

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 85 East Towne Mall  
Title: FLIX BREWHOUSE

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested MAY 9, 2018  
 New development     Alteration to an existing or previously-approved development  
 Informational         Initial approval         Final approval

### 3. Project Type

Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

**Signage**  
 Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

**Other**  
 Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

**Applicant name** Duane Davis                      Company FLIX Brewhouse LLC  
**Street address** 2000 S. IH35 # Q11                      City/State/Zip Round Rock, TX 78681  
**Telephone** 512-238-0938                      Email ddavis@flixbrewhouse.com

**Project contact person** Chris Cronin                      Company JNB SIGNS, INC.  
**Street address** 1221 Venture Dr.                      City/State/Zip Janesville, WI 53546  
**Telephone** 608-754-6338                      Email ccronin@jnb signs.com

**Property owner (if not applicant)** Madison 1, East Towne, LLC  
**Street address** 2030 HAMILTON PLACE BLVD.                      City/State/Zip Chattanooga, TN 37421-6000  
**Telephone** 423-855-0001                      Email skip.Alexander@cblproperties.com

5. Required Submittal Materials

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with JANINE GLAESER, CHRISSE THIELE on 3/26/2018.
2. 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.

Applicant name Chris Cronin Relationship to property Signage Vendor  
 Authorized signature of Property Owner [Signature] Date 4.2.18  
Madison/East Towne, LLC, by CBL&Associates Management,  
a Delaware Corporation, managing agent

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

PA-02-18

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**



# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



## CDR for FLIX BREWHOUSE -- Letter of Intent

There are (2) exterior wall signs proposed for 85 East Towne Mall. Both will comply with the Madison sign code in all ways with the one exception: Sec. 31.07(2)a. "Number of Sign-able Areas. There shall be one (1) sign-able area, whether on the wall or the roof, for each façade facing a street. The request here is to allow (2) wall signs to be placed on the front (east) elevation. The request addresses the criteria as follows:

1)The proposal shall create visual harmony between the signs, building, and building site through unique and exceptional use of materials, design, color, and lighting and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

Sign 1.0 on the tower nearest the pedestrian entrance fits the vertical sign band area well, incorporates a logo with an attractive and impactful color contrast. It utilizes LED internal lighting and adheres to the sign code. Sign 2.0 complements sign 1.0 by using a similar color scheme but without the logo. Each sign works in harmony to identify the business as well as mark the entrance.

2) "Each element shall be found necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment...."

The east elevation is the only elevation that faces the parking area and the access road. Signage on either the south or north elevation would not have impact due to the direction each sign would face relative to the access road. Sign 2.0 is nearest the parking area. Sign 1.0 is located 120 ft. further east on the building, at the entrance to the business, highly visible to the pedestrian "walk-in" area. The (2) signs are not located on the same plane of the east elevation.

3) The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

Neither sign violates these criteria. In fact, sign 1.0 follows sign code 31.02(1) (a) as it applies to assisting customers locate the entrance. "To enable the public to locate goods, services and facilities without difficulty or confusion." Also 31.02(1)(f) states: "To recognize the role of appropriate and identifiable signage in

helping businesses inform, direct and communicate with customers.” We feel that the location of sign 1.0 is a means to this end.

- 4) All signs must meet minimum construction requirements under Sec. 31.04(5).
- 5) The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off premise Directional Signs beyond the restrictions in Sec. 31.115.
- 6) The proposal shall not be approved if any element of the plan:
  - a. Present a hazard to vehicular or pedestrian traffic on public or private property,
  - b. Obstructs views at points of ingress and egress of adjoining properties
  - c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or
  - d. Negatively impacts the visual quality of public or private open space
- 7) The proposal may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

This CDR will comply with all criteria outlined for #4, 5, 6, and 7 as listed here.

The property owner, CBL Management, will control the CDR on these properties on this zoning lot:

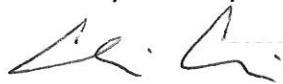
Gordmans, Shoe Carnival, Buffalo Wild Wings, Lulu’s Pub, Barnes & Noble, and Planet Fitness

All other signage on this lot shall comply with Chapter 31 of the Madison Sign Code, or will be addressed as a Major Amendment to this CDR.

Flix Brewhouse only requests (2) wall signs for the east elevation.  
There is no ground sign proposed and no existing tenant signs to use.

In conclusion, we feel that the request is reasonable and sensible given the uniqueness of the building design, parking area layout, and entrance needs.

Thank you for your consideration,



Chris Cronin  
JNB Signs, Inc.

---

**From:** Dena Luther <denal@signage-solutions.com>  
**Sent:** Wednesday, February 28, 2018 7:34 AM  
**To:** C Cronin  
**Cc:** Don Cliver  
**Subject:** Fwd: Flix sign package - LL Approval

LL approval email below. Please file for the permits a we discussed yesterday.

Thanks

Dena Luther | Project Manager  
SIGNAGESOLUTIONS  
M: 214-207-2355  
Anaheim, CA | Dallas, TX | Orlando, FL | Washington D.C.  
[www.signage-solutions.com](http://www.signage-solutions.com)

Begin forwarded message:

**From:** Skip Alexander <[Skip.Alexander@cblproperties.com](mailto:Skip.Alexander@cblproperties.com)>  
**Subject:** RE: Flix sign package  
**Date:** February 28, 2018 at 6:07:45 AM CST  
**To:** Dena Luther <[denal@signage-solutions.com](mailto:denal@signage-solutions.com)>  
**Cc:** Matt Silvers <[msilvers@flixbrewhouse.com](mailto:msilvers@flixbrewhouse.com)>, Paul Hardej <[phardej@flixbrewhouse.com](mailto:phardej@flixbrewhouse.com)>, Duane Davis <[ddavis@flixbrewhouse.com](mailto:ddavis@flixbrewhouse.com)>, "Don Cliver" <[dcliver@signage-solutions.com](mailto:dcliver@signage-solutions.com)>

Exterior Building Signage Package 180060-07 has been reviewed by the Landlord and is hereby APPROVED.

Thanks,

**Skip Alexander** | Senior Project Manager – Development  
Direct: 423.490.8822 | Cell: 423.400.9083

CBL Properties | 423.855.0001  
CBL Center, Suite 500 | 2030 Hamilton Place Blvd. | Chattanooga, TN 37421-6000

---



AMERICA'S  
**CINEMA**  
*Brewery*



EAST  
TOWNE



89 E. TOWNE MALL, MADISON, WI 53708

J O B # 1 8 0 0 6 0 - 1 3

status | productionDRAWINGS



WEST COAST HQ.  
2231 S. Dupont Drive  
Anaheim, CA 92806  
800-655-9972



AERIAL PLAN

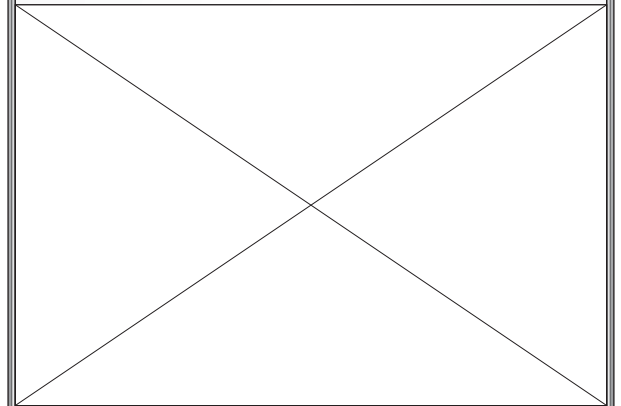


SCOPE OF WORK

EXTERIOR SIGN SCHEDULE:

- 1.0** S/F WALL MOUNTED FLIX BREWHOUSE CHANNEL LETTERS & ICON CABINET (QTY. 1)
- 2.0** S/F FLIX BREWHOUSE CHANNEL LETTERS ON BACKER PANEL (QTY. 1)

KEY PLAN



VICINITY MAP



PS 127:1

PROJECT

CLIENT

JOB / DRAWING #



WEST COAST HQ.  
2231 S. Dupont Drive  
Anaheim, CA 92806  
800-655-9972

Project Name: FLIX BREWHOUSE - Madison, WI

Address: 89 E. Towne Mall

City, State, Zip: WI 53708

Client Approval:

Landlord Approval:

Designer: Trong T.

Sales: Chris D.

All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and the property of Signage-Solutions, and were created, evolved and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose what so ever without written permission.

