



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>July 13, 2016</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>July 27, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 89 E. Towne Mall Madison, WI 53704
Project Title (if any): FLIX Brewhouse Major Alteration (Existing Steinhafels Location)

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee) (Informational Only)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Justin Long
Street Address: 2030 Hamilton Place Blvd.
Telephone: (480) 216-0971 Fax: () _____

Company: CBL & Associates Properties, Inc.
City/State: Chattanooga, TN Zip: 37421
Email: justin.long@cblproperties.com

Project Contact Person: Justin Lee Frahm
Street Address: 161 Horizon Dr.
Telephone: (715) 298-6330 Fax: () _____

Company: JSD Professional Services, Inc.
City/State: Verona, WI Zip: 53593
Email: justin.frahm@jsdinc.com

Project Owner (if not applicant) : _____
Street Address: _____
Telephone: () _____ Fax: () _____

City/State: _____ Zip: _____
Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on July 6, 2016.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Justin Long, CBL

Relationship to Property Owner's Representative

Authorized Signature 

Date 7/12/16



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www.jsdinc.com

SERVICES PROVIDED TO:
**CBL & ASSOCIATES
 PROPERTIES, INC.**

PROJECT:
**FLIX BREWHOUSE -
 EAST TOWNE MALL**

PROJECT LOCATION:
 CITY OF MADISON
 DANE COUNTY, WI
 JSD PROJECT NO.: 15-7078

SEAL/SIGNATURE:

ALTHOUGH EVERY EFFORT HAS BEEN MADE IN PREPARING THESE PLANS AND CHECKING THEM FOR ACCURACY, THE CONTRACTOR AND SUBCONTRACTORS MUST CHECK ALL DETAIL AND DIMENSIONS OF THEIR TRADE AND BE RESPONSIBLE FOR THE SAME.

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DRAWN:	TKG	07-06-16
APPROVED:	JLF	07-06-16

PLAN MODIFICATIONS:	DATE:
LANDUSE SUBMITTAL	07-13-16



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SHEET TITLE:
LOCATION MAP

SHEET NUMBER:
EX. A



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Existing Parking Lot and Building from the North



Entrance to East Towne Mall



Existing Parking Lot and Front Entrance of Site Building from the East

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- SURVEYING & MAPPING
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Facade of Adjacent Building to the North



Maintenance Drive Between Site and Adjacent Building



Existing Parking Lot Islands and Landscape



Continued Parking Lot Islands and Landscape

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Fire Access Drive in Front of Site



Fire Access Continued to Adjacent Building to the North



Existing Landscape of Site Building



Maintenance Drive between Site and Adjacent Building

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Maintenance Access and Snow Storage



Landscape and Fire Access to Adjacent Building to the North



Continued Landscape to Building to the North

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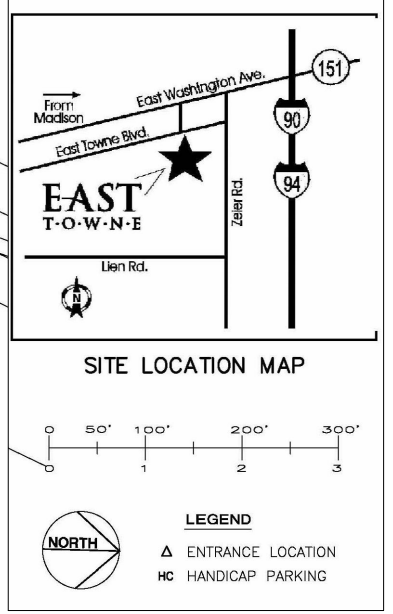
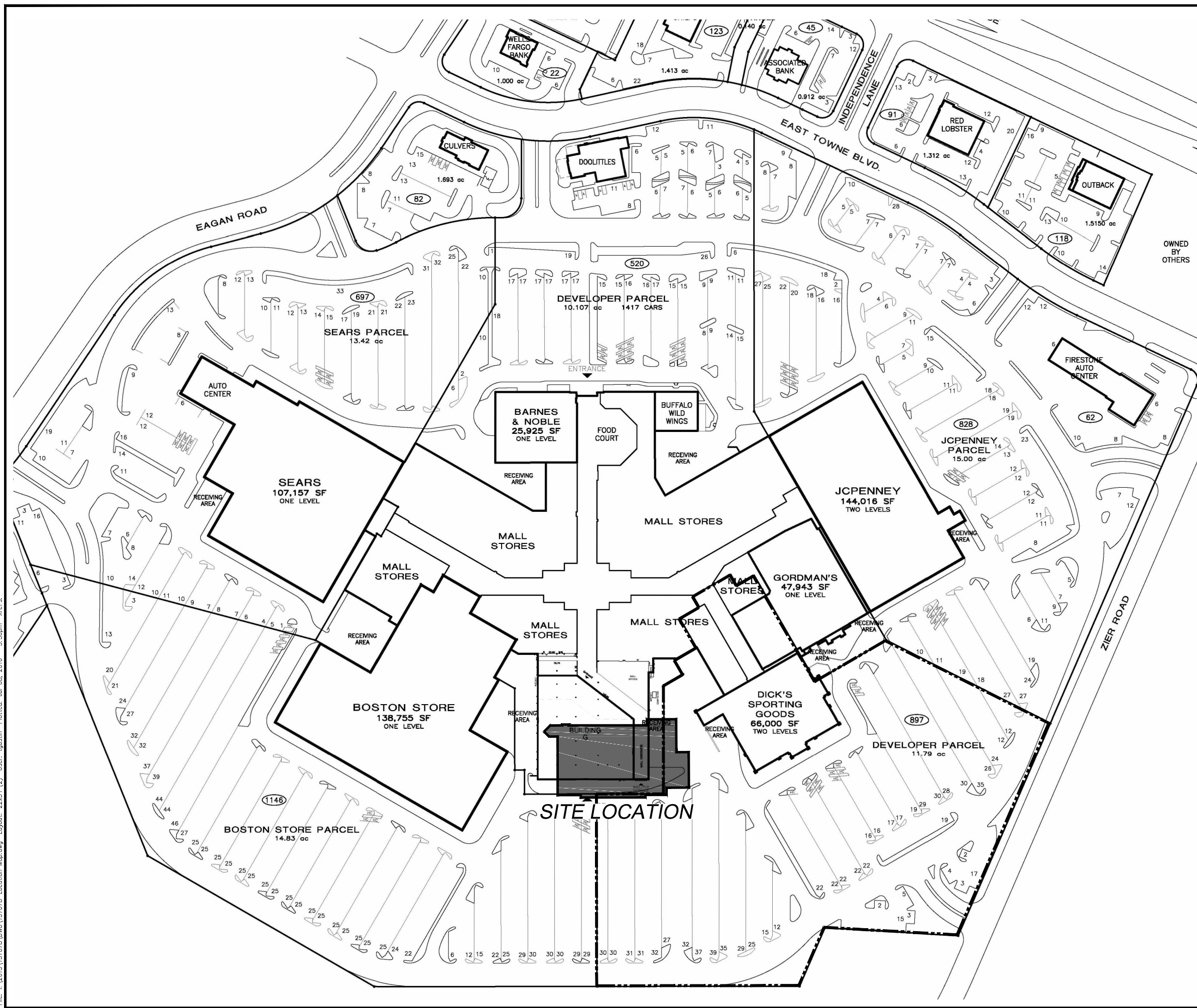
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**OVERALL MALL
 CONTEXT MAP**

