

From: [Carol Kiley](#)
To: [Urban Design Comments](#)
Subject: Request for final approval by Marc ott
Date: Wednesday, January 11, 2023 11:24:51 AM

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Each time the committee meets I have renewed hope that you have finally realized that the building at 6604 Odana is without merit!

I am an 86 year old resident at 6509 Normandy Lane. We are all of mixed incomes, I pay full market rate. We are not a group of people looking for any unusual exceptions.

It Seems to me that the committee has a wonderful chance to see to it that any building on the Odana site represents the integrity of the design committee. Buildings of any height emit CO2 into the atmosphere and increase with each additional floor. Limit the height, add some green space to the roof and any exterior areas. Think about the long range not the short. Money for the city and for the builders should not create any hardships or eyesores for the surrounding areas. The proposed height will certainly create hardship for the next door neighbors. They will have little sun and no view! We're voting citizens and I ask why we don't count?

Madison needs housing but the population is an aging population. Madison could become leaders by building better, building affordable and building energy efficient without adding pollutants to the atmosphere.

Thank you,
Carol Kiley Apt. 325

From: [Colleen Robinson](#)
To: [Urban Design Comments](#)
Cc: [Caroline Robinson](#)
Subject: Jan 11 meeting agenda item 5
Date: Tuesday, January 10, 2023 10:05:41 PM

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Hello,

I will register to speak at the meeting, and wanted to share this photo, taken of a transport van parked mostly on parking spaces (not in the road/driveway), between Normandy Square Apartments and the old Market Square Theater where the proposed new apartment complex would be located. There's been an absence of real time views of this space, illustrating how the 5-7 total stories where the current one story theater sits will juxtapose with the three story apt building on the left in this image, and how narrow the road/drive is between the two buildings.

Thank you,
Colleen Robinson



From: [Clare Boulanger](#)
To: [Urban Design Comments](#)
Subject: Jan 11 Meeting - Agenda Item 5
Date: Monday, January 9, 2023 9:42:14 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I am once again registering my concern about the proposed residential development at 6604 Odana Road (site of the former Silver Cinema, aka Market Square Cinema). I spoke at the UDC meeting on December 7 (not entirely sure of that date), and attended (virtually) the meeting on December 14. I will register to speak at the January 11 meeting just to preserve my option to do so. I am anxious to see whether the developers will pitch a building that has fewer stories--preferably no more than three, above ground--in which case I may rescind my opposition to the project. As this sort of downsizing is unlikely to happen, I plan to attend the meeting and speak if I feel I must.

In the event my job keeps me from following through on this plan--I may not get home in time--there are two questions I'd like put to the developers. The first concerns the proposed building's rooftop amenity space--why is it on the north side? On the south side it would get far more sunlight; not incidentally, Normandy Square would be spared any noise from "party action." The second question addresses access to the proposed building's garage. From what I observed, there are two doors leading into the garage, one on the northwest side of the building and one on the southwest side. Right now there are four entrances to the Market Square parking lot: from Grand Canyon Drive (this is an impractical way to approach Normandy Square and the proposed building as one would have to drive all the way around the Market Square shops), from Yellowstone Drive, from Odana Road, and from Normandy Lane. The garage of the proposed building is best approached from Odana Road on the south side and Normandy Lane from the north side. There's a problem in that the Normandy Square parking garage has its one and only door off the Normandy Lane entrance. Even now, when Escape in Time is crowded with customers, it's difficult to get into our garage. With the increased traffic the proposed building will bring, our garage access will be further compromised.

At the last meeting, I recall one of the UDC members wanting an on-the-ground view of how close Normandy Square would be to the proposed building. I have a video that illustrates this; as it is a "fat" video you can reach it via the following link to my Google Drive.

https://drive.google.com/file/d/1ec--yl9-_QYwIhCZA918JtsoQUs7WhkI/view?usp=share_link

Finally, I've attached a cartoon I'm hoping makes a point in a way that my bombast likely cannot. Thank you for your attention, and the work you do.