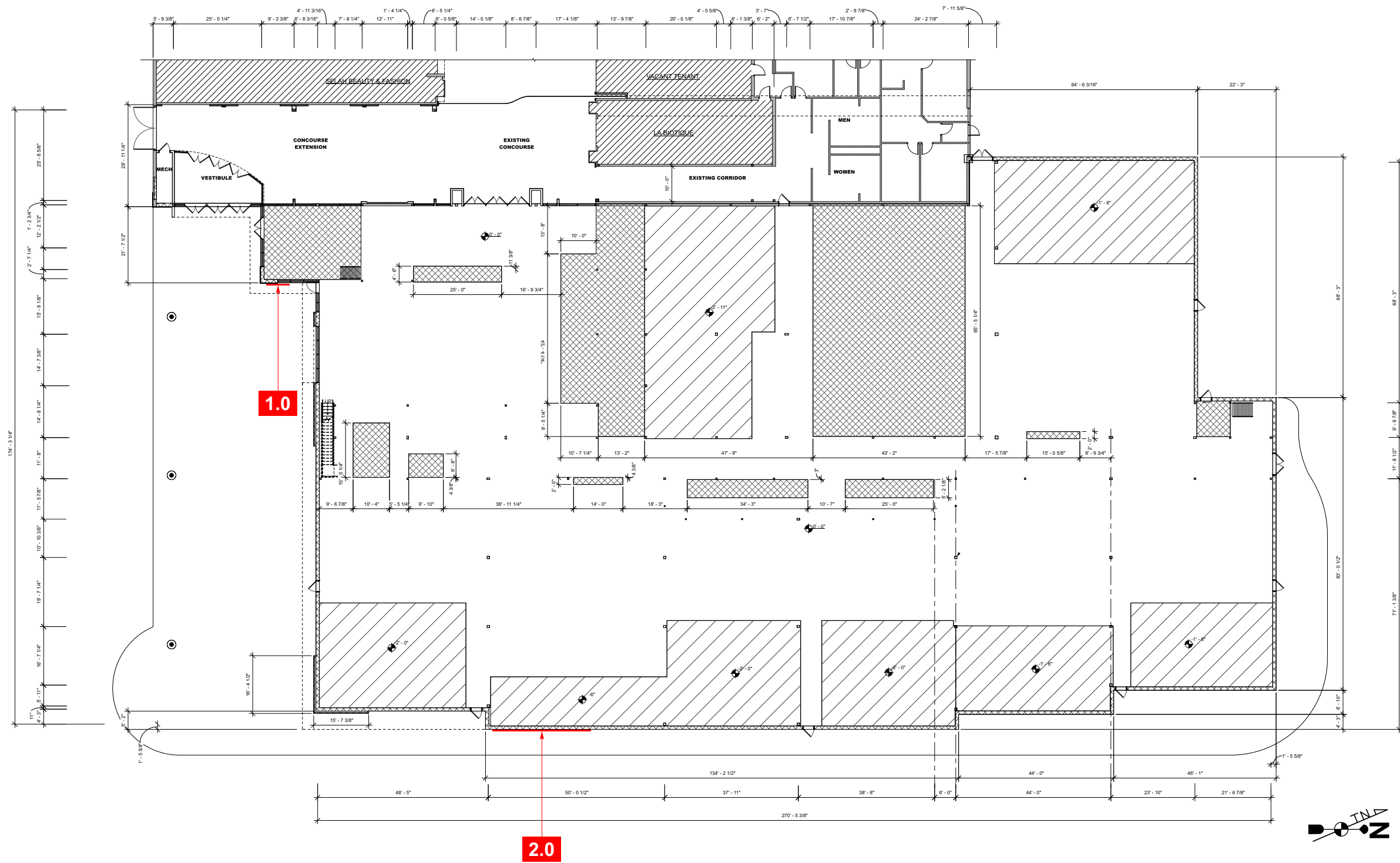
#	Designer:	Date:	Revision Notes:
11	Trong T.	03/23/18	
12	Trong T.	03/28/18	
13	Garcia, G.	04/17/18	
14			
15			
16			
17			
18			
19			
20			



180060-13

Page 2 of 8





**FLIX BREWHOUSE**  
SHELL BUILDING  
EAST TOWNE MALL  
MADISON, WI

**FIRST FLOOR PLAN**

Scale: 1/32" = 1'-0"

PS 127:1 PROJECT CLIENT JOB / DRAWING #



WEST COAST HQ.  
2231 S. Dupont Drive  
Anaheim, CA 92806  
800-655-9972

Project Name: FLIX BREWHOUSE - Madison, WI

Address: 89 E. Towne Mall

City, State, Zip: WI 53708

Client Approval:

Landlord Approval:

Designer: Trong T.

Sales: Chris D.

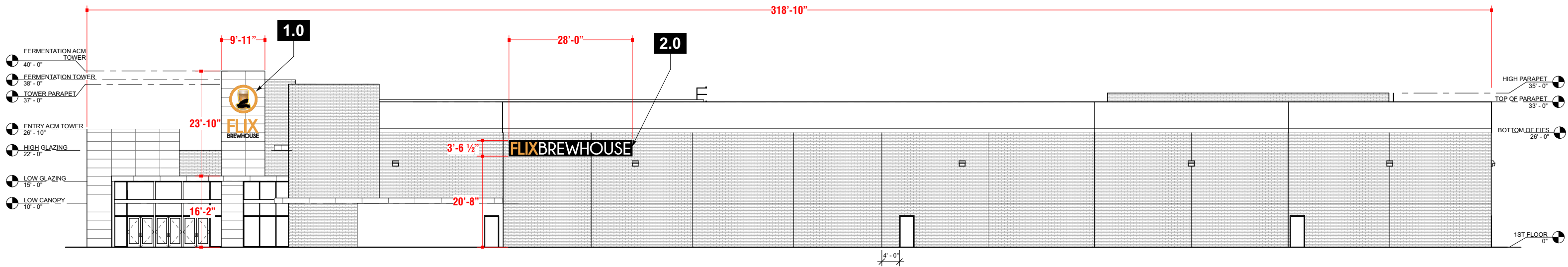
All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and the property of Signage-Solutions, and were created, evolved and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose what so ever without written permission.

#	Designer:	Date:	Revision Notes:
11	Trong T.	03/23/18	
12	Trong T.	03/28/18	
13	Garcia, G.	04/17/18	
14			
15			
16			
17			
18			
19			
20			



**180060-13**





**FRONT ELEVATION (EAST)**

Scale: N.T.S.

PS 127:1

P R O J E C T

C L I E N T

J O B / D R A W I N G #



WEST COAST HQ.  
2231 S. Dupont Drive  
Anaheim, CA 92806  
800-655-9972

Project Name: FLIX BREWHOUSE - Madison, WI

Address: 89 E. Towne Mall

City, State, Zip: WI 53708

Client Approval:

Landlord Approval:

Designer: Trong T.

Sales: Chris D.

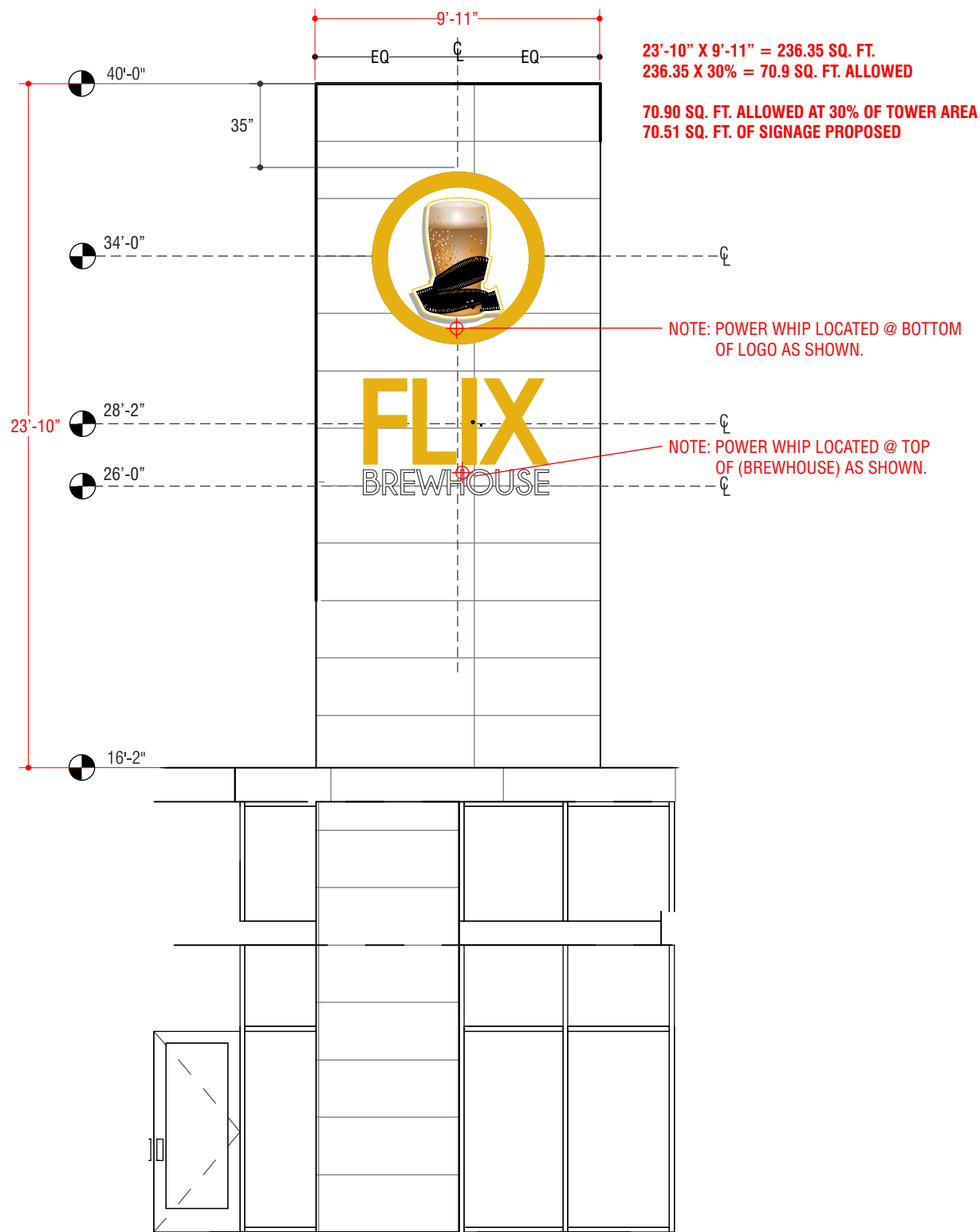
All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and the property of Signage-Solutions, and were created, evolved and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose what so ever without written permission.