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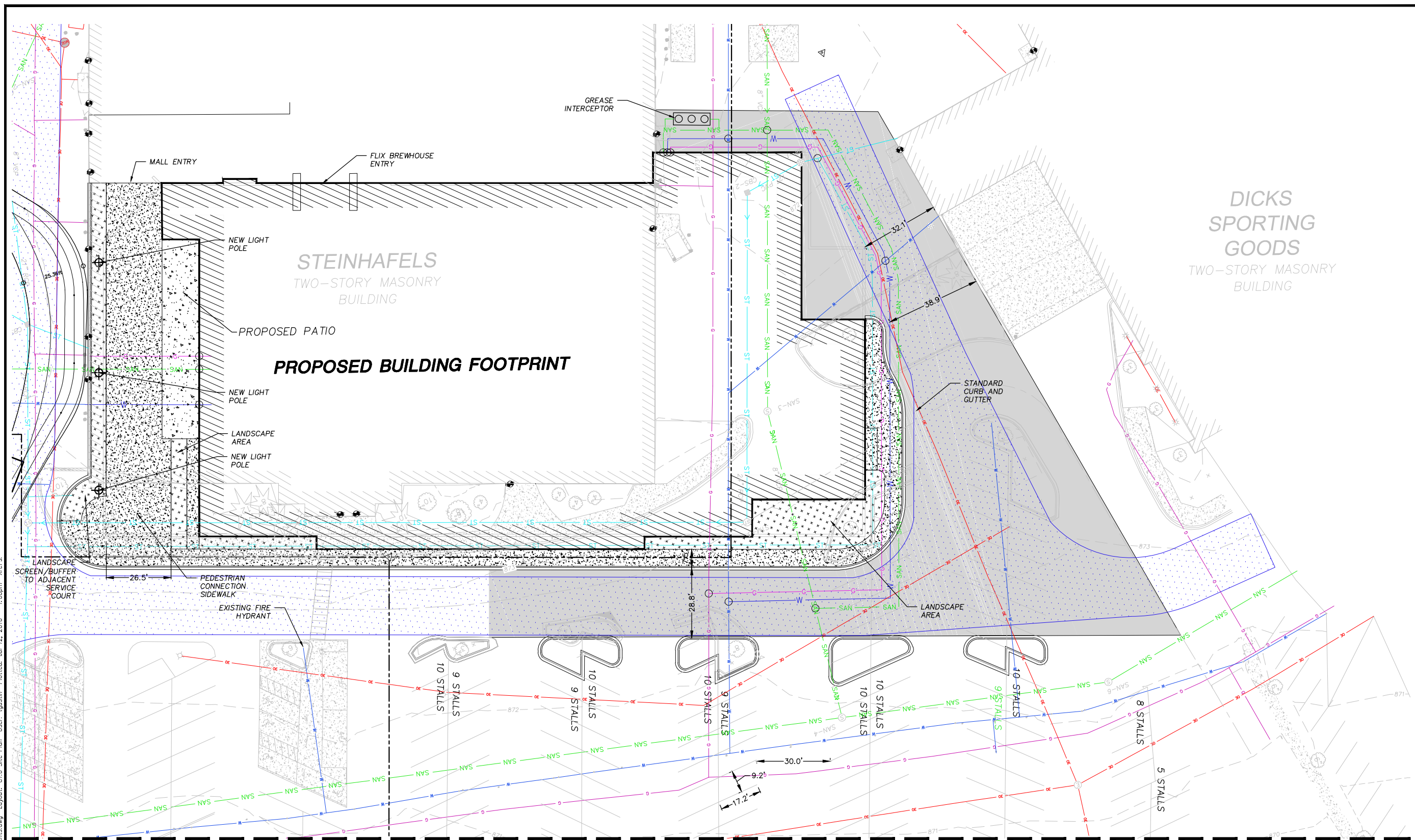
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SITE PLAN

SHEET NUMBER:
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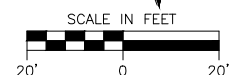
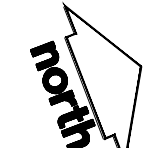
DICKS SPORTING GOODS
 TWO-STORY MASONRY BUILDING

