

**From:** [Caroline Robinson](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Opposition to the proposed 6-story building at 6604 Odana Rd.  
**Date:** Tuesday, January 24, 2023 11:06:01 AM

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As a resident of Normandy Square Affordable Senior Apartments, I want to register my opposition to the proposal to tear down the theater building to build a 6-story, market-rate apartment building. We have sent numerous pages of concerns by at least 20 residents of Normandy Square to Mayor Satya Rhodes Conway, Chris Wells, Keith Furman, Allison Garfield Berry Adams, and the Urban design Commission expressing the many reasons why the proposed building would have negative impact on the well-being of our 70 residents, including the proximity of the building to Normandy Square, the health hazards from the construction, that 30% of our residents use walkers, wheelchairs, electric scooters or canes to get around, and the fact that the proposed building could house more than 100 residents, which will make it an overcrowded area between our buildings. The noise from the number of cars, partying, the lack of space for emergency vehicles to come through, the lack of outside parking for the proposed building, the fact that a large number of apartments in Normandy Square will be blocked from the sun for much of the day especially in the winter. We have listed all of these objections numerous times, but have been ignored repeatedly. The city of Madison has shown very little compassion, or respect for the senior citizens that will be adversely affected by the proposed building. Once again they are more interested in the almighty dollar, than the health and wellbeing of senior citizens.

**From:** [Clare Boulanger](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Jan 23 meeting - in opposition to agenda items 4, 5, and 6 (6604 Odana Rd development)  
**Date:** Saturday, January 21, 2023 6:24:56 PM

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To the members of the Plan Commission:

At your Jan 23 meeting you will be considering the siting of a six-story apartment complex in the lot currently occupied by the now-closed Market Square Theater (aka Silver Cinema). I am writing to express my objections to this project. I recognize that Madison needs new housing and that better use could be made of real estate along Odana Road. However, PLEASE consider that this PARTICULAR piece of real estate is the equivalent of a mere two-lane road away from Normandy Square Senior Apartments, where I reside.

The agenda for your upcoming meeting is headed by what appear to be guidelines for the Plan Commission. Regarding 6604 Odana Road, I have some answers for the questions posed.

**Who benefits?** Obviously the developer, an out-of-state firm currently also despoiling State Street and the Lake Monona Waterfront. I don't doubt there will be tenants for the Odana Road apartments, but from the mix of floor plans on offer—mostly studios and one-bedrooms—the likely occupants will be single professionals, not the low-income families that need housing far more desperately in today's Madison. When you stop and think of it, single professionals, who tend to move in and move out quickly from jobs and accommodations, may be the only people who could tolerate the fact that the proposed apartment building will be an island in a sea of asphalt.

**Who is burdened?** The residents of Normandy Square Senior Apartments. Burdens will include the dust, noise, and traffic of construction, and, once the dust settles (into our aging lungs, I fear), the noise and traffic will continue given that we'll have something like 200 new, young, party-minded immediate neighbors.

**Who does not have a voice at the table?** And again, that would seem to be the residents of Normandy Square Senior Apartments, seeing as we've been speaking up at the recent UDC meetings, and yet the notes from the meeting at which 6604 Odana Road was approved read: "The UDC...does not find that it has a negative impact on the surrounding properties." You can just imagine our frustration, and our sense of helplessness. You might further imagine how you would feel if we were your parents, grandparents, perhaps even you. But don't mention this to Alder Furman, who, when I asked him to conjure up the same scenario, kindly businessplained to me how anyone would be thrilled with the "vibrancy" a six-story apartment complex would bring to a neighborhood. Yup, that's what older folks are seeking as they grow still older—"vibrancy."

We were hoping, naively, that when the development team returned to the UDC with a revised plan (the first plan was a mess), there might have been concessions made in light of our objections. But no; the proposed building is still six stories, and still has a rooftop patio situated on the north side where noise will readily carry to our south-side residents. So we don't have a voice at the table—we're not even *at* the table. This process has been like talking to a brick wall, which we're likely to be doing, literally, all too soon.

**How can policymakers mitigate unintended consequences?** From the point of view of the residents of Normandy Square, we'd love for this apartment complex not to be built at all—a grocery store would be far more welcome. However, we get that developers gonna develop. At the very least, then, the Plan Commission might consider hewing the complex down to size—it should certainly not be granted the sixth story, and five or even four stories would be better suited to the neighborhood. Having proposed this, I have to wonder if, to this point, the consequences to which we might be subjected are "unintended." Surely anyone not mesmerized by the prospect of turning this tiny lot into an overstuffed apartment complex recognizes how nearby seniors might be adversely affected.

I thank you for your attention, although you'll notice I'm trusting I *have* it.

Clare Boulanger  
Resident, Normandy Square Senior Apartments