#	Designer:	Date:	Revision Notes:
11	Trong T.	03/23/18	
12	Trong T.	03/28/18	
13	Garcia, G.	04/17/18	
14			
15			
16			
17			
18			
19			
20			



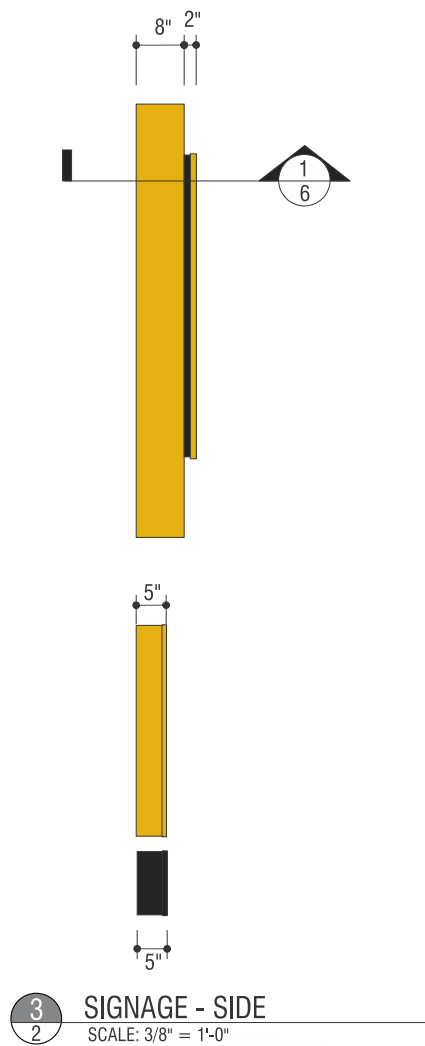
**180060-13**

Page 4 of 8

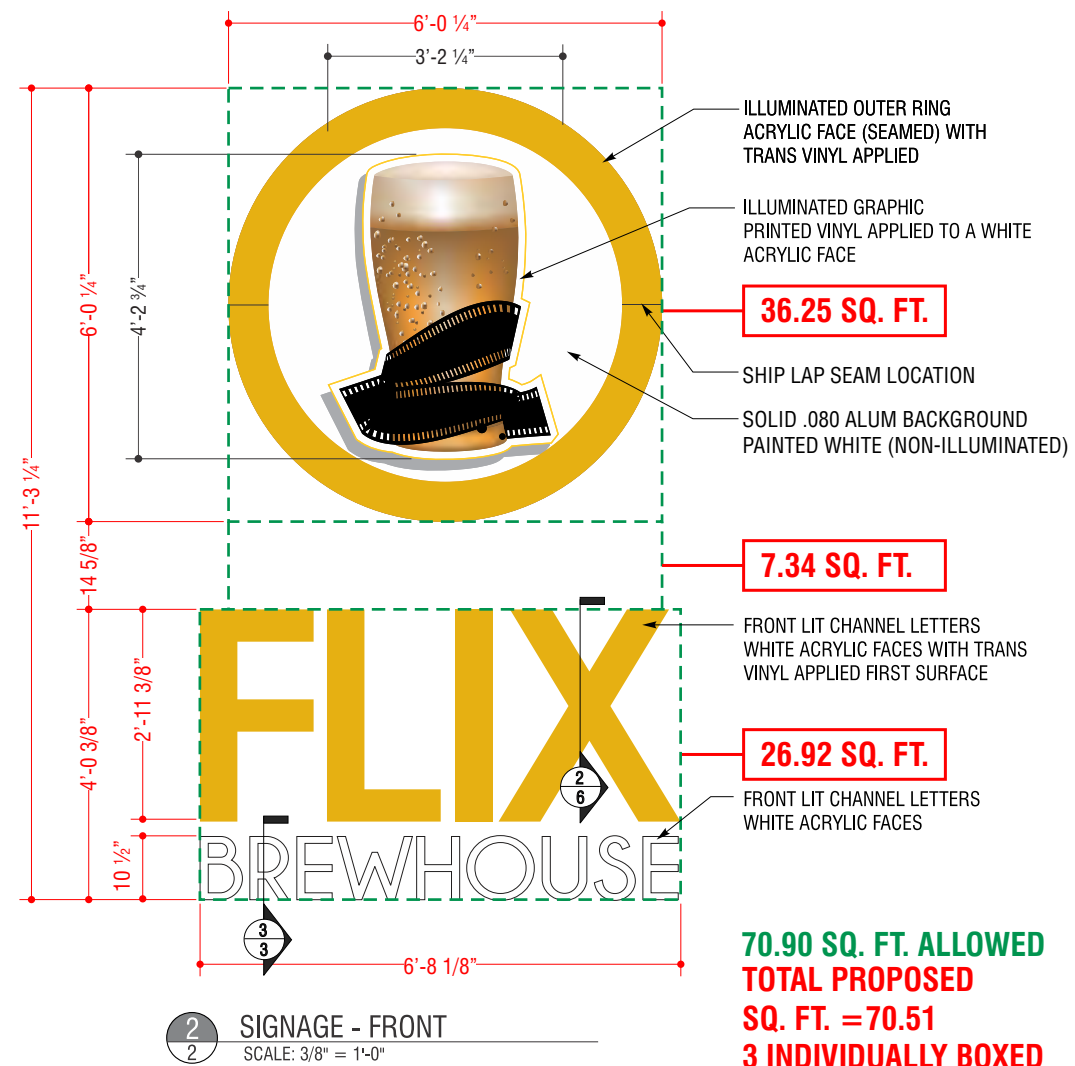


1 FRONT ELEVATION (PARTIAL)  
SCALE: 3/16" = 1'-0"

1.0 S/F WALL MOUNTED FLIX BREWHOUSE CHANNEL LETTERS & ICON CABINET (QTY. 1)  
SQUARE FOOTAGE: 70.51 SQ. FT. (ALLOWABLE 70.90 SQ. FT.)



NIGHTTIME ILLUMINATION



**MATERIALS/FINISHES**

- V-1 3M TRANSLUCENT SUNFLOWER #3630-25
- V-2 3M TRANSLUCENT PRINT VINYL WHITE #IJ-3630
- V-3 3M MATTE OVER-LAMINATE #8520
- P-1 MATCH PMS #7409 MATTHEWS SEMI-GLOSS
- P-2 100% WHITE MATTHEWS SEMI-GLOSS
- P-3 100% BLACK MATTHEWS SEMI-GLOSS
- M-1 #7328 WHITE ACRYLIC

70.90 SQ. FT. ALLOWED  
TOTAL PROPOSED  
SQ. FT. = 70.51  
3 INDIVIDUALLY BOXED



WEST COAST HQ.  
2231 S. Dupont Drive  
Anaheim, CA 92806  
800-655-9972

Project Name: FLIX BREWHOUSE - Madison, WI  
Address: 89 E. Towne Mall  
City, State, Zip: WI 53708

Client Approval:  
Landlord Approval:  
Designer: Trong T.

Sales: Chris D.

All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and the property of Signage-Solutions, and were created, evolved and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose what so ever without written permission.

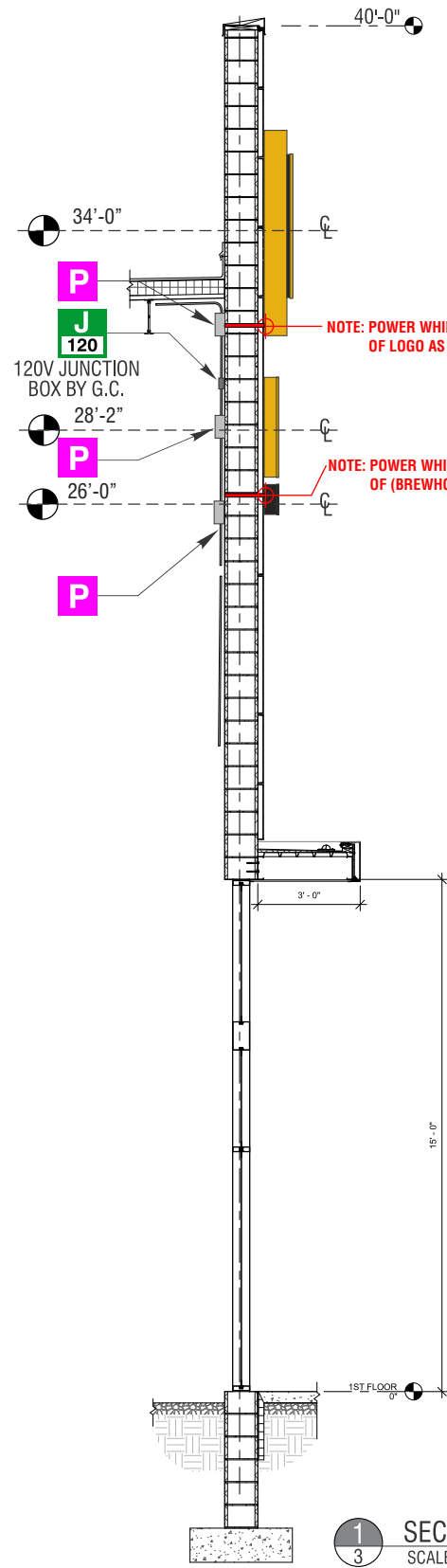
#	Designer:	Date:	Revision Notes:
11	Trong T.	03/23/18	
12	Trong T.	03/28/18	
13	Garcia, G.	04/17/18	
14			
15			
16			
17			
18			
19			
20			