MATCHLINE - SHEET C101

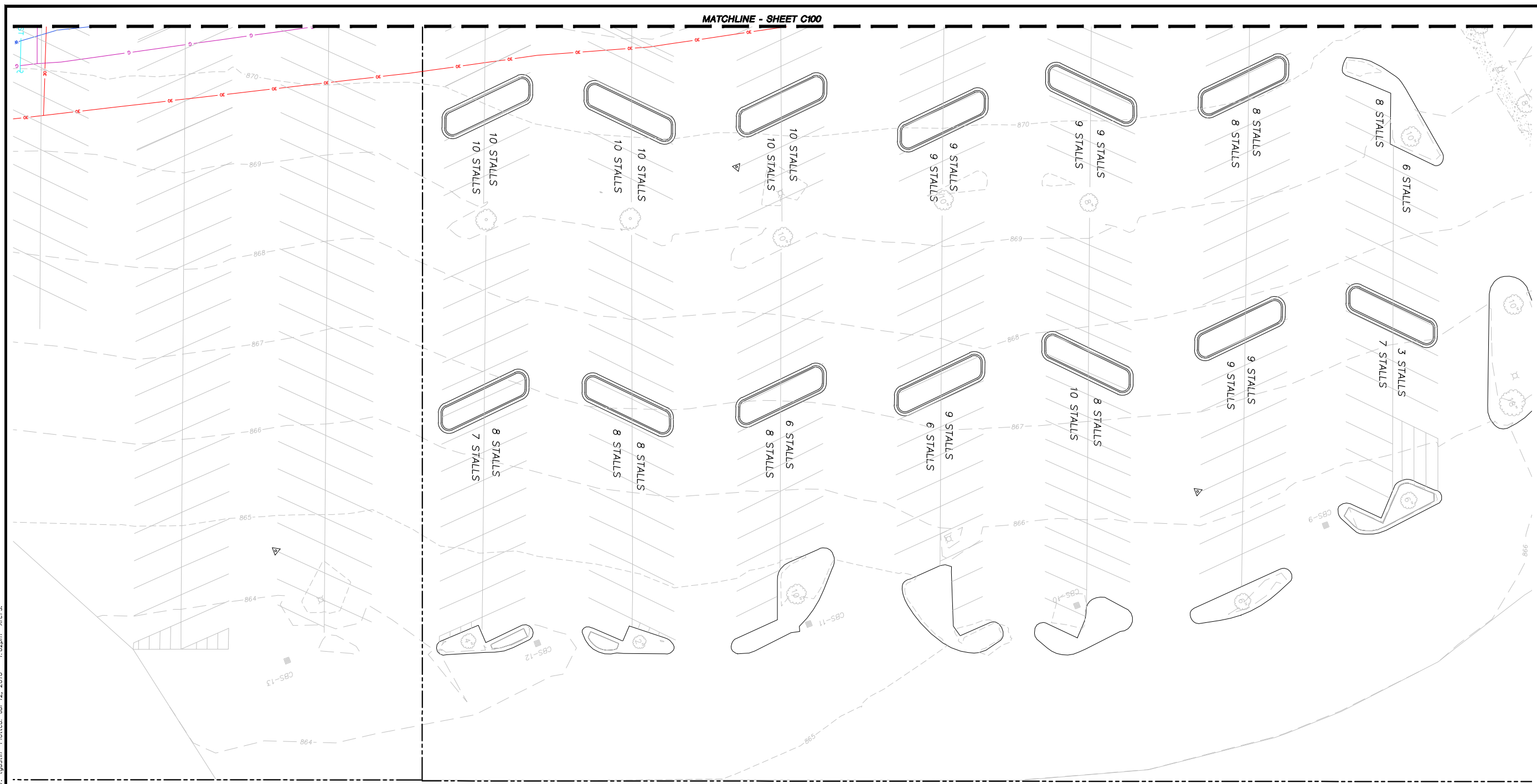
LEGEND

- PROPERTY LINE
- ==== EDGE OF PAVEMENT
- ==== STANDARD CURB AND GUTTER
- ==== PROPOSED CONCRETE
- ST--- STORM SEWER
- SAN--- SANITARY SEWER
- W--- WATER MAIN
- G--- GAS SERVICE (DESIGN BY UTILITY)
- E--- ELECTRIC SERVICE (DESIGN BY UTILITY)

SITE INFORMATION BLOCK			
Site Location	Madison, WI	Existing Impervious Building Area	X S.F.
		Existing Impervious Asphalt (Parking Lots)	X S.F.
Existing Site Acreage (Total)	X.XX ACRES	Existing Impervious Right of Way (Monroe St.)	X S.F.
Proposed Site Acreage (Total)	X.XX ACRES	Existing Impervious Concrete (Sidewalk/Drive)	X S.F.
Disturbed Area	X S.F.	Proposed Impervious Building Area	X S.F.
Existing Site Zoning:	CC	Proposed Impervious Asphalt	X S.F.
Proposed use of property:	C-1 GENERAL BUSINESS	Proposed Impervious Concrete	X S.F.
Building Information:			
Number of stories (above grade)	1		
Building height	40'		
Total square footage of building	x		
Number of surface parking stalls:			
Existing Stalls	x		
Proposed Stalls	x		



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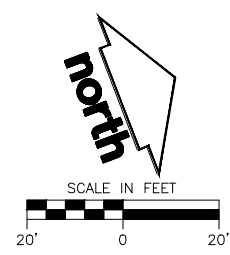
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SITE INFORMATION

