

## Memorandum / Letter of Intent

[www.jsdinc.com](http://www.jsdinc.com)

To: City of Madison Planning Staff & Urban Design Commission  
From: Justin Frahm, JSD Professional Services, Inc.  
Re: City of Madison Land Use & UDC Initial-Final Application - FLIX Brewhouse at East Towne Mall Major Alteration (Existing Steinhafels)  
JSD Project #: 15-7078  
Date: August 17, 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 requesting an initial-final Urban Design Commission review and subsequent Plan Commission review and approval 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.

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.