, CA

### Project Overview:

Full concept design and rollout for a new eco-friendly and teen centric frozen yogurt franchise.

### Project Highlights:

Designed to appeal to its teenaged clientele, wall embedded TV screens and the sound system are linked to an iPod docking station so patrons can enjoy their own music and videos. Deep glass wall panes backed with white replicate the lucent quality of pure milk, while the impression of an open pasture is alluded to in green flooring, wall segments and tabletops, light fixtures that recall flower pollen, and butterfly motifs trailing sustainability messages. The concept of waste-reduction is embedded in the store: the green terrazzo floor is composed of recycled milk bottles. Taking the concept as close to zero-waste sustainability as possible, Martinkovic Milford developed plans for recyclable spoons, cups and napkins to be collected and turned into PaperStone® table bases for future locations.

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## Our Work



## Reed & Greenough San Francisco, CA

### Project Overview:

Collaborative design for a traditional men's club themed bar located in San Francisco's Marina district.

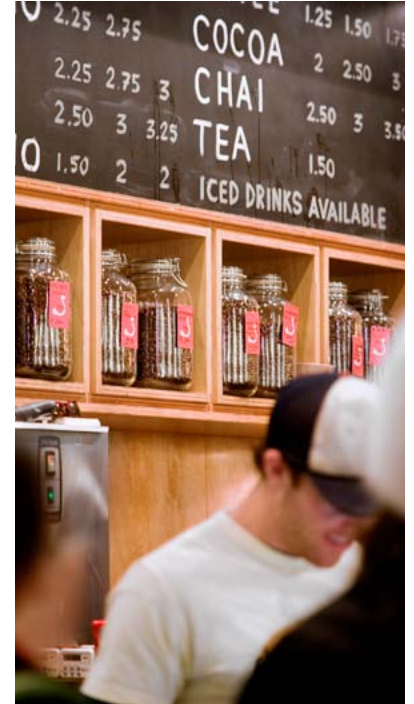
### Project Highlights:

The interior was reconfigured to open the space, allowing for varied seating areas featuring leather, brass-studded furniture, rich dark colors, and elements such as columns, a mirrored long bar, paneling and traditional molding and trim, calling to mind the grand old days of the exclusive men's club. The game room offers two pool tables, a shuffleboard table and other games, while a raised dais along the front wall features leather banquettes and cement garden tables, separated from the bar area by a screened railing. The decor mixes hunting trophies with vintage photos, and a persimmon ceiling and recessed uplighting bring a wash of color and light.

*Designed in conjunction with Agins Interiors.*

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## Our Work



## Ritual Coffee Roasters

San Francisco, CA

### Project Overview:

Renovation of existing space to create a casual and comfortable coffee-house within the shell of a formerly cavernous retail store.

### Project Highlights:

Working within a limited budget, Martinkovic Milford arranged the mandatory program elements — the barista, back-of-house and offices — to break down the vast space into four more intimate seating areas. Suspended lights and long bands of horizontal trim assist in lowering the visual height of the space. Simple but carefully detailed elements such as bare light bulbs, raw plywood, and unfinished concrete countertops are designed to appeal to the sophisticated yet unpretentious tastes of the local Mission District community.



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## Our Work



## Hot Spud San Francisco, CA

### Project Overview:

Concept, design, and roll-out of new franchise eatery tucked behind San Francisco's Fisherman's Warf. Designed to brand Hot Spud as a colorful local eatery that complements its featured product, a modernization of the traditional European stuffed potato, filled with bright, fresh, organic ingredients.

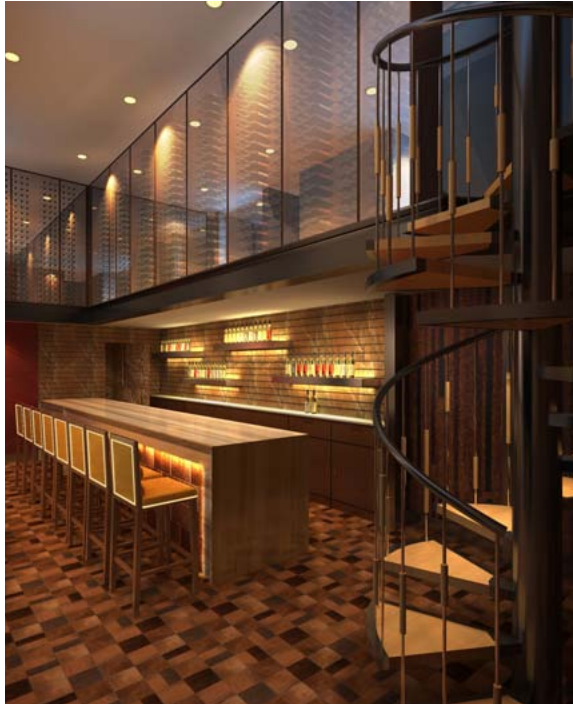
### Project Highlights:

The clients requested a restaurant design that was in keeping with the playfulness of the product yet treated with a level of sophistication appropriate for the discerning local consumer. Eye-catching backlit panels draw passersby into the cheerful space, where they flow naturally through the service queue to the serpentine eating counters. The enticing glow of the interior attracts both health-oriented locals and hungry tourists seeking a casual yet gourmet San Francisco experience.



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## Our Work



## Eno Wine Room San Francisco, CA

### Project Overview:

Renovation of retail space within the historic St. Francis Hotel to create a new high-end wine tasting bar. Work involved resolution of accessibility, fire code and historic preservation issues.