390 EXISTING PARKING STALLS
 331 PROPOSED PARKING STALLS



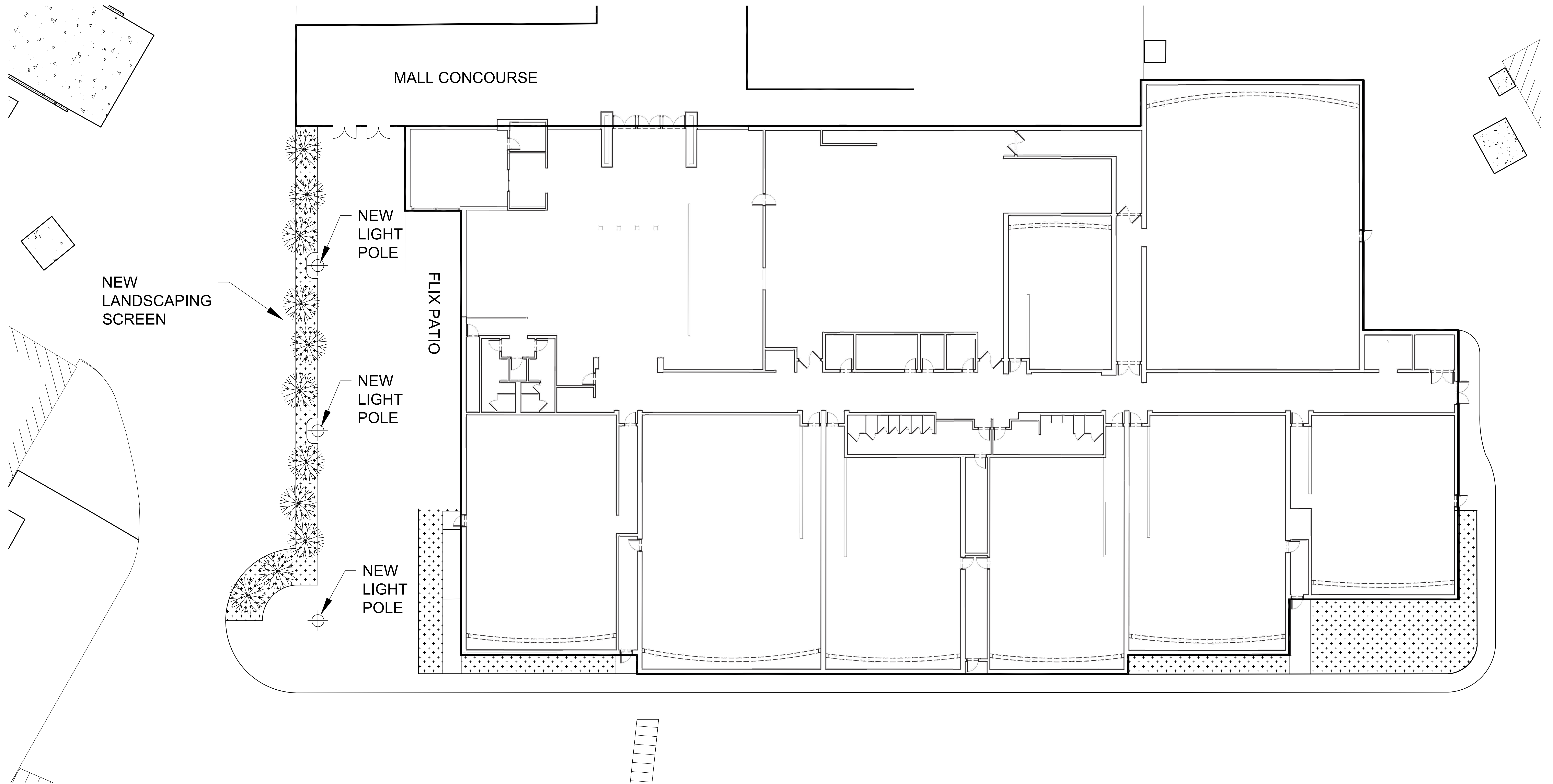
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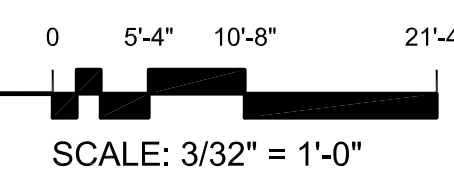
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SITE PLAN

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FLIX BREWHOUSE TENANT SITE PLAN
 SCALE: 3/32"=1'-0"





FLIX BREWHOUSE

Madison, Wisconsin
Flix Brewhouse Perspectives // 7-12-2016

ARTTECH

SCH-1

Justin Frahm

From: Baldeh, Samba <district17@cityofmadison.com>
Sent: Tuesday, July 12, 2016 3:57 PM
To: Justin Long
Cc: Justin Frahm
Subject: Re: East Towne Mall- New Project

Hi Justin -

This is a very welcome idea. I think it will help in the East Towne redevelopment efforts and hopefully increase traffic to businesses in and around the mall. Please count on my support.

In the mean time as you may be aware there has been a few incidents in and around the mall; I was wondering if this project will try to roll in security cameras to hopefully help security/police in their duties. Thank you.

Alder Samba Baldeh
MCC - District 17
Email: district17@cityofmadison.com
www.cityofmadison.com/council/district17

From: Justin Long <Justin.Long@cblproperties.com>
Sent: Tuesday, July 12, 2016 12:28 PM
To: Baldeh, Samba
Cc: Justin Frahm
Subject: East Towne Mall- New Project

Mr. Baldeh,

I wanted to reach out to you to introduce myself as well as a new project we anticipate submitting to the city very soon. I'm the project manager representing the owners of East Towne Mall (CBL Properties) regarding a new theater/micro-brew/restaurant concept coming to the mall. The new tenant will replace and expand the existing Steinhafel's footprint. I've attached as preliminary site plans showing the location on the back of the mall as well as the interior configuration. In addition, I've attached a few photos to give you a flavor of their interior design. It will be approximately 31,000 square feet and will include 8 theaters. In addition to bringing a new and exciting retail concept to the mall's patrons, we expect this project to reenergize the back side of the mall. We're very excited to introduce this to you and hope you share our enthusiasm for the project!