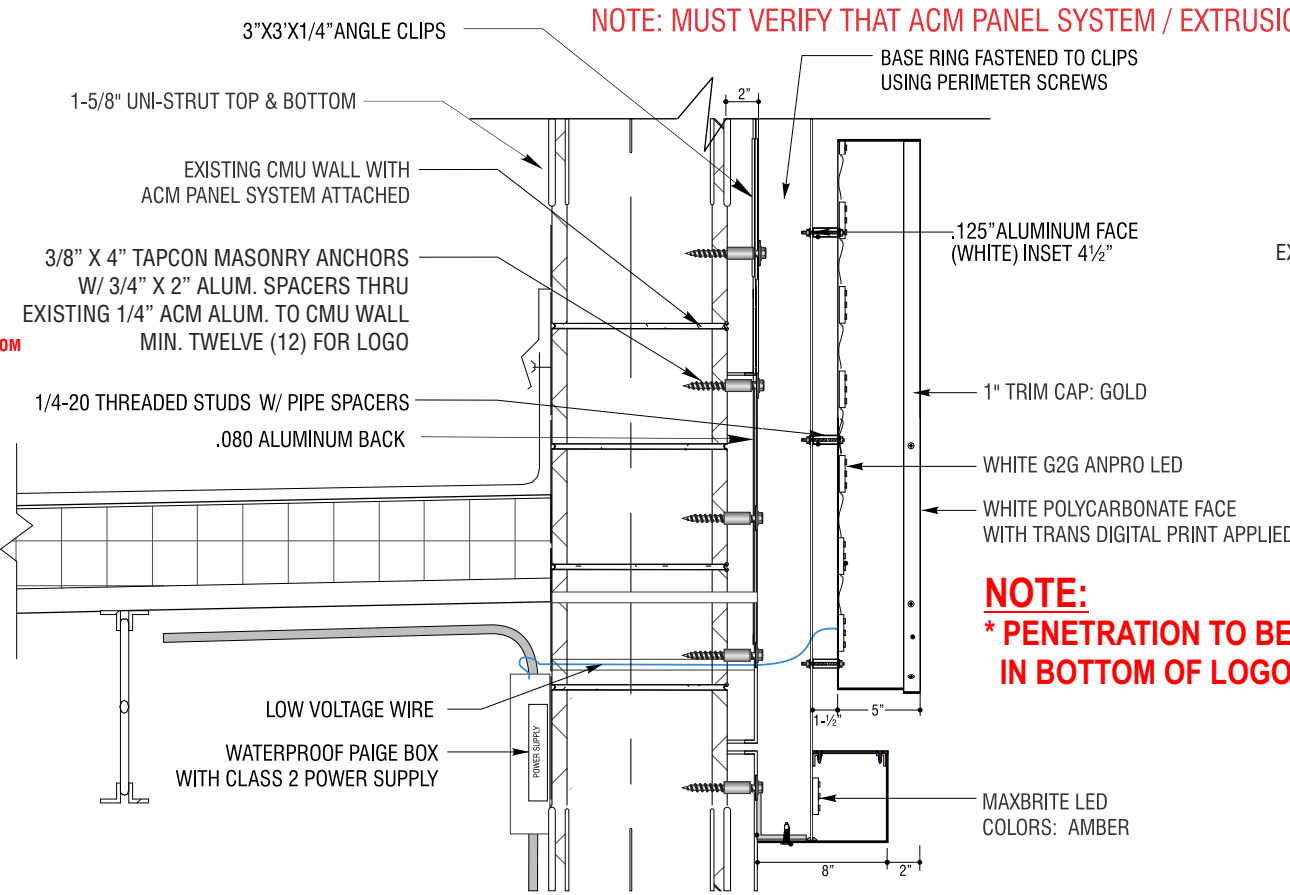
180060-13

**1.0 S/F WALL MOUNTED FLIX BREWHOUSE CHANNEL LETTERS & ICON CABINET (QTY. 1)**

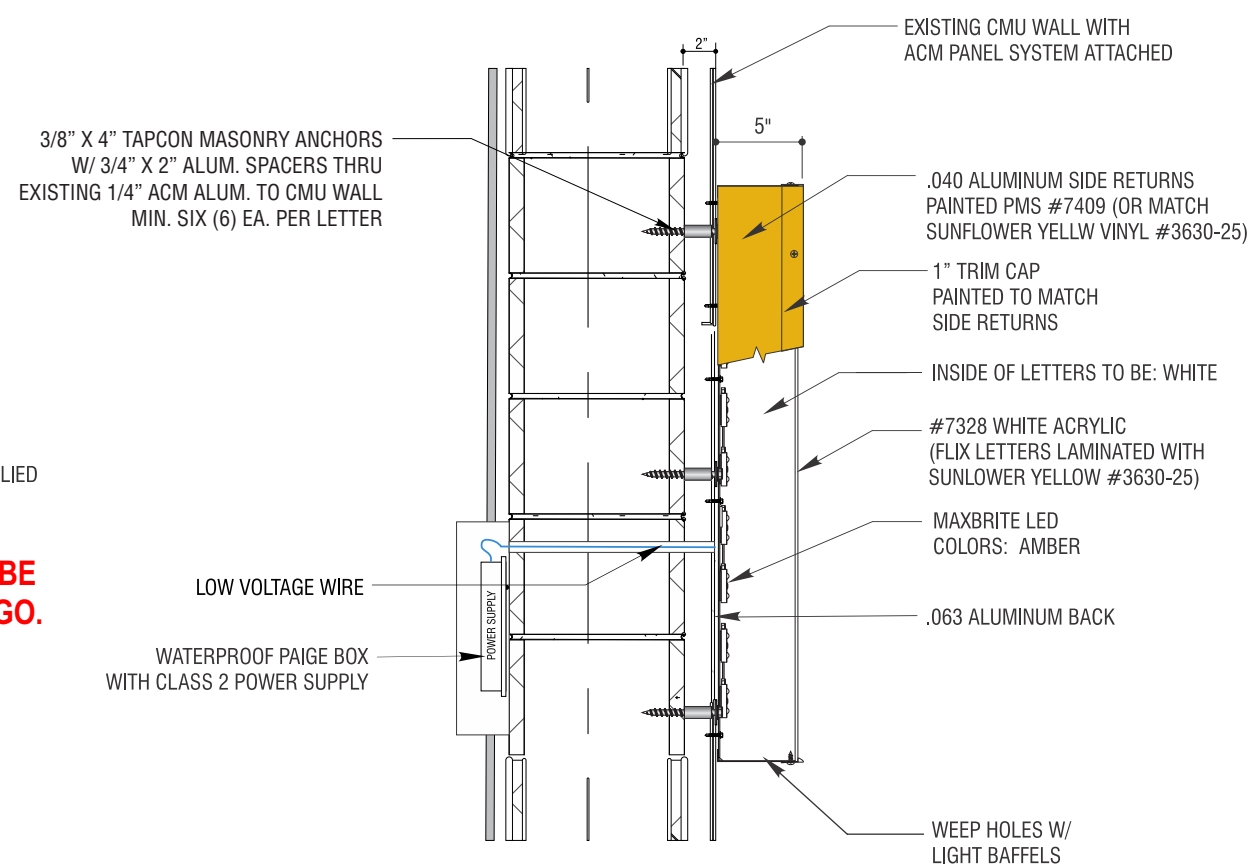
**NOTE: MUST VERIFY THAT ACM PANEL SYSTEM / EXTRUSION CAN SUPPORT WEIGHT OF CHANNEL LETTERS PRIOR TO FABRICATION**



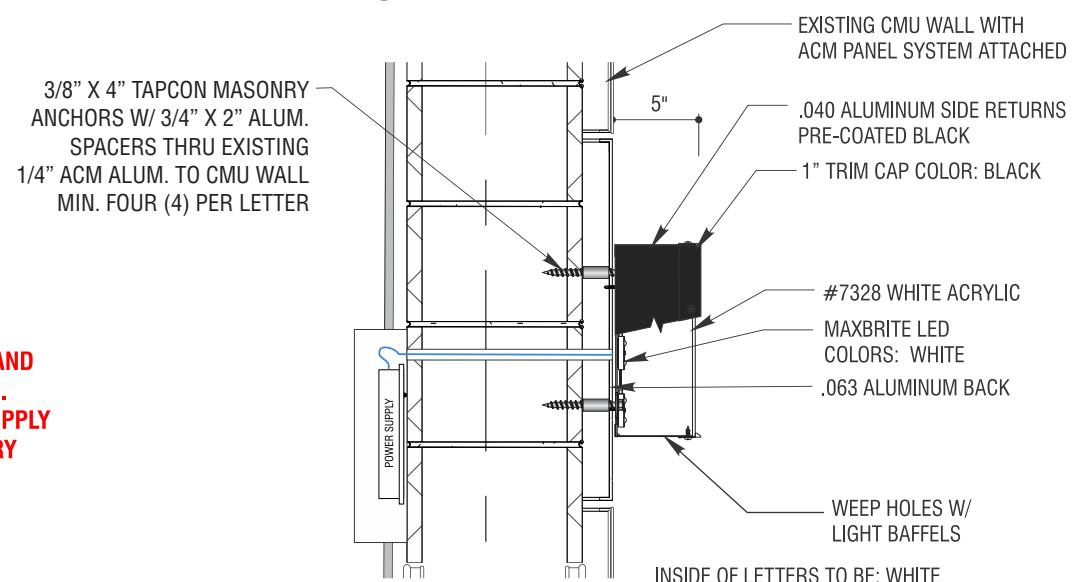
**NOTE: CEILING HEIGHT AND TYPE OF CEILING TBD. ELECTRIC AND POWER SUPPLY POSITIONING MAY VARY**



**1 SECTION @ LOGO DISC**  
SCALE: 1" = 1'-0"



**2 SECTION @ FLIX LETTERS**  
SCALE: 1" = 1'-0"



**3 SECTION @ BREWHOUSE LETTERS**  
SCALE: 1" = 1'-0"

**LOGO DISC:**  
\*FRONT LIT CHANNEL LETTER CONSTRUCTED OUTER RING  
\*FACE: .188 WHITE POLYCARBONATE  
\*INSIDE BACKGROUND - PAINTED WHITE (OPAQUE)  
\*LETTERS: .063 ALUMINUM SIDE RETURNS PAINTED: PMS #7409 OR MATCH 3M SUNFLOWER YELLOW VINYL #3630-25  
\*LETTER BACKS: .063 MILL FINISH  
\*ILLUMINATE USING MAX BRITE AMBER LED  
\*BEER GRAPHIC - CHANNEL LETTER CONSTRUCTION  
\*PRE FINISHED BLACK SIDE RETURNS  
\*GOLD TRIM CAP TO MATCH SUNFLOWER YELLOW VINYL  
\*TRANS DIGITAL PRINT APPLIED TO WHITE ACRYLIC FACE  
\*ILLUMINATE USING WARM WHITE LED

