

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 27, 2016

TITLE: 89 East Towne Mall – Major Alteration to a Conditional Use for a Proposed FLIX Brewhouse Facility Located at East Towne Mall. 17th Ald. Dist. (43719)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 27, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Sheri Carter, Cliff Goodhart, Richard Slayton, Tom DeChant, Dawn O’Kroley and Michael Rosenblum.

SUMMARY:

At its meeting of July 27, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a major alteration to a conditional use for a proposed FLIX brewhouse located at 89 East Towne Mall. Appearing on behalf of the project were Justin Frahm, representing JSD Professional Services; Tammy Rozek, Justin Long and Mark Wynnemer, both representing CBL Properties. FLIX is a movie house, brewery and restaurant concept. The current Steinhafel’s would be demolished for this new development that will create a more energetic and vibrant entertainment aspect of the mall. It also includes a site plan revision to revise the ring road and taken out the small kink, which will trigger zoning and island landscape requirements for the site. The landscape screen will be plant material. A small patio will be included at the south face of the building, as well as a revised mall entry at this location. The building itself would be mostly brick with EIFS banding at the top, metal panels, metal canopy, and signage allowed by code.

Comments from the Commission were as follows:

- Whatever you can do to make that patio more comfortable, the more green the better.
- It seems like there’s opportunity between the upper screen wall and the entry plaza for landscaping and trees. That promenade as you go into the mall entrance could have a row of trees from the FLIX patio.
- And extending that out into the parking lot.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.