I look forward to hearing any feedback you may have regarding this project and hope to have your support as we submit to the city. Please don't hesitate to reach out to me at any time with questions or concerns. I'm available on either of the numbers below in my signature block.

Sincerely,

Justin Long | Project Manager- Development
Direct: 423-510-2504 | Mobile: 480-216-0971 | justin.long@cblproperties.com



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Memorandum / Letter of Intent

www.jsdinc.com

To: Al Martin & City of Madison Urban Design Commission Staff
From: Justin Frahm, JSD Professional Services, Inc.
Re: UDC Informational Application - FLIX Brewhouse at East Towne Mall Major Alteration (Existing Steinhafels)
JSD Project #: 15-7078
Date: July 13, 2016
cc: Justin Long, CBL & Associates Properties, Inc., Mark Wynnemer, ArTech

City of Madison Urban Design Commission:

On behalf of CBL & Associates Properties, Inc. and FLIX Entertainment, LLC, JSD is submitting and seeking an Urban Design Commission Informational review application for the proposed major alteration of an existing conditional use for a proposed FLIX Brewhouse facility located at East Towne Mall in Madison, WI.

CBL and FLIX are proposing a 39,150 square foot movie theater, restaurant and brewery to be constructed at the current Steinhafels location on the east side of the East Towne Mall complex located at 89 E Towne Mall, Madison, WI 53704. The proposed facility is to be developed within a combination of the existing floor space of Steinhafels and exterior build out space adjacent to Steinhafels building footprint.

The proposed facility improvements are to include 134 interior dining seats, 970 interior theater auditorium seats and exterior patio seating to the restaurant. Hours of operation to include 9 am until 2 am (if local ordinance allows).

Building improvements will include design of architectural exterior façade, including updated materials, details and signage at proposed building walls, exterior patio space, a newly proposed exterior East Towne Mall entry as well as auto and bike parking to serve the facility. FLIX Brewhouse will be accessed via an interior mall entry off of the existing interior mall corridor and will be sited adjacent to a newly proposed exterior mall entry. The exterior mall entry will include direct access to a pedestrian sidewalk surrounding the footprint of the mall as well as bike and auto parking serving mall customers and FLIX Brewhouse customers. A newly proposed patio will serve customers with an interior connection to the proposed facility. Landscape treatment in and around the building footprint will provide screening to adjacent service and mall loading areas as well as foundation planting around the proposed building and exterior patio space.

The project team has provided project information to Alder Samba Baldeh, City Planning and staff for preliminary reviews of the proposed project.

Upon receiving feedback from an Informational review at the City of Madison Urban Design Commission, CBL and the project team intends to submit a combined UDC Initial-Final / Land Use application to the City of Madison in August of 2016.

Construction is proposed for spring of 2017 with an opening in winter of 2018.

Additional requests for information and/or questions can be directed to JSD Professional Services, Inc.

Regards,


Justin Lee Frahm
Project Consultant
JSD Professional Services, Inc.