**FLIX COPY:**  
\*FRONT LIT CHANNEL LETTER CONSTRUCTION  
\*FACE: #7328 WHITE ACRYLIC LAMINATED WITH 3M SUNFLOWER YELLOW VINYL #3630-25  
\*TRIM CAP: 1" COLOR: GOLD TO MATCH SUNFLOWER YELLOW  
\*SIDE RETURNS: .040 PRE FINISHED BLACK  
\*LETTER BACKS: .063 MILL FINISH  
\*ILLUMINATE USING WARM WHITE LED  
\*MOUNT LETTERS FLUSH EXISTING ACM PANEL SYSTEM

**BREWHOUSE COPY:**  
\*FRONT LIT CHANNEL LETTER CONSTRUCTION  
\*FACE: #7328 WHITE ACRYLIC  
\*TRIM CAP: 1" COLOR: BLACK  
\*SIDE RETURNS: .040 PRE FINISHED BLACK  
\*LETTER BACKS: .063 MILL FINISH  
\*ILLUMINATE USING MAX BRITE WHITE LED  
\*MOUNT LETTERS FLUSH EXISTING ACM PANEL SYSTEM



Project Name: FLIX BREWHOUSE - Madison, WI  
Address: 89 E. Towne Mall  
City, State, Zip: WI 53708

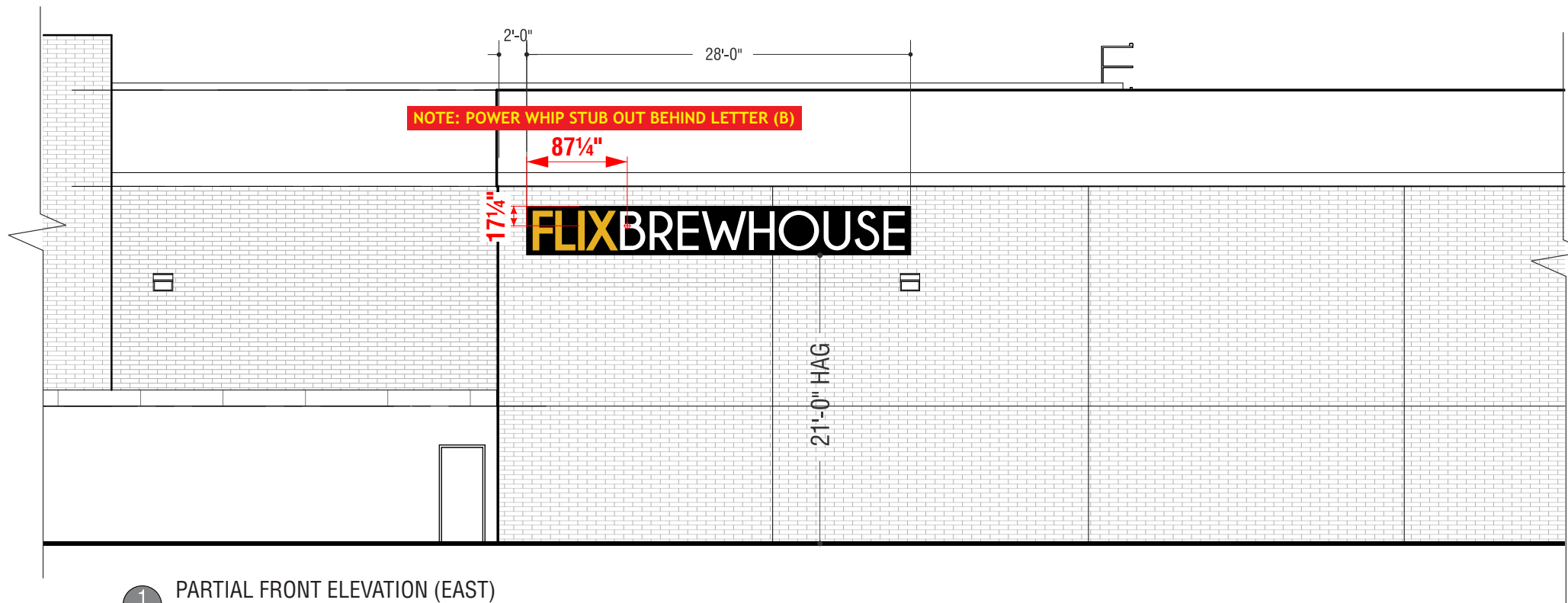
Client Approval:  
Landlord Approval:  
Designer: Trong T. Sales: Chris D.

All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and the property of Signage-Solutions, and were created, evolved and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose what so ever without written permission.

#	Designer:	Date:	Revision Notes:
11	Trong T.	03/23/18	
12	Trong T.	03/28/18	
13	Garcia, G.	04/17/18	
14			
15			
16			
17			
18			
19			
20			

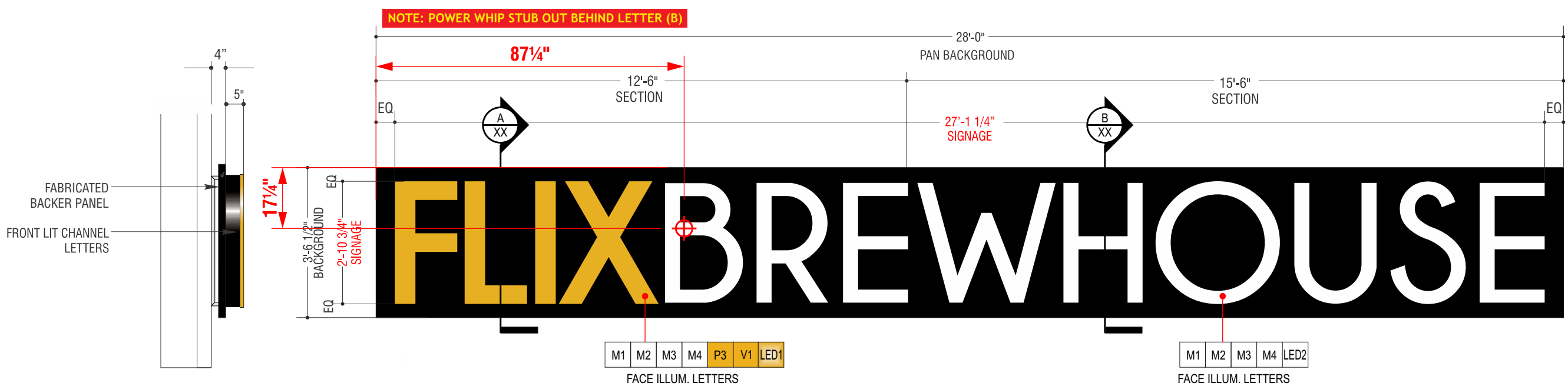
AMERICA'S **GINEMA Brewery**  
**180060-13**  
Page 6 of 8





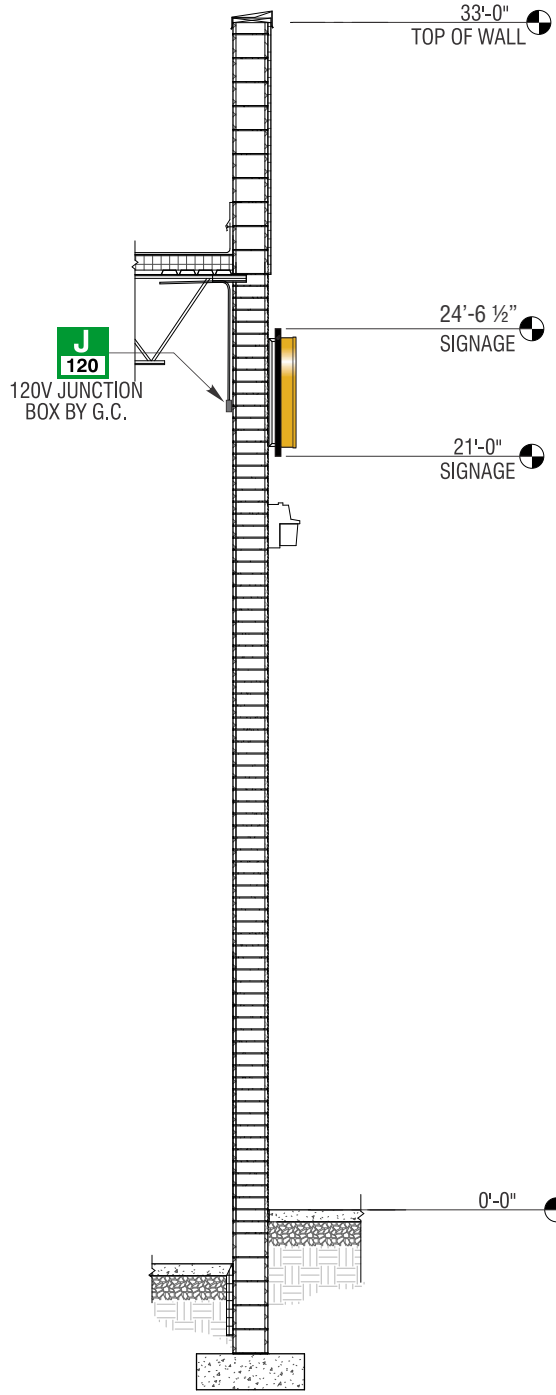
1 PARTIAL FRONT ELEVATION (EAST)  
 SCALE: 3/32" = 1'-0"

SQUARE FOOTAGE	
78.49 SQ. FT. PROPOSED	
MATERIALS	
M1	3/16" 7328 WHITE ACRYLIC
M2	.063"ALUM. RETURNS
M3	.063"ALUM. BACKS
M4	1" TRIMCAP
M5	.080"ALUM. BACKER ENCLOSURE
PAINT FINISH	
P1	BLACK
P2	WHITE
P3	PTM PMS 7409C
DIGITAL PRINT / VINYL	
DV	FULL COLOR DIGITAL PRINT
V1	3M 3630-25 SUNFLOWER YELLOW
V2	3M 7725-10 WHITE
ILLUMINATION	
LED1	MAX BRIGHT AMBER L.E.D.
LED2	MAX BRIGHT WHITE L.E.D.
ELECTRICAL REQUIREMENTS	
Approx. A load (amps) (1) 120V 20A circuit req'd UL labels required away from public view.	
IMPORTANT NOTE	
UL COMPLIANT NEC AND MANUFACTURING RECOMMENDATIONS, ALL ELECTRICAL PRIMARY CIRCUITS MUST BE DEDICATED ISOLATED CIRCUITS PROVIDED BY CLIENT/ OWNER. GC TO PROVIDE ACCESSIBILITY TO REMOTE TRANSFORMERS AND OR BALLASTS FOR INSTALL AND SERVICE. FINAL ELECTRICAL HOOK UP BY OTHERS. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS AS PER NEC 2016 ART: 600.6 FBC ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN.	



