

Hi Justin -

Thank you for the detail response and indeed a pleasure meeting you and your project architect as well. Also wants to say thank you to Bill White for a good conversation around this.

I shared your response to the questions that were asked at the the neighborhood meeting with my three neighborhoods Assoc leaders for review and share with their memberships. I told them you will be going to UDC at 4 PM and so if they have any concerns or follow ups should let me know before 4 PM. So far I have not heard back any follow up questions. The only question I received, which was not asked at the meeting is: Would you know how many local jobs this project will create? Will appreciate it if you are able to share what you know.

Like I said at the meeting; I and the neighbors are all very supportive and excited about the project and believe it will be a good addition/change to the mall and it environ. I will be at a Parks Commission meeting tonight else wold have been at UDC.

While I look forward to working with you on this and other projects, please let me know if anything.

Thank you and good luck tonight.

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Alder Samba Baldeh  
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**From:** Justin Long  
**Sent:** Tuesday, October 4, 2016 5:46 PM  
**To:** Baldeh, Samba  
**Cc:** Bill White; Justin Frahm  
**Subject:** Flix Brewhouse- East Town Mall Responses

Alder,

I appreciated the opportunity to meet with you and the neighbors last week. Per our discussion after the meeting, I've included the list of questions we heard from the neighbors along with the applicable answers after discussion with the tenant and our design team.

If we've missed any topics that were discussed, please let me know and I'll be happy to respond to any other questions.

- Add bike lane access to the mall at large and to this project- CBL understands this concern, however, we feel this is something that should be addressed at the city

planning level as it is outside the scope of this project. We are providing bike racks near the entrance to provide convenience to biking customers.

- Address traffic concerns around the mall including traffic signals instead of the 4 way stops- Again CBL believes this is an issue that is best addressed at the city planning level since its scope is significantly wider than the implications of this smaller project. CBL believes the existing access in and around the mall is more than sufficient to support this project.
- Parking lot lighting levels needs to be increased- The current parking lot lighting provides code compliant levels of lighting and this project does not plan to increase or modify the existing light levels. We understand that this concern is related to the overall security issue which we believe will be mitigated by the security camera installation (see next response).
- Install security cameras-The mall is in the process of installing a whole-mall security camera system. The mall is currently in the planning stages but they anticipate the installation of the full system will be completed by the holidays this year.
- Bike racks should be provided in a convenient location-We have re-evaluated the location of the bike rack and have moved it next to the patio so it is closer to the mall entry and more convenient to biking customers. Its location is shown on the attached plan.
- Will the parking lot include more parking lot islands?- Yes. The portion of the parking lot as noted in our presentation will be brought up to current codes which includes significantly more parking lot islands. We have attached the landscape plan so you can see the anticipated design.
- Will the building be environmentally friendly?-The new building will far exceed the energy efficiency of the building it is replacing and the landscaping will meet current codes.
- How late will Flix be open?- (Answer provided by Flix Brewhouse Management)- As a first-run cinema that operates seven days a week, there will naturally be some variability in opening and closing times. Generally speaking, however, City of Madison ordinance dictates when we need to close and we'll be adhering to these prescribed hours carefully. Regardless, no film that we show finishes later than 1:00 am and we do not hold the bar or kitchen open after that film concludes. As a result, "last call" is always for in-theater service only and the bar and kitchen will close no later than midnight for guests on-premises who are not viewing a movie.
- Will Flix allow local artists to display artwork within the space?-(Answer provided by Flix Brewhouse Management)- We are very excited to participate with the local art community and have a long history of embracing and promoting local artists. One of our great successes thus far involves a local Austin, Texas artist who we now work with to create much of our in-lobby promotional art for upcoming events and feature films.

We do not typically display local art on-premises though as it is not a suitable "gallery" environment to properly promote local artists and their works. We are open to working with local artists in a number of different ways, however, and are very excited to get to know the art community there in Madison.

- How much do movie tickets cost? -(Answer provided by Flix Brewhouse Management)- Flix Brewhouse prides itself in offering a premium experience at a "popular" price. In other words, there is no "mark-up" per se on a movie ticket to enjoy the Flix experience. Our pricing will be comparable to local movie theaters in the Madison market generally.
- How do you handle/assure safety around alcohol service? -(Answer provided by Flix Brewhouse Management)- We have a comprehensive training program that all service team members must participate in, which includes specifically a responsible service of alcohol class. We take training programs very seriously and routinely spot check our protocols to ensure complete adherence to and awareness of our training programs and company policies. Additionally, we have a three beverage maximum for our guests and do not serve pitchers or bottles to single guests. We request proper identification from everyone below 40 and as a rule, we do not permit anyone into a movie under the age of 21 after 7:00 pm without a parent or guardian.

If you have any questions or concerns, do not hesitate to reach out to me. We look forward to working with you on this and future projects.

Thank you,

**Justin Long** | Project Manager- Development  
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