

**From:** [Carrie Rothburd](#)  
**To:** [Vaughn, Jessica L](#)  
**Cc:** [Kitchel, Lisie E - DNR](#); [Cleveland, Julie](#); [Evers, Tag](#)  
**Subject:** Re: Can the public register for tonight's UDC meeting  
**Date:** Wednesday, April 15, 2026 5:05:57 PM  
**Attachments:** [image002.png](#)  
[image002.png](#)

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Actually Indo have an unanswered question. It is in the letter I submitted. I recall the UDC insisting on seeing the learning more about the Galvalume siding before giving final approval to the design. There was the question about its suitability for bending. We also raised the question of its

- 1) Durability -- Galvalume has a life span of as little as 25 or years, how does Threshold propose to replace this roof?
- 2) Glare -- Descriptions of Galvalume say that it reflects light. Can Threshold ensure that this will not interfere with drivers', cyclist's and pedestrians' visibility as they travel along Park St.? This seems especially relevant in light of all the recent accidents on S. Park.
- 3) Snow fall and snow and ice slides -- How will this roof work in the winter months? Most straight metal roofs have stops inserted along their slope to stop snow from sliding down onto the ground. How will Threshold deal with preventing snow from sliding onto the first floor patio and hurting people?
- 4) There is also the issue that was raised at the last meeting of the blank wall perpendicular to Lakeside and parallel to the old wall between 999 and its residential neighbors. This wall will be visible from Lakeside St. A blank unalleviated wall goes against the UDD7 rules. Elsewhere in Madison, walls around parking are being built with fake architectural features to make them blend in better with the building they are part of and adjacent architecture. Why not here?

Please pass these questions along to the commissioners.

Carrie Rothburd

On Wed, Apr 15, 2026, 4:24 PM Vaughn, Jessica L <[JV Vaughn@cityofmadison.com](mailto:JV Vaughn@cityofmadison.com)> wrote:

Lisie,

Unfortunately, there is not a way to remove you from the list. There are options though - if you don't wish to speak, you can let us know now and we will not call on you, or you could choose not to attend, or you could attend and when called upon not that all of your questions have been answered and you no longer wish to speak.

Best,

To: Urban Design Commission  
From: Carrie Rothburd  
Re: Item 6, 999 S. Park St.  
Date: April 15, 2026

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We take these comments from the letter we submitted for the February 4, 2026 UDC review of 999 S. Park St. They are still relevant to this final review.

Our intent with the following comments is to ensure 999 S. Park St. is a good and safe fit for the S. Park St. corridor and our neighborhood. We support development at the corner of W. Lakeside St. and S. Park St. However, we believe that Threshold's proposed development for this site will have a negative impact visually, functionally, and economically on adjoining residential uses and the neighborhood as a whole.

As we communicated to the UDC on 12/3/25 and 2/4/26, we see many ways in which Threshold's proposal for 999 S. Park St. is not in keeping with UDD7, which works to "ensure against fragmented or incompatible development and...prevent the negative visual and functional impacts of uncoordinated design decisions." UDD7 is also focused on "the design and esthetics of public and private structures to promote the welfare of the community and to encourage the protection of economic values and proper use of properties." These are the goals that shape each and every one of UDD7's requirements and guidelines. TOD regulations also require that new development "enhance the economic value around its closest transit station; and promote the livability of the local station area."

#### **Four-Sided Architecture**

- UDD7 requires that "all visible sides of the building shall be designed with details that complement the front facade.

Side facades that are visible from the primary street shall receive complementary design attention." However, the northern or back side of the building adjacent to 961 S. Park St., while visible to the street, isn't detailed in the plans, and there is no description of the materials to be used to document "complementary design attention." The eastern side of 999 S. Park St., which abuts residential neighbors, does not complement the front facade; it is an unrelieved wall, about 11 feet in height, made of some unknown material. The residences will have to look at this blank space, and at least the first 15 feet of blank wall will be visible from W. Lakeside Street to passersby.

#### **Community safety concerns**

- Materials: Galvalume siding has a highly reflective, bright, metallic quality that can glint in the sun. As a shiny material, it can pose visibility problems for drivers turning onto or off of S. Park St. at certain times of day and year.

This deserves mention as well, though to some extent outside UDC's usual purview since it bears unique relevance to the overall design of 999 S. Park St. and has the potential of requiring changes to the overall design.

#### **CONCLUSION**

Threshold's design fails to meet some basic UDD7 requirements and guidelines for development along S. Park St. It is especially important for UDC, as the guardians of good urban design. The impact of the proposed building at 999 S. Park St. on the prior uses that surround it—the S. Park St. corridor and the residential community that is located one narrow lot away—will be substantial and thus 999 S. Park St. must be held to the letter of UDD7 criteria.

Elements of this design that we believe remain problematic or out of alignment with UDD7 and need further attention include:

- 1) Implementation of 360-degree design/Better integration of the building with its blockfaces—no blank walls
- 2) Fit of highly reflective Galvalume to a much-traveled and problematic transportation corridor.