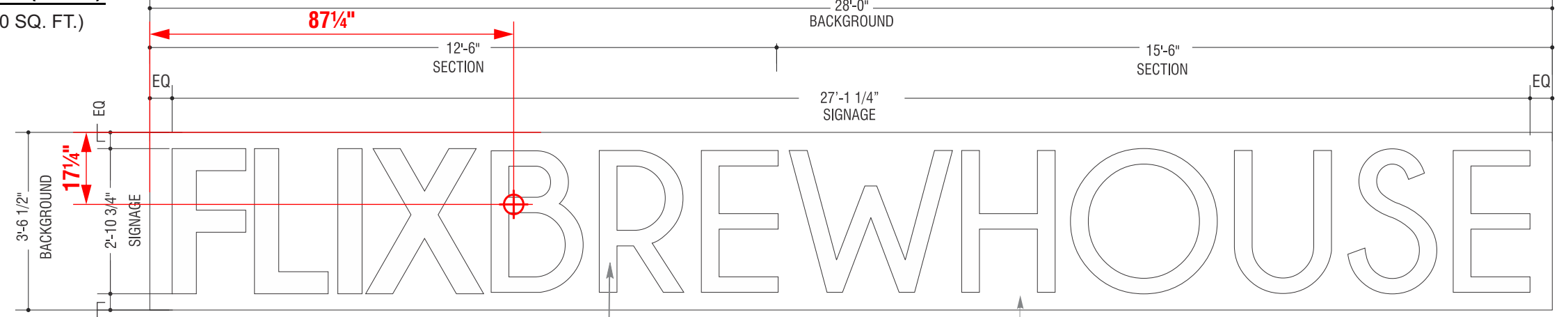
2.0 S/F FLIX BREWHOUSE CHANNEL LETTERS ON BACKER PANEL (QTY. 1) SIGN AREA = 78.49 SQ. FT.  
 SQUARE FOOTAGE: 78.49 SQ. FT. (CODE ALLOWS FOR 80.00 SQ. FT.) Scale: 3/8" = 1'-0"

**2.0 S/F FLIX BREWHOUSE CHANNEL LETTERS ON BACKER PANEL (QTY. 1)**  
 SQUARE FOOTAGE: 78.49 SQ. FT. (CODE ALLOWS FOR 80.00 SQ. FT.)



**2**  
7 SECTION  
SCALE: 3/16" = 1'-0"

**NOTE: POWER WHIP STUB OUT BEHIND LETTER (B)**



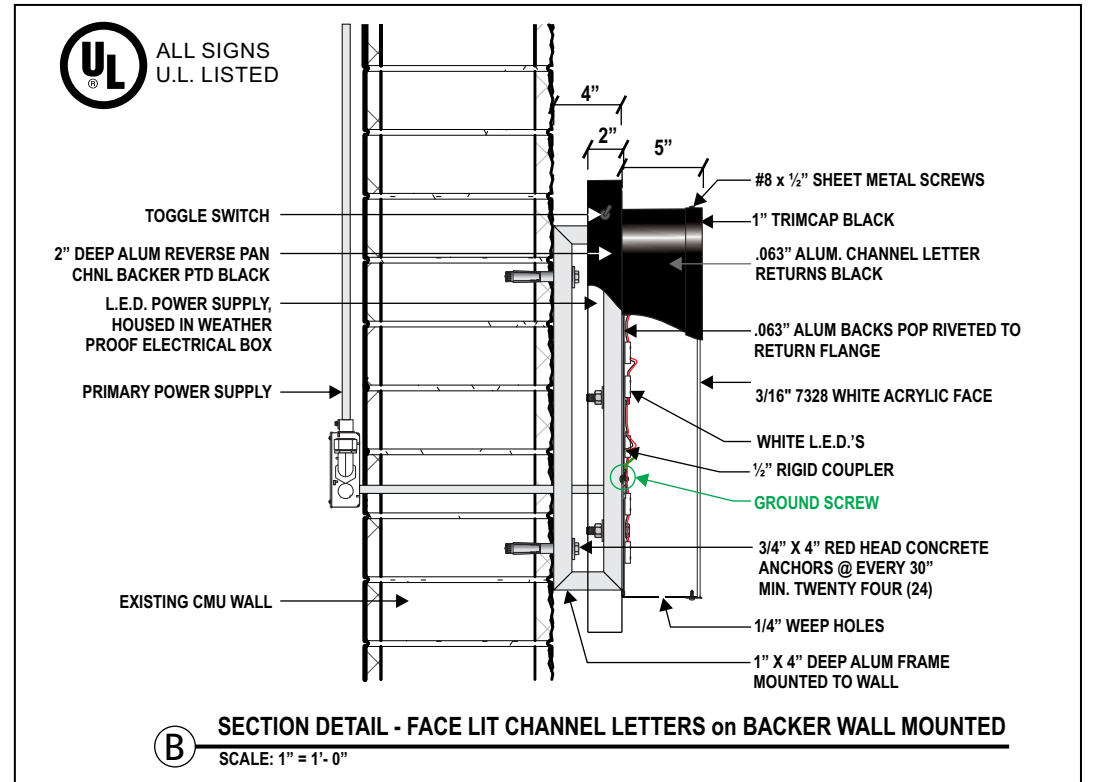
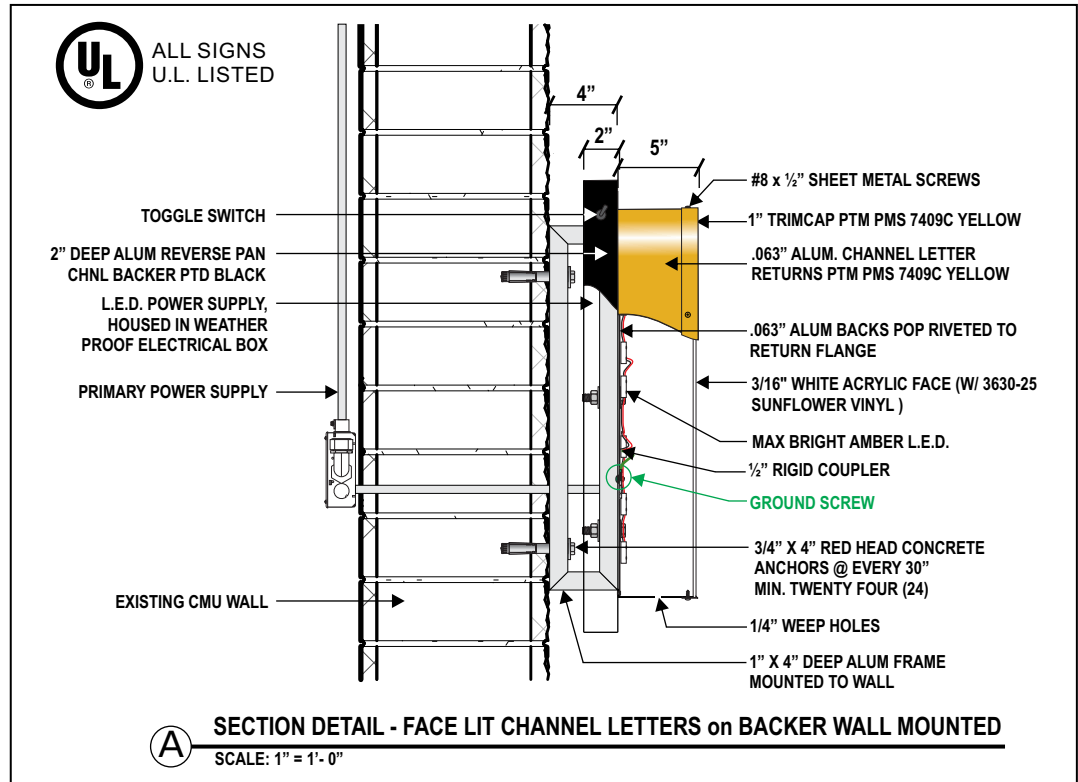
**2**  
7 CHANNEL LETTERS ON BACKER PANEL  
SCALE: 3/8" = 1'-0"

FRONT LIT CHANNEL LETTERS INSTALLED TO FACE OF BACKER PANEL

FABRICATED ALUMINUM BACKER PANEL PAINTED: MATTHEWS BLACK SEMI-GLOSS



**NIGHTTIME ILLUMINATION**



PS 127:1

PROJECT

CLIENT

JOB / DRAWING #



WEST COAST HQ.  
2231 S. Dupont Drive  
Anaheim, CA 92806  
800-655-9972

Project Name: FLIX BREWHOUSE - Madison, WI

Address: 89 E. Towne Mall

City, State, Zip: WI 53708

Client Approval:

Landlord Approval:

Designer: Trong T.