Clare Boulanger
Resident, Normandy Square Senior Apartments



HOW IT'S GONNA FEEL

From: [Carol Kiley](#)
To: [Urban Design Comments](#)
Subject: Fwd: 6604 Odana Road
Date: Wednesday, December 14, 2022 3:46:54 PM

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----- Forwarded message -----

From: Carol Kiley <utcapricorns@gmail.com>
Date: Wed, Dec 14, 2022 at 3:36 PM
Subject: 6604 Odana Road
To: <urbandesign@cityofmadison.com>

I have carefully reviewed the Planning Division Staff Report. All I can come up with is why the Commission is even considering any part of the requests from the applicant.

There is no compatibility with the existing character of the area. Half of our adjacent residential senior building will not only be in the shadow of the building, any view once enjoyed will be destroyed. Many of the senior residents are homebound to begin with and their view has great meaning to them.

The proposed design looks like a factory and all the balconies would look directly into our balconies.

The proposed structure is Too Tall, Five stories is absurd given the area. Has anyone on the commission looked at this property? Has anyone on the commission bothered to talk with those in the surrounding businesses or our residents?

You might even consider the number of times emergency vehicles are called to this address, or how many times a week Badger Bus needs to park in the access drive in order to accommodate those in wheelchairs being boarded.

What else is it going to take for the commission to realize that the proposed building is only good for the investors. Not for the rest of us. This is an injustice to those of us who are invested in the area. I know of two former residents who have not only vacated the building but also the state of Wisconsin. Think about the message you are sending to those in the surrounding area.

Sincerely,
Carol Kiley (age 85, Apt. 325, market price rental)

From: [Susan Andrews](#)
To: [Urban Design Comments](#)
Subject: 6604 Odana Road
Date: Wednesday, December 14, 2022 3:13:23 PM

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Because I am unfamiliar with the Market Square redevelopment plan it's difficult to form a reasonable argument against the "Plan".

BUT, the current proposal of the 6 story apartment building is totally illogical. Because of its location almost on top of the Normandy Square apartments, it's height because these apartments are only 3 stories. I believe the height is the biggest issue. Please scrap the current design and develop a REASONABLE more attractive 3 story building that will fit in with the Normandy Square apartments and the surrounding area.

Thank you,
Susan Andrews

From: [Clare Boulanger](#)
To: [Urban Design Comments](#)
Subject: Dec 14 meeting - opposition to building plan for 6604 Odana Road (agenda item 9)
Date: Monday, December 12, 2022 11:21:47 PM

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I take it this item was tabled at the last meeting (after I left), presumably because the developer's presentation was disorganized and missing key components. However, even if the bugs in the presentation are worked out for the December 14 meeting, I suspect that it will continue to downplay how close this building will be to the Normandy Square Senior Apartments, and how much disruption it will bring to the neighborhood in terms of dust, noise, and traffic.

I spoke against this project at the last meeting of the Urban Design Commission so was not planning to speak again, though I will register my opposition on the website. However, because visuals are important, I've included, below, links to a slide show and a video which will demonstrate my perspective more effectively than a speech. I hope these can be introduced at the meeting.

https://docs.google.com/presentation/d/1P6m3sMyeyr3LP70v92_eRQ4mRkmhr3L5/edit?usp=share_link&oid=111343811296446706298&rtpof=true&sd=true

https://drive.google.com/file/d/1ec--yl9-_QYwlhCZA918JtsoQUs7WhkI/view?usp=share_link

Thank you for your attention.