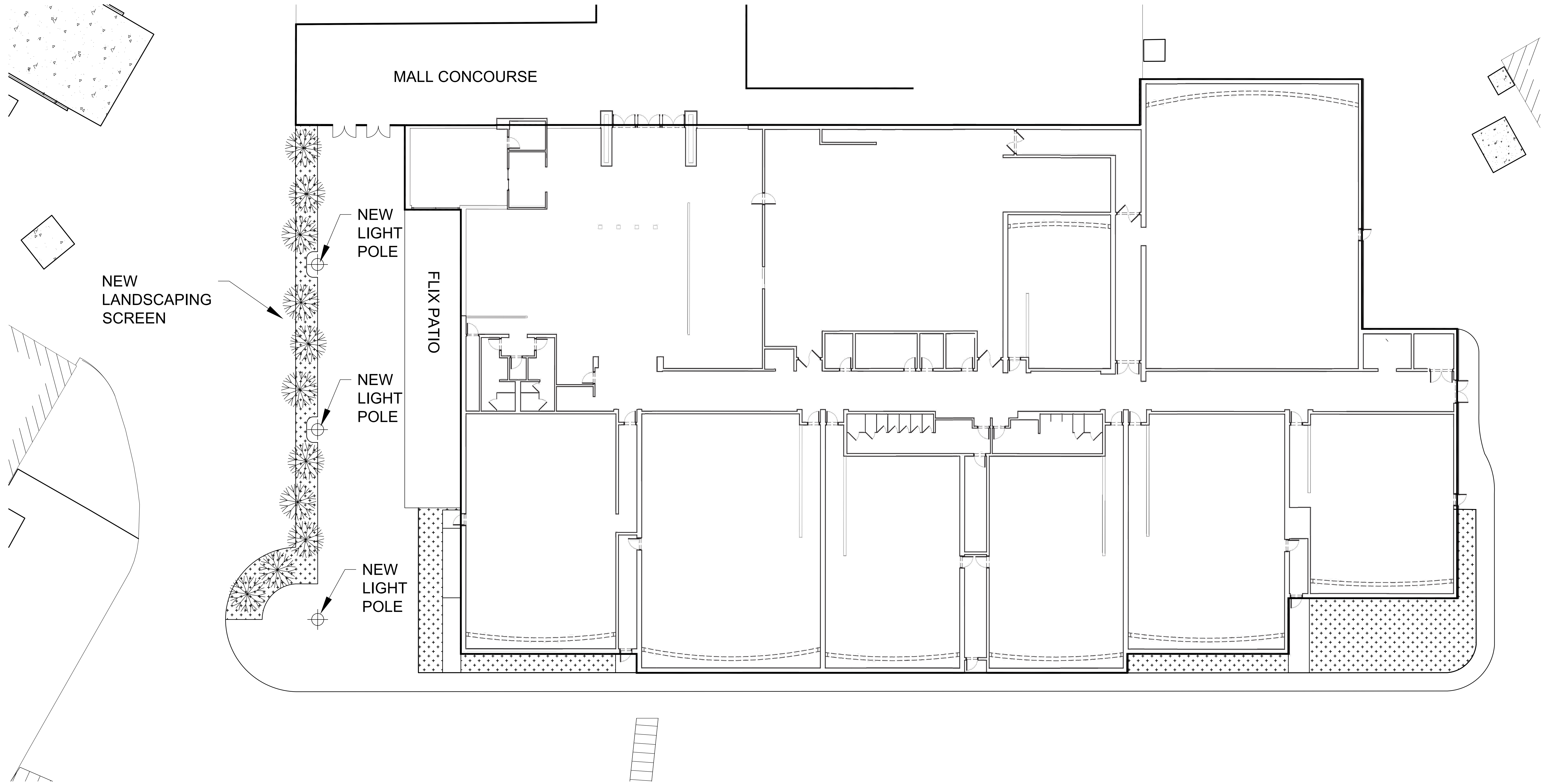


FLIX BREWHOUSE

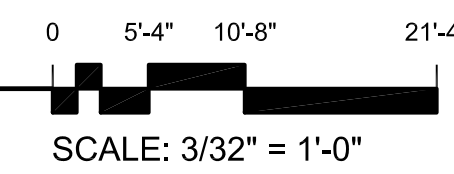
Madison, Wisconsin
Flix Brewhouse Perspectives // 7-12-2016

ARTTECH

SCH-1




FLIX BREWHOUSE TENANT SITE PLAN
 SCALE: 3/32"=1'-0"



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- LANDSCAPE ARCHITECTURE

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SERVICES PROVIDED TO:
CBL & ASSOCIATES PROPERTIES, INC.

PROJECT:
FLIX BREWHOUSE - EAST TOWNE MALL

PROJECT LOCATION:
 CITY OF MADISON
 DANE COUNTY, WI
 JSD PROJECT NO.: 15-7078

SEAL/SIGNATURE:

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 DRAWN: TKG 07-06-16
 APPROVED: JLF 07-06-16

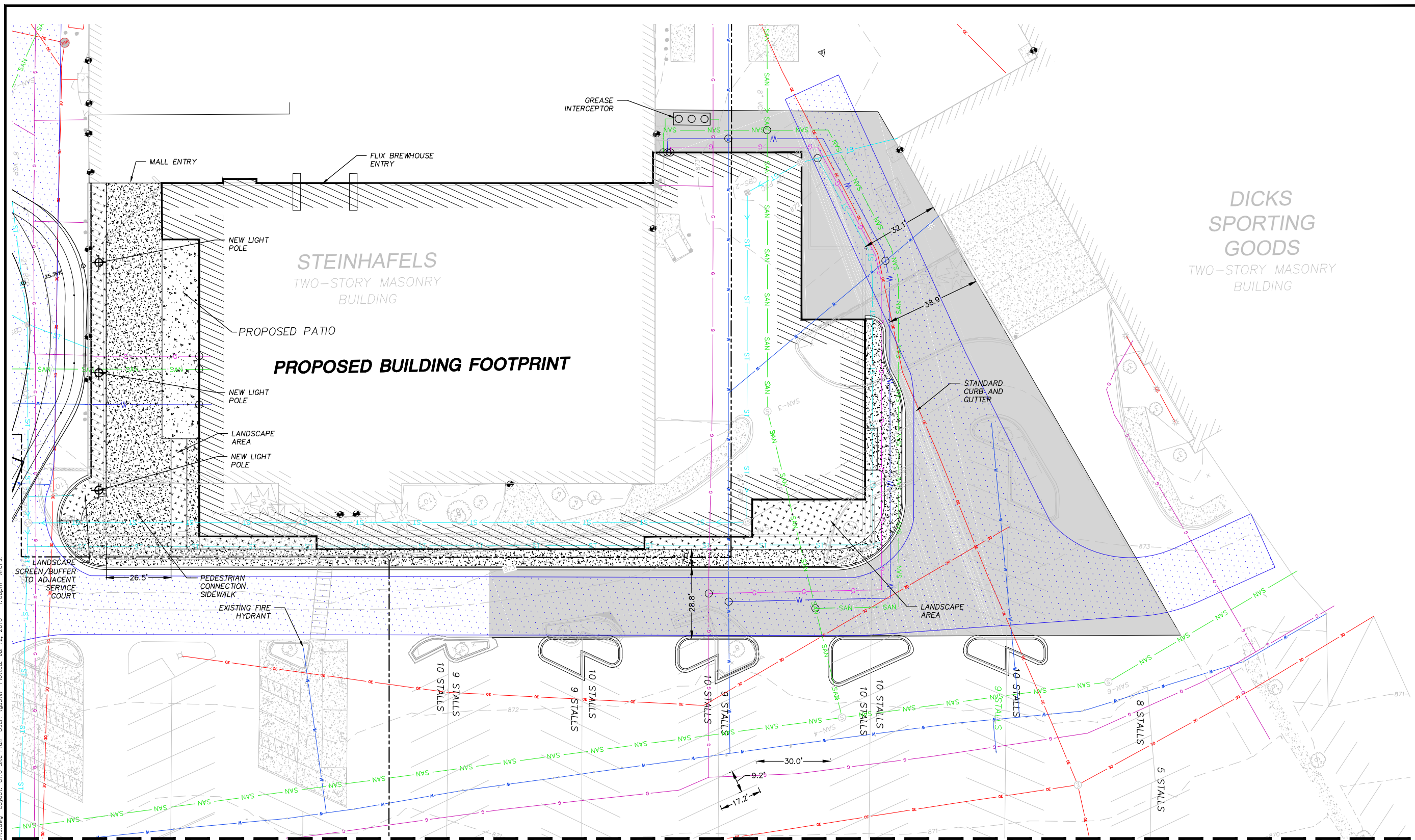
PLAN MODIFICATIONS: DATE:



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SITE PLAN

SHEET NUMBER:
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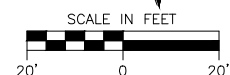
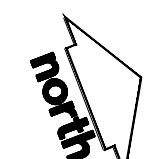
DICKS SPORTING GOODS
 TWO-STORY MASONRY BUILDING

MATCHLINE - SHEET C101

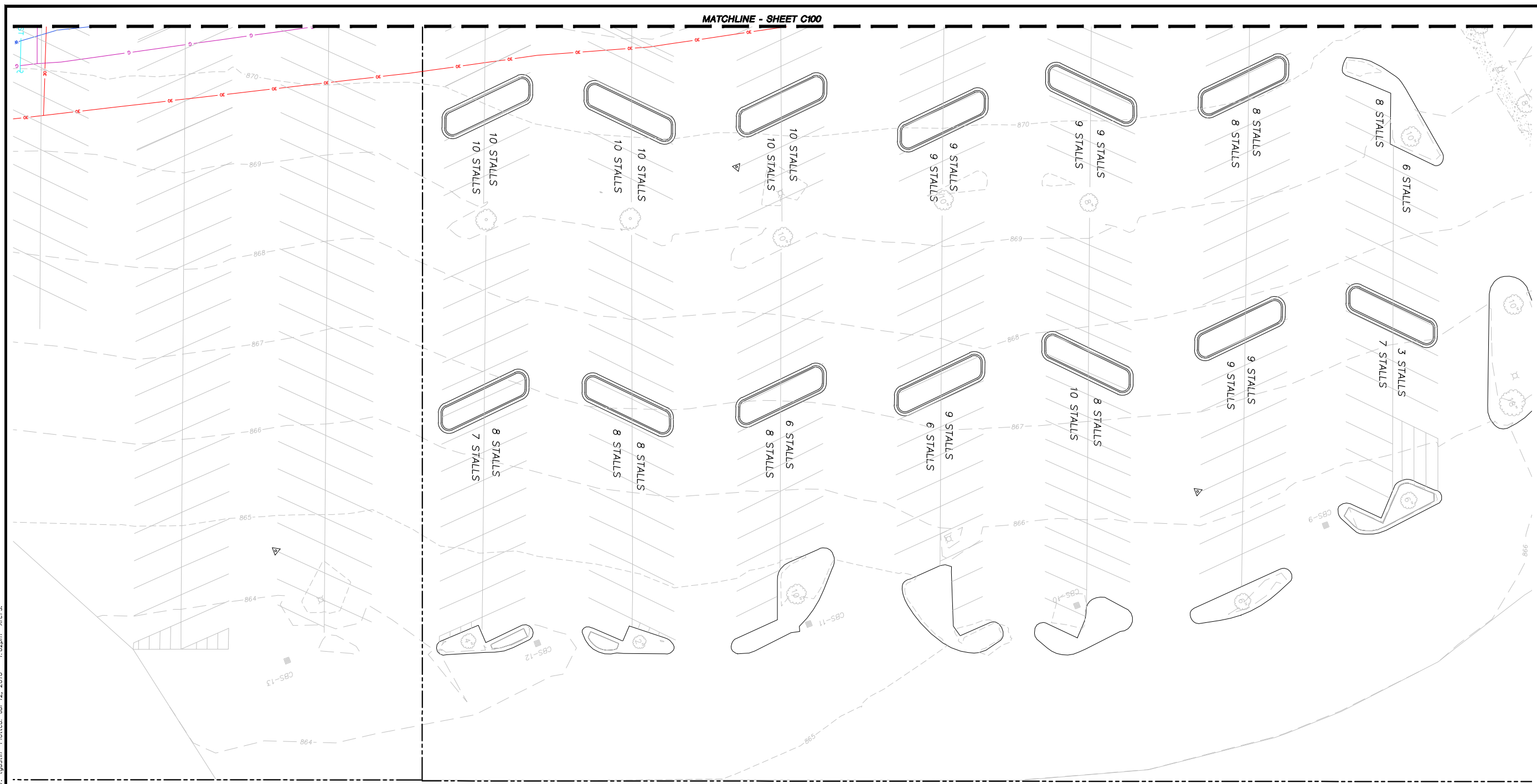
LEGEND

- PROPERTY LINE
- ==== EDGE OF PAVEMENT
- ==== STANDARD CURB AND GUTTER
- ==== PROPOSED CONCRETE
- ST--- STORM SEWER
- SAN--- SANITARY SEWER
- W--- WATER MAIN
- G--- GAS SERVICE (DESIGN BY UTILITY)
- E--- ELECTRIC SERVICE (DESIGN BY UTILITY)

SITE INFORMATION BLOCK			
Site Location	Madison, WI	Existing Impervious Building Area	X S.F.
		Existing Impervious Asphalt (Parking Lots)	X S.F.
Existing Site Acreage (Total)	X.XX ACRES	Existing Impervious Right of Way (Monroe St.)	X S.F.
Proposed Site Acreage (Total)	X.XX ACRES	Existing Impervious Concrete (Sidewalk/Drive)	X S.F.
Disturbed Area	X S.F.	Proposed Impervious Building Area	X S.F.
Existing Site Zoning:	CC	Proposed Impervious Asphalt	X S.F.
Proposed use of property:	C-1 GENERAL BUSINESS	Proposed Impervious Concrete	X S.F.
Building Information:			
Number of stories (above grade)	1		
Building height	40'		
Total square footage of building	x		
Number of surface parking stalls:			
Existing Stalls	x		
Proposed Stalls	x		



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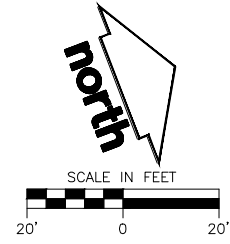
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SITE INFORMATION