Sales: Chris D.

All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and the property of Signage-Solutions, and were created, evolved and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose what so ever without written permission.

#	Designer:	Date:	Revision Notes:
11	Trong T.	03/23/18	
12	Trong T.	03/28/18	
13	Garcia, G.	04/17/18	
14			
15			
16			
17			
18			
19			
20			



**180060-13**

Page 8 of 8



①



②



③



FLIX elevations

① East

② South

③ North





W-2



W-3



PYLON

East Towne Signage

W-1  
North Main entrance at food court

W-2  
East entrance near Flix

W-3  
South entrance between Sears  
and Boston Store

W-4  
North entrance near Planet Fitness

PYLON SIGN  
North of mall on E. Washington



W-1



W-4





D4



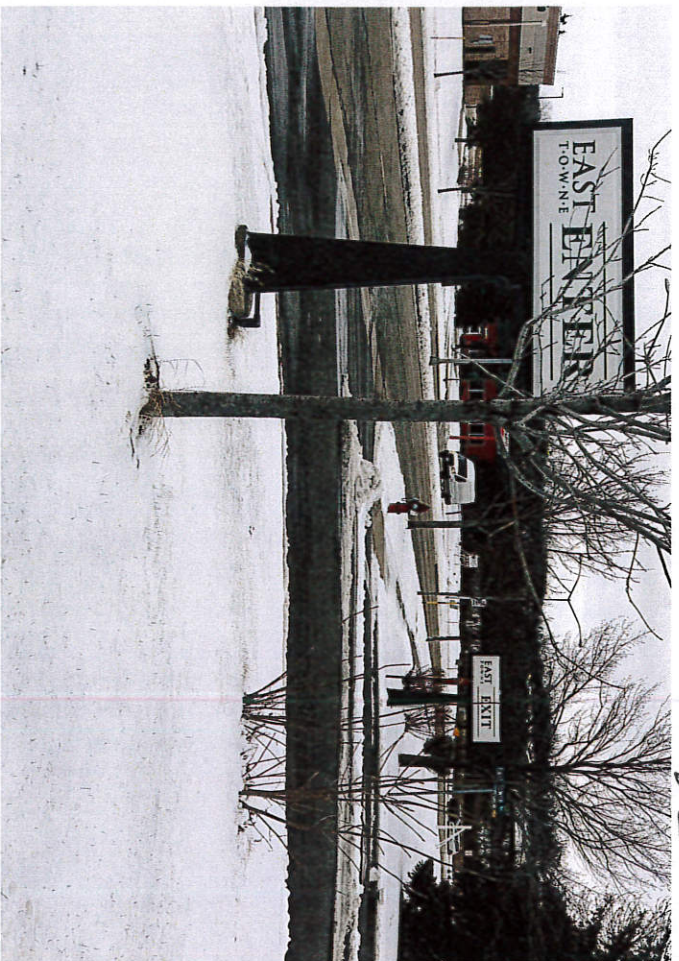
D5



D3



D6



D2



D7



D1

Directional Signage - East Towne Mall

- D1 Near Finestone
- D2 Near Dick's Sporting Goods
- D3 Near Animart
- D4 Near Culver's
- D5 Near Doolittles
- D6 Near Red Lobster
- D7 Near Outback



resent to Chrissy 4/02/18



# CITY OF MADISON BUILDING INSPECTION DIVISION

215 Martin Luther King, Jr. Blvd., Suite LL-100 - PO Box 2984 Madison, WI 53701-2984  
zoning@cityofmadison.com - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

## Sign Permit Application

<b>OFFICE USE ONLY</b>	<b>Permit Number: ZON</b> _____ <b>-20</b> _____
Application Date _____	SPECIAL CONDITIONS:
Approval Date _____	<input type="checkbox"/> CDR # _____ <input type="checkbox"/> UDC Other
Approved by _____	<input type="checkbox"/> VARIANCE <input type="checkbox"/> DC/UMX
Permit Fee _____	<input type="checkbox"/> UDD # _____ <input type="checkbox"/> Arch. Review
Receipt _____	<input type="checkbox"/> Historic/Landmark <input type="checkbox"/> PD # _____

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

**Installation Address** 85 East Towne Mall **Zoning District** \_\_\_\_\_

**Business Name** Flix Brewhouse

**Owner of Sign (Name)** Flix Brewhouse WI LLC

**Address of Sign Owner** 2000 S. IH35 #Q11, Round Rock, TX 78681

**Telephone of Sign Owner** 512-238-0938 **Email** ddavis@flixbrewhouse.com

**Sign Contractor/Installer** JNB Signs, Inc. **Contact (Name)** Chris Cronin

**Address** 1221 Venture Dr., Janesville, WI 53546

**Phone** 608-754-6338 **Email** ccronin@jnbsigns.com

**Which of the following best describes the proposed work?**

New Sign  Change of Copy  Relocate on Lot

(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

**Type of Sign** (Check all that apply):

<input type="checkbox"/> Ground	<input checked="" type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input checked="" type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

**Sides:**

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input checked="" type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

**Description of Text and Graphics of Sign:**

"FLIX BREWHOUSE" and logo

Existing Property Use	Proposed Property Use (if changed)
Commercial	

**PROPOSED GROUND SIGN INFORMATION:**

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1			1		
2			2		
3			3		
<b>Total</b>			<b>Total</b>		

**PROPOSED NON-GROUND SIGN INFORMATION:**

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1	box 1 = 36.25, box 2 = 7.34, box 3 = 26.92	70.51	286" x 119"
2			Width of Tenant Space
3			
<b>Total</b>		70.51	

**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

- Detailed drawings in full color of the proposed sign.
- Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- Type of material being used and all dimensions of supports and footings.
- Clearance above ground (for awning/projecting/banner signs only).
- For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- Type of lighting/illumination and method.
  - Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- Pictures of any existing signs (with tag/permit #'s if possible).
- A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- Acknowledgement from the property owner to erect the sign.

**\*Any Missing Information Will Result in Delays to Your Application\***

\*FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)\*



# CITY OF MADISON BUILDING INSPECTION DIVISION

215 Martin Luther King, Jr. Blvd., Suite LL-100 - PO Box 2984 Madison, WI 53701-2984  
zoning@cityofmadison.com - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

## Sign Permit Application

<b>OFFICE USE ONLY</b>	<b>Permit Number: ZON</b> _____ <b>-20</b> _____
Application Date _____	SPECIAL CONDITIONS:
Approval Date _____	<input type="checkbox"/> CDR # _____ <input type="checkbox"/> UDC Other
Approved by _____	<input type="checkbox"/> VARIANCE <input type="checkbox"/> DC/UMX
Permit Fee _____	<input type="checkbox"/> UDD # _____ <input type="checkbox"/> Arch. Review
Receipt _____	<input type="checkbox"/> Historic/Landmark <input type="checkbox"/> PD # _____

**APPLICANT: Use one application per sign. Complete all sections below that apply to the particular sign permit.**

**Installation Address** 85 East Towne Mall **Zoning District** \_\_\_\_\_

**Business Name** Flix Brewhouse

**Owner of Sign (Name)** Flix Brewhouse WI LLC

**Address of Sign Owner** 2000 S. IH35 #Q11, Round Rock, TX 78681

**Telephone of Sign Owner** 512-238-0938 **Email** ddavis@flixbrewhouse.com

**Sign Contractor/Installer** JNB Signs, Inc. **Contact (Name)** Chris Cronin

**Address** 1221 Venture Dr., Janesville, WI 53546

**Phone** 608-754-6338 **Email** ccronin@jnbsigns.com

**Which of the following best describes the proposed work?**

- New Sign  Change of Copy  Relocate on Lot  
(Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

**Type of Sign (Check all that apply):**

- |  |  |                                 |   |
|--|--|---------------------------------|---|
| <input type="checkbox"/> Ground                  | <input checked="" type="checkbox"/> Non-Ground | <input type="checkbox"/> Canopy | <input type="checkbox"/> Banner (Wall only)         |
| <input type="checkbox"/> Monument                | <input checked="" type="checkbox"/> Wall       | <input type="checkbox"/> Above  | <input type="checkbox"/> Business Opening (30 Days) |
| <input type="checkbox"/> Pole                    | <input type="checkbox"/> Awning                | <input type="checkbox"/> Below  | <input type="checkbox"/> Decorative                 |
| <input type="checkbox"/> Portable                | <input type="checkbox"/> Projecting            | <input type="checkbox"/> Fascia | <input type="checkbox"/> Promotional                |
| <input type="checkbox"/> Billboard (Advertising) | <input type="checkbox"/> Roof                  | <input type="checkbox"/> Misc.  |   |
| <input type="checkbox"/> Off-Premise Directional | <input type="checkbox"/> Above Roof            |                                 |   |

**Sides:**

- |                                       |  |   |
|---------------------------------------|--|---|
| <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> External Illuminated            | <input type="checkbox"/> Electronic Changeable Copy |
| <input type="checkbox"/> 2            | <input checked="" type="checkbox"/> Internal Illuminated | <input type="checkbox"/> Manual Change of Copy      |
| <input type="checkbox"/> Other _____  | <input type="checkbox"/> Non-Illuminated                 | <input type="checkbox"/> Time & Temperature         |

**Description of Text and Graphics of Sign:**

FLIXBREWHOUSE



Existing Property Use	Proposed Property Use (if changed)
Commercial	

**PROPOSED GROUND SIGN INFORMATION:**

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1			1		
2			2		
3			3		
Total			Total		

**PROPOSED NON-GROUND SIGN INFORMATION:**

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1	34.75" x 325.25	78.49	82" x 1608"
2			Width of Tenant Space
3			
Total		78.49	

**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

- Detailed drawings in full color of the proposed sign.
- Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- Type of material being used and all dimensions of supports and footings.
- Clearance above ground (for awning/projecting/banner signs only).
- For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- Type of lighting/illumination and method.
  - Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- Pictures of any existing signs (with tag/permit #'s if possible).
- A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- Acknowledgement from the property owner to erect the sign.