Clare Boulanger
Resident, Normandy Square Senior Apartments

Normandy Square Apartment Resident Workgroup
6509 Normandy Lane
Madison, WI 53719

November 1, 2022

Re: 6604 Odana Rd. 6 Story Apartment Building
Market Square Redevelopment

Mayor Satya Rhodes-Conway
210 Martin Luther King, Jr. Blvd.
Room 403
Madison, WI 53703

Cc: Chris Wells, Project Manager; Keith Furman, District 19 Alder; Allison Garfield, The Cap Times;
Barry Adams, The Wisconsin State Journal

Dear Mayor Satya Rhodes-Conway

We the residents of Normandy Square strongly protest the proposed plans to construct the 6-story apartment building on the Market Square Theatre site. The building will tower over everything else in the area and is within 50 feet of our building. It is unreasonable to put a 6-story building in such close proximity to ours. It will make it very difficult for emergency vehicles to attend to our needs. Please refer to the enclosed, you will find resident comments of their concerns regarding construction of the 6-story apartment building being proposed by Apex Real Estate Holdings and Walter Wayne Development LLC. There are no 6-story buildings in the immediate area nor are there any being proposed.

Normandy Square Apartments is a community of elderly people, many of whom are dependent on scooters, wheelchairs, walkers, and canes in order to live their remaining years with some semblance of mobility, respect, quiet and safety in a secure living environment. The proposed building would cause much hardship and safety concerns to our residents.

We ask that you come and visit us at Normandy Square and see the situation through our eyes. The time will come, in your lives, when you too will be looking through our "windows". Then, we believe, you will agree that our objections are valid. Would you want to be looking at 6 stories of people looking back at you?

We will thank you to give serious consideration to the health and well being of the nearly 100 residents at Normandy Square and consider changing your plans.

Sincerely,

Normandy Square Apartment Resident Workgroup

Caroline Robinson #307
Susan E. Andrews #219
Carol A. Kiley #325

Lourdes A. Secchi
6509 Normandy Lane
207 Madison, WI 53719

10/03/22

Dear Sirs,

I've lived here, at Normandy, for about three years. My room is ample, just right for me, close to a shopping center and a drugstore. If I want, close to Hy-Vee and St. Vincent. I've living a quiet life, minding my own business, working from home, doing exercises every morning, painting, and reading out in the porch at the 1st floor or at my apartment. My life has been wonderful.

Since I've heard they are building a 6-story building in front of our building, (6604 Odana Road) I have been upset for different reasons, which is the reason why I'm writing this letter.

The year 2010 was an awful year for me. I suffered three (3) strokes and I almost died. I was living in FL. then. My sister, Ana M. Boatwright brought me to WI, Madison. I lived for 3 years in a Nursing Home, I went to Assisted Living at Heritage for two (2) years, and the I moved to Independent Living for three (3) years. That's when I heard about Normandy, and I though it is fabulous.

As you can see, my life for the last 10+ years it been pretty calm for my health.

My concerns are as follows:

- I live on the second floor in the front of the building. The air is going to be sandy, dusty, heavy, and powdery, I think for two years (supposed). I suffer from bronchial-asthma.
- I depend on rides: paratransit, transit-solution, MTM, Badger Bus, as I'm not able to drive. As it looks on the map, there's no space for a large car to turn around. It depends on the width of the Lane (street) for it turn. As the bus only has one way for me to enter.
- I suffer from seizures. If needed, I have to call EMS, when they come, also comes the police and the fire trucks. I believe there's no space for them to assist me.
- When you build something that large, you must think on WHO your neighbors are. It completely overshadows my apartment. I'll be looking at my neighbor. That's something I don't want.
- I've stated my concerns, as they are valid. If you ask me, I would make front of Normandy Lane wider and make the entrance on Odana Road and on the side of Yellowstone Road, and for maintenance make it on the other side. **Just leave the Normandy Lane wider and alone.**

COPY

My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

Cities & Climate Crisis: Low-rise buildings are the future. Tall buildings: GOOD for housing crisis, BAD for the climate crisis and our ecosystem.

Has the climate change crisis been addressed in the construction of the proposed 6 story apartment building?

Apex Real Estate Holdings proposes to build a 6 story 98 unit apartment building on the Market Square Theatre site.