390 EXISTING PARKING STALLS
 331 PROPOSED PARKING STALLS



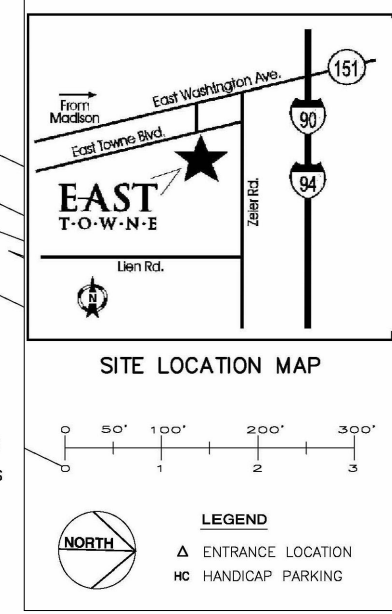
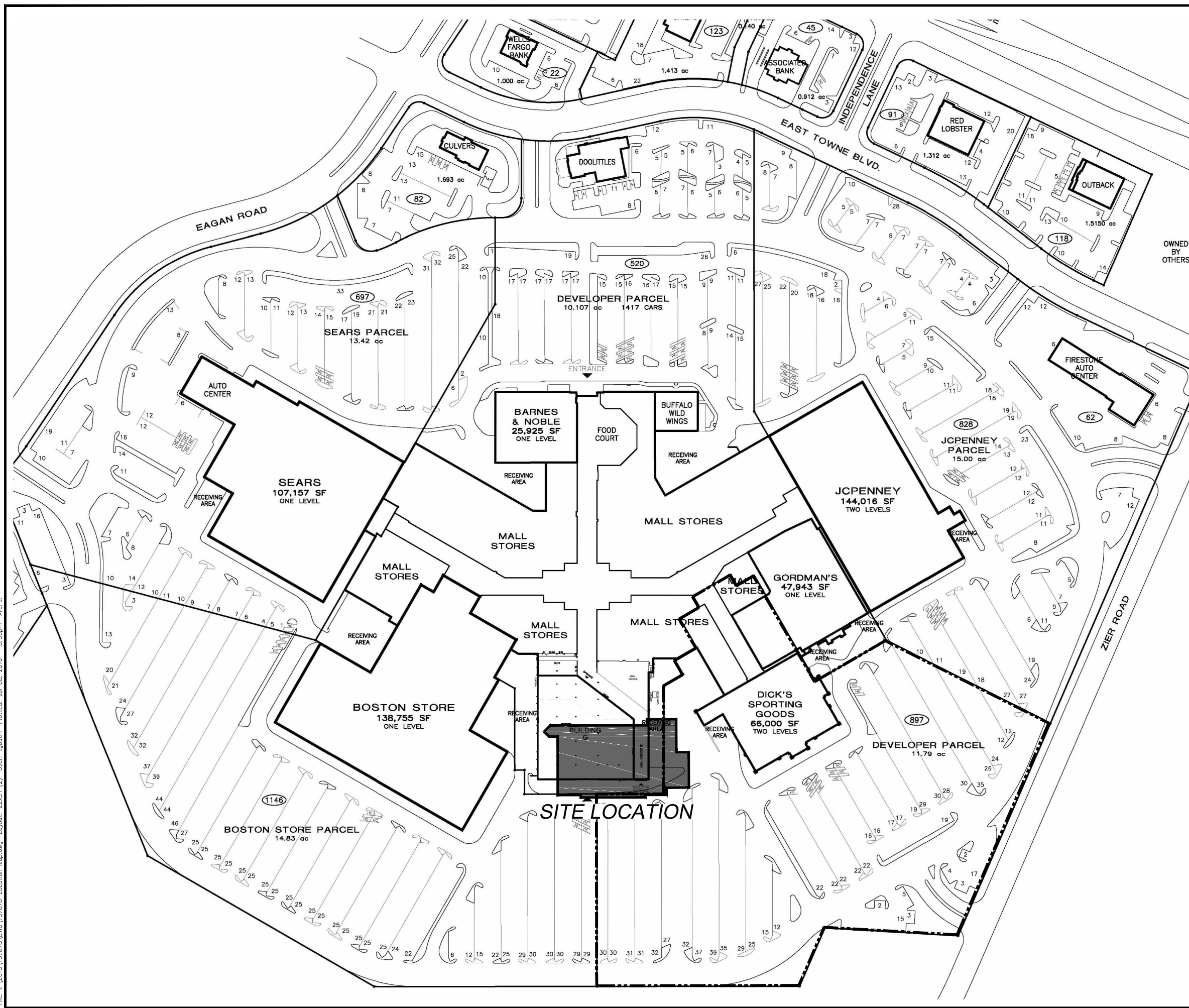
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SHEET TITLE:
SITE PLAN

SHEET NUMBER:
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LANDUSE SUBMITTAL		07-13-16

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SHEET TITLE:
OVERALL MALL CONTEXT MAP

SHEET NUMBER:
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Existing Parking Lot and Building from the North



Entrance to East Towne Mall



Existing Parking Lot and Front Entrance of Site Building from the East

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- SURVEYING & MAPPING
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Facade of Adjacent Building to the North



Maintenance Drive Between Site and Adjacent Building



Existing Parking Lot Islands and Landscape



Continued Parking Lot Islands and Landscape

- CIVIL ENGINEERING
- SURVEYING & MAPPING
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Fire Access Drive in Front of Site



Fire Access Continued to Adjacent Building to the North



Existing Landscape of Site Building



Maintenance Drive between Site and Adjacent Building

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Maintenance Access and Snow Storage



Landscape and Fire Access to Adjacent Building to the North



Continued Landscape to Building to the North

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- SURVEYING & MAPPING
- CONSTRUCTION SERVICES
- WATER RESOURCES
- PLANNING & DEVELOPMENT
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LOCATION MAP

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