**\*Any Missing Information Will Result in Delays to Your Application\***

\*FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)\*



①  
West



②  
North



④  
Ground  
tenant  
sign



③  
East







East elevation



Animart Outlot

- ① Indulge Spa
- ② Kelly
- ③ Sun Tan City

West elevation



East



North



West







East elevation



North elevation



Ground  
Sign



South



West



North



Culver's Outlot



East



North



South



DICK'S SPORTING GOODS





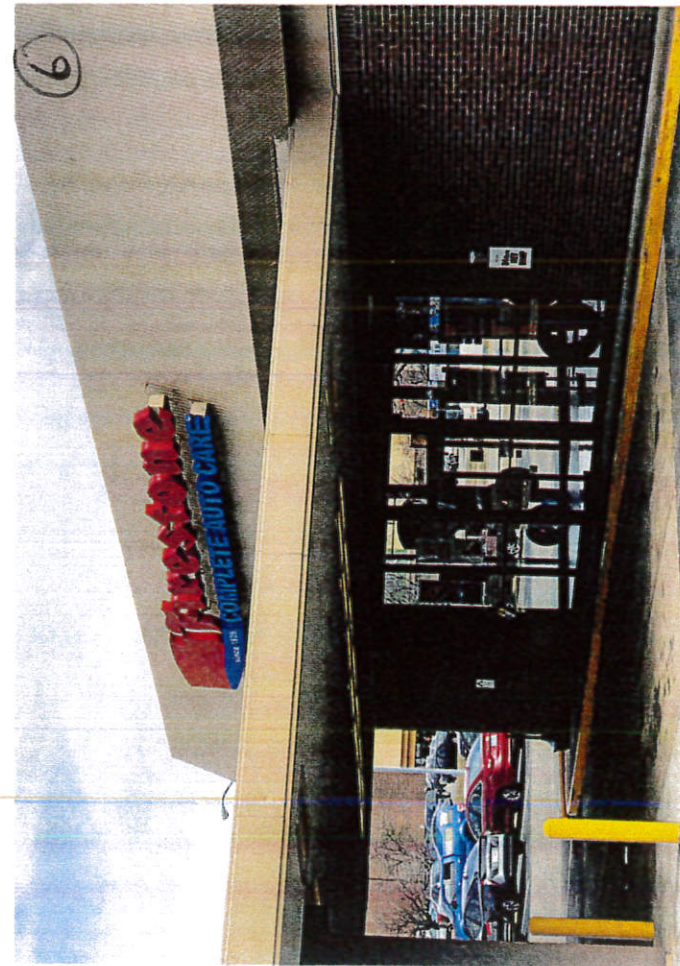
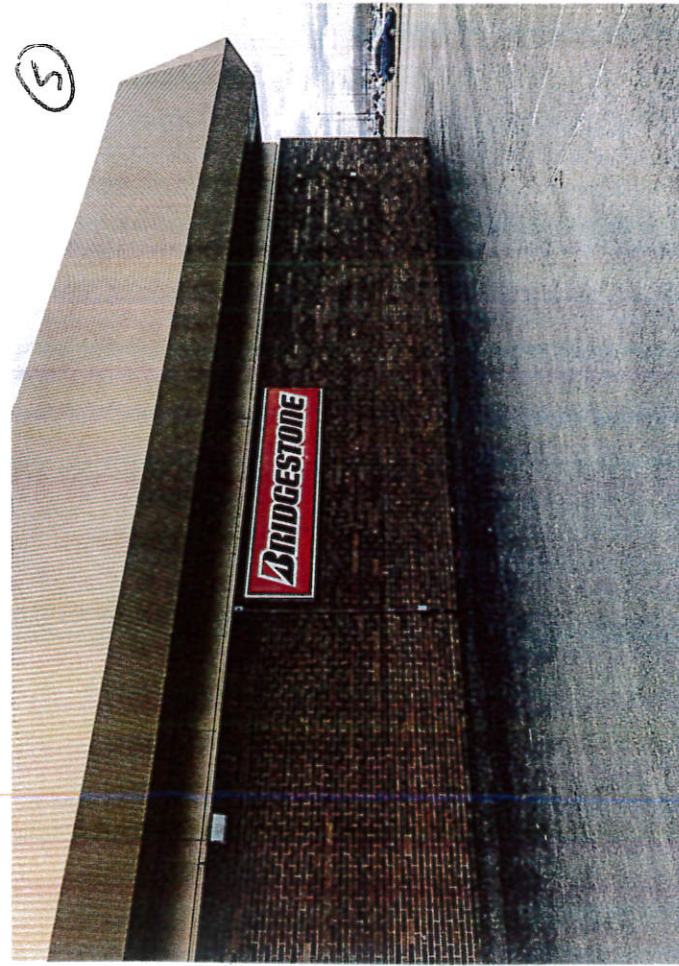
North

Doolittles Outlot



South



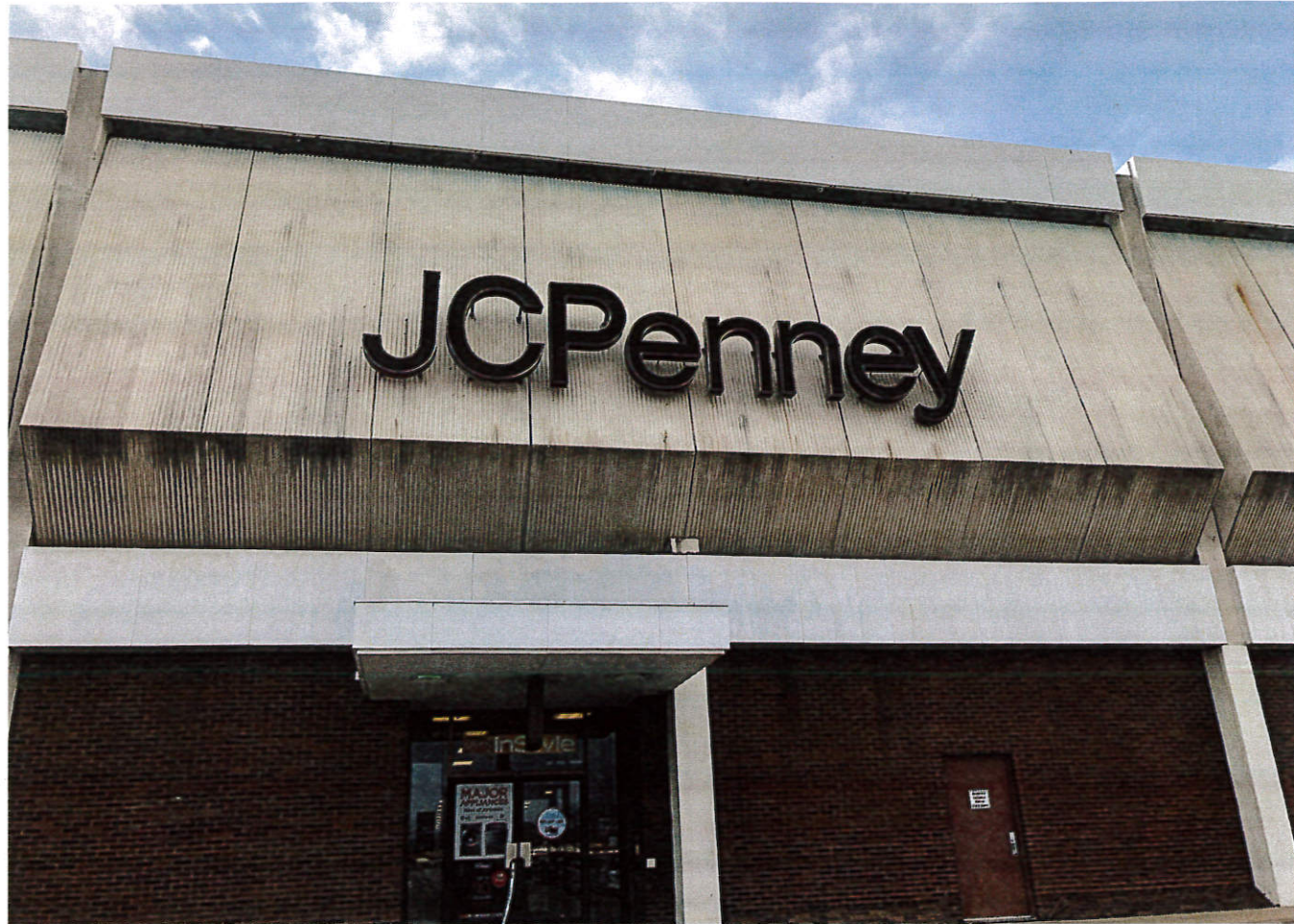


Firestone Tire Outlet

- ① West elevation
- ② Pylon ground sign
- ③ East "Firestone" & "Bridgestone"
- ④ South
- ⑤ North "Bridgestone"
- ⑥ North "Firestone"



East



North



West



JC Penney



North



North



South



South



SEARS OUTLOT





North

"SEARS" & "SEARS AUTO CENTER"



South

"SEARS" & "SEARS AUTO CENTER"





SINGLE SIGN TENANTS

Shoe Carnival - West

Barnes & Noble - North

Gordmans - East

Lulu's Pub - North

Planet Fitness - North







Waldo ©DreamWorks Distribution Limited. All rights reserved. Imagery ©2018 Google, Map data ©2018 Google 500 ft

ZONING OUTLOTS

- ① Animart, (3) others
- ② Culver's
- ③ Doolittles
- ④ Firestone