I am a 77 year old woman living in a south facing apartment across from the proposed site. I chose to live in the Normandy Square apartments because it is a welcoming community based apartment complex. It is close to shopping, medical care, restaurants, transportation etc. Life was good when all of a sudden "BAM" life was turned upside down. With the prospect of a 6 story towering apartment building being built almost on top of us, it would certainly hover over our humble 3 story building!!!

PLEASE WE ARE BEGGING YOU TO SEE THAT THE NUMBER OF STORIES WILL BE LOWERED SO WE CAN BE EQUALS IN OUR FIGHT FOR A HEALTHIER PLANET!!

Signed *Susan E. Andrews* Apt. # 219 Date 10/6/2022

COPY



My concern(s) regarding the proposed
6604 Odana Road - 6 story - ~~98~~ unit Apartment Building
87

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

Health problems for seniors who
already have some problems.

a six story building is too much!!
It will drown us out. Terrible
for climate as well as people.

My concern(s) regarding the proposed 6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

I am concerned about how it will effect our quality of life here at Normandy. I moved here, as a senior citizen because it was a peaceful, quiet area, close to shopping, entertainment, safe areas to walk and away from high traffic.

I live on the third floor of Normandy Square across the driveway from the Theatre building and I am concerned about having a 6 story-98 unit apartment building towering over everything else in the area.

* I am concerned about the health of our residents.

With 100+ more people living in close proximity to our building; the "people noise", the noise from so many more cars driving through in front of our building, and the potential noise in the evenings when many seniors are "early to bed."

* I am concerned about the "noise pollution" & "air pollution" caused during construction & beyond

* I am concerned that traffic between our building and the proposed building will make it dangerous for many of our residents with walkers and motorized scooters and other health issues to venture out for exercise, shopping or having a friend or Badger Bus take them to appointments.

* I am concerned that with a six story building so close to ours would block any view that we have, and people would be looking down into our apartments making it necessary to keep our blinds closed which is unacceptable.

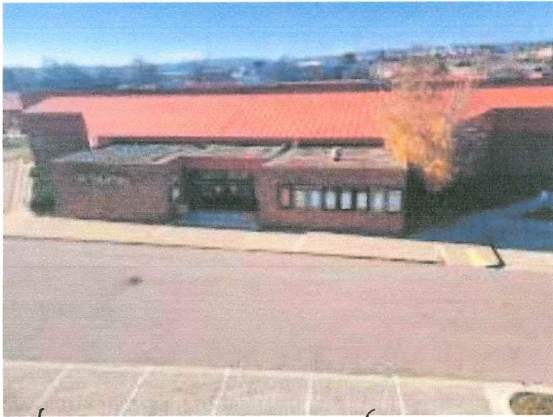
* I am concerned because the proposed building would tower over everything else in the area and take away the peaceful, quiet home that the seniors in our building expected to have when we chose to live here.

Studies have shown that tall buildings are more harmful to the environment than lower ones, so, if the only option for the space is an apartment building, make the proposed building no higher than our building here at Normandy Square. Or find other options for the theatre building.

Signed Caroline Robinson Apt.# 307

Date 10-2-2022

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*View from Normandy
Square Apartments*

My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

This housing project is TOO CLOSE to us -- only a two-lane road away. During the construction phase we here in Normandy Square will be subjected to noise, dust, & construction traffic, & once the construction is completed there will still be noise & increased traffic. There are other projects in this vicinity -- some recently completed (Urbana), some still under construction (University Park), some proposed (Radisson, White House Shoppes) -- but the Odana Road cinema project is the ONLY one that will have an impact on immediately residential neighbors. We're SENIORS, so you can well imagine that dust, noise, & traffic are not only inconveniences for us -- they ENDANGER US. I thank you for considering my objection to this project.

Signed Clare L Boulanger Apt. # 308 Date 10/2/2022
CLARE L BOULANGER

COPY

My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

I do not want a 5 1/2 story apartment building created on the site of the Normandy Square theaters. Madison should concern itself with being a "shining example" for climate control. We're all suffering from the horrendous effects of climate change. If housing is so sorely needed surely we can still maintain a 5 star rating by building with a community look instead of a row of tenements. Three story buildings are better for us all. Turn it into a dinner theater.