### Project Highlights:

Location of this contemporary, elegant wine bar in the most recognized historic hotel in San Francisco required the melding of two smaller spaces, presenting significant ADA and building code challenges. Martinkovic Milford worked with the S.F. Fire Department and San Francisco preservation groups to solve fire separation issues and historic preservation concerns for the hotel's iconic storefront. Their construction documents, converted from The Puccini Group's designs, received approval for a complex accessibility solution and the project obtained permits over-the-counter.

*Designed in conjunction with The Puccini Group.*



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## Our Work

## New York Pizza Palace Makati, Philippines

### Project Overview:

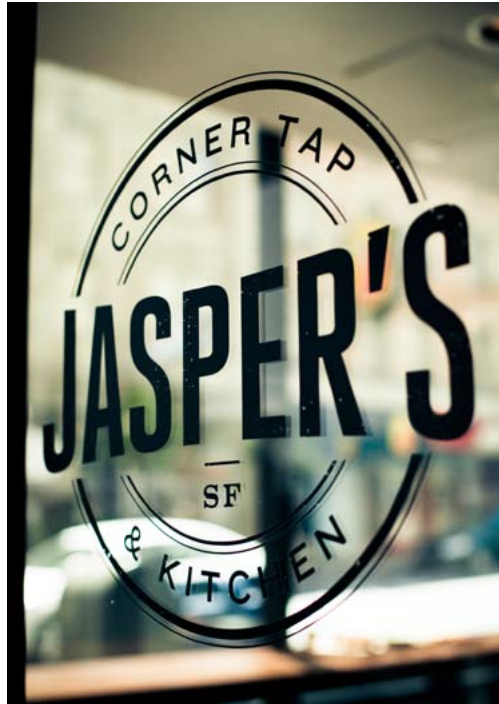
Full concept development for a New York themed pizza restaurant franchise that embodies the energy, excitement and features of New York for restaurants located in the Philippines and other Asian countries.

### Project Highlights:

In order to attract attention from afar and draw costumers into the store, Martinkovic Milford designed a kinetic and alluring canopy comprised of multiple Time Square tickers. The ticker cascades down the storefront entablature and turns into a ceiling canopy that spans the depth of the store. The vibrant and moving lights are reflected in the black floor tiles and granite tabletop. Every element in the space is drawn from Manhattan details and signage: subway tiles are used in the kitchen area, and the walls are decorated with NY maps and signs. The dark joist ceiling, brick dining area walls, metal cornices and cobblestone outdoor seating area directly refer to typical New York building elements.

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## Our Work



## Jasper's Corner Tap and Kitchen San Francisco, CA

### Project Overview:

Remodel of an existing space in the historic Serrano Hotel to create a modern bar and restaurant that met historic preservation requirements. Named for San Francisco's first surveyor, Jasper O'Farrell.

### Project Highlights:

Working within the challenging context of a historic location, Martinkovic Milford provided technical support and permit coordination for the design team and owners. This modern update solved existing problems in the space, including leveling a sloped floor, while meeting stringent rules for ADA accessibility. Dark wood, a traditional long bar and vintage San Franciscan accents honor the historical context, while the bright shaped ceiling, curved banquette, and stained concrete floor clearly define the present day urbanity of this Theatre District rendezvous.

*Performed in conjunction with The Puccini Group.*



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## Selected Projects

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2011

### Adagio Hotel

San Francisco, CA

Remodel of guest suites, lobby, and bar in conjunction with Parker Torres Design

### Reed & Greenough

San Francisco, CA

New high-end bar in San Francisco's Marina district, performed in conjunction with Agins Interiors

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2010

### Hot Spud

San Francisco, CA

Concept, design, and roll-out of new franchise eatery at San Francisco's Fisherman's Warf

### Jasper's Restaurant

San Francisco, CA

Restaurant remodel in historic Serrano Hotel, performed in conjunction with The Puccini Group

### New York Pizza Palace

Makati City, Philippines

Concept, design, and prototype layout for new franchise restaurant

### Plate Shop

Sausalito, CA

Design and full building remodel of new fine dining restaurant in downtown Sausalito

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2009

### Bar Florence

San Francisco, CA

New restaurant in Vertigo Hotel, performed in conjunction with Thomas Schoos Design

### Blush Organic Yogurt

San Francisco, Walnut Creek, Burlingame, & Milpitas, CA

Branding, design, and construction document services for new frozen yogurt franchise

### Gravity Bar SFO

San Francisco, CA

Conceptual design for bar in new Airport Terminal

### Lulu's Taqueria

San Carlos & Los Altos, CA

New concept and design for existing restaurant group

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2008

### Eno Wine Bar

San Francisco, CA

New high-end wine bar in historic Saint Francis Hotel, performed in conjunction with The Puccini Group

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2007

### Lago Marsino Deli

San Francisco, CA

New retail specialty grocery store in San Francisco's North Beach district

### Mono Restaurant

Oakland, CA

New restaurant and wine bar in ground floor of existing warehouse loft building including new outdoor seating area

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2006

### Regalito Rosticceria

San Francisco, CA

New restaurant and building remodel including designs for an expanded outdoor communal dining experience

### Imperial Tea Court

Berkeley, CA

New high-end tea shop in gourmet food village

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2005

### Ritual Coffee Roasters

San Francisco, CA

Renovation of existing furniture warehouse to new gourmet coffee shop

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2001

### Viansa Winery Expansion

Sonoma, CA

Design development and construction drawings for new special events building on the existing winery estate

*Worked performed at BCV Architects*

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1999

### Caffé Del Mondo

San Francisco, CA

Two new high-end coffee and wine bars in the San Francisco International Terminal concourses

*Worked performed at BCV Architects.*



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