Signed Carol A Kiley Apt. # 325 Date Oct 1, 2022

COPY

My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

I am concerned about the great increase in traffic with
~~100~~ 98 apts - That means about 98 more cars coming + going
in early Am + 5pm. Our small space is not built for that.
I'm sure the developers have ~~some~~ answers for that, as all
"good" ~~business~~ ~~business~~ business men + politicians always
seem to have when the general public question their
plans.

Six stories is also too many for this area - Don't imagine
that the developers + their money backers live in these kind of
neighborhoods. When I moved here in 2019, this seemed like
a relatively quiet + pleasant place. All of this crowded apt. living
certainly will change that!

Signed Nancy Pokorsky Apt. # 324 Date 10/5/22

COPY

My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

I moved here to be with older people and didn't want to live by crying children or kids noisily playing outside! Who do I think will be moving into the new apartment building - families with kids (young and old) I also like the quiet streets we have now. Of course we get a hot rod noise once in a while. But how much more traffic and noise will there be with another apartment complex so close to ours??

Signed

Darlene Hong

Apt. # 108

Date

10-2-22

COPY

My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

1. My concerns are Building to high. No higher than 4 stories.
2. A lot of noise while construction is going.
3. Very hard for people who come to visit to Park cars.

Signed

Shawntleidy Apt. # 109 Date ~~10~~-02-22

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My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

One word describes the above title and that word is "greed". All of the low-life's that came up with the idea of a 6 story apt. Bldg. are only concerned with making money for themselves & care not about the residents of the 6509 facility. I feel once the tear-down begins many of the residents here will be sickened from all the dust & debris that will come. Still the "6 story" greedy folks won't care, it's all about the money. A much better idea was proposed by the now departed Amanda who proposed turning the theaters into a market-place, but of course there was no money for the greedy in that.

Signed

Michael Altman

Apt. #

121

Date

10/3/02

COPY

My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

I have made many changes since 2020. My husband of 59 years passed away in 2020. Two weeks later my children went through my house in Oklahoma and started throwing everything away. My daughter is a CRC-Heart and she wanted me in Madison. Then I was moved during the Covid!

I love living in my Normandy Apt and my concern is I do not ever want to move. I just started to learn my neighbors and I am so excited about my future!

Normandy is a quite, lovely area. I feel protected here. Can go for walks, have friends my age, Restaurants, Shopping etc. What will my future be like?

I want it to stay quiet, safe and a loving place to live. This is for 55 & above - Older community. I am near 80 years young. Concerned about traffic, Noise. Respect for the Elder. Do not want a building towering over ours. The many months ahead, the noise, dirt blowing. Please consider the height, Not taller than ours.

Signed Kathryn Deyser Apt. # 120 Date 10/5/2022

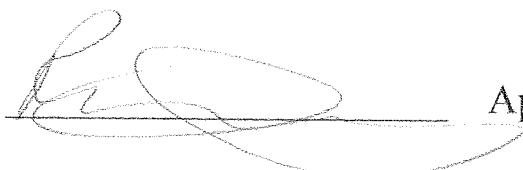
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My concern(s) regarding the proposed
6604 Odana Road - 6 story - 98 unit Apartment Building

I am a resident at Normandy Square Apartments - 6509 Normandy Lane

MY CONCERN IS THE FACT OF TURNING A QUIET AREA INTO A NOISY ONE, TOO MUCH DUST OF DOING THE TEAR DOWN, RESIDENTS LIKE ME HAVE C.O.P.D. THE NOISE AT THE EARLY HOURS OF THE ~~MORNING~~ MORNINGS, I THINK THIS WHOLE THING IS NO SENSE. AND THE TRAFFIC IT WILL CAUSE.

Signed



Apt. # 123

Date 10-4-2022

COPY